“The Middle Eastern dental market is one of the fastest growing markets worldwide”

By Dental Tribune MEA

DUBAI, UAE: Ritter Concept is known for offering 127 years of Dental Experience. The German owned and operated company has all their products ‘Made in Germany’ at the modern production facility located in Zwönitz (Saxony, East Germany). The company is known for a Leading Edge Design and High Level of Function. We interview the CEO of Ritter, Mr. Werner Schmitz to find out his thoughts on Dentistry.

Dental Tribune MEA: Mr. Werner Schmitz, it is a pleasure to interview you. Could you tell us how you became involved with Ritter and the changes that have taken place since you became CEO?

Mr. Werner Schmitz: When I took over Ritter in 2004, the company faced a relatively difficult situation. In the following years the business has been continuously built again. We re-launched our portfolio and amended it with modern and highly innovative dental units, autoclaves, compressors and x-ray devices in order to offer an overall-concept to the dentists.

By step by step we re-gained the stability of values not only reflected in our image, but also in the products. Ritter does not use standard plastic components for the products but parts made from fiberglass, metal, aluminum, etc. The difference is obvious: Longevity, solidity and low needs for service or repairs. Paired with our flexibility and lean structures, Ritter is able to offer premium products at a very interesting price-performance ratio to the users.

Mr. Werner Schmitz, CEO took over Ritter in 2004

How has and will this help you to develop your presence here in the MEA region?

Ritter is delighted to set up the latest sales and service approach with such a strong and internationally experienced partner like Henry Schein. We believe, that the mix of local background and knowledge of two global companies will be the gateway to success. Henry Schein Middle East LLC is based in Dubai directly. All customer requests can be handled locally, in a quick and flexible way. The technical engineers are specialised in the installation and service of dental equipment. Moreover Henry Schein provides a strong network of dedicated Henry Schein distributors in each country. The experienced Ritter Export Managers support all activities continuously. The customers receive a full-service spectrum of care. Also the upcoming tradeshows in Dubai represents a good opportunity to show our common strengths. We strongly believe that this partnership will create a wide range of synergies and services from which our clients will benefit.

What is your impression of the Middle Eastern Dental Market and level of Dentistry?

In my opinion the Middle Eastern Dental Market is one of the fastest growing markets worldwide. Users emphasise on high-level products with outstanding quality aspects. Also the product design plays an important role. Practices in the Middle East are equipped in a very modern and innovative way and the users attach importance to provide first class dental treatments to their patients. To all these aspects, Ritter has the appropriate answer with a sophisticated range of products and services.

How do you educate your current clients and what are your plans in enlarging your client portfolios in the region?

Ritter Aria SR / Aria Smart
Simple solutions - highly efficient.

Available with hanging or swinging hoses

Very reliable and stable electric dental unit
Perfect combination of functionality and design
Available with hanging or swinging hoses and many modern color versions
Personality first - design the dentist element with your personal practice logo or picture

New!

Henry Schein Dental

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**NEW!**

**Exclusively distributed by Henry Schein Middle East**

**MADE IN GERMANY**
For 2015 we worked out a joined marketing plan with our exclu-
sive partner Henry Schein. This contains a wide range of activi-
ties, press releases and reports in dental newspapers, maga-
zines and online media. On the ground we will provide informa-
tion by the means of local show-
rooms and VIP clinics. These
institutions will offer access for
interested dentists to Ritter den-
tal units and products. Also the
user in the VIP clinics will share
their experiences in daily work
with Ritter products. Also train-
ings for dentists and technicians
will be available in several local
areas. For us it is crucial to pro-
vide direct personal consultancy
and comprehensive local servic-
es to our customers.

In this IDS year, will there be
major new developments for Ritter which we will see in the
MEA region?

Of course we will present novel-
ties in the fields of dental units,
x-ray devices and compression/ suction. We are more than proud
to show our new and modern
dental unit ARIA SR with out-
standing design-opportunities
and convincing qualitative as-
pects for every user. The ARIA
SR will bring a new understand-
ing of modern dental units into
the practices worldwide. More
detailed information about the
new products will be presented
during the tradeshow in Dubai
in February and later this year
during the IDS in Cologne in
March. This means, the Middle
Eastern countries will benefit
from being one step ahead re-
garding the product launch.

What do you expect form
Dental Tribune Middle East &
Africa?

For sure the Dental Tribune
MEA offers a great platform of
communication to us. Or ex-
pectation is to spread the mes-
 sage of the Ritter products, tech-
nologies, support and training
services within the users in the
Middle Eastern countries and to
cover all informative aspects.
In this regard we trust in the sup-
port of Dental Tribune MEA,
which is always present on the
pulse of events and happenings.

26th SDS Int’l Dental
Conference was
attended by over
3000 participants

13-15 January 2015, Riyadh International
Convention and Exhibition Center, Riyadh

By Saudi Dental Society

T he Saudi Dental Soci-
ety recently held its most
important and the larg-
est scientific gathering in the
Kingdom. The 26th Saudi Den-
tal Society International Den-
tal Conference with this year’s
theme, “Innovative Digital So-
lutions in Dentistry” was held
last 13-15 January 2015 (22-24
Rabi’1 1436H) at the Riyadh In-
ternational Convention and Ex-
hibition Center in Riyadh, Saudi
Arabia. The conference was
attended by over 3000 participants
dental specialist, dental techni-
cians and assistants) from the
various government and private
sectors, universities, hospital
and institutions.

The celebration commenced
with an opening ceremony at-
tended by highly distinguished
guests led by the Prince of Ra-
yadh and other dignitaries and
guests.

The six scientific sessions fea-
tured lecture presentations fea-
tured by 18 international keynote
speakers from USA, UK, Germa-
ny, Switzerland, Spain, Bra-
zil, France, Spain, Netherlands,
Lebanon, Jordan and Canada
including 8 local speakers on
various dental specialities. In
addition to the 11 Continuing Edu-
cation Courses and Workshops
done during the three-day
conference, two pre-conference
workshops were given on 10-12
January 2015.

The highlight of the conference
was the Research Award’s Com-
petition for the Young and Grad-
uate Dentists and Poster Presen-
tation Competition. There were
four presenters for the Young
Dentists, six presenters for the
Graduate Dentists and 127 post-
er offered the opportunity for
other participants to present
their research in poster sessions.

The scientific program was also
complemented by 55 well-or-
ganized exhibitions of numer-
ous leading medical and dental
companies featuring the latest
equipment, materials and de-
vices in the medical and dental
world.