Singapore’s new Minister of Health Gan Kim Yong has called on dentists in Singapore to improve the transparency of dental treatment for the general public. Speaking at the official opening ceremony of this year’s International Dental Exhibition & Meeting (IDEM) at the Suntec Singapore International Convention & Exhibition Centre, which was attended by high-ranking officials from local and international dental associations, he encouraged the profession to develop means to provide patients with detailed and unbiased information about treatment options and the risk of various dental procedures.

Yong pointed out that the government is aiming to ensure that all Singaporeans, elderly people in particular, will have access to good dental health care through programmes like the Community Health Assist Scheme, which was introduced earlier this year by the ministry to provide adult older than 40 with better access to primary health care services, including dental care.

The scheme subsidises treatment in private dental practices, including crowns, bridges, dentures and root canal treatment.

“…aiming to ensure that all Singaporeans, elderly people in particular, will have access to good dental health care through programmes like the Community Health Assist Scheme, which was introduced earlier this year by the ministry to provide adult older than 40 with better access to primary health care services, including dental care. The scheme subsidises treatment in private dental practices, including crowns, bridges, dentures and root canal treatment.

Yong pointed out that the government is aiming to ensure that all Singaporeans, elderly people in particular, will have access to good dental health care through programmes like the Community Health Assist Scheme, which was introduced earlier this year by the ministry to provide adult older than 40 with better access to primary health care services, including dental care. The scheme subsidises treatment in private dental practices, including crowns, bridges, dentures and root canal treatment. "To meet the demands of a rapidly ageing population in Singapore, care and the provision of both medical and dental treatment will become more complex and there will be a greater need for our dental professionals to update and upgrade themselves regarding the management of our elderly," Yong commented.

Referring to IDEM, he congratulated the organisers Koelnmesse and the Singapore Dental Association on putting together an impressive trade exhibition and world-class scientific conference this year. He said that the meeting provides a good opportunity for dentists to keep up with the latest technological advances that shape and improve the delivery and practice of dentistry.

Being held for the sixth time since 2000, IDEM is expected to give dental professionals from Singapore and across the Asia Pacific region an overview of the latest advances in dental materials and equipment. Over 410 companies and dealers from the city state and abroad are currently showcasing their latest products and technologies in the exhibition hall on level 4.

"The strong participation from the industry has enabled IDEM Singapore to continue to present an extensive showcase of the latest innovations in clinical dentistry, dental technology and patient care that cut across every segment of the dental market," Koelnmesse’s Asia Pacific Vice-President, Michael Dreyer, said.

Besides an extensive trade show, visitors will have the chance to learn about new methods in areas like implant dentistry, periodontology and endodontics during today’s conference programme. In addition, Kevin Lewis, Dental Director of Dental Protection, and dento-legal adviser Dr Jane Meri- vale will discuss the legal issues that may arise from orthodontic treatment.

Live education sessions presented by the Dental Tribune Study Club will also continue, with presentations on the evaluation of clinical and diagnostic aspects in volume tomography, the management of dentine hypersensitivity and the use of precision dental instruments. The symposium is free of charge and being held daily from 11.00 to 15.00 at booth E29 in the exhibition hall.

For more news from this year’s IDEM Singapore please scan the QR code at the bottom left or visit: www.dental-tribune.com/idem2012
The iChiropro from Bien-Air is a new implantology system equipped with an iPad user interface and high-performance instruments. According to the Swiss manufacturer, this device belongs to a new generation of medical instruments, which could significantly simplify the workflow in dental practices and clinics worldwide. Yesterday at IDEM, today international had the opportunity to speak with Marco Gallina, vice-president of Bien-Air Dental’s product management, about this new device.

**today international:** What was your intention with the development of the iChiropro?

**Marco Gallina:** First of all, we wanted practitioners to interact with their physio-dispenser in a completely new and user-friendly way. After developing several systems designed for fitting implants, we wanted to push the boundaries of innovation with a revolutionary concept. With the iChiropro, we are clearly distinguishing ourselves from the competition with a system that offers incomparable performance levels.

Many companies already offer iPad-based solutions. What is the main innovation of the system?

In terms of its functionality, the application allows multiple users to customise and store their own sequences. The iChiropro is also the only device that allows users to save, export and print all operation parameters whilst documenting patient data and the implants used. It includes a database featuring the main implant brands on the market, as well as their predefined settings, making it a quick and high-performance tool.

How has the device been received by users so far?

Practitioners all over the world have collectively expressed their interest and were very enthusiastic when the prototypes of this new implantology system were presented. Many of them described it as “indispensable.”

Users operate and adjust the settings on the iChiropro using the iPad’s touch-screen display and our attractive and ergonomically designed bespoke application. If necessary, the operation parameters can be preprogrammed outside the practice and used several times, saving a great deal of time. The option of saving operation data enables practitioners to keep a full history of each operation performed and can be vital in case of a legal dispute.

What can dental practitioners expect from the system in the future?

Bien-Air Dental will be updating the iChiropro application regularly, so it will be packed full of new innovative and practical functions.

Thank you for this interview.
THE BLUE REVOLUTION

- Patented SOPRO innovation in fluorescence technology
- SOPROLIFE makes it possible to see the invisible by detecting decay at different stages of development
- Guides and speeds up the choice of treatment protocol

On booths N° Q20, Q22, P19, P21
FDI moves 2013 congress to turkey

The FDI World Dental Federation has announced that its 101st World Dental Congress, which was originally to take place in Seoul, will instead be organized in collaboration with the Turkish Dental Association in Istanbul. Owing to the difficult economic situation, the congress in Korea has had to be cancelled, the organization said.

According to the Turkish Health Care Industry Report, Turkey has a growing medical device market and was ranked among the top 30 markets in the world. The report showed that dental products account for the majority of the country’s medical exports (14.2 per cent of the total export size in 2008). However, the production of medical equipment is considered to be rather small, since an estimated 85 per cent is supplied from abroad.

The FDI Council therefore had to withdraw from the contract signed in 2010 with the Korean Dental Association. In addition, the federation announced that the Turkish Dental Association had agreed to host the congress in Istanbul instead. The dates of the congress will remain unchanged. The event will take place from 29 August to 1 September 2013. The FDI disclosed that it would welcome the option of organizing the congress in Seoul in 2014 or 2015, since a congress had already been held there in 1997 successfully.

US dental exports prosper

Exports of medical and dental equipment from the US to Singapore and the ASEAN region continue to increase. Imports of dental equipment from the country amounted to US$105 million in 2011, according to latest figures of International Enterprise Singapore.

Realising the potential that the city-state has to offer, more US companies than ever are participating at the US pavilion this year, making them one of the largest groups of manufacturers from one single country at IDEM Singapore. The US is currently one of the three leading suppliers of dental equipment to Singapore, alongside Japan and Germany. According to industry estimates, more than 30 per cent of dental imports to Singapore come from the US.

Commercial Counsellor at the US Embassy in Singapore Patrick Santillo said that the increase in US companies is in line with the National Export Initiative introduced by President Barack Obama two years ago in order to double US exports worldwide over the next five years. He said that overall exports to Singapore have increased by an average of 15 per cent annually since the programme was launched in 2009.

“"There are significant opportunities and we see a really high demand across the region for these kinds of products and technologies," Santillo commented. “As the dental market here and throughout the South East Asia region is growing, I consider our industry very well positioned.”

According to Santillo, the service will continue its efforts to raise US exports to the region in the future.

Treatment for dentine hypersensitivity

Prof. Seow Liang Lin to present at DTSC Symposium

Dentine hypersensitivity is a highly prevalent dental condition and estimated to affect up to 57 per cent of people worldwide. Triggers like cold air, hot drinks or sweet food can often cause acute sensitivity pain. Likewise, the touch of a dental instrument can make routine dental procedures very uncomfortable, which may result in sensitivity sufferers avoiding regular check-ups and thus that can exacerbate oral health problems.

At a live session presented by the Dental Tribune Study Club Symposium at booth E29 today, Prof. Seow Liang Lin from the International Medical University’s School of Dentistry in Malaysia will discuss Colgate Sensitive Pro-Relief as an innovative treatment for dentine hypersensitivity. This desensitising paste contains 8 per cent arginine, an amino acid found naturally in saliva, as well as bicarbonate (a pH buffer) and calcium carbonate. The latest research suggests that the positively charged arginine binds to the negatively charged dentine surface and attracts a calcium-rich layer into the dentinal tubules to plug and seal them effectively, an occlusion that remains intact even after exposure to acids, helping to block pain-producing stimuli.

Colgate unveiled its first oral health care product featuring Pro-Argin Technology in the form of an in-office paste in 2009. According to the manufacturer, it can be used before or after dental procedures, such as prophylaxis and scaling.

When applied prior to a professional dental cleaning, Sensitive Pro-Relief will also provide a significant reduction in dentine hypersensitivity, measured immediately after the dental cleaning, as compared with a control prophylaxis paste, the company said.

According to Lin, both Colgate Sensitive Pro-Relief in-office desensitising paste and at home desensitising toothpaste are effective in providing instant and lasting relief for dentine hypersensitivity. Colgate Sensitive Pro-Relief can be applied directly to a sensitive tooth using a fingertip and gently massaged for one minute. Regular brushing with Colgate Sensitive Pro-Relief toothpaste is claimed to create a lasting protective barrier that acts like a seal against sensitivity.
Driven By a Need...

As we celebrate our first 100 years of dental innovation, you can be assured we will be just as driven to continue producing the best dental products on the market.

Visit www.novocol.com or contact Michael Cohen at mcohen@novocol.com to see how we can provide innovative solutions for you.

Anesthetics
Needle Systems
Syringes
Infection Control
Restorative Materials

Celebrating 100 years of Dental Innovation • 1911-2011
Visit us at IDEM Singapore Booth # C15
The recently established Singapore company ZENSE Healthcare aims to bring the best practice management consulting to dental practitioners in Asia.

today international spoke with founders Dr Wang Yi and Virginia Chan about their business principles and what makes the ZENSE approach to management unique.

Dr Wang Yi: ZENSE is a brand new practice management consultancy for health care service providers in Asia, helping them take their practice from good to great—with improvements in patient satisfaction, revenue and profitability. ZENSE Healthcare will take care of the business side of the health care practice, while dentists concentrate on what they love to do, taking care of the clinical aspects of the practice in order to provide the best patient care.

Virginia Chan: Having worked in the dental industry for over 18 years, heading the marketing and sales development function in leading dental companies like DENTSPLY and Straumann, I had the privilege of meeting with dental professionals in over 40 countries, learning about different sustainable solutions for their practice and personal growth

An interview with Dr Wang Yi and Virginia Chan, ZENSE Healthcare

---

The new generation STATIM®

The gentleness you know, a level of interactivity never seen before

At up to 10 X the speed of most conventional chambered autoclaves, STATIM makes short work of instrument sterilization. Whether wrapped or unwrapped, our proprietary, gentle technology helps speed you through the day. Equipped with a colour touch-screen master control, the STATIM G4 series listens, communicates and makes it more practical than ever to protect your most sensitive instruments, in record time.

But then, you should expect no less from the world leader in tabletop sterilization. Take control, because the stakes are too high. Feeling the need for speed? You’ll find it here... www.scican.com

For more information, please visit www.scican.com
practices and their needs. Many
dentists are very talented and sim-
ply love the clinical work; how-
ever, they face unfamiliar chal-
lenges when it comes to set-
ing up and expanding their practice. This
is especially true when it comes to
managing areas such as market-
ing, finance and human resources.
These are areas in which ZENSE
Healthcare can be a holistic part-
ner for their success.

How is ZENSE Healthcare dif-
ferent from other business con-
sulting or marketing agencies?
Dr Wang Yu/Virginia Chan:

We focus on understanding our
clients and their definition of suc-
cess, as different people may have
very different goals. At ZENSE,
our mission is to provide medical
practitioners with sustainable so-
lutions for their practice and per-
sonal growth by integrating an
Eastern philosophy with Western
management know-how. We part-
ner with them through a people-
oriented approach to help them
achieve a balanced and fulfilling
life.

What are the main princi-
ples of the ZENSE philosophy?
Dr Wang Yu/Virginia Chan:

At ZENSE Healthcare, we have
three fundamental beliefs, which
are raising awareness, embracing
holistic simplicity and exerting a
single-minded focus. We believe
that awakening—realization of
the nature of reality—is the first
necessary step to any sustainable
transformation. By analyzing the
economics of their business and
benchmarking it against best in-
dustry practice, ZENSE helps med-
ical practitioners uncover the
reality confronting their business.

We also believe that the most
comprehensive solutions can also
be the simplest in design. By using
holistic but simple frameworks
and systematic processes, ZENSE
gets to the core business issues
and gives medical practitioners
powerful recommendations that
will transform their practice.

Clarity of mind and quiet but
relentless determination can move
any mountain. ZENSE will guide
medical practitioners through
the execution of its recommenda-
tions, and ensure focused delivery
throughout the business and its
people.

How can dental practitioners
benefit from your approach?
Dr Wang Yu/Virginia Chan:
The ZENSE approach will benefit
dental practitioners in two ways.
Businesswise, we can help prac-
tices increase their revenue and
become more profitable by fo-
cusing on branding and integrat-
ed patient management to in-
crease the number of incoming
patients, patient conversion and
referrals.

We also look into systems, pro-
cesses and staffing to optimise
the efficiency, effectiveness and
profitability of every practice.
If needed, we can provide cus-
tomised coaching services to den-
tal practitioners to help them
reach a higher level of personal
effectiveness and achieve a more
balanced life. This can cover areas
such as time efficiency, staff man-
agement or presentation skills for
instance.

In summary, dental practition-
ers can benefit from our approach
in terms of both business and
mind.

Is this new concept applica-
table to every dental practice in
Asia?
Dr Wang Yu/Virginia Chan:

We believe this concept is appli-
cable to every dental practice. If
a practice is struggling, in a do-
or-die situation, our solutions will
help turn it around. If a practice
is doing well, but you know there
is still some untapped potential,
we can help take it from GOOD to
GREAT.

You will be holding a sur-
vey during IDEM in Singapore.

How can practitioners partici-

tate?
Dr Wang Yu/Virginia Chan: Practitioners can simply visit our
website at zensehealthcare.com
to participate. The short survey
will take only five minutes and
they will receive a copy of the
benchmarks collected in return
so they will find out the place-
ment of their practice compared
to others.

Thank you very much for
this interview.

Impression-taking has never been easier
3Shape TRIOS® digital impression solution

3Shape TRIOS® is a complete intraoral impression solution that includes intra-oral scanning, intelli-

tgent software tools, and seamless communication with the lab. Unique features include:

- Spray-free scanning for optimal accuracy and patient comfort
- Ultrafast Optical Sectioning technology™ for high-speed scanning
- Easy scanning and complete motion/positioning freedom
- Wide range of dental indications
- Instant impression validation
- Online communication for rapid feedback from the lab

Meet us here at IDEM, where 3Shape staff will demonstrate the whole palette of 3Shape’s
innovative products live.

Scan the QR code
& sign up for our newsletter

Meet us at Booth Q29
The principle filter: Is every patient a finals patient?

By Simon Hocken, UK

“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle.”

With all matters of the heart, you’ll know when you find it. And, like any great relationship, it just gets better and better as the years roll on. So keep looking until you find it. Don’t settle.”

Steve Jobs, CEO of Apple Inc. in 2005

You remember finals, don’t you? Of course, you carefully selected a patient(s) for you to examine and diagnose for whom you were to present a treatment plan. The finals patients were unlucky enough to have more than one dental problem and you were faced with finding all of them and your ability to determine a set of solutions for the patient.

Afterwards, most of us headed off into practice, where a series of finals patients are paraded in front of us on a daily basis. Now these patients willingly pay us to make our professional selves set and integrity in order to be liked, keep the patient or stay within our comfort zone.

However, that’s not always what happens, is it?

There’s something that happens in general dental practice (be it public like the National Health Service [NHS] here in the UK, mixed or private practice) that is rarely spoken about in dental magazines, online forums or even at the dental conferences. And it’s this: many dentists consult with, examine, diagnose and treatment plan their patients, not in the way that they did for their finals patient, but by applying some sort of filter—a filter of which the patients are completely unaware. Such filters have several elements and in my 25 years of being a dentist, followed by ten years of coaching dentists, I think I’ve probably heard or seen a dentist who communicates clearly and honestly with his patients about all of this. I keep the patient or stay within our comfort zone.

As a customer, which of these scenarios sounds best to you? Perhaps, put a ‘watch’ on your records and consider telling you at the next service.

Duty of care

I know that some of you will be wondering already at my comparison between a dentist and a mechanic. There’s a point where a dentist towards offering treatments that are well paid or earn the most dentist pays dividends, and also where the deficiencies and failures are more visible to, and the majority of cases involving orthodontics, arise from non-specialist practitioners who have not undergone any recognised formal training in the field, but also worth noting that specialists and non-specialists tend to have a different ‘mix’ of cases and issues arising within them.

Of all the 70 countries where Dental Protection has an active presence, Singapore and Hong Kong are unusual in the terms of the proportion of cases that arise from orthodontics, which has been consistently higher than average over many years. Internationally, there has been a sharp increase in cases arising from the clear aligner techniques that have become easily understood by patients (or perhaps their parents). Because of this, the problems of the latter variety are more likely to result in complaints and therefore have the potential to give rise to complaints and claims.

In our experience, the overwhelming majority of cases arise primarily as a result of deficiencies in the initial diagnosis, case assessment and treatment plan. Most of those cases involve non-specialists because this is where the additional knowledge and experience of the specialist orthodontist pays dividends, and also where the non-specialist can sometimes run into problems which could be said to reflect an unrealistic estimation of the complexities of the case, and which treatment approach is most likely to result in the desired outcome.

As a customer, which of these scenarios sounds best to you? Perhaps, put a ‘watch’ on your records and consider telling you at the next service.

Duty of care

I know that some of you will be wondering already at my comparison between a dentist and a mechanic. There’s a point where a dentist towards offering treatments that are well paid or earn the most dentist pays dividends, and also where the deficiencies and failures are more visible to, and the majority of cases involving orthodontics, arise from non-specialist practitioners who have not undergone any recognised formal training in the field, but also worth noting that specialists and non-specialists tend to have a different ‘mix’ of cases and issues arising within them.

Of all the 70 countries where Dental Protection has an active presence, Singapore and Hong Kong are unusual in the terms of the proportion of cases that arise from orthodontics, which has been consistently higher than average over many years. Internationally, there has been a sharp increase in cases arising from the clear aligner techniques that have become easily understood by patients (or perhaps their parents). Because of this, the problems of the latter variety are more likely to result in complaints and therefore have the potential to give rise to complaints and claims.

In our experience, the overwhelming majority of cases arise primarily as a result of deficiencies in the initial diagnosis, case assessment and treatment plan. Most of those cases involve non-specialists because this is where the additional knowledge and experience of the specialist orthodontist pays dividends, and also where the non-specialist can sometimes run into problems which could be said to reflect an unrealistic estimation of the complexities of the case, and which treatment approach is most likely to result in the desired outcome.

The filter may have some or all of these components:

1. Will the patient like me if I tell him about all of this?
2. Will the patient come back if I tell him about all of this?
3. Will the patient think I am over-prescribing?
4. (For returning patients) If I tell the patient about all of this, will he wonder why on earth I haven’t mentioned it before?
5. Will the patient be willing to pay for all of this?
6. If I persuade the patient to have the treatment approach, what happens if it goes wrong?
7. As long as I make a note on the records, I am keeping myself within the legal rules.

The enemy within here is fear, and not the patient’s but the clinician’s. And so the filter is applied and the patient is offered the treatment plan that the clinician believes is absolutely necessary or the one he feels the patient needs. Presumably, he leaves the rest until such treatment becomes de rigueur (necessary) or needed. An additional filter, of course, is the one that pushes the dentist towards offering treatments that are well paid or earn the most number of units of dental activity.

Let me run this analogy past you. Imagine taking your three-year old, £25,000 car in for a 30,000-mile service. During the course of this, the technician discovers that as well as the regular service items needed, your car also has two sets of worn brake pads. In addition, the front brake discs are cracked, the rear dampers are leaking and two tyres are nearly at their worn tread marks.

As a customer, which of these phone calls would you like the garage to make?

1. The call that lists the faults, your options and the costs for having everything put right?
2. The call that tells you about the facts that you will be able to see?
3. The call that tells you about the faults that they think you will be willing to have fixed?
4. The call that tells you about the faults they think you will be willing to have fixed?

Dental Protection is a company providing professional indemnity for the overwhelming majority of dentists in Singapore. Dr Kevin Lewis (Dental Protection) and Jane Merivale, Dental Protection Advisory, are regularly managing cases here and elsewhere in the Asia Pacific region. Today, they provide a two-hour session in explaining where complaints and litigation tend to arise in orthodontics.
INTRODUCING

Two Striper®

THE P.B.S.® BOND ADVANTAGE

LONGEST LASTING BUR
• Permanently bonded diamond crystals result in no diamond pull out

FAST, SMOOTH CUTTING
• More diamonds freely exposed at every point for greater exposure

RAPID REMOVAL
• Uniform distribution & high concentration of diamond crystals

INDUSTRY INNOVATOR
• Only diamond bur on market manufactured using the P.B.S.® bonding process

New Diamond Bur Tip
New Two Striper bur tip
New electroplated bur tip

Used Diamond Bur Tip
Used Two Striper bur tip
Used electroplated bur tip

800.964.8324 | www.abrasive-tech.com

VISIT US AT BOOTH E29
“Our growth is definitely driven by innovation and quality”

An interview with Gilles Pierson, CEO of the Acteon Group

During the 2011 conference of the Association Dentaire Française (ADF) in Paris, Gilles Pierson, CEO of the Acteon Group, gave insight into his company’s history, new products and future strategies.

Your business units Satelec, Pierre Rolland and Sopro were unified under the Acteon Group in 2003, followed by your Italian division, De Götzen, which joined the group in 2006. At IDS Cologne 2011, you introduced your new corporate identity and the new Acteon logo. What was the main reason for this rebranding?

The change in the group’s name is due to the fact that at the very beginning in 1980, Satelec existed on its own. Pierre Rolland merged with Satelec in 1985 to become Satelec-Pierre Rolland. After 1995, we decided to grow the company through acquisitions, so we acquired different companies like Sopro and De Götzen.

It would not have been possible to have named the group Satelec, Pierre Rolland, Sopro, De Götzen and so on. We saw the necessity for a group name while main taining the companies’ individual names. So the group is now named Acteon but the different companies, and our growth is driven by innovation markets do you consider most

The year 2010 was another big and successful year with a 16 % increase. In 2011, we expect another 9 % increase in sales, which is good if you consider the economic environment. Europe will account for a stable 2 % and the US for 10 %. But the highest growth we are experiencing is in China, at approximately 20 %. In general, Asia currently accounts for 20 % of our global sales, so if we achieve a 20 % increase, we will be very satisfied. Countries like Japan and India in particular are very strong markets for us, as was Thailand until November, before floods plagued the country.

2011 and the coming years will definitely be driven by Asia, and especially by China, where we have done our business since 1987. We now have a team of 40 people there and expect an average growth of 30 % over the next five years. China is definitely a booming market.

When we talk to other European companies that sell on the Chinese market, they often mention price sensitivity and the need to adapt to the local price level. No, I don’t think it’s a question of price—it’s a question of mentality. This is Acteon’s philosophy. This is Acteon’s philosophy. This is Acteon’s philosophy. This is Acteon’s philosophy. This is Acteon’s philosophy.

Western Europe is best known for its quality—a Chinese copy but then they experience so many problems. As soon as they have the money to buy a European product at a European price, they will buy it. The fake Rolex made in China is sold in Europe, but the real Rolex made in Switzerland is sold in China.

The customs duties in the Shenzhen area do not block these fake products, so any kind of product can enter into Europe. These are health care devices to treat patients and they should not put patients in danger.

Do you believe that you will still be able to manufacture in France or in Europe in the future?

Acteon’s policy is to manufacture and conduct research in Western Europe, and not to manufacture in China, South East Asia, Brazil, India, or anywhere else. Our policy is to produce continue to produce in Western Europe. Our factories are in France, Italy and Germany. Acteon has established itself in a niche of the healthcare market. This market is driven by quality and innovation.

Your new CBCT System, WhiteFox, received the red dot award in 2011, which recognises exceptional industrial design. What is the response from the market, and how are the sales figures for the WhiteFox system?

We place a heavy emphasis on design at Acteon for three reasons. The first reason is that the dental clinics are usually well designed because the patient is awake. It is not like a hospital, where the patient is under anesthesia and asleep and does not care about his environment. In a dental clinic, patients like to have a nice environment to lower the stress of the experience.

You have invested in the dental dentistry market in particular...

Our R&D departments in the different companies, and our growth is driven by innovation and quality.

New acquisitions will be important for the growth. We saw the necessity to have named the group Satelec, Pierre Roland, Sopro, De Götzen and so on. It would not have been possible to have named the group Satelec, Pierre Rolland, Sopro, De Götzen and so on.

No, I don’t think it’s a question of price—it’s a question of mentality. This is Acteon’s philosophy. This is Acteon’s philosophy. This is Acteon’s philosophy. This is Acteon’s philosophy. This is Acteon’s philosophy.

We are pleased with the cone beam, and the sales figures are within our expectations.

You are Platinum sponsor of the upcoming Europeri- Congress in Vienna. What can visi tors expect from Acteon there?

We are very involved in preventive and conservative dentistry. Periodontics is always a major role in these areas and Europeri- Congress is considered to be the leading congress in this specialty worldwide. We have purposefully chosen to become Platinum sponsor of the congress because of the quality of its scientific program and the excellent standing of the congress in the dental community.

Acteon will stage sponsored sessions on Wednesday, 6 June, from 16:00 to 17:00 (this includes a session hosted by Dr Bennani entitled “A new gingival retracement technique for implants”). On Friday, 8 June, from 12:15 to 13:45, there will be a novel procedure for hard-tissue and soft-tissue inflammation using an intraoral camera. These sessions will be of interest to dental hygienists, general dentists as well as periodontists. The crème de la crème of international speakers will reveal tips and tricks from their professional lives, and we invite you cordially to join us in Vienna.
M oscow

The 32nd Moscow International Dental Forum

Dental-Expo international dental fair

September 17-20
Crocus Expo exhibition grounds

www.dental-expo.com

more than 450 exhibitors
more than 25000 attendees
more than 35 countries

DENTALEXPO®
apore 2012

apore, Level 4, Exhibition Hall 401–404
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>SM Technologies (E) Pte., Ltd.</td>
<td>B19</td>
<td>Astar Orthodontics Inc.</td>
<td>E32</td>
<td>Dentalzoo UK</td>
<td>L19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Siegfried AG</td>
<td>G29</td>
<td>ASA Dental SPA</td>
<td>S22</td>
<td>Dental Art Spa</td>
<td>M33</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATI Technologies Pte., Ltd.</td>
<td>033</td>
<td>ACR Laser GmbH</td>
<td>G29</td>
<td>Dental Bionics &amp; Services Pte. Ltd.</td>
<td>P130</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I.J. Co., Ltd.</td>
<td>030</td>
<td>Apixia Corporation</td>
<td>Q05</td>
<td>DentalSouth China</td>
<td>B33</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A.S. Medical Inc (Asia) Ltd.</td>
<td>039</td>
<td>Anya Biochemistry Enterprise Society</td>
<td>L14</td>
<td>Dental Biometrics Group</td>
<td>P17</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X. Tian</td>
<td>F14</td>
<td>Anthogyr</td>
<td>P23</td>
<td>Dental Biomaterials Group GmbH</td>
<td>L29</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acklen Group</td>
<td>P15</td>
<td>Alliance Global Technology Co., Ltd.</td>
<td>C14</td>
<td>Dental Consult AG</td>
<td>F42</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A2C Ltd. USA</td>
<td>J35</td>
<td>Aesculap AG</td>
<td>H25</td>
<td>Dental Technologies, Inc.</td>
<td>F23</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aesculap AG</td>
<td>H20</td>
<td>ADEC Inc. USA</td>
<td>J25</td>
<td>Dental Art spa</td>
<td>M33</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Air Techniques</td>
<td>F19</td>
<td>All Star Orthodontics</td>
<td>E33</td>
<td>Dental Fix</td>
<td>A12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Almarin Industrial Inc.</td>
<td>L24</td>
<td>Alliance Global Technology Co., Ltd.</td>
<td>C14</td>
<td>Dental Harmony Pte., Ltd.</td>
<td>P29</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amidon &amp; S.A.</td>
<td>P39</td>
<td>Alpha Dentalprodukte GmbH</td>
<td>I20</td>
<td>Dental Ireland</td>
<td>L19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Star Orthodontics</td>
<td>E33</td>
<td>Alan &amp; Co. S.A.</td>
<td>P29</td>
<td>Dental Korea</td>
<td>A06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alliance Global Technology Co., Ltd.</td>
<td>C14</td>
<td>Al dente Dentalprodukte GmbH</td>
<td>I20</td>
<td>Dental Korea</td>
<td>A06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alpine Medical GmbH</td>
<td>G19</td>
<td>A.I Co. Ltd.</td>
<td>C32</td>
<td>Dental Korea</td>
<td>A06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amfit Medical GmbH</td>
<td>D19</td>
<td>4T Technologies Pte., Ltd.</td>
<td>D23</td>
<td>Dental Korea</td>
<td>A06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ankle</td>
<td>P03</td>
<td>Aesculap AG</td>
<td>H25</td>
<td>Dental Korea</td>
<td>A06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ApexBio-Technology Enterprise Society</td>
<td>L14</td>
<td>Aesculap AG</td>
<td>H25</td>
<td>Dental Korea</td>
<td>A06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apha Corporation</td>
<td>Q03</td>
<td>Aesculap AG</td>
<td>H25</td>
<td>Dental Korea</td>
<td>A06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>APLAR Biosurgery</td>
<td>G29</td>
<td>Aesculap AG</td>
<td>H25</td>
<td>Dental Korea</td>
<td>A06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ASA Dental SPA</td>
<td>S22</td>
<td>Aesculap AG</td>
<td>H25</td>
<td>Dental Korea</td>
<td>A06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atlantic</td>
<td>E11</td>
<td>Aesculap AG</td>
<td>H25</td>
<td>Dental Korea</td>
<td>A06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Astra Orthodontics Inc.</td>
<td>E32</td>
<td>Aesculap AG</td>
<td>H25</td>
<td>Dental Korea</td>
<td>A06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Astromed</td>
<td>T03</td>
<td>Aesculap AG</td>
<td>H25</td>
<td>Dental Korea</td>
<td>A06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Austak</td>
<td>T03</td>
<td>Aesculap AG</td>
<td>H25</td>
<td>Dental Korea</td>
<td>A06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australian Dental Association (ADA)</td>
<td>M13</td>
<td>Aesculap AG</td>
<td>H25</td>
<td>Dental Korea</td>
<td>A06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australian Dental Industry Association (ADIA)</td>
<td>M13</td>
<td>Aesculap AG</td>
<td>H25</td>
<td>Dental Korea</td>
<td>A06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australian Dental Manufacturer</td>
<td>M01</td>
<td>Aesculap AG</td>
<td>H25</td>
<td>Dental Korea</td>
<td>A06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Austrian Dental Association (ADA)</td>
<td>M13</td>
<td>Australian Dental Manufacturer</td>
<td>M01</td>
<td>Dental Korea</td>
<td>A06</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Only 3 instruments for most cases
PERFECT FIT BY DESIGN

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.

More information on www.straumann.com
ORTHODONTIC OFFERING EXTENDED

At IDEM 2012, Otto Leibinger is presenting a number of new products that were developed to complement its range of orthodontic pliers and accessories. According to the company, there are three new patterns of the Universal Weingart pliers including one with ultra-slim jaws, one with short jaws for better transmission of force, as well as one with double-locate jaws and tungsten carbide inserts.

All pliers are being preferably used in the permanent technique, the manufacturer said.

The product offering is complemented by special combination instruments. According to the company, there are two different types of ligature instruments, a band pusher and scaler, as well as a combined explorer and ligature instrument.

BRAZED DENTAL BURS

Two Stripper dental instruments from US manufacturer Abrasive Technology are presenting a number of new products that were developed to complement its range of orthodontic pliers and accessories. According to the company, there are three new patterns of the Universal Weingart pliers including one with ultra-slim jaws, one with short jaws for better transmission of force, as well as one with double-locate jaws and tungsten carbide inserts.

All pliers are being preferably used in the permanent technique, the manufacturer said.

The product offering is complemented by special combination instruments. According to the company, there are two different types of ligature instruments, a band pusher and scaler, as well as a combined explorer and ligature instrument.

ONE FILE END WITH RECIPROC

RECIPROC is said to be the most significant development in endodontics since nickel-titanium instruments were first introduced to rotary preparation of root canals. The main difference to commonly used rotary NiTi systems with their elaborate instrument sequences is that RECIPROC completely pre-prepared and shapes the root canal with only one single instrument.

Developed by VDW from Munich in Germany, the RECIPROC system is supposed to simplify the procedure of preparing root canals while ensuring maximum security during the process.

INTERAURAL IMPRESSIONS WITH TRIOS

With TRIOS, 3Shape is presenting the complete intraoral impression solution to dental professionals in Asia. According to the Danish company, TRIOS allows spray-free scanning and complete freedom of motion and positioning. In addition, it offers an intuitive SmartTouch user interface as well as other features such as instant validation of the impression for assessing the quality of the scan before it gets send to the lab.

BRAZED DENTAL BURS

Two Stripper dental instruments from US manufacturer Abrasive Technology are presenting a number of new products that were developed to complement its range of orthodontic pliers and accessories. According to the company, there are three new patterns of the Universal Weingart pliers including one with ultra-slim jaws, one with short jaws for better transmission of force, as well as one with double-locate jaws and tungsten carbide inserts.

All pliers are being preferably used in the permanent technique, the manufacturer said.

The product offering is complemented by special combination instruments. According to the company, there are two different types of ligature instruments, a band pusher and scaler, as well as a combined explorer and ligature instrument.

POSICAINE

With Posicaine, the Canadian company Novocol presents a local anesthetic that can be used in both routine (Posicaine with epinephrine 1:200,000) and complex dental procedures (Posicaine with epinephrine 1:100,000) when improved visualization of the surgical field is needed. According to Novocol, its formulation offers predictable anesthesia of 60 minutes for infiltration injections and 120 minutes for nerve blocks.

Posicaine does not contain adrenaline or latex in order to avoid allergic responses from patients that are sensitive to these compounds, the company said. Dental clinicians benefit from the neutral mylar label covered glass cartridges that are colour-coded and all containers are laminated to allow smooth injections and minimize the risks of wounds in case a cartridge breaks when in use.

INTRAORAL IMPRESSIONS WITH TRIOS

With TRIOS, 3Shape is presenting the complete intraoral impression solution to dental professionals in Asia. According to the Danish company, TRIOS allows spray-free scanning and complete freedom of motion and positioning. In addition, it offers an intuitive SmartTouch user interface as well as other features such as instant validation of the impression for assessing the quality of the scan before it gets send to the lab.

BRAZED DENTAL BURS

Two Stripper dental instruments from US manufacturer Abrasive Technology are presenting a number of new products that were developed to complement its range of orthodontic pliers and accessories. According to the company, there are three new patterns of the Universal Weingart pliers including one with ultra-slim jaws, one with short jaws for better transmission of force, as well as one with double-locate jaws and tungsten carbide inserts.

All pliers are being preferably used in the permanent technique, the manufacturer said.

The product offering is complemented by special combination instruments. According to the company, there are two different types of ligature instruments, a band pusher and scaler, as well as a combined explorer and ligature instrument.

ONE FILE END WITH RECIPROC

RECIPROC is said to be the most significant development in endodontics since nickel-titanium instruments were first introduced to rotary preparation of root canals. The main difference to commonly used rotary NiTi systems with their elaborate instrument sequences is that RECIPROC completely pre-prepared and shapes the root canal with only one single instrument.

Developed by VDW from Munich in Germany, the RECIPROC system is supposed to simplify the procedure of preparing root canals while ensuring maximum security during the process.

INTERAURAL IMPRESSIONS WITH TRIOS

With TRIOS, 3Shape is presenting the complete intraoral impression solution to dental professionals in Asia. According to the Danish company, TRIOS allows spray-free scanning and complete freedom of motion and positioning. In addition, it offers an intuitive SmartTouch user interface as well as other features such as instant validation of the impression for assessing the quality of the scan before it gets send to the lab.

BRAZED DENTAL BURS

Two Stripper dental instruments from US manufacturer Abrasive Technology are presenting a number of new products that were developed to complement its range of orthodontic pliers and accessories. According to the company, there are three new patterns of the Universal Weingart pliers including one with ultra-slim jaws, one with short jaws for better transmission of force, as well as one with double-locate jaws and tungsten carbide inserts.

All pliers are being preferably used in the permanent technique, the manufacturer said.

The product offering is complemented by special combination instruments. According to the company, there are two different types of ligature instruments, a band pusher and scaler, as well as a combined explorer and ligature instrument.

ONE FILE END WITH RECIPROC

RECIPROC is said to be the most significant development in endodontics since nickel-titanium instruments were first introduced to rotary preparation of root canals. The main difference to commonly used rotary NiTi systems with their elaborate instrument sequences is that RECIPROC completely pre-prepared and shapes the root canal with only one single instrument.

Developed by VDW from Munich in Germany, the RECIPROC system is supposed to simplify the procedure of preparing root canals while ensuring maximum security during the process.

INTERAURAL IMPRESSIONS WITH TRIOS

With TRIOS, 3Shape is presenting the complete intraoral impression solution to dental professionals in Asia. According to the Danish company, TRIOS allows spray-free scanning and complete freedom of motion and positioning. In addition, it offers an intuitive SmartTouch user interface as well as other features such as instant validation of the impression for assessing the quality of the scan before it gets send to the lab.

BRAZED DENTAL BURS

Two Stripper dental instruments from US manufacturer Abrasive Technology are presenting a number of new products that were developed to complement its range of orthodontic pliers and accessories. According to the company, there are three new patterns of the Universal Weingart pliers including one with ultra-slim jaws, one with short jaws for better transmission of force, as well as one with double-locate jaws and tungsten carbide inserts.

All pliers are being preferably used in the permanent technique, the manufacturer said.

The product offering is complemented by special combination instruments. According to the company, there are two different types of ligature instruments, a band pusher and scaler, as well as a combined explorer and ligature instrument.
UAE INTERNATIONAL DENTAL CONFERENCE & ARAB DENTAL EXHIBITION

Delivering Science & Technology

5 - 7 February, 2013

www.aeedc.com
Composan bio-esthetic from Promedica in Germany is an innovative composite material based on three-dimensionally linked inorganic glass-like components and organic co-polymers. Special nano- and ceramic filler particles are incorporated in this cross-linked network matrix. According to the company, the material’s chemical build-up ensures an extraordinarily high biocompatibility.

As Dimethacrylates of traditional composites only have two reactive connection points residual monomers are released due to incomplete polymerisation. These monomers bear the potential to trigger allergies. The molecules of Composan bio-esthetic have more than 100 connection points resulting in complete polymerisation and virtually no residual monomers, thus reducing potential for allergies considerably, the company said.

In addition, Composan bio-esthetic offers excellent physical properties such as extremely low polymerisation shrinkage, high resistance to chewing stress and a remarkably strong abrasion resistance. Owing to the material’s enamel-like thermal expansion coefficient there are hardly any tensions between tooth substance and filling material. In combination with Promedica’s Compobond 1, the adhesion to the tooth substance is said to be extremely high and to assure a perfect and durable marginal seal.

In addition, the product has a tooth-like translucency, very high colour stability, perfect colour adaptation and excellent polishability thus allowing tooth restorations in natural beauty. Composan bio-esthetic is suitable for all filling classes, repair of veneers, core build-ups as well as composite inlays and is also available as a flowable in attractive and translucent shades which exactly match those of the packable version. Therefore, it is perfectly suited for combined fillings in lining or CBF-technique (Composite-bonded-to-Flow).

The specific product features and physical properties of Composan bio-esthetic flow equal those of the packable material thus providing extraordinarily strong, aesthetic fillings without marginal gaps. The company says that the material is even suitable for posterior regions exposed to masticatory loading.

PROMEDICA, GERMANY
www.promedica.de
Booth G15
The Singapore experience

New attractions expected to fuel tourism in booming city state

To describe the Singapore experience is similar to tasting a good stew made of plenty ingredients. Having been influenced by different cultures throughout its history, the once small trading post inhabited by a handful of fishermen in 1819 has transformed into a bustling urban melting pot that offers probably the best that Southeast Asia currently has to offer. From the smelly streets of little India to the glistering sight of the downtown skyline, it is not presumptuous to say that it is the city state that incorporates the essence of contemporary Asian lifestyle best.

Over the last few years, an increasing number of people from Asian neighbours and around the globe have become keen on getting their Singapore experience themselves. New statistics by the Singapore Tourism Board at the Tourism Industry Conference in March have revealed that the country attracted more than 13 million visitors last year. Expenditures by tourists also jumped to S$22.2 million (US$23 million), a 17 per cent increase from 2010.

Growth was also fuelled by the opening of new air routes from countries like Macau, Taiwan, Hong Kong or India. As one of the last big European carriers, Finnair has also jumped on the bandwagon and now offers direct flights from Helsinki.

According to the Board’s predictions, revenues generated by tourism are expected to rise again this year owing to the opening of new attractions like the River Safari or Marina Water Park which both are scheduled to be open to the public later this year. When completed, the world’s largest oceanarium currently built on Sentosa Island, a popular Singapore getaway since the early 1970s, will become home for more than 700,000 different species of fish including dolphins, sharks and rays. Efforts to present a whale shark, one of the world’s largest species of fish, however were recently abandoned.

Built between the Singapore Zoo and the Night Safari exhibit, River Safari will be the first river-themed zoo in Asia and let visitors experience 10 different ecosystems from around the world including the Amazon, Yangtze, Nile or Mississippi rivers. Constructions for the new attraction (estimated costs S$190 million) began in early 2007 and are expected to finished soon to make way for hundreds of thousands visitors per year. It is the fourth zoo in Singapore after the Singapore Zoo, Jurong Bird Park and Night Safari, which are all currently managed by the Wildlife Reserves Singapore.

Singapore’s most popular hot spots for visitors and locals alike in

* View from the roof top pool at Singapore’s new Marina Bay Sands hotel in the early morning.

Visit Booth #C23 at IDEM SINGAPORE

To locate a dealer in your area visit www.bisco.com or email intl@bisco.com

Like us on:

BISCO’s new SELECT HV ETCH is a 35% high viscosity phosphoric acid etchant containing Benzalkonium Chloride (BAC), designed for the “selective-etch” or “hybrid” technique – etching enamel margins without etching dentin. It can also be used for everyday total-etch restorative procedures. SELECT HV ETCH is formulated for optimized handling and accurate pin-point placement performance.

Visit Booth #C23 at IDEM SINGAPORE

To locate a dealer in your area visit www.bisco.com or email intl@bisco.com

BISCO’s new SELECT HV ETCH is a 35% high viscosity phosphoric acid etchant containing Benzalkonium Chloride (BAC), designed for the “selective-etch” or “hybrid” technique – etching enamel margins without etching dentin. It can also be used for everyday total-etch restorative procedures. SELECT HV ETCH is formulated for optimized handling and accurate pin-point placement performance.

Visit Booth #C23 at IDEM SINGAPORE

To locate a dealer in your area visit www.bisco.com or email intl@bisco.com

BISCO’s new SELECT HV ETCH is a 35% high viscosity phosphoric acid etchant containing Benzalkonium Chloride (BAC), designed for the “selective-etch” or “hybrid” technique – etching enamel margins without etching dentin. It can also be used for everyday total-etch restorative procedures. SELECT HV ETCH is formulated for optimized handling and accurate pin-point placement performance.
The Singapore Flyer, with 191 metres-high Sky Park on top of Marina Bay Resort, from where visitors have been able to enjoy breath-taking views of the city and its surroundings since 2010. Visitors are always advised to save their tickets early as the capacity of the platform, which also has the world’s longest elevated swimming pool, is limited to only 3,900 people.

2011 remained the Singapore Flyer Wheel and, up and foremost, the 191 metres high Sky Park on top of the Marina Bay Resort, from where visitors have been able to enjoy breath-taking views of the city and its surroundings since 2010. Visitors are always advised to save their tickets early as the capacity of the platform, which also has the world’s longest elevated swimming pool, is limited to only 3,900 people.

The resort also claims to be the world’s largest standalone casino complex which, according to industry estimates, is about to rival popular international casino destinations like Las Vegas or near-by Macau. Last year, gaming experts said the complex produced revenues of more than US$6 billion.

New restaurants have recently expanded the city’s already rich and diverse culinary scene. The Buyan Russian restaurant at Esquina tapas bar on Jiak Chuan Road, has recently announced to open a second two level restaurant on the waterfront near the Marina Bay Resort.

2011 remained the Singapore Flyer Wheel and, up and foremost, the 191 metres high Sky Park on top of the Marina Bay Resort, from where visitors have been able to enjoy breath-taking views of the city and its surroundings since 2010. Visitors are always advised to save their tickets early as the capacity of the platform, which also has the world’s longest elevated swimming pool, is limited to only 3,900 people.

The resort also claims to be the world’s largest standalone casino complex which, according to industry estimates, is about to rival popular international casino destinations like Las Vegas or near-by Macau. Last year, gaming experts said the complex produced revenues of more than US$6 billion.

New restaurants have recently expanded the city’s already rich and diverse culinary scene. The Buyan Russian restaurant at Esquina tapas bar on Jiak Chuan Road, has recently announced to open a second two level restaurant on the waterfront near the Marina Bay Resort.

2011 remained the Singapore Flyer Wheel and, up and foremost, the 191 metres high Sky Park on top of the Marina Bay Resort, from where visitors have been able to enjoy breath-taking views of the city and its surroundings since 2010. Visitors are always advised to save their tickets early as the capacity of the platform, which also has the world’s longest elevated swimming pool, is limited to only 3,900 people.

The resort also claims to be the world’s largest standalone casino complex which, according to industry estimates, is about to rival popular international casino destinations like Las Vegas or near-by Macau. Last year, gaming experts said the complex produced revenues of more than US$6 billion.

New restaurants have recently expanded the city’s already rich and diverse culinary scene. The Buyan Russian restaurant at Esquina tapas bar on Jiak Chuan Road, has recently announced to open a second two level restaurant on the waterfront near the Marina Bay Resort.

2011 remained the Singapore Flyer Wheel and, up and foremost, the 191 metres high Sky Park on top of the Marina Bay Resort, from where visitors have been able to enjoy breath-taking views of the city and its surroundings since 2010. Visitors are always advised to save their tickets early as the capacity of the platform, which also has the world’s longest elevated swimming pool, is limited to only 3,900 people.

The resort also claims to be the world’s largest standalone casino complex which, according to industry estimates, is about to rival popular international casino destinations like Las Vegas or near-by Macau. Last year, gaming experts said the complex produced revenues of more than US$6 billion.

New restaurants have recently expanded the city’s already rich and diverse culinary scene. The Buyan Russian restaurant at Esquina tapas bar on Jiak Chuan Road, has recently announced to open a second two level restaurant on the waterfront near the Marina Bay Resort.

2011 remained the Singapore Flyer Wheel and, up and foremost, the 191 metres high Sky Park on top of the Marina Bay Resort, from where visitors have been able to enjoy breath-taking views of the city and its surroundings since 2010. Visitors are always advised to save their tickets early as the capacity of the platform, which also has the world’s longest elevated swimming pool, is limited to only 3,900 people.

The resort also claims to be the world’s largest standalone casino complex which, according to industry estimates, is about to rival popular international casino destinations like Las Vegas or near-by Macau. Last year, gaming experts said the complex produced revenues of more than US$6 billion.

New restaurants have recently expanded the city’s already rich and diverse culinary scene. The Buyan Russian restaurant at Esquina tapas bar on Jiak Chuan Road, has recently announced to open a second two level restaurant on the waterfront near the Marina Bay Resort.

Visitors who fancy modern Thai cuisine, the Khas Soi Gai on Martin Road lets its guests indulge in delicacies like tasty red curry rubbed Wagyu beef or roasted spare ribs in a honeyed herbs, kaffir lime and dill sauce. World class Chef Jason Atherton, who already runs the Esquina tapas bar on Joo Chuan Road, has recently announced to open a second two level restaurant on the waterfront near the Marina Bay Resort.

Shopping remains a MUST for anyone staying longer in the country or just dropping by for a couple of hours. New malls and shops have been opening throughout the city state last year, despite the fact that the falling exchange rate of the Singapore Dollar have made the experience more expensive for outsiders.

For those, who need to get away from the glitter, Singapore’s diverse ethnic quarters still provide interesting insights, whether you like to meet up with thousands of guest workers in Little India on Sundays or bargain for souvenirs with shopkeepers in China Town. Wandering around Kampong Glam, one of the centres of the Malay community in the city, will make you wonder how it must felt like in the good old days.

Whatever you prefer to include in your Singapore experience, the city can provide it. With tips on entertainment, dining and how to spend your time off, today international will assist you in the upcoming days.

The Singapore Tourism Board at booth R13 in the exhibition hall provides more information on city tours, sights and events. Their main office (Telephone +65 6736 6622) is located at 1 Orchard Spring Lane near Orchard Boulevard.

Useful links:

- www.singapore.com
- www.timeoutsg.com
- www.facebook.com/YourSingapore
- www.xposure.sg
- www.stb.gov.sg
- www.visitors.sg
- www.yoursingapore.com
- www.gnydm.com
- www.visitors.sg
- www.yoursingapore.com
LIVE Education
Symposia at IDEM Singapore
Earn your CE credits at BOOTH E29

**FRIDAY, APRIL 20 • PROGRAMME**

11.00 A.M. CBCT IN AND TRADITIONAL X-RAY OUT?
DR. DAN MCMOWEN

12.00 A.M. CHANGING THE FACE OF DENTISTRY
DR. MYLES HOLT
DIRECTOR OF THE AUSTRALIAN ACADEMY OF DENTO-FACIAL AESTHETICS (AADFA)

13.00 P.M. CARIES MANAGEMENT USING S-PRG TECHNOLOGY
VIDEO PRESENTATION
JOHN COMISI, D.D.S.

14.00 P.M. ABRASIVE TECHNOLOGY ‘PRECISION TOOLS - WHERE YOU NEED THEM MOST’
SABINE NAHME

**SATURDAY, APRIL 21 • PROGRAMME**

11.00 A.M. ABRASIVE TECHNOLOGY ‘PRECISION TOOLS - WHERE YOU NEED THEM MOST’
SABINE NAHME

12.00 A.M. CHANGING THE FACE OF DENTISTRY
DR. MYLES HOLT
DIRECTOR OF THE AUSTRALIAN ACADEMY OF DENTO-FACIAL AESTHETICS (AADFA)

13.00 P.M. OVERVIEW AND COMPARISON OF CLINICAL AND DIAGNOSTIC ASPECTS IN VOLUME TOMOGRAPHY
DR. DAN MCMOWEN

**SUNDAY, APRIL 22 • PROGRAMME**

11.00 A.M. ABRASIVE TECHNOLOGY ‘PRECISION TOOLS - WHERE YOU NEED THEM MOST’
SABINE NAHME

12.00 A.M. SMILE DESIGN AND CERAMIC RESTORATION IN ESTHETIC RESTORATIVE AND IMPLANT DENTISTRY VIDEO PRESENTATION
DR. CHRISTIAN COACHMAN

13.00 P.M. CHANGING THE FACE OF DENTISTRY
DR. MYLES HOLT
DIRECTOR OF THE AUSTRALIAN ACADEMY OF DENTO-FACIAL AESTHETICS (AADFA)

14.00 P.M. CBCT IN AND TRADITIONAL X-RAY OUT?
DR. DAN MCMOWEN

SUPPORTED BY:

[Logos of various companies]

REGISTER FOR FREE ON
www.DTSTUDYCLUB.com
What’s on Saturday, 21 April

Music

The Bartók Second
Venue: Esplanade Concert Hall, 19:00
www.sistic.com.sg

Béla Bartók is probably one of the most underestimated composers of the 20th century, since contemporary descriptions of his music range from difficult to dissonant to unpleasant. However, his compositions have gained international fame. This evening, the Second Piano Concerto from 1931 will be presented at the Esplanade Concert Hall. The concert features Christian Vásquez as conductor and Jean-Efflam Bavouzet on the piano. The talented 27-year-old Vásquez has already performed with major orchestras in Europe and will conclude his Singapore debut with Dvořák’s Eighth Symphony.

WICKED
Venue: Grand Theater at Marina Bay Sands, 13:30 & 19:30
www.wickedthemusical.com.sg

The Broadway musical recounts the untold story of the Witches of Oz. Long before Dorothy’s visit to the Land of Oz, two other girls meet. One of them was born with emerald green skin, is smart but seriously misunderstood, while the other is beautiful and loved by everyone. WICKED tells the audience how these two unlikely friends became Elphaba, the Wicked Witch of the West, and Glinda, the Good Witch. The winner of 35 major awards, including a Grammy and three Tony Awards, WICKED has enchanted people all over the world from New York to London’s West End. Tonight, the Grand Theater invites Singaporeans and visitors to the South-East Asian region alike to experience a fantastic show.

Entertainment

Singapore Night Safari
Address: 80 Mandai Lake Road, 19:00 to midnight
www.nightsafari.com.sg

When the lights go out in Singapore, the day is just about to start for over 1,000 nocturnal animals from various parts of the world, including tigers, lions, giraffes and rhinos. Visitors are invited to observe them in their natural habitats on the Singapore Night Safari. At a more pleasant temperature than in the daytime, guests traverse eight geographical regions either by a narrated tram ride or by walking through the park. Opened in 1994, the Night Safari is the world’s first night zoo. It spans 35 hectares and is home to 137 species, of which 38 per cent are threatened.

Nightlife

Zouk
Address: 17 Jiak Kim Street
www.zoukclub.com

Zouk is probably Singapore’s most popular nightclub. Located in a former warehouse building complex, the club has been an institution of its own for more than 20 years now. The club promotes Asia’s dance music culture and has hosted hundreds of top DJs and artists from all over the world. With its velvet-covered walls and art collections, Zouk is characterised by a futuristic design. The nightspot also features a wine bar that has indoor and outdoor seating. Today, Zouk is celebrating its 21st anniversary under the theme “The Carnal Cabaret”, starting at 21:00.

The White Rabbit
Address: 39C Harding Road
www.thewhiterabbit.com.sg

The White Rabbit is a unique fine restaurant that was opened in a long-abandoned British garrison chapel from the 1950s located in the Dempsey area in Singapore. It is a popular dining destination for locals and visitors alike. Here, guests are served traditional European dishes and innovative interpretations of classics, such as escargot, lobster and black forest cake. The restaurant is the best place to have after-work dinner or a big celebration in an extraordinary setting. The companion bar called The Rabbit Hole, located outdoors behind the restaurant, offers cocktail classics and modern variants of favourite drinks.
General information

Exhibition opening times
- Friday–Saturday, 20–21 April: 10:00–18:00
- Sunday, 22 April: 10:00–16:00

Admission
Registration counters are located in the Lobby hall of the Suntec Convention Center. For non-registrants, the admission fee is S$15.

Wireless internet
Wireless internet is available from different communication providers including Starhub or SingTel in the Basement and on Level 1 of the Suntec Convention Centre. Prices range from S$6–S$25.

Lunch and Dining
Restaurants and foodcourts are plenty in and around Suntec City. Inside the Convention Center visitors have the choice between Food Republic in the lobby and the Tawandang Microbrewery which is specialised in Thai food and German beer. There is also a Starbucks coffee shop opposite Raffles Boulevard.

Embassies
Foreign representation offices can provide help in emergency situations like lost passports. They can also assist with travel arrangements or give legal advice.
- Australian High Commission
  25 Napier Road, +65 6836 4100
- L’Ambassade de France
  101 Cluny Park Road, +65 6880 7800
- Botschaft der Bundesrepublik Deutschland
  #12-00 Singapore Land Tower, 50 Raffles Place, +65 6533 600
- The High Commission of India
  31, Grange Road, +65 6737 6777
- Ambasciata d’Italia
  101 Thomson Road #27-02, +65 6250 6022
- Embassy of Japan
  16 Nassim Road, +65 6235 8855
- Embassy of the Republic of Korea
  47 Scotts Road, #08 00 Goldbell Tower, +65 6256 1188
- US Embassy
  27 Napier Road, +65 6476 9100

Emergency telephone services
- Police 999 (112 or 911 from an international phone)
- Fire or Ambulance 995
- Lost credit cards 1800 227 6868 (Visa), 6227 8888 (MasterCard)

Information provided in this list are subject to change.
The Power. The Silence.
The new Tornado

Tornado – the new generation of compressors from Dürr Dental

Dürr Dental, the inventor of oil-free dental compressors, presents an unbelievably quiet and powerful compressor for dentistry in the form of the new “Made in Germany” Tornado.

- Oil-free, dry, and hygienic
- One of the quietest of its kind
- Great reliability thanks to closed crankcase
- Antibacterial inner tank coating
- Low-maintenance thanks to membrane-drying unit

Visit us on the IDEM, SINGAPORE 2012, Booth G 02 or our website www.duerrdental.com