Dental Tribune Middle East & Africa edition will once again participate at IDS Cologne, the world’s largest dental trade show as part of the global Dental Tribune International (DTI) family exhibiting at the cosy 100 square meter DTI Media Lounge (Hall 4.1, booth D60 F61). CAPP will play its part in delivering the latest news from and to the Middle East by providing a knowledge bridge through numerous channels supporting the activities of DTI.

In collaboration with its German licensee ORMUS MEA, DTI will be publishing a new issue of its well-established Today newspaper on each of the five days, providing comprehensive coverage of the previous day’s events. For the first time, the two publishers will be setting up a lecture forum at their booth—known as the Media Lounge, a restaurant and meeting area at which leaders in dentistry conventionally gather during IDS. At the forum, which will seat up to 250 participants, DTI will be holding Dental Tribune Study Club lectures and press conferences through DTI Communication Services.

The DTI portfolio spearheaded by CEO Mr. Torsten Oemus reaches over 650,000 dental professionals worldwide in 25 different languages in over 90 countries. Live daily coverage will take place daily through multiple publications, digital e-newsletters, e-blasts, social media and live video broadcasting. CAPP representing the Middle East publication of Dental Tribune will do its part to present the news to the large (?) following of the Middle East region.

The two-day scientific conference of “Dubai Dental Week”, the largest scientific continuing dental education programme in the region presented over 8 days. This year’s exhibition will feature the latest product launches from IDS Cologne presented by the industry players. Platinum Sponsor: Dentiply Sirona; Crystal Sponsor: Ivoclar Vivadent AG; Silver Sponsor: CWS; Gold Sponsors: Planmeca OY, MAC Dental Systems LLC; Digital Dental Systems LLC; Silver Sponsor: GSK; Gold Sponsor: Ivoclar Vivadent AG, Carestream Dental GmbH & Dental Supl, Dubai & Co.

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The latest news and innovations from IDS Cologne will be presented at the coming 12th CAD/CAM & Digital Dentistry Conference & Exhibition in Dubai.

In the quest to bring the latest dental industry novelties, products and scientific cases to MEA region as soon as possible, CAPP will ensure dental professionals who are unable to travel to Cologne will have the opportunity to see the latest news in Dubai coming May 2017. The 12th CAD/CAM & Digital Dentistry Conference & Exhibition will take place on 05-06 May 2017 at the InterContinental Hotel Dubai Festival City - a venue now famous for hosting a Guinness World Record for ‘Largest water screen projection of 893 square meters’. The DTI portfolio spearheaded by CEO Mr. Torsten Oemus reaches over 650,000 dental professionals worldwide in 25 different languages in over 90 countries. Live daily coverage will take place daily through multiple publications, digital e-newsletters, e-blasts, social media and live video broadcasting. CAPP representing the Middle East publication of Dental Tribune will do its part to present the news to the large (?) following of the Middle East region.

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CAPP, an American Dental Association (ADA) C.E.R.P Recognized Provider, specializing in Continuing Medical Education (CME) and Continuing Professional Development (CPD) dental education programmes – conferences, short and long term hands on courses, workshops and self-instruction programmes.

CAPP is the organiser of the two leading dental scientific conferences in the region: CAD/CAM & Digital Dentistry International Conference (1st edition in 2005) and Dental Facial Cosmetic International Conference (EFCC) (1st edition in 2009). Both these conferences are annual events.

**About CAPP**

Centre for Advanced Professional Practices (CAPP) was founded in 2005 by Dr. Doorna Mollova in Dubai, UAE with the sole purpose of delivering excellence in Dental Continuing Medical Education in the Middle East and beyond. CAPP is an American Dental Association (ADA) C.E.R.P Recognized Provider, specializing in Continuing Medical Education (CME) and Continuing Professional Development (CPD) dental education programmes – conferences, short and long term hands on courses, workshops and self-instruction programmes.

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**About IDS Cologne**

Explore “Innovative Dental Solutions” the marketing concept developed by CAPP, feel welcome to visit IDS Cologne to find out how you can expand your business in the region. IDS Cologne is the world’s largest dental exhibition, range of latest dental products and services will be introduced for the first time in the Middle East after IDS Cologne.

**Provider of professional diploma’s in dentistry**

In 2016, CAPP-Tipton Dental Academy and the British Academy of Restorative Dentistry (BARDS) has launched the Restorative & Aesthetic Dentistry Certificate and Diploma programmes in Dubai, UAE. Group 1 & and Group 2 started in September 2016. Group 1 an one-year course, the participants will have the chance to sign up for Year 2 Diploma (4 Modules, 15 days in total) which will lead to Post-Graduate Diploma in Restorative & Aesthetic Dentistry from the British Academy of Restorative Dentistry (BARDS). The courses will comprise of lectures, practical’s and seminars. After completion of the Diploma, there is an option for delegates to take the path way to Mile of (Masters of Science) in Restorative and Aesthetic Dentistry with the University of Manchester and Healthcare Learning or Masters in Clinical Dentistry (McIntDent) Restorative and Cosmetic Dentistry with City of London Dental School (CoLDS) / BPP University.

**Growth**

For the past 12 years CAPP has facilitate over 410 CME programmes educating over 62,000 international participants. Ever since 2005, CAPP has experienced year-on-year growth and in 2016 alone CAPP educated 13,856 international dental professionals (lower versus 2015 due to Asia Pacific CAD/CAM & Digital Dentistry Singapore being held 10-annually) has become the leader in Continuing Dental Education programmes in the region.

**MEA Region amongst dentistry’s top high potential markets**

With its rapid and dynamic markets, continuously educated workforce and support from local governments, the Middle East region is amongst dentistry’s top high potential markets in the world. Conducting business in the MEA region however, is far from easy unless dealing with the right partners. Meet CAPP at IDS Cologne to find out how you can expand your business in the region. Explore “Innovative Dental Solutions” the marketing concept developed by CAPP, feel welcome to visit us at the ITI Media Lounge (Hall 4, booth D606) at the upcoming IDS Cologne (21-25 March 2017).