An extended scientific programme focusing on the two most thriving trends in dentistry will be one of the major additions to this year’s International Dental Exhibition & Meeting (IDEM) in Singapore. The biannual show, which recently won the Approved International Fair Award for its 2009 edition, is also preparing a workshop specifically targeted at dental business owners, the organiser Koelnmesse said. There, current issues in the industry such as fraud prevention, medico-legal liability or the role of technology in dentistry will be discussed.

Singapore has a long and successful relationship with the dental profession. Not only does the city state host the oldest running dental school in Asia; first implants were placed here by Dr Henry Lee almost 20 years ago. Nowadays, the island boasts a workforce of over 1,000 dentists that are both educated internationally and make use of the latest state-of-the-art equipment. Large internationally operating companies such as 3M and Straumann have taken advantage of Singapore’s position as a trading hub and serve most of their customers in the Asia Pacific region from here.

According to the organiser, IDEM Singapore 2010 will see exhibits representing every segment of the dental market from over 350 companies and local dealers. For the first time, manufacturers from Slovenia and the Republic of Columbia will showcase their portfolio. The British Dental Trade Association has also announced to host their first national pavilion at the show alongside joint participations of Australia, Taiwan, Singapore, Korea, France, Germany, Switzerland and the United States.

Including representatives from the industry, the show is expected to gather 10,000 dental professionals in Singapore.

Michael Dreyer, Vice President of Koelnmesse Asia Pacific, commented: “As dental care becomes more sophisticated in the region, the biannual IDEM Singapore has grown in importance, providing the world’s manufacturers and innovators from every segment in the dental trade, with a channel to launch new products and reach Asia’s growing number of practitioners.”

“IDEM Singapore 2010 provides dental practitioners with access to world-class dental education, combined with an extensive showcase of the latest in products, technologies and best practices,” he added.

IDEM Singapore 2010 will be held at the Suntec International Convention and Exhibition Centre, 16–18 April 2010.

www.idem-singapore.com
Promoting the business of dentistry

Welcome Message by Oliver P. Kuhrt, Executive Vice President of Koelnmesse

On behalf of Koelnmesse, it gives me great pleasure to extend a warm welcome to all exhibitors, delegates and visitors of the 6th edition of IDEM Singapore, the International Dental Exhibition and Meeting.

IDEM Singapore continues to play a pivotal role in bringing together the key stakeholders in the entire dental trade value chain. Through its trade fair and scientific conference, IDEM Singapore offers a breadth of opportunities for professionals in all segments of dentistry and its related fields. The 2010 edition of IDEM Singapore aims to further enhance its relevance to the industry and play a greater role in accelerating the business of dental care and its related services.

The 2010 Trade Fair features over 350 exhibitors from more than 28 countries, in an extensive showcase of the latest in clinical dentistry, dental technology and patient care. We welcome first-time exhibitors from Slovenia and Columbia, as well as a new country pavilion from the United Kingdom, led by the British Dental Trade Association.

To bring a sharper focus to this year’s theme on the business of dentistry, IDEM Singapore will also feature a new ‘Let’s Talk Business’ seminar. Targeted at dental practice owners and traders, the seminar offers an insight into the burgeoning business of dental care. Renowned international and local experts share their knowledge and experience on a variety of topics, from fraud prevention and medicolegal liability to the role of technology in dentistry.

Koelnmesse donates to NUS educational fund

The organiser of IDEM 2010, Koelnmesse Pte Ltd, has recently contributed S$20,000 towards the National University of Singapore (NUS), Faculty of Dentistry 80th Anniversary Bursary Fund.

For more information: Kettenbach GmbH & Co. KG, Im Heerfeld 7, 35713 Eschenburg · Germany
Phone: +49 (0) 2774 7050, www.kettenbach.com
Additional educational offering at the Dental Tribune Study Club Symposia

DENTAL TRIBUNE
DT STUDY CLUB

After a successful premiere at last year’s IDEM Congress in Singapore, the Dental Tribune Study Club will hold its first Symposium at the International Dental Exhibition & Meeting in Singapore. Each day will feature a selection of lectures led by experts in the field, providing an invaluable opportunity to learn from opinion leaders, while earning ADA CERP C.E. Credits. The lectures are free for IDEM visitors and running in hourly sessions from 10:00 to 16:00 in exhibition hall 401. For more information pick-up your daily copy of today or go to www.dtstudyclub.com.

Preliminary Programme—Friday, 16 April

11:00–12:30
Affordable Soft Tissue Diode Lasers
Dr George Freedman and Dr Fay Goldstep

The newest diode lasers cover the widest range of clinical indications. They are easy to use and incorporate in every practice. In fact, they are so easily affordable that they should be installed in every operator.

13:00–14:30
TBA

15:00–16:30
A minimally invasive approach to predictable direct cosmetic restorations
Dr Shirju Joshi

The demand for cosmetic dentistry has seen a continuous growth, fuelled by media hype on smile aesthetics and the desire to attain the perfect smile. With the recent emphasis on preservation of tooth structure, cosmetic dentistry is moving from a more invasive towards a minimally invasive approach to attain long-term oral health while fulfilling the aesthetic expectations of the patient.

The development of newer biocompatible direct aesthetic restorative materials and techniques has enabled clinicians to provide durable restorations for an immediate and convincing aesthetic result in a short period of time, while adopting a more conservative treatment protocol.

This lecture will briefly highlight the paradigm shift in cosmetic dentistry, with a focus on the application of reliable biocompatible aesthetic restorative materials combined with a predictable finishing protocol to ensure long-term clinical success of direct cosmetic restorations.

Saturday, 17 April

11:00–12:30
Tooth Wear and New Technology to Manage Dentin Hypersensitivity
Dr Fotinos Panagakos

In this presentation, an overview of dentinal hypersensitivity will be provided. The various treatment options for managing dentinal hypersensitivity will be reviewed and a new office dentinal hypersensitivity treatment with clinically documented efficacy, Pro Argin, containing arginine and calcium, will be introduced.

13:00–14:30
Lasers, Restoratives and the Dental Medical Connection—Part I
Dr George Freedman and Dr Fay Goldstep

This comprehensive presentation will explore the novel application possibilities of a versatile aesthetic indirect organic composite material in various applications such as crowns and bridges to minimally invasive cosmetic dentistry.

Sunday, 18 April

15:00–16:30
Exploring New Frontiers in Indirect Aesthetic Restoration
Dr Shirju Joshi

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

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

Achieve SUPERIOR bond strengths
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• in self-cure or light-cure modes

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Zirconia-Alumina-Metal Primer

BISCO’s Z-PRIME™ PLUS is a single-component priming agent used to create adhesion between indirect restorative materials and composite resin cements.

Average Shear Bond Strength of different Zirconia Primers with their corresponding resin cement systems.

Zirconia-Alumina-Metal Primer

Shel Bond Strength of Z-PRIME PLUS with DUO-LINK™ (5/C) on different substrates.

Come Visit Us at IDEM Singapore Booth #E24

BISCO
Bringing Science to the Art of Dentistry
RX Only
Health care spending has improved in Asia but still is below average. (DTI/Photo Sean Prior)

Qualitas enters Singapore market with acquisition of dental clinic

Qualitas Medical Group Ltd’s subsidiary Qualitas Health care International Sdn Bhd has acquired 75 per cent stake in Dr Marcus Coyney & Associates Pte Ltd, which operates a Singapore dental clinic under the trade name SmileFocus.

Qualitas founder, Chairman and Managing Director Dr Nooril Ameen said the acquisition was in line with the group’s strategy to expand its market reach into the region and other health-care-related businesses. “Our acquisition of SmileFocus follows our first foray into the dentistry business in India earlier this year,” he said in a statement in Kuala Lumpur last month.

Located at the Camden Med- ical Centre, SmileFocus provides a wide range of specialist dentistry services under one roof, including cosmetic den- tistry, family dentistry, as well as implant and restorative den- tistry services.

Dr Ameen said the expan- sion of the Qualitas brand into Singapore would complement its listed status in the country.

The acquisition will be paid in two tranches, either fully in cash or partly in cash and partly in Qualitas shares, with the final valuation equal to seven times SmileFocus’ profit after tax for the financial year 2010.

The cash portion will be paid partly from the group’s pro- ceeds from its initial public offering in 2008 and partly through internal funding.

The Qualitas Group has one of the largest networks of clini- cians in Malaysia, with 166 clinics throughout the country.

As the first health-care insti- tution in Singapore, the Na- tional Healthcare Group (NHG) is charging a deposit fee to pa- tients who do not attend their appointments at the group’s five dental clinics. According to reports in the newspaper Strait Times, the fee of S$8 (US$6) will be waived for regular patients and those on public assistance. "Medicare should be treated as a financial reserve so that treat- ment needs are met," Dr Anang Cheng, a prosthodontist working at Singapore Dental Group, told today international. "The key is to identify those den- tal treatments that should be re- moved from the needs versus the non-optional treatments like tooth whitening, which should be taken out of the equation. There is no doubt that govern- mental clinics will be able to cope with the public demands with time.”

New CE scheme in Malaysia could benefit Sing dentists

Private CE scheme in Malaysia are soon required to participate in a Continuing Professional Development (CPD) scheme in order to continue practising. Through the scheme, which is an addition to the Malaysia Den- tal Act of 1971, these dentists will be able collect points by at- tending CPD seminars and par- ticipating in other CPD learning activities organised by the Malaysian Dental Association (MDA) in collaboration with the country’s Ministry of Health.

According to MDA president Dr Lee Soon Boon, the new scheme was developed to further advance the quality and standard of dental care in Ma- laysia. Speaking at the 17th FDI/ MDA Scientific Convention and Trade Exhibition in Petaling Jaya in January, he said CPD is essential for dental practition- ers to maintain and improve their knowledge and skills throughout their working life.

“CPD has been compulsory for dentists in the civil service for the past five years and we believe that expanding the scheme to private dentists will greatly benefit the profession,” he said. Currently, more than 50 per cent of Malaysian den- tists work in the private sector.

Although a specific guide- line has not been officially an- nounced, the new scheme could also recognize points collected in other parts of the region, Dr Lee told Dental Tribune Online. He added that his organi- zation has already established transna- tional cooperation with the Singapore Dental Association and has been invited to be an accredited CPD provider for Singapore dentists and oral health therapists.

Dr Lee also said that the FDI/MDA convention was the first organized CPD event to be accredited by the Singa- pore Dental Council and Min- istry of Health.
In combining Soft Tissue and Bone Level implants with a comprehensive prosthetic portfolio, Straumann has devised one system for all indications. The Straumann® Dental Implant System – excellent product quality designed for convincing, naturally esthetic outcomes.

Visit Straumann Booth at Sector K 02/01
Saturday 17 April 2010, Suntec Convention Centre, Theatre L3
8:30 – 11:00 a.m. A New Era in Implant Dentistry
1:30 – 4:00 p.m. Tissue Stability and Predictability
Prof. Dr. Dr. Bilal Al-Nawas
PD Dr. Anton Friedmann

COMMITTED TO SIMPLY DOING MORE FOR DENTAL PROFESSIONALS
Dental CAD/CAM technology offers productivity, increases worldwide

By Constantine Gart & Dr Kamran Zamanian, USA

**NEW YORK, NY, USA, and VAN COUVER, BC, CANADA: CAD/CAM technology is undoubtedly one of the most important developments in dentistry today. Especially on the lab side, CAD/CAM technology is expected to increase productivity, enabling labs to meet the growing demand for dental prosthetics and other restoratives.**

This growth is a result of the aging population and the increasing demand for improved dental aesthetics. CAD/CAM technology has met challenges in satisfying dentists’ expectations of what this technology will bring to their businesses. However, the technology is evolving at a rapid pace, as new trends and technological capabilities are emerging, representing the potential to surpass what it had initially offered dental laboratories.

**Zirconia drives CAD/CAM adoption**

Zirconia is the primary driver of CAD/CAM adoption, as the material can be milled into a crown or bridge only through an automated device, most often a CAD/CAM system. Zirconia’s biocompatibility and high aesthetic qualities have led to a rapid increase in its use for dental prosthetics. For example, the number of all-ceramic, zirconia-based dental prosthetic units is projected to grow at a CAGR of 10.8 per cent and 10.5 per cent in the United States and Europe, respectively, over the next five years. This is well above the growth rate of other materials, such as porcelain fused to metal (PFM), which will see relatively flat growth.

While a large and growing portion of dental technicians prefer to use all-ceramic or metal/ceramic materials, all-ceramic acceptance has been met with resistance from dentists. All-ceramic materials have had above average failure rates, with limited long-term clinical data to validate their durability and reliability. As a result, conservative dentists have continued to rely on traditional materials such as PFM. However, the use of zirconia has greatly increased the overall durability of all-ceramic materials, as zirconia is a stronger material than porcelain.

Despite the initial resistance, it is expected that zirconia will continue to gain popularity as CAD/CAM manufacturers invest in research and development of zirconia for durability as well as to encourage its use through the education of dentists and lab technicians.

**CAD/CAM is a viable replacement for lab technicians**

While zirconia has traditionally been the primary driver of CAD/CAM adoption, cost and production efficiencies are becoming more important factors. CAD/CAM technology is becoming more flexible in the type of services that it can offer dental laboratories. This is especially crucial as the number of dental technicians worldwide is projected to drastically decline in the future due to the large number of retiring and older dentistry technicians.

In addition, there are fewer dental technicians entering this field due to insufficient monetary compensation. This reduction in workforce numbers coupled with the increasing demand for dental restorations brought on by the aging population, will create greater demands on dental laboratories’ production capacity for prosthetics and other restorations. Dental laboratories in the United States and Europe are also under strain due to competition from countries with very low labor costs such as China, Morocco, Turkey and Costa Rica. A number of laboratories in the US have even begun relocating to Mexico.

**Stand-alone scanning units offer a cost-effective solution**

The vast majority of dental laboratories across the world employ only five less than five dental technicians. Many of these laboratories hardly have enough volume to warrant the purchase of a more expensive CAD/CAM system with sophisticated milling capabilities. To reach the smaller players in the market, CAD/CAM manufacturers such as 3M ESPE, DENTSPLY and Nobel Biocare have offered scanning units to dental laboratories, enabling the lab to scan and outsource the digital restoration to be milled at another location (either a centralized milling facility or dental laboratories with in-house milling capability).

This purchasing option allows laboratories to consolidate operations, create sufficient volume and revenue to invest in a full CAD/CAM system to phase-out PFM, while keeping necessary staff and benches at a minimum. With this said, the global unit milling market has been projected to decline in the future given the decreasing number of dentists and technicians. A number of manufacturers have invested in a lower cost scanning unit, simultaneously eliminating the need for a dental technician or framework. Full CAD/CAM systems typically involve one scanner unit and one milling unit in-house. A stand-alone scanner CAD/CAM system consists of only a scanner unit, allowing the technician to move between one central milling facility or dental laboratories with in-house milling capability. For example, the use of one CAD/CAM system can result in labor savings by as much as 50 per cent compared to one scanner unit and one milling unit in-house.

Prices for CAD/CAM systems continue to drop, but the market is becoming increasingly more affordable to dental laboratories as their practices continue to grow. For example, in the US market, the average selling prices for CAD/CAM systems have dropped from $50,000 to $25,000. There are no mills to be expected to drop to CAD/CAMs of 4.9 per cent and 4.3 per cent, respectively. Manufacturers and distributors are offering financing programs to help laboratories acquire the systems and, in some cases, are giving the system away for free on the condition that the lab manufacture a certain number of prosthetics and restoratives.

Likewise, the cost of the copings and frameworks milled by CAD/CAM systems are rapidly dropping due to the competitive nature of the industry, which creates sufficient volume and revenue to invest in a full CAD/CAM system to phase-out PFM, while keeping necessary staff and benches at a minimum. With this said, the global unit milling market has been projected to decline in the future given the decreasing number of dentists and technicians. A number of manufacturers have invested in a lower cost scanning unit, simultaneously eliminating the need for a dental technician or framework. Full CAD/CAM systems typically involve one scanner unit and one milling unit in-house. A stand-alone scanner CAD/CAM system consists of only a scanner unit, allowing the technician to move between one central milling facility or dental laboratories with in-house milling capability. For example, the use of one CAD/CAM system can result in labor savings by as much as 50 per cent compared to one scanner unit and one milling unit in-house.
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Oliver Brix, Dental Technician, Germany.

Be a visionary: Think about tomorrow, but act for today. IPS e.max lithium disilicate offers efficient and flexible solutions – without compromising esthetics.
Pre-Congress Day—Thursday, April 16

10:00–10:30 Hands-on Workshop: Animal Bone* Dr Marcus Schwein, Germany Hall 404, Level 4
10:30–11:00 Hands-on Workshop: Animal Bone* Dr Gerhard J. Chiche, USA Hall 404, Level 4
11:00–11:30 Hands-on Workshop: How to Incorporate Implants into Your Daily Practice Dr Roland Bormann, Switzerland Hall 404, Level 3
11:30–12:00 Full Lecture: Tooth and Implant Supported Overdentures—Biomechanical Solutions for Success Dr A. Delia, Russia Hall 404, Level 3
12:00–14:00 Lunch
14:00–15:00 Hands-on Workshop: Human Cadaver* Dr Pascal Valet, France KTP Advanced Surgery Training Centre, NHS
15:00–16:00 A SSA Masterclass Presentation Recipes for Predictable Anterior Aesthetics Dr Gerhard J. Chiche, USA Hall 404, Level 4
16:00–17:00 Hands-on Workshop: Cadaver* Prof. Dr. Wald Malah, America Hall 404, Level 3
17:00–18:00 Restoration of the completely edentulous cases poses many challenges to the dentist. In the complete edentate case the pros- therons, restorers and patients. In this approach forming therapy, the goal of ensuring a proper occlusal scheme. While this phase of the treatment, the clinician must preserve residual bone, which might be necessary for adequate postsurgical osseointegrated surface.

17:30–20:00 Hands-on Workshop: The Quest for Optimal Restorative Aesthetic Dr Ricardo Mitrani, Mexico Hall 404, Level 3
17:30–20:00 Bone Graft Techniques Dr Chu, Yang-jung, Korea Hall 404, Level 3
18:00–20:00 Hands-on Workshop: Treatment Strategy for Atrophic Maxilla Dr Marcus Schwein, Germany Hall 404, Level 4
20:00–21:00 Hands-on Workshop: Achieving the Ultimate Soft Tissue Height using Computer-aided Design and Computer-Aided Manufacturing (CAD/CAM) with Immediate Restoration of a Dental Implant by Guided Bone Regeneration Dr Pedro de Vargas, Brazil Hall 404, Level 3
21:00–22:00 Hands-on Workshop: The Future of Immediate Load Dr Marcus Schwein, Germany Hall 404, Level 4
22:00–23:00 Full Lecture: The Aesthetic Dimension of Implant Dentistry—Towards a Differentiation Strategy Dr Ricardo Mitrani, Mexico Hall 404, Level 3
23:00–00:00 Sleep

Sunday, April 18

8:30–11:00 Hands-on Workshop: Bone Graft Techniques Dr Chu, Yang-jung, Korea Hall 404, Level 3
11:00–13:00 Lunch
13:00–14:00 Hands-on Workshop: Soft Tissue Management Dr Marcus Schwein, Germany Hall 404, Level 4
14:00–15:00 Hands-on Workshop: Soft Tissue Management Dr Marcus Schwein, Germany Hall 404, Level 4
15:00–16:00 Hands-on Workshop: Human Cadaver* Dr Bernard Giesenhagen, Germany Hall 404, Level 3
16:00–17:00 Hands-on Workshop: Human Cadaver* Dr Marcus Schwein, Germany Hall 404, Level 4
17:00–18:00 Hands-on Workshop: Bone Graft Techniques Dr Chu, Yang-jung, Korea Hall 404, Level 3
18:00–20:00 Hands-on Workshop: Treatment Strategy for Atrophic Maxilla Dr Marcus Schwein, Germany Hall 404, Level 4

Monday, April 19

8:30–11:00 Hands-on Workshop: Soft Tissue Management Dr Marcus Schwein, Germany Hall 404, Level 4
11:00–13:00 Lunch
13:00–14:00 Hands-on Workshop: Soft Tissue Management Dr Marcus Schwein, Germany Hall 404, Level 4
14:00–15:00 Hands-on Workshop: Human Cadaver* Dr Bernard Giesenhagen, Germany Hall 404, Level 3
15:00–16:00 Hands-on Workshop: Human Cadaver* Dr Marcus Schwein, Germany Hall 404, Level 4
16:00–17:00 Hands-on Workshop: Bone Graft Techniques Dr Chu, Yang-jung, Korea Hall 404, Level 3
17:00–18:00 Hands-on Workshop: Treatment Strategy for Atrophic Maxilla Dr Marcus Schwein, Germany Hall 404, Level 4
18:00–20:00 Hands-on Workshop: Soft Tissue Management Dr Marcus Schwein, Germany Hall 404, Level 4

Tuesday, April 20

8:30–11:00 Hands-on Workshop: Soft Tissue Management Dr Marcus Schwein, Germany Hall 404, Level 4
11:00–13:00 Lunch
13:00–14:00 Hands-on Workshop: Soft Tissue Management Dr Marcus Schwein, Germany Hall 404, Level 4
14:00–15:00 Hands-on Workshop: Human Cadaver* Dr Bernard Giesenhagen, Germany Hall 404, Level 3
15:00–16:00 Hands-on Workshop: Human Cadaver* Dr Marcus Schwein, Germany Hall 404, Level 4
16:00–17:00 Hands-on Workshop: Bone Graft Techniques Dr Chu, Yang-jung, Korea Hall 404, Level 3
17:00–18:00 Hands-on Workshop: Treatment Strategy for Atrophic Maxilla Dr Marcus Schwein, Germany Hall 404, Level 4
18:00–20:00 Hands-on Workshop: Soft Tissue Management Dr Marcus Schwein, Germany Hall 404, Level 4

Wednesday, April 21

8:30–11:00 Hands-on Workshop: Soft Tissue Management Dr Marcus Schwein, Germany Hall 404, Level 4
11:00–13:00 Lunch
13:00–14:00 Hands-on Workshop: Soft Tissue Management Dr Marcus Schwein, Germany Hall 404, Level 4
14:00–15:00 Hands-on Workshop: Human Cadaver* Dr Bernard Giesenhagen, Germany Hall 404, Level 3
15:00–16:00 Hands-on Workshop: Human Cadaver* Dr Marcus Schwein, Germany Hall 404, Level 4
16:00–17:00 Hands-on Workshop: Bone Graft Techniques Dr Chu, Yang-jung, Korea Hall 404, Level 3
17:00–18:00 Hands-on Workshop: Treatment Strategy for Atrophic Maxilla Dr Marcus Schwein, Germany Hall 404, Level 4
18:00–20:00 Hands-on Workshop: Soft Tissue Management Dr Marcus Schwein, Germany Hall 404, Level 4

Thursday, April 22

8:30–11:00 Hands-on Workshop: Soft Tissue Management Dr Marcus Schwein, Germany Hall 404, Level 4
11:00–13:00 Lunch
13:00–14:00 Hands-on Workshop: Soft Tissue Management Dr Marcus Schwein, Germany Hall 404, Level 4
14:00–15:00 Hands-on Workshop: Human Cadaver* Dr Bernard Giesenhagen, Germany Hall 404, Level 3
15:00–16:00 Hands-on Workshop: Human Cadaver* Dr Marcus Schwein, Germany Hall 404, Level 4
16:00–17:00 Hands-on Workshop: Bone Graft Techniques Dr Chu, Yang-jung, Korea Hall 404, Level 3
17:00–18:00 Hands-on Workshop: Treatment Strategy for Atrophic Maxilla Dr Marcus Schwein, Germany Hall 404, Level 4
18:00–20:00 Hands-on Workshop: Soft Tissue Management Dr Marcus Schwein, Germany Hall 404, Level 4
Smaller suppliers are increasingly present in the market for dental implants, with cheap implant products and aggressive marketing that is targeted at price. Some of these companies would not even exist without premium suppliers. In this article, Institut Straumann AG would like to show what premium suppliers do to develop implant dentistry on a scientific foundation and continuously increase treatment safety, while suppliers of cheap implants are exclusively sales oriented organizations with a short-term view.

Swiss Precision

In 1954, Reinhard Straumann, drawing on his experience in the Swiss watch industry and engineering, founded the metallurgical focuses of the company, Straumann. The company, which has never changed ownership, still draws upon Dr Straumann’s legacy of precision, scientific proof and pushing the boundar-ies of convention. When it comes to research, development and service, Straumann is committed to ‘simply doing more’ for dental profession-als.

Reliability from over 10-year of clinical data

Not only should the dental implant perform functionally and be reliable, it should also last on a long-term basis—which means that the bone and soft tissues around it need to be maintained. Comprehensive long-term clinical studies published in peer-reviewed journals and presented at international scientific meetings have always been important to Straumann and the Straumann Dental Implant System is backed by ongoing studies assessing aesthetic parameters over the long term. In 2004, an ongoing cohort study was presented at the 13th Scientific Meeting of the European Association of Osseointegration (IAO), which included 12-year data onesthetic parameters of Straumann implants. Nine-year data were published in 2003. Some manufacturers of cheap implants were not even in the business then and still have no clinical program in place.

Clinical substantiation

Furthermore, Straumann conducts thorough preclinical and clinical tests on its products prior to market introduction.

What premium brands achieve and why cheap implants cannot be regarded as an option for the patient who wants value for money and peace of mind

• It is not uncommon for low-price players to promote their products with price differentiations by comparing their products against the more expensive, high-end premium solutions. For instance one cheap manufacturer may compare the price of its undocumented, second generation surface with the price of Straumann’s third-generation hydrophilic SLActive® surface. Encouraged by more than 25 and ongoing studies, SLActive® is one of the best investigated implant surfaces on the market.

Innovation: SLActive® as an example

It is not uncommon for low-price players to promote their products with price differentiations by comparing their products against the more expensive, high-end premium solutions. For instance one cheap manufacturer may compare the price of its undocumented, second generation surface with the price of Straumann’s third-generation hydrophilic SLActive® surface. Encouraged by more than 25 and ongoing studies, SLActive® is one of the best investigated implant surfaces on the market.

The results of these studies are presented at international scientific congresses and in peer-reviewed journals, endorsing the quality of the research. Straumann currently has 18 clinical and structural studies published in 17 countries and involving 2,061 patients.

Straumann invests over five per cent on Research & Development

Research and development are the basis for launching innovative products and therefore for the company’s future. Even in an economic rockbottom, expenditure in this connection in the first half of 2009 was over five per cent of turnover and thus more than in previous years. These investments are made available for basic research, both clinical and preclinical, which plays a central part in product development. Convinced scientific evidence has been produced with scientific studies that Straumann products are both safe and effective (and furthermore offer clinical advantages) are these introduced to the market.

Scientifically grounded products – the best investment for doctor and patients

The innovations of Straumann are a response to the needs of the steadily developing implant dentistry practitioners. As the SLActive® example shows, an innovative product can signify an expansion of the range of indications for the dentist working in implant dentistry, that is, the possibility of reaching new groups of patients in whom implant therapy was not possible previously for various reasons or would have involved risks. This expansion of the range of indications also signifies corresponding growth for their practice. SLActive shortens the treatment time and enhance clinical success.

A large variety of courses worldwide yearly. These are a major contribution to raising treatment quality and enhancing the standard of patient care.

The Straumann Guarantee

Quality, education and accountability come at a price. Short-term savings can prove painful in the long term, and although premium solutions may appear expensive initially, they could well work out cheaper in the long run. The question is, can patients really afford to the drawbacks of cheap alternatives?

This article first appeared in Stargut magazine, No. 1, 2010.
Show Preview IDEM Singapore 2010

Floor plan, Level 4, Exhibition Halls 401–404
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Exhibit Dates: November 28 - December 1

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E-mail: info@gnydm.com
Website: www.gnydm.com

*Free registration before November 26
Visitor tips for Singapore

Sightseeing/Entertainment

Singapore Flyer
With a height of 165 metres, Singapore Flyer is the world’s largest Giant Observation Wheel and one of Asia’s latest tourist attractions. Taking approximately 2½ years to complete, it was opened in February 2008. Inspired by national architecturalism of much as the Elfin Tower and the London Eye, the Singapore Flyer was conceived by the Japanese designer Kaho Kurokawa and DP Architects, a company known for their unique architectural designs. It promises more than just a view, but a panorama that captures Marina Bay’s skyline with a glimpse of neighbouring Malaysia and Indonesia. www.singaporeflyer.com

Singapore Botanic Gardens
Pay a visit to the only botanic garden in the world that opens from 1700 to midnight every single day of the year without admission. Singapore Botanic Gardens were established in 1822 in order to evaluate for cultivation, crops which were of potential economic importance, including those yielding fruits, vegetables, spices and other raw materials. Besides continuing the Gardens’ traditional roles in research, education and conservation, the new management is steering the Gardens on a long term expansion and development programme. New attractions, such as the Ginger Garden, Coolhouse and the Children’s Garden are being added to keep the Gardens one of Singapore’s leading tourist destinations. www.sbg.org.sg

Shopping
Orchard Road
Orchard Road supposedly got its name from the orchards and plantations that existed in the area until the last century. Then, a mysterious disease swept through the nutmeg plantations, wiping them out within a year. In the 1970s, pioneering landmarks like C. K. Tangs, Plaza Singapura and the Mandarin Hotel came up and led the way for entertainment complexes. Brick by brick, and block by block, towers of glass and steel lined the way for entertainment complexes. Brick by brick, and block by block, towers of glass and steel lined

Ethnic Quarters
Singapore’s colourful population is an unique mixture of an ethnic-Malay population with a Chinese majority, as well as immigrants from India and Arab countries. There also exist significant Eurasian and Peranakan (known also as ‘Straits Chinese’) communities. In Little India, visitors are greeted by the strong, heady scent of spices and jasmine garlands, followed by the treasure trove of silverware, brassware, wood carvings and colourful silk saris, dazzling to behold. Malay influence is still strong in Geylang Serai as reflected in the restaurants and shops specializing in Malay cuisine and ethnic goods, arts and crafts. Chinatown is divided into four main districts - Kreta Ayer, Telok Ayer, Tanjong Pagar and Bukit Pasoh - each with its own distinctive flavour. Surprisingly, in the heart of this diverse Chinese community is the most important temple for Singaporeans Indians, the Sri Mariammam Hindu Tamil Temple, and the Indian mosques, Al Akbar Mosque at Telok Ayer Street and Jamee Mosque at Mosque Street. Arab Street, where glittry and lavish fashion items, like the finest lace, iron-on diamantes, gold thread, and wholesale bales of silk is the centre of the Muslim community. The Singapore Tourist Board offers regular walks through all the quarters.

Singapore Botanic Gardens
Pay a visit to the only botanic garden in the world that opens from 1700 to midnight every single day of the year without admission. Singapore Botanic Gardens were established in 1822 in order to evaluate for cultivation, crops which were of potential economic importance, including those yielding fruits, vegetables, spices and other raw materials. Besides continuing the Gardens’ traditional roles in research, education and conservation, the new management is steering the Gardens on a long term expansion and development programme. New attractions, such as the Ginger Garden, Coolhouse and the Children’s Garden are being added to keep the Gardens one of Singapore’s leading tourist destinations. www.sbg.org.sg

Shopping
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**Venue**

Suntec Singapore International Convention & Exhibition Centre
1 Raffles Boulevard, Suntec City, Singapore 039593

**Date**

Trade Exhibition: April 16 – 18, 2010
Scientific Conference: April 15 – 18, 2010

**Exhibition Opening hours**

Friday to Saturday: 10:00 - 18:00
Sunday: 10:00 - 16:00

**Exhibition Conference Passes**

Available at the Level 3 Registration desk during open hours. These passes are valid for the duration of the event.
- 3-day ticket (Trade Exhibition), pre-registered: free of charge
- 3-day ticket (Trade Exhibition), onsite: S$ 15
- 4-day ticket (Scientific Conference, inclusive of Pre-Congress Day), onsite: S$ 235 – 475
- Catalogue, onsite: free of charge with each registration

Languages

All scientific and educational programmes will be held in English. Translations will not be provided.

**Academic Accreditation Points**

Delegates who have registered for the lectures and hands-on workshops are eligible to receive continuing education points by attending scientific sessions throughout the meeting.

**Press and media**

Free copies of the congress newspaper today international will be available onsite and provide you with more information regarding the congress and your stay in Singapore.

**WiFi Internet**

Free wireless broadband internet from Wireless@SG, an initiative by the Infocomm Development Authority of Singapore and three local wireless operators, is available in many areas of the Suntec Convention and Exhibition Centre and the Suntec City Mall.

**Passport & Visa**

For information about passport and visa requirements, please visit www.ica.gov.sg.

**Airport Transfer**

Travellers looking for a speedy and affordable transport option are recommended to take the Airport Shuttle Service. The cost of the shuttle is based on the number of passengers. The Airport Shuttle Service uses minibus executive coaches and currently serves almost all hotels in Singapore with the exception of Changi Village hotel and hotels on Sentosa Island. This service is available 24 hours daily. Passengers are required to make their bookings at the counters in the Arrival Halls of Terminals 1, 2 & 3 and the Budget Terminal.

**Taxi**

More than 15,000 air-conditioned cabs circulate on the local roads and provide comfortable, hassle-free travel at a very reasonable cost. They can be flagged down 24 hours a day on most roads, with well-marked taxi stands available outside most major shopping centres and hotels. At Singapore Changi Airport, the taxi stand is located just outside the Arrival Hall on Level 1 in Terminal 1 and at the end of the Arrival Hall on Level 1 in Terminal 2 (South Wing). All taxis are metered.

**Public Transportation**

Suntec Singapore is conveniently accessible by SMRT and buses. The nearest SMRT Station is City Hall. Suntec Singapore is a 10 minutes walk via the underground City Link Mall to the City Hall station. Bus services to Suntec Singapore: 36, 97, 106, 111, 133, 301, 502, 528, 857, 900. Alternatively, visitors can hop onboard the Suntec City Courtesy Shuttle Bus – the pickup point is located outside the City Hall Station entrance at St Andrew’s Cathedral, opposite the Capitol Building.

**Medical Facilities**

Singapore’s medical facilities are among the finest in the world, with well-qualified doctors and dental surgeons. Pharmacies are readily available at supermarkets, department stores, hotels and shopping centres. Registered pharmacists generally work from 9:00 to 18:00. Most hotels have their own doctor on call around the clock. Other doctors are listed under Medical Practitioners in the Yellow Pages of the Singapore Phone Book. Visitors can also contact the following hospitals’ International Patient Service Centres:
- Parkway Group Healthcare Medical Referral Centre, 502 Orchard Road, Tong Building #1601/02/03, 6735 5000 (24-hour hotline)
- Raffles International Patients Centre, Raffles Hospital, 585 North Bridge Road, 6311 222
- National Healthcare Group International Patient Liaison Centre, National University Hospital, 5 Lower Kent Ridge Road, 6779 2777 (24-hour hotline)
- Singapore Health Services (SingHealth) International Medical Service, Singapore General Hospital, Block 6 Level 1, Outram Road, 6326 5556

**Currency and banking**

The official currency is the Singapore Dollar and cents. US and Australian Dollars, Yen and British Pound are also accepted in most major shopping centres and big department stores. Banking hours are Monday to Friday from 10:00 to 15:00, Saturdays from 9:30 to 13:00 and Sundays from 09:30 to 15:00 (IOCB and Standard Chartered).

**Climate**

Singapore has an equatorial climate which is warm and humid all year long. The temperature averages around 28 degrees Celsius daily, with abundant rainfall during the monsoon seasons from December to March and June to September.

**Smoking**

Smoking is not permitted in public service vehicles, museums, libraries, lifts, theatres, cinemas, air-conditioned restaurants, non-air-conditioned eating houses, hairdressers, bars, salons, supermarkets, department stores and government offices. In line with efforts to improve the nightlife experience for all, there are smoking restrictions on entertainment outlets. Smoking is no longer allowed in all pubs, discos, karaoke bars and nightspots, unless within approved smoking rooms or smoking corners. Offenders can be fined up to 1,000 SGD.
The 7th
SIDEX 2010
Seoul International Dental Exhibition & Scientific Congress 2010

COEX SEOUL
JUNE 25-27, 2010

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