Dental agreement commits to US export efforts in Singapore

Ortho Technology, Lien Nah sign distribution contract at IDEM

The Singapore subsidiary of Ortho Technology has entered into a new distribution agreement with Lien Nah, a Vietnamese dealer based in Ho Chi Minh City. The contract, which was signed during a US exhibitor meeting yesterday morning, would be implemented in three years and will cover the company’s entire range of orthodontic products, Managing Director Alvin Chia stated.

Ortho Technology offers a complete line of orthodontic supplies, including brackets, bands, buccal tubes, archwires, adhesives, lab supplies and patient accessories.

Charged d’affaires of the US Embassy in Singapore, Daniel L. Shields III, said that the contract is another successful example of the embassy’s efforts to convene US manufacturers to invest in the region. He said that despite its relatively high-cost operating environment, Singapore has become the 11th largest export market for US companies, leaving even countries like India behind.

Trade between the United States and Singapore has skyrocketed after the two countries signed a bilateral free trade agreement in 2003.

The United States currently leads in foreign investment, accounting for 63 per cent of new commitments to the manufacturing sector including dentistry in Singapore, according to figures of the US commercial service. As of 2008, the stock of investment by US companies in the manufacturing and services sectors in Singapore reached about US$106.5 billion.

The president of the Singapore Dental Association, Dr Lewis Lee, acknowledged the ongoing commitment of the US dental industry to Singapore. He claimed that the city state has become a centre for high-tech dentistry in the Asia Pacific region. Sing dentists are also continually updating their knowledge and make use of the latest dental equipment in order to achieve optimal treatment results, he added.

With over 20 companies representing all sectors in dentistry, the US dental industry hosts one of the largest joint participation booths at IDEM 2010. It is located in hall 401.

US companies who are interested in further information on the Singapore and regional markets can also visit the US commercial service at booth P17.

Successful start of Dental Tribune Study Club Symposia

Hypersensitivity and indirect aesthetic restorations on today’s schedule

The first Dental Tribune Study Club Symposia clearly claimed its share of the buzzing crowd that swarmed the exhibition floor yesterday morning. Hundreds of IDEM visitors took the opportunity to earn ADA CERP continuing education credits while learning more about the latest treatment concepts in dentistry.

It is the first time that such a forum is being held at a Singapore meeting.

Today’s highlights include a discussion about managing dental hypersensitivity (please also see our interview with Dr Panagakos on page 2) and exploring new frontiers in indirect aesthetic restorations by Dr Shriju Joshi. Among other things, this presentation will prepare the novel application possibilities of a versatile aesthetic indirect composite system with a focus on its application in minimally invasive cosmetic dentistry.

Cosmetic dentistry has seen continuous growth in recent years, fuelled by an increased media hype and the desire to attain the perfect smile. Due to the recent change in treatment philosophy, a minimally invasive approach is currently being adopted in cosmetic dentistry, with an aim to preserve as much natural tooth structure as possible, while achieving the desired aesthetic result in the best interest of the patient.

According to Dr Joshi, advances in dental material technology and the development of novel aesthetic restorative materials have truly brought dentistry to the 21st century. Incompatible aesthetic indirect restorative systems such as Ceramage, a zirconium silicate filled indirect composite from the Japanese manufacturer Shofu, have provided the clinician with a wide array of restorative options ranging from conventional crowns and bridges to minimally invasive onlays, inlays and veneers.

Visitors will find the Symposia in hall 402 at booth J30.

The discs are available in four grit sizes. Coordinated polishing stages from prepolishing to high-lustre polishing produce an excellent result.

The slimline design of the discs with diameters of 8 mm and 12 mm extends the range of applications.

The core of the FlexiPol is made of 1 mm thick silicone, which prevents the mandrel coming into contact with the surface to be polished. This avoids damage or discoloration of the teeth, composite or gingiva.

NTI-Kahla GmbH
Rotary Dental Instruments
Im Camisch 3
D-07768 Kahla/Germany

Tel. +49(0)36424-573-0
Fax +49(0)36424-573-29
e-mail:nitivt.de
www.nti.de

IDEM
Hall 401-404
G26 / H25

The Total Rotary Solution

for Dentists and Dental Technicians

FlexiPol
Highly flexible polishing discs for producing a natural lustre on all nanohybrid and standard composites.