Starting with the inauguration of the Carestream Training Centre at Ajman University, can you elaborate on the plans for the Middle East?

Fritz Dittmann: The main plan is obviously growth. You have to grow sales and services side by side. With our huge install base in the Middle East we are represented in most countries in the region so our distribution channel is set, running and effectively working. We are working on constantly helping our dealers to facilitate better training and provide easier access to training to the end customer. That was the purpose of setting up the training centre here at Ajman University. The future looks fantastic, we have a product pipeline which is really exciting. Next year we are launching three new products of which one is very exciting and significantly high tech science. Fortunately the technology is becoming very detailed and significantly high tech science. If you see the facilities and then meet the people, it is a great pleasure to work with such great people. It is not easy to invest in a training centre and we look forward to working with the University to improve the needs of the dentists.

Do you plan to focus on the Dental Technicians as well?

Fritz Dittmann: Initially the concept was to train the technicians here but we are extending this now due to the technological advancement and the demand for the dentist to be trained. When you talk about three dimensional imaging, dentists do not learn about this subject at university so there is a real need for training them.

When investing a hefty sum of money for a high technological state of the art training centre the dentists can take advantage of the full benefits. What we certainly did not want to have was someone buying new machine, spending money and just having the machine standing without being used which unfortunately happens sometimes in the industry.

Dave Pullen: The new system of Carestream is about restorative dentistry, taking digital dentistry and expanding it as we all know the future is digital. Making restorations and crowns is a big future for us. We are excited to be able to take an existing product like the CBCT image and turn it into an image from which you can make a crown. Recently our Research & Development team just passed the CSS500 which is the powder free scanner allowing dentists to scan the teeth without taking impressions. The future is very promising. Our scanner is much simpler than other products available, we have seen the other products and the main goal of our R&D in Shanghai was to improve it and make it a truly digital restorative in 10 clicks. We have a couple of doctors in Florida, USA who are testing our scanner and have used everything available on the market and if they are saying that restorations can be made by ten clicks than we have to listen to them.

There is a real opportunity to make it easy, simple and chair side. For a patient for example, there is a two-three week process but with our scanner this can be done with in under 2 hours! What we do is make it simple and something easy for the doctor to use whether it is an intraoral or extra oral, then you go into 3D and then CAD/CAM to make it easy and simple. The education of Digital Dentistry is very limited and education through conferences such as the ones CAPP organizers and the Dental Tribune networkers and magazines are very important.

Fritz Dittmann: The new scanner was shown to our dealers for the first time in the Middle East at the 5th Dental Facial Cosmetic International Conference in Dubai last November at the Carestream stand. What we strive to achieve through the Carestream triangle Logo is Humanized Technology, Digital Excellence & Workflow Integration. If you take the Microsoft products we use in our daily computer lives we probably only use 10% of the full capabilities which are enormous. That for me is an example of non-humanized technology. We only use bits of it. We have to educate some of the doctors which allow us to use the full spectrum and understand what the benefits are when using it to the maximum.

Why did you choose Ajman University as your partner?

Fritz Dittmann: We had three options, either use our office at Safa Park, Dubai, renting a new facility or work with a university. Considering our options we had to think about investing in the expensive equipment, have easy access for our customers and we needed to have a leaded room with legislation to be able to take x-rays. Ajman University was the perfect choice and once we knocked on the door it happened immediately. Ajman is very close to Dubai, a thirty minute drive and once we met the people and visited the location we were convinced this was the place for our Centre. The university also was planning to further enhance their Research & Development so the vision is a good fit for both parties. What we certainly did not want to have were our units just standing around in a room, invest a lot of money and just use them during training courses. This is a great joint venture and the university gets very high technological equipment which they can use as they wish. At the same time we can showcase it to potential customers and education is our education and we are showing it here today, more than 250 people with over 10 speakers and more than 10 presentations, in five different continents.

What support do you provide to your clients?

Dave Pullen: Practice is Our Priority” which defines us as we are not just selling products but also education. One of the core advantages of Ormco is our education and we are showing it here today, more than 250 people and education is our education and we need to teach and assist and make the staff to continue to learn. At our workshops in Thessaloniki, we were showing presentations with stats pointing out to our current DAMON users how they can leverage the technology and system to higher extents in order to achieve greater clinical outcomes.

DUBAI, UAE: The 1st Ormco MENA Symposium attracted 250 loyal users to Dubai, UAE.

“First Ormco MENA Symposium attracts 250 loyal users to Dubai, UAE”

It dealt with the latest advances in Orthodontics.

- Dr. Dania El-Bokle
What are your plans for the coming year 2014? It started in 2013 with the opening of our Dubai office where we hired Tarek Haneya in the capacity of Area Sales Manager for the region of Middle East & Turkey. We are planning more resources for the area and momentarily we are in the final stages of planning our education program for the full year. The program will include courses on different levels and here at the 1st MENA Symposium we have made a start to a long number of symposiums to come in the near future.Ormco worldwide applies the same strategy which has proved to work successfully and corresponds to what orthodontists are looking for today. The orthodontist does not just want to buy brackets but learn about them, “It was great event for the Middle East and North Africa Orthodontist.” - Dr. Faraj Behbehani

How do you plan to create awareness for Lythos in the coming year for the region? perform in Europe Asia or in the USA, we apply a working strategy which delivers to the expectations of the customers and we firmly believe that the middle east orthodontists will be pleased to work with us. Ormco is known as a brand, we do not have any issues with brand loyalty, we are one of the companies which is very well known in Orthodontics so we just need to make the things happen here. Do you plan any activities with students in the region? Of Course! Part of the education is going to universities, partnering with universities like we are doing with most of the countries where we have partnerships, trainings, we are bringing speakers to the universities so we are currently getting in touch with some of the key dental colleges in the region and it is a process so we are working on that. It is part of the business strategy. Anything else you would like to share with the readers? We are really happy and proud to be here. Like we said in the symposium, we had a dream 12 months ago to be here in front of the 250 orthodontists from the region that came to our show and this dream became a reality thanks to the big teamwork including our local partners, some of the local orthodontists and speakers we have here and the team of Ormco that made it possible. I think it is a great achievement so we are very happy to be in this nice region.