University of Sharjah Champions of the AEEDC Dental Students Quiz

The College of Dentistry of the University of Sharjah was awarded the championship of the UAE International Dental Conference and Arab Dental Exhibition (AEEDC) 2009 Dental Students Quiz competition. The college was represented by five 4th year dental students: Amjad Hassan, Dina Saleh, Shuaib Al Ani, Reem Badr, and Yasser Hamdan. The competition aimed at testing the knowledge of students in the dental and clinical sciences.

Rani Sam sudin, the Dean of Dental College, the curriculum of the Sharjah Dental College is a modern problem based and integrated curriculum that is able to develop students’ knowledge and skills to a high level and understand the science behind patient care. This new teaching – learning method has enabled the Sharjah University students be able to answer the questions in the competition exceptionally well although they are only in the fourth dental year of the program whereas all other dental schools sent in their fifth year (final year) students for the competition. The students won a trophy and a prize of AED 1,000 for each one of them and they will receive a free admission into the conference AEEDC 2010 next year.

Besides the championship that the students achieved, the university is proud to have a noticeable participation during AEEDC 2009, whereby seven faculty members from the college: Prof. Rani Sam sudin, Dr. Sawsan Al Kawsar, Dr. Mamal Awad, Dr. Atiza Hussain, Dr. Gupinith, Dr. Souhail and Dr. Kraus, have presented lectures, posters and free communications. The University is the first to provide a web site that is able to present the different events, using an audio-visual format. A panel of international renowned experts supported the event and 3M is a brand which says about aesthetic orthodontics – this is not what we are about, so I think it would probably be more feasible to hold the conference every 18 months to 2 years when substantial re-search and developments have been identified. Finding the location would be pretty difficult to make it as exciting as Dubai every year, I've got a lot of good locations – none of them are quite Dubai!

Who do you see are 3M Unitek’s competitors in the region and how do you see their developments competing with yours?

One advantage of being part of 3M worldwide is the global reach we have, which none of our competitors have. For example just now I had a conversation with a lady from Latvia and it’s easy for us to do business in Latvia because 3M is already there. None of our competitors have this foot print, so when we go out and look at new business and new business opportunities our global presence is a huge benefit for us.

I don’t have sleepless nights about our competition; I think we are a very strong organization and 3M is a brand which says quality. The growth in the Middle East has been incredible over the last few years. I remember when we were just in 4-5 countries, to now be 22 plus countries – it’s amazing. The industry also has changed considerably.

So what’s next for 3M Unitek?

Right now we are focusing on our new Lingual Orthodontics Incognito, the braces on the inside of the mouth, revolutionizing orthodontics. The benefits of these braces are incredible. If you talk about aesthetic orthodontics – then Incognito is truly an aesthetic phenomena. We can make braces that are clear or ceramic, but when you actually have the braces on the inside of the tooth – I mean that as aesthetic as you can get. I think a huge driver there… I think the opportunities in digital orthodontics in producing an appliance that really taps in to technology that 3M already has… Digital Imaging… will be a very powerful over the next coming years.

We continue to spend a lot of time within education and dental practices and hospitals which is very important to 3M Unitek’s future development. The orthodontics industry is moving towards digital. Digital will become huge in orthodontics and here at 3M Unitek we are at the forefront of the developments. At this symposium we will be doing a workshop on digital dentistry – we definitely will have more to say on the field of digital dentistry in the future, perhaps even at the next symposium.

I am very happy to be back this time – it’s a great time to come back – it’s very exciting. Remember when first started at 3M, the little office in Switzerland with 10 of us – it’s absolutely incredible where we have come to – it really does get my heart in a way to see how strong the company is. Exciting times ahead – really exciting times. Thank you very much.