Sweden’s largest dental show once again invites dentists, technicians and other dental staff from Scandinavia and beyond to learn about the latest dental products and technologies in dentistry. The three-day event, to be held at the Stockholmsmässan fairground in Ålvsjö in the capital of Sweden, is being organised by the Swedish Dental Association in collaboration with the Swedish Dental Trade Association, and will showcase the latest equipment and materials available to dental professionals today.

This year will see TV gladiator Johan “Plexus” Oldenmark as a special guest discussing the benefits of oral health in children and adolescents. According to the organisers, he will also be moderating a dental fashion show organised by students and staff from the Karolinska Institutet’s dental school in Huddinge near Stockholm.

More than 10,000 visitors are expected for this year’s meeting, which takes place every autumn. Last year’s edition in Gothenburg attracted over 13,000 attendees, the majority of whom came from Scandinavia. Swedental 2013 will focus on aesthetic aspects in dental treatment that have gained increasing significance in dentistry in recent years. Besides clinical methods in this field, there will be discussions on the ethics and social issues related to aesthetic treatment.

New products for treatment outcomes that are more predictable and an improved workflow in dental practices and laboratories will be presented at the industry exhibition, which is supported by 180 sponsors this year. Among others, Finnish dental equipment manufacturer Planmeca has announced that it will be showcasing its latest tools for a complete digital workflow. Furthermore, Danish dental solutions provider 3Shape will have its recently launched TRIOS intra-oral scanning system on display. Among other products, new systems for endodontic treatment, as well as restorative materials, will be presented by VDW and GC Nordic.

On Friday at the AfterDent party, to be held at the entrance of the exhibition hall, visitors to the show will be able to meet with friends, partners and colleagues in a relaxed atmosphere. Drink tickets will be available at SEK48, which will equal one beer, a glass of wine or a cider, according to the organisers. Entertainment will be provided by Swedish singers Magnus Carlsson and Nanne Grönvall.

First held in 1973, Swedental has become the leading forum and trade fair for the dental industry in Scandinavia. More information about the meeting, parallel scientific sessions, and exhibition is available on its website, www.swedental.org. The organisers have launched an application for mobile devices and tablet computers that is aimed at giving visitors quick access to event-related information both ahead of and during the show.
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*Erbjudandet gäller hos Dentalmind under Swedental 2013. Kan inte kombineras med andra erbjudanden eller rabatter.
Dental market in Europe increases with more sales achieved online

Overall sales of dental equipment in Europe increased last year, according to a market study by the Association of European Dental Dealers (ADDE) and Federation of the European Dental Industry (FIDE). Sales of consumables remained at the same level in 2012, it also found.

In contrast to the steadily declining number of direct sales, email and web sales increased continuously in nearly all the countries examined. Among these, Denmark was ahead of France and Great Britain as the fastest growing dental market in Europe. With respect to 2012, it was found that despite a slight increase in the number of practicing dentists in Europe, the number of dental technicians has not grown. The number of dental practices and labs has actually decreased, signaling a nearly uniform trend toward consolidation across the continent.

While the number of graduates in dental medicine in Europe declined significantly in comparison to 2011, the same was considerably higher in the US. Nevertheless, the ratio of practicing dentists to patients remained unchanged.

FIDE and ADDE have been collaborating since 1998 and together publish an annual market study of the European dental industry. Along with figures on customers and end-consumers, the report also covers sales values for the main product categories such as dental equipment, consumables, implants and CAD/CAM, as well as data on distribution channels, information about current European VAT rates and their influence on the dental market.

The complete market study, including in-depth analysis and trends, is available for purchase at ADDE’s website.

Preventive care trend boosts industry

According to a new report, the worldwide dental preventive supplies market is projected to reach $458.8 million by 2018. The investigators found that the development will be driven mainly by the rising need to prevent dental caries and gum disease, as well as the shifting focus of dental professionals from treatment to prevention.

Growth in this market will be driven by a rising demand for preventive dental care products, including fluoride gels, prophylactic pastes and dental sealants, owing to an increasing awareness of the likely implications of untreated dental diseases. Worldwide, a greater number of dentists are focusing on preventive dentistry, which is aimed at reducing the need for dental treatment, such as extractions or fillings, by adopting preventive measures and reducing the costs associated with these procedures at the same time.

The report includes statistics from the US, Canada, Japan, Europe, Asia-Pacific and Latin America, and provides annual estimates and forecasts for the period 2010 through 2018. Given the number of governmental interventions encouraging preventive treatment among children and low-income families in particular, the US represents the single largest market worldwide. The Asia-Pacific market is expected to exhibit the strongest growth, with a compound annual growth rate of 4 per cent over the period.

In addition, the report profiles 42 companies, such as 3M ESPE, DENTSPLY International, Ivoclar Vivadent, Kuraray Noritake Dental, Ultradent Products and VOCO.

The report, titled “Dental Preventive Supplies: A Global Strategic Business Report,” was issued by Global Industry Analysts, a US-based publisher of off-the-shelf market research. The full report can be purchased on the company’s website.