ICD and DTI sign media partnership agreement

By Dental Tribune International

COLOGNE, Germany: As of Wednesday evening, 14th of March, Dental Tribune International (DTI) is the official media partner of the International College of Dentists (ICD). The contract signing, which took place at the OMEUS MEDIA and DTI media lounge at IDS, was witnessed by DTI CEO Torsten Oemus, Dr Dov Sydney, Dr Mauro Labanca and representatives of Henry Schein, including Chief Global Communications Officer Gerard Meuchner.

The ICD will celebrate its centennial in 2020 and is therefore the oldest and largest honour society for dentists in the world. Sydney, International Editor and Director of Communications, as well as General Chair of the College Centennial Committee, said: “Over the past 100 years, there have been changes in social structure and the economy and yet we have continued to grow because our purpose and our goals continue to be relevant in every age and stage of world development. And now we are going to build on that with DTI and make it a long-term relationship. They help us, we help them, everybody is happy.”

The organisation was conceived by Drs Louis Ottofy and Tsurukichi Okumura with the vision of an organisation of outstanding dentists. Today, the ICD has 12,000 fellows in 122 affiliated countries, from a diversity of cultures and social backgrounds and with different professional experiences.

Annual Publishers’ Meeting:
DTI looks towards the future

By DTI

COLOGNE, Germany: In the lead-up to the 38th International Dental Show (IDS), Dental Tribune International (DTI) held its 15th Annual Publishers’ Meeting over 10 and 11 March in Cologne. This year’s gathering saw 75 members of the DTI network from all over the globe in attendance to discuss the latest developments and projects the company is undertaking.

Among the highlights of the meeting was the official introduction of Dental Tribune Algérie, the newest international licence partner. Led by Dr Ouahes Aziouez, the new partner will produce Dental Tribune Algerian Edition, a quarterly publication that will focus on the latest developments in dentistry within the Maghreb region. Its first issue will be formally launched at IDS and will be available for viewing at the DTI Media Lounge in Hall 4.1 at Booth D060–F061.

The Annual Publishers’ Meeting also provided an opportunity for an exciting announcement about DTI’s upcoming expansion into the Scandinavian dental media market. Though the details are still being finalised, new Dental Tribune editions for the region will be launched soon, according to DTI President and CEO Torsten Oemus. “We look forward to welcoming our Scandinavian friends into the fold here at DTI and expanding our international presence,” he said.

Oemus also spoke about one of the newest additions to the DTI portfolio, Smyle magazine. With its flagship German-language edition currently delivered to over 60,000 dental practices in Germany, Smyle is to be expanded to include an international English-language version later this year. “By introducing an international edition of Smyle, we will be able to highlight the latest global trends in well-being, health, beauty and more,” said Oemus.

An update on the status of the highly anticipated DDS.WORLD was also provided at the meeting by Joachim Tabler and Martin Troppa, departing and incoming DDS.WORLD managers, respectively. A full-service digital marketplace for products, news, e-learning and practice management, DDS.WORLD is targeted at all participants in the dental industry. It offers a web shop and an associated search facility, practice management and inventory management systems, direct customer communication tools and much more. Attendees were informed that DDS.WORLD will initially be launched in select pilot markets—Greece, Serbia and Poland—and will provide all-in-one solutions for running a dental practice.

Alyson Buchenau, Business Development and Marketing Manager at DTI, thanked those in attendance and emphasised the importance of cooperation. “The DTI network currently reaches 785,000 dental professionals worldwide via our print and digital portfolio,” she said. “If we work together, our audience will continue to grow.”