Sirona has always been the leader in producing surpassed innovative products

Sirona has always been the leader in producing Surpassed Innovative products through the whole product portfolio, thanks for the dedicated management and dedicated R&D department that are keen on keeping the same level by investing a huge budget for this purpose which for sure ends up with products like CEREC Omnican and we always say it is just a start.

How do you rate the level of dentistry in the Middle East, GCC & Pakistan in particular?

Well in 2015, the level of Dentistry in the GCC took a real big tour towards quality products and services and such detour believing that our products are not just a dental equipment but not just a dental equipment but 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 dental 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. What role does digital dentistry Sirona booth presentation, Platinum Sponsor at the 5th DFC in Dubai 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 thus will the 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 a question can be asked to the customers and I will be so happy to hear their feedback! But anyhow in general we invest in our products in the Middle East, invest in our customers (allow me to call them Friends) either dentists or Technicians, They invest in us and I assume the profit both ways is Trustable.

Recently you have launched CEREC Connect in the Middle East, could you emphasize on this new system?

Adding to what we mentioned earlier, Sirona will always invest to reach each and every customer, CEREC connect will 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, U.A.E 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.

Will you wish all a happy New Year 2014.

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