Sirona – The Dental Company shines in Dubai

By Sirona

Dubai, UAE: Sirona Middle East was again at the center of attention at the 19th International Dental Conference & Arab Dental Exhibition in Dubai between 17-19th February 2015. The Dental Company exhibited with a specially designed booth conducting ongoing trainings and presentations given by Sirona staff, CEREC trainers and Key Opinion Leaders including the infamous Dr. Daniel Vasquez, USA. Dr. Vasquez also presented at last year’s CEREC Desert Fest in Dubai.

Sirona will soon enter a new milestone in the Middle East region where a direct operation and dedicated dealership will work together on bringing an optimal support bringing the sales and services of The Dental Company to a higher level compared to the rest in the industry. We presented the model to our customers during the International Dental Conference & Arab Dental Exhibition in Dubai and we expect a market service boost in the years to come.

After the successful CEREC Desert Fest in September last year we brought back Dr. Daniel Vasquez (USA) who is an icon in presenting CEREC to new customers. With his unique appeal in detailing the product to audiences Dr. Daniel provided several hands-on presentations at the trade show in front of interested potential and existing customers. The presentations showed the ease of using CEREC and how it is the CAD/CAM application which should be used in dentistry for the present and future.

Recently Sirona launched yet again a new system, providing a freedom of choice with the MCX5. The new InLab system will have a big impact on the CAD/CAM business. The product was officially launched in the Middle East in February and the feedback was above expectations. The smart compact five-axis milling and grinding unit is especially developed for the demands of the dental laboratories completing Sirona’s inLab system. Dental Technicians will now benefit from the greatest flexibility for the entire production process of esthetically pleasing restorations and the largest selection of materials available on the market.

IDS Cologne 2015 – the Mondial of the Dental Industry is set to begin on 10th March and Sirona will bring all the new products to the market boosting the industry with different product lines such as Imaging and CAD/CAM systems, Treatment Centers and Instruments.

Sirona will continue to grow worldwide and in the Middle East region which will be shown through our core built on Education in our products which we produce for the dental industry. We are in a sector of our society that has built careers on knowledge and product understanding in order to deliver the best treatment to their patients. Sirona aims to always be in the background of our customers and supply them not only with the technology but the know-how behind the fast changing industry. This has been and will continue to be achieved through well maintained high level continuing dental education programs ensuring the long term continuity of our customers’ business.

Dr. Daniel Vasquez, USA – presented various lectures and hands-on presentations on stage

Sirona booth was at the center of attention during the trade show in Dubai

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