The mission of ICOI is to serve the needs of all its members, including each segment of the dental implant team, and to provide them with high quality education to better serve their patients. Hence, the mission of the Seoul World Congress is to provide the most updated information that will enable you to deal with challenges that face implantologists today.

Issues such as the need for using cone beam computer tomograms (CBCT) for implant treatment planning and guides for ideal implant placement as well as controversy in implant dentistry will be addressed by outstanding international speakers. These controversies include but are not limited to anterior implant aesthetics, implant complications management, growth factors for bone augmentation, as well as soft and hard tissue augmentation. All presenters will illustrate their views in the assigned topics and then support with evidence.

We look forward to seeing you at this important educational congress at the COEX Convention Centre, and hope you will enjoy this beautiful city.

See you in Seoul this October!

ICOI—Providing the most updated information in dental implantology

Welcome message by Drs Hom-Lay Wang, Carl Misch and Dong-Seok Sohn on behalf of the Organising Committee

Dental Tribune keeps over 650,000 dentists in 91 countries up-to-date!

No matter where you are, Dental Tribune offers you the latest dental news, articles, product reviews, jobs, classifieds and videos for nearly all situations.

A short look at Seoul

Seoul has been the capital of Korea since the time of the Joseon Dynasty 600 years ago. The city was referred to as “Han Yang” during that time, but after the liberation from Japan, in 1945, the newly founded Republic of Korea officially changed the name of its capital to Seoul.

Since then, Seoul has developed into a bustling metropolis, acting as the hub for political, economic, social, and cultural matters. The Han river divides the city in two and while the northern part of the city is a focal point for culture and history, the southern part is well known for its bustling business activities.

In Seoul, visitors can find a large number of ancient palaces and Royal Shrines of the Joseon Dynasty, as well as see and experience sights like the World Cup Stadium, 63 CITY building, Lotte World, Namsan, Seoul National Park, Daehangno, Insadong, Insa-dong, Myeong-dong, Apujeong, Namdaemun or Dongdaemun Markets. Outside of the city places like Seoul Land, Everland, Caribbean Bay, The Korean Folk Village, Suwon Hwaseong Fortress, and Namhansanseong Mountain Fortress are waiting to be discovered.

(Source: Korea Tourism Organisation)

Useful links:
- english.visitkorea.or.kr
- english.seoul.go.kr
- www.seoulwelcome.com
- www.lonelyplanet.com/south-korea/seoul
Win a free trip to New York City with Dental Tribune!

The Global Dental Tribune Awards to celebrate excellence in dentistry. They will recognise outstanding individuals and teams that have made a unique and substantial contribution to improving dental care, whether in clinical practice, health policy, dental education, dental research or the dental industry.

Applications will be judged by a jury of renowned opinion leaders from all parts of the world. The winners will receive a free economy flight to New York City to join us at the Award Ceremony, which will be held at the Greater New York Dental Meeting on November 28, 2011.

All Dental Tribune readers are cordially invited to submit their applications online without registration fees by October 21, 2011.

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- **Dental Tribune** is the largest dental newspaper worldwide, published in more than 25 languages with a readership of 650,000 dentists, and it is one of the best known brands in the global dental community. In 2011, we will launch the **Global Dental Tribune Awards** to celebrate excellence in dentistry.

This is a fantastic opportunity for practices and companies to show just how remarkable they are and compete against others in their own areas on friendly terms. The winners will receive a free economy flight to New York City to join us at the Award Ceremony, which will be held at the Greater New York Dental Meeting on November 28, 2011 in the special events hall.

Dental implants expected to see fastest growth rates in Emerging Markets

- Premium manufacturers are driving the market for dental implants and bone-craft substitutes in countries like China and India, according to iData Research. In a market report, the Canada-based consulting company has forecasted the market volume of both countries for dental implants to exceed US$400 million by the year 2017. Strong double digit growth rates were also predicted for Brazil, another potent global Emerging Market.

The rapid growth of dental implants will also drive the market for dental biomaterials and bone-craft substitutes, the report states. The number of procedures using these materials is expected to reach almost 400,000 in both countries by 2017.

“ar-regulation of dental care services in China and India has fueled growth of private dental clinics in major urban centers,” said Dr Kamran Zamanian, CEO of iData. “In addition, the low cost of labor has kept implant procedural costs relatively low, promoting dental tourism from countries such as Japan, South Korea and Australia.”

Markets in China and India are currently dominated by few foreign manufacturers such as DENTSPLY Friadent, Nobel Biocare and Straumann. The Swiss-based company particularly has in creased its market share in China and South Eastern Asia with the introduction of innovative prod ucts including the Bone Level Implant and SLActive dental implant surface technology. Global busi ness consultant Frost & Sullivan re cently awarded the company with its 2010 Asia Pacific Dental Im plant Company of the Year Award for superior performance in differ ent areas such as strategic product development.

Europe still holds the largest share of the US$3.2 billion world global dental implant market fol lowed by the US, Korea and Japan. The market itself is projected to grow by more than 20 per cent over the next five years.

Simply choose the categories you wish to enter and produce an entry to impress. Please submit one PDF document online, consist ing of 500–1,000 words as well as 1–4 images in jpeg format with captions. Explain why your practice or the individual/team deserves to win. You can nominate yourself, a team or an individual. The final deadline for all entries is October 21, 2011.

Applications will be judged by a jury of renowned opinion leaders from all parts of the world.

- Dr Robert Edwar, Executive Di rector of the Greater New York Dental Meeting, USA
- Dr Lorin Berland, Fellow of AADCD, USA
- Prof. Dr Norbert Gutknecht, President of the World Federa tion of Laser Dentistry, Germany
- Dr Susheel Kiorale, President of the South Asian Academy of Aes thetic Dentistry (SAAAD), Nepal
- Dr-Bo Bang, President of the Korean Bleaching Society, Korea

There is no registration fee. Submit your application online at awards.dentaltribune.com/

### Sinus lift referral protocol established


The study, by M. T. Cote, S.L. Seguinick, A. Rastogi and R. Schoor, assessed the need to consult an ear, nose and throat (ENT) specialist in the pre-treatment work up.

Results showed that the majority (98.7 per cent) of ENT specialists recommended a CT scan be done before sinus elevation surgery, even in the absence of symptoms. The greatest concerns of the ENT special ist that would warrant a referral were prior sinus surgery, severe sinus inflammation, nasal/sinus obstruction and oral-antral fistulation.

Dr Robert Schoor, director of the advanced education program at NYUCOD department of per iodontology and implant dentistry, commented that the American Academy of Periodontology (AAP) has been contacted by the American Academy of Otolaryngology-Head and Neck Surgery (AAO-HNS) to formulate a consensus statement on when CT scans of the sinus should be used. The American Academy of Radiology and American Rhinologic Society will also participate.

### BMP protein improves implant success

- Using a bone-creating protein to augment the maxillary sinus could improve dental implant suc cess, according to Georgia Health Sciences University (GHSU) re searchers. Dental implants won’t work if the bone in which they are anchored is too thin. Bone thinning is a common cause and consequence following tooth loss.

The currently favored solution is to supplement the area with bone grafts to stabilize the implant base. But that technique is problematic “primarily because it involves additional surgeries to harvest the bone,” said Dr Uli M.E. Wikesjö, interim associate dean for research and enter prise in the GHSU College of Dental Medicine.

In animal studies, he and his researchers. Dental implants won’t work in the absence of BMP protein (BMP) in the sinus, more new bone will form within four weeks than using conventional bone grafting at the same site. “We found that BMP induced superior bone quality over that could be the new gold standard for this procedure.”

According to the American Association of Oral and Maxillofacial Surgeons, 69 per cent of adults ages 35–44 have lost at least one tooth due to decay, disease or trauma, and 47 per cent of adults have lost all permanent teeth by age 74.

Before dental implants were available, the only options for re placing missing teeth were dentures and dental bridges, both of which could lead to fur ther bone loss. Implants provide patients with numerous bene fits, including improved oral health, appearance, speech, con venience, durability and the ability to eat.

The findings of his team’s pilot study were presented at the Academy of Osseointegration an nual meeting. Dr. Wikesjö’s GHSU co-investigators include Drs. Jaseem Lee, Cristiano Susin, Nancy Rodri guez and Jamie de Stefano.

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The American Academy of Otolaryngology Head and Neck Surgery (AAO-HNS) is a professional organization representing over 19,000 actively practicing Otolaryngologists-head and neck surgeons. The primary mission of the AAO-HNS is to advance the science and art of otolaryngology-head and neck surgery through research, education, and patient care.

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