After 20 previous successful editions, the next UAE International Dental Conference and Arab Dental Exhibition (AEEDC Dubai) returns this week to the Dubai International Convention and Exhibition Centre. Being held from 7 to 9 February, the event will offer pre-conference courses, a diverse scientific programme and an industry exhibition that will showcase state-of-the-art dental technology and products.

Thousands of high-calibre dental professionals and oral health industry specialists will be at this year’s conference to inform themselves about the latest advances in all fields of dentistry. The organiser expects over 48,000 visitors and participants from 130 countries to attend the 21st edition. Over 150 prominent speakers from the region and around the globe will be sharing their expertise in over 170 lectures. According to the organiser, the 2017 programme covers paediatric dentistry.

Dentist and AEEDC presenter Dr Kashif Hafeez explains the fundamentals of patient-centred care and why he believes it should be implemented in every dental practice.

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Wide educational offering and state-of-the-art technology
Twenty-first edition of AEEDC Dubai promises to be another memorable experience
oral and maxillofacial surgery, implantology, laser and microscopic dentistry, dental practice growth and dental emergencies, among other topics. The exhibition area will host over 600 dealers and manufacturers in an astounding area of 74,000 m².

With the Dubai World Dental Meeting, on 4–6 February, the number of pre-conference courses were nothing short of impressive this year. In these special sessions, ranging from in-depth hands-on workshops to the presentation of real-world case studies, led by experts in their respective fields, participants from all over the world were able to gain and exchange ideas on how to expand their business and deliver better patient outcomes.

And it did not stop there, as the AEEDC Dubai World Oral and Maxillofacial Surgery Conference, which ran on 5 and 6 February, focused on prevailing topics in the field. Furthermore, the AEEDC Dubai World Orthodontic Conference, also held on 5 and 6 February, addressed trending topics in orthodontics.

As part of the AEEDC Dubai 2017 main conference programme, a dedicated symposium on digital dentistry, organised in collaboration with the Digital Dentistry Society, will be held on the first and second days of the conference. Through this event, both the society and AEEDC aim to create better opportunities for the exchange of knowledge, research and education, as well as to increase interaction and networking among the global dental community.

In addition, Stomatologie Aujourd’hui (dentistry today) will run a half-day programme for three days, offering dedicated dental sessions in French.

Another collaboration starts this year with the International Federation of Dental Hygienists, which has organised a symposium on optimizing prevention, oral health and the economics of employing a dental hygienist in every dental clinic.

Finally, the AEEDC Student Competition provides a unique opportunity for all final-year dental students to interact actively with their fellow students from ten leading dental colleges and universities across the region. In a live competition, students will have to answer questions on various dental subjects, including infection control, four-handed dentistry, implantology and oral surgery.

Past editions have always offered great opportunity for learning and networking. The meeting is a place where professional relationships are born and business is conducted. The second largest dental event in the world and the first in the Middle Eastern region, AEEDC Dubai has been held annually since the mid-1990s. It is organized in strategic partnership with the UAE Ministry of Interior Naturalization and Residency Administration and has support from the Dubai Health Authority, Global Scientific Dental Alliance, Arab Dental Federation, Gulf Health Council for Cooperation Council States, Oral Health Committee of the Cooperation Council for the Arab States of the Gulf, Riyadh Colleges of Dentistry and Pharmacy, Arab Academy for Continuing Dental Education and International Association for Orthodontics.

For more information about AEEDC Dubai 2017, the congress programme and the exhibition, please visit the organiser’s official website at aeedc.com.
In this article for today International, I want to take you back to the mid-1990s and my first experience of working with UK dentists, providing team training workshops all across the country. Incidentally, there would come a point in one of those early workshops at which an attendee would raise his or her hand and, instead of asking a question, make a statement that came down to something like 'Chris, this is all very good and exciting, but you need to understand that here in [insert place name] things are different.'

Candidates for "insert place name" ranged from the valleys of southern Wales to the West End of London, from north to south, from crowded to thinly populated areas; references were made to cosmopolitan, suburban and rural communities. The speaker would elaborate and suggest that whatever idea I was proposing would fall on stony ground because of the idiosyncrasies of the local population or macro- and micro-economic circumstances.

As a speaker, one learns to deal with such objections and concerns with empathetic listening and compassion, but I gradually realised that, in each of these locations, there were dentists who were just getting on with the job and enjoying great success, because they were either oblivious of or immune to those self-limiting beliefs. Now, I was privileged in February to deliver a two-day workshop to 50 dentists from different locations in which I have had the opportunity to work. Inevitably, there would come a fulfi lling prophecy on the part of the conference questioner.

The caring speaker will try to engage the attendees in meaningful dialogue, but experience shows that, sadly, the critic rarely wants to be persuaded away from his or her unfalsifi able hypothesis. Bringing this phenomenon into the second decade of the twenty-first century, the most frequent use of the phrase "ah, but it's different here" relates to the digital marketing landscape. Whenever I comment in writing or at a conference on the explosive growth of digital, there will inevitably be a listener who wants to tell me that people in his or her postcode are not on the Internet, do not use social media and do not have e-mail addresses. Mirroring my earlier experiences, I then meet dentists in the same location who are happily generating digital sales.

If I now refer back to the international locations in which I have had the opportunity to work, I can think of not one of the listed countries in which I would argue that the situation is different. Perhaps the most noted of these is Pune in northern India, where I was privileged in February to deliver a two-day workshop to 50 dentists from that city and nearby Mumbai. Halfway through the morning on my second day there, an attendee rose to his feet and requested a hand mike and I knew what was coming. "Chris, we have all enjoyed your lecture so far, but you need to understand that here in India things are different," he said.

I listened, acknowledged and then simply carried on, in the knowledge that on similarities, whether good or bad. The global village contains dental patients and they have similar needs and expectations of value. So if you are looking for tips on how to improve your dental business, you now gain a global perspective when observing best practice.

I have visited and worked with the best in all of the countries listed and found that no nation is behind the curve when it comes to innovation in the business of dentistry and we can all learn from each other. Except, of course, in your place—if it's different?

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ROOTS SUMMIT 2016 held successfully in Dubai

Two months ago, over 300 people from over 45 countries gathered at the Crowne Plaza hotel in Dubai for the 2016 ROOTS SUMMIT. For the past 15 years, the meeting has been an open and inclusive global learning forum, accessible to anyone involved in the practice of endodontics. Featuring 20 distinguished speakers and a comprehensive industry exhibition, the 2016 summit was one of the most important events of last year’s endodontics calendar.

According to co-chairman Stephen Jones, the audience at the 2016 ROOTS SUMMIT was the most geographically diverse in the history of the event. It saw a large number of people from the Middle East and North Africa, as well as many attendees from Europe and India. Some members even travelled to Dubai from Brazil, Chile, Australia and Paraguay.

During the promotion of the event, the organizers encouraged all dental professionals who have an interest in endodontics to attend. This resulted in not only endodontic specialists attending, representing about half of the participants, but also in a considerable number of general dentists, oral surgeons, prosthodontists and dental students joining the meeting.

On 30 November, participants had the opportunity to attend a number of pre-congress hands-on workshops. Over the next three days, the scientifically and clinically relevant lectures, covering topics such as root canal treatment planning, complex anatomy, clinical cases, irrigation, efficacy of treatment options and obturation, were all well attended. In addition, almost 20 companies showcased their latest products in the field of endodontics at the ROOTS SUMMIT industry exhibition.

The meeting originally started as a mailing list of a large group of endodontic enthusiasts in the 1990s, and has since 1999 evolved into organized ROOTS SUMMITS around the world. The summit has taken place in Canada, the US, Mexico (in conjunction with the Asociación Mexicana de Endodoncia), Spain, the Netherlands, Brazil and India last year.

Since the establishment of a dedicated Facebook group in 2012, the ROOTS SUMMIT has increased its membership from just under 1,000 participants to its current level of more than 23,000, including many global endodontic opinion leaders. Well over 100 countries are represented in the group. Members of the community engage in discussions regarding endodontic treatment, the various issues that affect the patient, prognosis, current literature, new equipment, as well as new procedures and protocols, among others. The online community is also moderated by a volunteering group of endodontists.

In addition to this English-speaking, global ROOTS community, the Spanish-speaking global endodontic Facebook forum Endolatinos, which currently has 13,000 members, was established in 2010 from a mailing list of about 2,500 people. In 2013, Endolatinos organized the pre-congress of the Asociación Española de Endodoncia, the Spanish endodontic society, and about a month ago, the Association allowed Endolatinos to create the scientific program for its annual meeting, which was attended by 1,300 people.

The 2016 ROOTS SUMMIT was organized in collaboration with Dental Tribune International. At the closing ceremony, the organizers already disclosed that the next meeting will be held in 2018 in the German capital of Berlin. The exact dates are still to be announced.

Dental professionals are invited to join the ROOTS Facebook group or visit booth 408.