5th DFCIC and AAID 2nd Global Conference hosted 1,358 world experts in Aesthetics and Implantology at Jumeirah Beach Hotel Dubai, UAE

By Dental Tribune Middle East

Dubai, UAE: DFCIC and AAID together welcomed over 1,358 world experts in Aesthetics and Implantology from 50 countries on 09th - 10th November 2013 at Jumeirah Beach Hotel, Dubai. With the excellent ambiance and cozy atmosphere the conference again provided warm exceptional networking opportunities, connecting the leaders in the field of Aesthetic Dentistry & Implantology – practitioners, researchers and industry players. The organizers, CAPP, AAID and Emirates Dental Society with the support of Saudi Dental Society and Lebanese Dental Association achieved one more time a great record of attendance and established a reputation as the industry’s leading international conference.

Bringing together industrial leaders and professional practitioners, the conference not only delivered extensive scientific knowledge but gave way for an excellent opportunity to present the latest advancements and developments within Aesthetics and Implantology.

The sponsors included Sirona, Ivoclar Vivadent, 3M ESPE, Crest & Oral-B, GSK, Phillips...

Excellent ambiance and cozy atmosphere at Jumeirah Beach Hotel Dubai, UAE

Dr. Munir Shihadi (left) and Dr. Andreas Kurbad (right) discussing questions

The scientific session at 5th DFCIC

Dr. Mohammad AlObaida (President SDS) shakes hands with Dr. Elie Maalouf (President LDA) at 5th DFCIC

Demonstrations at the product display area by Dr. AbdelAziz Yehia, Sirona Middle East - Business Development Manager CADCAM

GSK - Silver Sponsor at the 5th DFCIC

Dental Tribune Middle East Nov-Dec edition presented to Dr. Elie Maalouf (President LDA)
Mouth cancer awareness month

By Victoria Wilson, Dental Hygiene Therapist

Sirona has always been the leader in producing surpassed innovative products

DUBAI, UAE: For the month of November ‘Mouth Cancer Awareness Month’ runs throughout the UK. In support of ‘Mouth Cancer Awareness Week’, Dr Roze & Associates Dental Clinic, began the evening with a lecture on ‘Mouth Cancer Awareness’, followed by Dr Peter Cruse from CPS, who lectured on ‘The Pathology of Oral Cancer’. In reference to publications from the British Dental Health Foundation 400,000 cases of mouth are diagnosed world-wide every year. In the UK research reveals there has been a 50% increase in Oral Cancer since 2000. The prevalence in youngsters is increasing. Early diagnosis is key, and can increase survival rate by 90%.

The key message is ‘If in doubt, get checked out’.

Any ulcers, white patches, red patches, lump, swellings that don’t go within 2-3 weeks, visit your doctor or dentist. Create awareness of the main risk factors associated with mouth cancer.

The main risks are smoking, alcohol, poor diet, HPV (Human papillomavirus), smokeless tobacco (betel nut, naswaar, paan, gutka, are-ca nut). Due to recreational Sonicare, Carestream, Invisis, Align, Wrigley (Oral Health Program) and VITA. Other Industry Players taking part include: Middle East Dental Lab, Noble Medical Equipment, Rocky Mountain Tissue Bank, AID, Laboratories, Fabnos Int’l, Inman Aligner, Dentegris, High Technology, Dubai Medical Equipment, Anyong Zongyang Dental Materials Co, Qualident and Pittcon. The conference welcomed 1255 participants and 105 representatives from the industry. There were 20 different countries represented in the two day conference.

The international team of speakers Dr. Andreas Kurbad, Germany; Dr. Maria Hardiman, UK; Prof. Dr. Claus-Peter Ernst, Germany; Dr. Paul Weiss, Germany; Dr. James Russell, UK; Dr. Gary Wadhwa, USA/AAD; Cole Murray UK; Prof. Khaled Balto, KSA; Dr. Nasserah Sahiblo, UAE; Dr. Andre Saadoun, France/AAD; Dr. Luca Cardaro, Italy; Dr. Natalie Wong Canada/ AADR; Dr. Harold Hauckens, Germany; Dr. Shankar Iyer USA/ AAD; Dr. Teddie Lynn Hudson, KSA discussed together the latest in Aesthetic and Implantology. The agenda featured valuable examples of how the latest developments and technology are being put to work in the service of learners regardless of their location or level of technology. The two day conference once again included the Dental Technicians Parallel Session on the second day with two courses given by Alham Farahi, CDT, USA and Dr. Afel Shaker, Egypt. Handouts on courses were presented by Dr. Mimar Silwadi, UAE and Dr. Ayad Junjaa.

Recognized as a pioneer within the region, the program remained committed to achieving simplicity through innovation and making available the tools to provide patients with a wide range of premium dentistry solutions.

DUBAI UAE: DTMEA readers and e-followers are being updated with the brilliant PR which is behind Sirona. Constant updates, tweets and Facebook reveals the latest Research & Development of The Dental Company from Germany. We interview Dr. Amro Adel – Area Sales Manager GCC & Pakistan Country Manager Saudi Arabia - Private Sector

Dr. Amro Adel, Area Sales Manager GCC & Pakistan Country Manager Saudi Arabia - Private Sector

By Dental Tribune Middle East

Sirona will use this global presence to reach each and every customer. Sirona will always cherish such products and solutions on the market. What role does digital dentistry play in your portfolio?

As a market leader or we say The Market leader in digital dentistry, Sirona portfolio will always cherish such products and we will always be keen that Sirona role in digital dentistry will reflect the power of the company in this sector and this trust by our customers will be retain for years and years.

What is the impact Sirona and Digital Dentistry have had on dentists and dental technicians in the Middle East?

Well in 2015, the level of Dentistry in the GCC took a real tour towards quality products and services and such detour will surely reflects on Sirona as one of the leading companies when it comes to quality and I see a bright future in the GCC markets towards Dentistry. As for Pakistan I believe the market is a growing market with a very knowledgeable dental society.

How important is educating the dentist and technician to Sirona?

It is known to all our customers worldwide, Sirona Focus on the educational part of sales believing that our products are not just a dental equipment but yet an innovative technology that we need all our customers to make the benefit out of it, so product Knowledge, continuous educational programs are goals everyone in Sirona would deliver anytime anywhere.

What is your impression of the digital industry in Middle East?

Looking at the dental industry in the ME in the past 10 years, I can only have one impression….HERE is Future!

Sirona is amongst the largest providers of dental products and solutions on the market.

Well in 2013, the level of Dentistry in the Middle East, GCC & Pakistan in particular is

One of our leading companies in the market. In 2015, Sirona will always be one of such tools, a CEREC software that will allow all dentists and Technicians to communicate and get their digital impressions sent via email generating a new era of Dental office / Dental Lab communication. Successfully launched in Kuwait two months ago, with a real positive results and customer satisfaction, soon in Saud, UAE and Qatar.

Would you like to share anything else with the readers?

Just to conclude, our commitment in Sirona is trust and we are there to gain it and we will work hard to maintain it as well.

Wish you all a happy New Year 2014.

Contact Information

Dr. Amro Adel
Area Manager GCC & Pakistan Country Manager Saudi Arabia - Private Sector

Sirona Dental GmbH
Country Manager Saudi Arabia – Private Sector

Dr. Roze & Associates Dental Clinic

+971 55 552 7795

Email: amro.adel@sirona.com

www.Sirona.com

Sirona Dental GmbH

37