Still lots to see and discover at IDEM

Organisers fuel expectations for eighth edition of Singapore dental show

In the presence of Singapore’s Health Minister Gan Kim Yong and senior representatives of Koelnmesse, the Singapore Dental Association, and FDI World Dental Federation, the eighth edition of IDEM Singapore was officially opened yesterday here at the Suntec Singapore International Convention and Exhibition Centre.

The Minister, who graced the traditional Opening Ceremony outside the Exhibition Hall on Level 4 as Guest of Honour, congratulated the organisers of the show that, in his words, “has evolved to be a ‘must-attend’ event for all dental healthcare professionals and related industries in the Asia Pacific region.”

Praise was also given by Singapore Dental Association’s President Dr Kuan Chee Keong, who said that the ongoing support of Gan’s Ministry and other sponsors is a testament that IDEM has firmly consolidated its status as the focal event for the Asia Pacific dental community. “Besides the opportunity to interact with friends and dental professionals from around the world, IDEM also offers the opportunity to share knowledge, ideas and practical applications in dentistry,” he said.

Useful information

Exhibition opening hours
• Friday, 4 April: 10.00 am - 6.00 pm
• Saturday, 5 April: 10.00 am - 6.00 pm
• Sunday, 6 April: 10.00 am - 4.00 pm

Food and beverages
A lunch area for delegates is located in the back of the exhibition hall on level 6.

Internet
Free wireless internet is available in all areas of the exhibition centre.

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47 Scotts Road, +65 6235 8855
“Asian dentists will appreciate the convenience of this product”

An interview with Ultradent representatives about the launch of Opalescence Go

A leading provider of tooth whitening solutions and other products for dentistry, Ultradent (Level 4, booth 6C-09) is a familiar corporate face at IDEM Singapore. On Friday, today international had the opportunity to speak with Nicolas Sondaz (General Manager for Asia Pacific) and Suzanne Wilson (Senior Marketing Manager—Brands) shortly about the company’s latest innovation in tooth whitening and why it will appeal to dentists in Asia.

Nicolas Sondaz: Tooth whitening is a big part of our business, so we clearly emphasise this here at the show. Opalescence Go is a very unique product that offers tooth whitening without having to cope with the challenges that usually come with the process. It is delivered in a ready-to-use prefilled tray that is very mouldable, so it can adapt better to the patient’s anatomy. It is not something you have to do chairside or for which you have to take impressions.

Suzanne Wilson: Opalescence Go was launched in the US not very long ago and we are excited to have it finally on display for the IDEM show. The Ultrafit tray is made of a unique polymer that warms with your body temperature and moulds to your teeth, keeping the gel in contact with the teeth for a better whitening result. Because of this material, the tray is also more comfortable to wear. It is certainly the best product for on-the-go whitening right now.

How do you think this product is going to appeal to dentists in Asia?

Sondaz: A question that people always ask is whether what works in the US is going to fit Asian teeth because of the size or anatomy of the mandibular, for example. As a matter of fact, when this material was tested in the US, at least 30 per cent of the patients were of Asian heritage. The earlier version of Opalescence Go has also been successful in the market for about 10 years. While there might be cultural differences, Asian dentists will appreciate the convenience of this product.

Wilson: The affordability of the product opens up possibilities in more markets. In-office whitening or custom tray bleaching may sometimes prohibitive because of their high costs. Opalescence Go gives more people the opportunity to have access to tooth whitening on the go.

In which markets is or will this product be available?

This has been a global launch, which is kind of a new thing for us because we usually do not launch products this way. As it is highly accessible, we believe that Opalescence Go can reach any dentist and patient anywhere in the world.

Thank you very much for this interview.

Ambassador Wagar pays visit to US pavilion

Imports of dental equipment from North America to Singapore on the rise

The US pavilion at IDEM received an important visit yesterday, when the US Ambassador to Singapore, Kirk Wagar, took some time off his busy schedule to explore the booths at Level 4 and get an overview of the innovations that American companies have brought to the show this year. The 44-year-old former lawyer, who has been serving as Ambassador for about seven months, also talked personally to representatives from the US industry, who once again comprise one of the largest groups of exhibitors at IDEM coming from a single country.

Prior to the visit, US manufacturers had the opportunity to get an update about medical device regulations in Singapore during a traditional breakfast meeting organised by the US Commercial Service in the Buyer’s Lounge on Level 6. Asia Managing Director for Ortho Technology, Alvin Chia, also provided an overview of the requirements for product registration in different markets in the Asia Pacific region, which he admitted has become more fragmented in recent years.

According to the latest figures from the US Commercial Service in Singapore, the value of imports of dental equipment from the United States to Singapore has increased significantly from US$1.14 million in 2012 to US$1.7 million last year. Many companies are also using the city-state as hub to do business in other parts of Asia, bringing additional business to the region.
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Welcome to visit our booth at IDEM, Level 6, # 6K-06 to hear how we can help you to optimize your daily workflow.

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Made in Finland
IDEM 2014 is poised to be the largest dental show ever to be held in Singapore since it was launched in 2000. According to Koelnmesse’s Vice President of Asia Pacific, Michael Dreyer, 30 per cent more dental manufacturers and distributors have signed up for the event, which is being held over the weekend at the recently renovated Suntec convention centre. Reflecting greater interest from industry players in the Asia Pacific region, national pavilions from China and Japan are being staged for the first time along with group presentations from established markets like Germany, Italy and the US. In total, over 500 exhibitors are presenting their latest products and solutions for dentistry at Levels 4 and 6.

Attendance figures are also expected to increase by 12 per cent, with many new visitors coming from nearby countries like Cambodia, Myanmar and Taiwan.

“Not just a place where East meets West, IDEM Singapore is also increasingly being considered a gathering point for different parts of the East to meet one another,” Dreyer said.

Aside from the trade fair bustle, clinical presentations as part of the scientific programme will continue today at Level 4 with lectures and workshop focussing on fields like prosthodontics and orthodontics. A special lecture by US dentist Dr Barry Freydberg at 4.30 pm will focus on the detection and prevention of oral cancer, which is among the few types of cancer which are currently on the rise worldwide (please see the interview on Page 8 of this edition).

At the Dental Tribune Study Club Symposium at booth 6P-22, Singapore’s own prosthodontic expert, Dr Stephen Soo of Specialist Dental Group, will provide insight into CAD/CAM and how its use can benefit workflow in dental practices.

New concepts and methods for dental labs will be discussed at the Dental Technicians Forum, one of the new educational formats specifically targeting other members of the dental profession. In addition to these presentations, lectures for dental hygienist/therapists will also be held throughout the day.

For more news from this year’s IDEM Singapore, please scan the QR code below or visit www.dental-tribune.com.

**Corrections**

In yesterday’s edition of today international IDEM Singapore, the article on page 1 stated that the Suntec Singapore International Convention and Exhibition Centre is located in Marine Parade, while in fact it is located in the Downtown Core.

The headline of the article on page 23 also stated that 4 April, 2014, was a Thursday, although this day was in fact a Friday.
Outpacing growth in our international business

An interview with Julie Tay, Vice-President Asia Pacific at Align Technology

In one swift move, Align Technology did not renew the distribution agreements with its distributor in the Asia Pacific region last year. In an interview with Company X, Align’s Asia Pacific Vice-President, Julie Tay, discusses the impact of this change on the market.

1. In the past, Japan and China were our direct markets in Asia. In May 2013, we successfully completed the transition of our largest indirect country markets, Australia, New Zealand, Hong Kong and Singapore, from our APAC distributor back to direct sales and management by Align. This geographical distribution of countries probably represents the best global growth opportunities for Align Technology over the next three to five years. The transition has been seamless and we have continued to see strong organic growth for Invisalign in the APAC region.

2. From the results from the last quarter of 2013, you can see that the total sales volume in Asia grew over 50 per cent annually. We now have a strong leadership team managing the business in each country.

3. We are also looking at direct sales at our full Invisalign product line. This means that we offer more for the money for those who prefer to work closely with our partners to provide the best possible service to both patients and doctors.

4. Other APAC markets, like South Korea and the Philippines, are still moving under a distribution model. What makes these markets currently not suitable for direct sales, and do you have any plans to change to direct sales there?

Align continues to assess different markets and to work closely with our partners to provide the best possible service to both patients and doctors.

5. In the past, Japan and China were our only direct sales markets in Asia. In May 2013, we successfully completed the transition of our largest indirect country markets, Australia, New Zealand, Hong Kong and Singapore, from our APAC distributor back to direct sales and management by Align. This geographical distribution of countries probably represents the best global growth opportunities for Align Technology over the next three to five years. The transition has been seamless and we have continued to see strong organic growth for Invisalign in the APAC region.

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We realize that there are other developments at play. Our strategic annual volume growth reflects continued progress and execution of our strategic growth drivers across Asia Pacific. As the region came together, the APAC leadership team deployed key strategies in specific markets. We also invested heavily in people, doctor training and patient programmes to develop the markets further.

6. You are doing particularly well in China and Japan. Are these the most important markets for Invisalign right now?

The APAC region in general has been the fastest-growing region for us but within Asia China and Japan are currently the most important markets for Invisalign. Both countries share similarities, but they are also very different. What we see are the most complex cases, such as Class II, Class III, extraction, open bite, etc. That might be where the similarities end.

Despite a population of 120 million, there are a relatively small number of orthodontic practitioners in Japan only an estimated 3,000 to 4,000. Practitioners there tend to be conservative and want to see sufficient clinical results on Japanese patients, which because of the severity of the malocclusion can take up two to three years. All of these factors led to a slow start but, in the past two years, our business has grown well above our overall rate.

We have been successful in building up clinical confidence through a pro-active marketing approach, which includes educating consumers about clear aligner therapy and the importance of having a beautiful smile.

In China, orthodontics is primarily performed in institutional settings. A rasing middle-class is accumulating disposable income for those kinds of treatments and they appear to be more open to technology and modern approaches to the treatment of malocclusion. We believe that China is the one market worldwide that has the potential to be as large as the US over the next ten years in terms of orthodontic treatment.

7. Is the situation in your market comparable?

We believe we have a strong brand with which we are able differentiate ourselves from the competition in key areas. The science and technology behind our products, our ability to develop total solutions for malocclusion, such as the recent introduction of Invisalign G5 for deep bite, and our proprietary SmartTrack aligner material are significant barriers to others seeking to enter the market.

Invisalign Teen has gained a significant market share since it was introduced in 2008. With demographic expansion in most Asian countries (a very young age distribution), what prospects does this product have there?

The teen segment represents the largest portion of the orthodontic market and continues to be very important to Align. We believe the market is huge, especially in certain countries, and we intend to make Invisalign the product of choice for leading doctors.

8. You have worked in the health business for the past three years. All of these factors led to a slow start but, in the past two years, our business has grown well above our overall rate.

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What do you see as the particular challenges of the dental market?

The technology is moving so fast that doctors may not even realize it when it has arrived. In addition, increasing patient demands and sophistication are going to change the doctor-patient relationship.

9. What general prospects do you see for your company in Asia for the years to come?

We expect growth rates across the entire Asia Pacific region to continue outpacing growth in our international business. This is a very exciting time for Align and our prospects in this region are very positive. We are the clear leader in a huge underpenetrated market with a high level of clinical skill in Australia, New Zealand and Hong Kong, for example. Increasing consumer sophistication in China and hence demand for Invisalign, large untapped segments in Japan and developing markets such as South East Asia all offer a strong growth trajectory for Align across the region.

Thank you very much for the interview.