Italian pavilion showcases advanced solutions

Twenty-six companies present solutions for the region’s growing dental industry at AEEDC

Her Excellency Valentina Setta, Consul General of Italy in Dubai, and Gianpaolo Bruno, Trade Commissioner to the UAE, Oman and Pakistan at the Italian Trade Agency (ITA), officially opened the Italian pavilion at this year’s AEEDC, which runs until 7 February at the Dubai International Convention and Exhibition Centre. For the event, the ITA and the Italian Dental Industries Association (UNIDI) organised the participation of 26 leading companies at the pavilion.

Commenting on the offering at the pavilion, Setta said, ‘Among Italy’s manufacturing sectors, the dental industry is one of the world leaders for volume of business, technological innovation and exports. We have 26 high-calibre manufacturers of equipment and consumables for dentists and dental technicians exhibiting at AEEDC.

“Among the products that are rapidly gaining momentum in the global dental industry are digital technologies. Digital panoramic radiography is now common in dental practices, and CAD/CAM-based prostheses are also gather- ing pace. In this area, Italian dental companies are providing advanced technology solutions and products.”

According to Bruno, “Continuous research ensures the safety and quality of ‘made in Italy’ brands, which are well known and appreciated in the global dental industry. At the Italian pavilion, you will find companies specialised in the design and manufacturing of technologically innovative materials for the most sensitive dental procedures. In the first ten months of 2018, Italian exports to the UAE showed a growth of almost 5 per cent compared with 2017. With events like AEEDC, we can continue to sustain this impressive growth level by bringing together Italian manufacturers and the regional dental industry to explore business opportunities.”

The participating companies are members of UNIDI, which requires adherence to specific technical standards and codes of conduct, as well as to specific requirements regarding the reliability and conformity of products to current Italian and EU legislation.

According to His Excellency Liborio Stellino, Ambassador of Italy to the UAE, who joined the fair after the opening of the Italian pavilion, Italy is renowned throughout the world for avant-garde technological solutions and aesthetically superior designs. Investments made by the Italian dental industry in research and quality have helped the industry to establish a solid reputation among international dental professionals for reliability, quality and design. Italy is the ninth largest supplier of dental products to the UAE, and it has an enviable track record in the export of sterilising machines, surgical instruments and dental hygiene supplies to the UAE. Participating in events like AEEDC will allow Italian companies to widen their reach in the Middle Eastern market.

The participating companies are among the most highly evaluated at international dental exhibitions. At the Italian pavilion, you will find companies specialised in the design and manufacturing of technologically innovative materials for the most sensitive dental procedures. In the first ten months of 2018, Italian exports to the UAE showed a growth of almost 5 per cent compared with 2017. With events like AEEDC, we can continue to sustain this impressive growth level by bringing together Italian manufacturers and the regional dental industry to explore business opportunities.”

The 26 Italian companies are showcasing the latest developments and products in the fields of prosthodontics, oral and maxillofacial surgery, laser dentistry, oral implantology, aesthetics, orthodontics, dental hygiene, dental laboratory technology, cosmetic dentistry, craniofacial surgery and others.

The Italian pavilion is located at stand A407–4C21 in Hall 4.