Bigger than ever: IDS 2015 reports visitor, exhibitor and area increase

By Dental Tribune International

COLOGNE, Germany: On 14 March, the 36th International Dental Show (IDS) in Cologne closed after five days with a record result. The organisers reported that about 136,500 visitors from 151 countries attended the most important trade fair in the dental industry, which represents an increase of nearly 11 per cent compared with the 2015 IDS.

A new record was also set with regard to the number of exhibitors and exhibition space. A total of 2,201 companies (+6.9 per cent) from 56 countries presented their latest innovations, product developments and services over 157,000 m² (+6.2 per cent). More than 70 per cent of the exhibitors came from abroad (+2 per cent). In addition, the number of visitors from Germany increased by 4.3 per cent.

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“The next IDS will take place in March 2017. (Photographs: Claudia Duschek, DTI)”

“The 2015 IDS took place from 10 to 14 March.”
DTI Media Lounge Where movers and shakers in the dental market meet

By Dental Tribune International

Cologne, Germany: Over the past week, the International Dental Show (IDS) drew thousands of people from all over the world to Cologne. As an IDS tradition, Dental Tribune International (DTI) invited its partners to a number of cocktail receptions at the DTI Media Lounge. During the receptions, attendees received business updates on international markets and had the opportunity to connect with their peers and leaders from the dental industry.

The traditional Russian Night was celebrated at the DTI booth on the first day of IDS. The event was organised in collaboration with the Russian Dental Association, the Moscow Dental University, and Dentalexpo. Ilya Brodetski, General Director of Dentalexpo, provided some insights into the Russia dental market and its importance for the global dental industry. Currently, there are 85,000 dentists and 25,000 dental technicians in Russia. The market has a yearly supply turnover of US$ 1 billion.

On the second day of IDS, DTI hosted the CHANNEL3 Night, which was organised together with Exit Strategies, for the first time. About 80 key opinion leaders from 15 countries gathered on Wednesday at DTI’s ME-DIA Lounge for their annual meeting. As part of the event, Harvard professor Myron Nevins received the first annual PI Bränemark Award. The number three in CHANNEL3 signifies the three channels of sales in the dental industry: sales by dealer, direct sales and sales resulting from the work of key opinion leaders. The group consists of leaders from all three areas.

On 12 March, industry partners of DTI gathered for the DDS WORLD and Chinese Night in Hall 4.2. In 2014, DTI launched its Digital Dentistry Show, the first exhibition to focus solely on digital products and applications for dentistry, in Milan in Italy as part of International Expodental. The show will travel around the world and be present in all major dental markets. Participants of the night were informed that the next DDS World show will take place in Athens from 22 to 24 May 2015 and will be organised in collaboration with OMNIPRESS. Further shows in 2015 are planned in Moscow, Budapest, Istanbul, Shanghai and New York. The event on Wednesday was also attended by representatives of the Chinese Stomatological Association.

The Brazilian Night on 13 March attracted many people. The event was a joint project of DTI and Associação Paulista de Cirurgiões-Dentistas (APCD), the São Paulo association of dental surgeons, with which DTI entered into an international media agreement in 2013. Under the contract, DTI’s today trade show newspaper became the official and exclusive publication at the Congresso Internacional de Odontologia de São Paulo (COSP), one of the leading congresses worldwide.

CHANNEL3 Night was attended by almost 100 guests. (Photograph: Robert Strehler)
SHOFU celebrates, announces change of management

By Dental Tribune International

Cologne, Germany: No Thursday during the IDS would be complete without the traditional SHOFU evening programme—and this year was no different. The festive setting of the Cologne Hyatt Hotel served as backdrop for news about a number of important matters. These included the announcement that Martin Hesselmann will succeed Akira Kawanai as managing director of the company on 1 April 2015.

Thursday evening provided several reasons for the global Japanese company SHOFU to enjoy a special sense of satisfaction. By this time, the company’s team had not only enjoyed three successful days at the IDS, it had also seen a positive start to the year, as Akira Kawanai, Managing Director of SHOFU Dental, and Noriyuki Negoro, President of SHOFU Japan, announced during their welcoming comments while also offering a strategic outlook on the coming year.

As in the past, some 500 guests from home and abroad, consisting of sales partners, SHOFU staff and representatives of the media, were invited to share in an evening of excellent food, pleasant conversation and a fine-mind ed exchange of views in a stylish atmosphere. The guests at this year’s event also included the general managers from Singapore and the US, together with their staffs, who contributed to making the evening a success through their experience and their insights into the market—presented in a spirit of friendly cooperation and professional exchange. SHOFU places considerable importance on the event as a way of showing appreciation for productive team work while also using the occasion to provide a look ahead to future projects.

Martin Hesselmann, responsible for Sales and Marketing at SHOFU Dental, had two reasons to be pleased. He was not only celebrating his 50th birthday, it was also announced that he had been chosen to succeed Akira Kawanai. The sincere congratulations offered by numerous guests was an indication that the company has found an ideal successor in Mr Hesselmann, who stands out not only in terms of his professional skill and market expertise but who also posses ses the right human element necessary to lead this venerable company successfully into the future.

Planmeca presents real-time visualisation of jaw movement and other highlights

By Dental Tribune International

Cologne, Germany: Incomparable visualisation and measurement data of mandibular 3-D movements in real-time are possible with the new Planmeca 4D Jaw Motion system now on display by Finish dental equipment manufacturer Planmeca in hall 11.1 at IDS in Cologne. According to Vice President of the Group, Tuomas Lokki, to whom Dental Tribune International had the opportunity to speak on Tuesday morning, the system is available for the camera feature of Planmeca Romexis Smile Design software that allows dentists to create harmonious new smiles for patients, among other things.

The company’s overall presentation is bigger and better this year with about 200 square additional booth space compared to 2015.

Connectivity and digital workflow are a particular focus of this year’s presentation, Lokki said: “We have a very good technology range. The challenge is to bring it into practice so that dentists can efficiently work and get the benefits of all that technology,” Lokki added. Lokki added that in the future, practices will be an all-around connected system, for which the IDS is a good example.

“We have seven kilometres of cable here connecting everything. Every single product here is connected, and that is the way it goes. It is all about productivity, whether it is CAD/CAM or imaging.”

Imaging expert Carestream Dental introduces latest trends at IDS

By Dental Tribune International

Cologne, Germany: Global manufacturer of imaging solutions Carestream Dental presented the latest trends in oral imaging and the CAD/CAM technologies yesterday at their stand at the International Dental Show (IDS) in Cologne. The company is one of few that offer a complete product range in the field of dental imaging.

“The solution is unique in the sense that you can see in real time whatever movement the patient is making with the jaw and what happens when the patient is moving or biting,” he explained. “Afterwards we can use that to analyse the bite and the situation around it and combine that with the CAD/CAM data to have the bite analysis.”

Besides this innovation, Planmeca also has its complete renewed Planmeca Romexis 4.0 on display, as well as the Planmeca Romexis Smile Design software that allows dentists to create harmonious new smiles for patients, among other things.

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Carestream Dental’s booth at IDS can be found in Hall 10.2 (T040/U049/T043/T049). (Photograph: Dental Tribune International)
KaVo Kerr Group Prepares to Present 35+ New Products at the 36th IDS in Cologne

By KaVo

New products in Digital Imaging, CAD/CAM, Equipment and Consumables further cement organization’s role as global innovation leader.

KaVo Kerr Group, a global portfolio of leading dental brands, presented 55+ new products at the 36th International Dental Show (IDS) in Cologne. KaVo Kerr Group delivers products and solutions to 99% of dental practices worldwide, making IDS – the world’s leading trade fair for the dental industry – the ideal stage to share the latest KaVo Kerr Group has to offer. The meeting, March 10-14, 2015, expected more than 125,000 attendees from 149 different countries.

The 55+ launches include brand new products, products released in North America but new to the global market, and updates designed to take legacy products to the next level. These releases will cover everything from Digital Imaging, to CAD/CAM, Operative Units, Handpieces, and a wide range of Consumables. The breadth and depth of product development on display not only reinforces the role of KaVo Kerr Group as a leader in innovation, but will highlight the organization’s unmatched role in delivering complete workflow solutions and introduce its own sophisticated approach to digital dentistry.

Among the 55+ products introduced at IDS, highlights included:

- The KaVo Lythos Intraoral Scanner is designed to replace traditional impressions, facilitating a fully integrated workflow. Dentists can capture highly detailed images quickly, without powder, in an intuitive and flexible scanning workflow that offers the clinician maximum flexibility: easily rescan anytime during the scanning process, review data at any point during or after processing the scan, or use the touch screen to rotate the model in an infinite number of ways for heightened visibility of captured data. Dentists can proceed to complete design in-office or outsource complex design cases to KaVo’s unique Remote Design Service by wirelessly uploading scan data to the cloud.

- The KaVo MASTErNatic Series offers excellent visibility and access for speed increasing instruments, combined with maximum precision and durability. Its new design and product features – including a 20% reduction in head size – make it the ideal replacement to the 12-year leader in the Premium series, GENTLEpower.

- Kerr elementsfree: Kerr Endodontics is proud to introduce its latest innovation in endodontic obturation, the cordless elementsfree obturation system. Designed for use with the warm vertical condensation technique, the elementsfree obturation system offers both downpack and backfill capabilities in a cordless design – giving dentists and endodontic specialists the freedom of movement to perform endodontic procedures anywhere without restrictions.

- The KaVo ESTETICA E70/E80 Vision is a delivery system designed to help dental professionals get in touch with their vision for optimized chairside treatment. Product features include sensitive touch screens with a completely new user interface; hygiene center with automated cleaning programs; a modern patient communication system with integrated intraoral camera and hi-res KaVo HD screens; and unique system software CONEXIO for direct access to all relevant patient data. Its innovative suspended chair concept allows further cementing of KaVo Kerr Group’s unmatched role in global dentistry.

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On the evening of March 10, 2015, KaVo Kerr Group hosted the “Art of Innovation” event, inviting dental professionals, dealer partners, industry leaders, and global media to see many of the new products up close. This first-class event took place at the Flora Köln, an historic formal park and botanical garden located adjacent to the Cologne Zoological Garden. It was just over a year ago that KaVo Kerr Group formally brought together our world class dental brands under one identity, with shared values and a lasting commitment to the dental profession,” said Henk van Duin-Hoven, Senior Vice President of the KaVo Kerr Group. “We have started the work of taking more than 500 years of combined experience among these market leading brands and translating that expertise into leading product innovation that improves patient care and enhances clinical workflows for dental professionals. We can’t wait to showcase our unmatched global brand on this one-of-a-kind global stage."
An Interview with Torsten Oemus, CEO of DTI

By Dental Tribune International

C OLOGNE, Germany: Under the motto “Proven Digital Solutions”, global dental manufacturer Sirona presented many product novelties for the modern dental practice and kicked off the tenth CAD/CAM Study Club Congress, the new event formats, and the expansion of our e-learning programmes. Over 200,000 dentists worldwide have already signed up and are fulfilling their continuing education requirements online. This comprehensive approach is rather unique in dental media because it requires a great deal of effort and constant innovation.

At the end of 2012, a new edition enriched the DTI portfolio, a partner for the MEA region. How did you choose CAPMMEA as your partner for the MEA edition?

We had been trying to enter the MEA market for several years, but simply lacked a well-established professional partner, such as CAPMMEA. When I met and talked with Dr. Dobretza Mollova in 2012, I immediately became convinced that this would be a perfect partnership for us. Dr. Mollova and her business partner, Mr. Tzvetan Deyanov, had earned an excellent reputation for creating world-class events, conferences and continuing education programmes throughout the Middle Eastern region, and they worked very hard for the MEA market. It was exactly the kind of partner we had been looking for. They have proved to be the right choice.

What are your thoughts on the market in the Middle East and the change in activities seen over the last three years since Dental Tribune MEA began its operations?

Despite the unfortunate political turmoil in some parts of the region, the MEA dental market has seen solid growth over the few last years and has become a focus of investment for the international dental community. All major competitors have opened new training centres and even new dental schools. Major international conferences and trade shows have also been organised in the region. These activities demonstrate the increased importance of the region and are the drivers of the need for multidisciplinary conferences, training and educational content. Dental Tribune MEA serves these needs by providing a platform for dentists to share their knowledge and experience—from dentists for dentists. What started as a dental newsletter has today become a multimedia powerhouse, reaching over 650,000 dentists in 27 languages in over 100 countries.

My vision was to create a network for dentists to serve their educational and communication needs 24/7 based on best practices from around the world, but in their local language.

How does DTI differentiate itself from other dental media in the market?

DTI’s greatest differentiator is its global perspective combined with local relevance. We invite our publishers to join our global network and provide them with a vast database of globally produced materials.

The local editor is in charge of choosing and supplementing the best materials for local market needs. Why progyn choue in the local language and style. Furthermore, we strive to be as innovative as practically possible and to invest in content production for all channels print, e-paper, newsletters, online, mobile, events and e-learning.

A good example of how this distinguishes us from other publishers is our highly successful e-learning community brought together via the Dental Tribune Study Club, offering over 600 free continuing education programmes. Over 200,000 dentists worldwide have already signed up and are fulfilling their continuing education requirements online. This comprehensive approach is rather unique in dental media because it requires a great deal of effort and constant innovation.

Sirona introduces broad digital product line-up at IDS

By Dental Tribune International

Sirona looks back at a long history of developing digital solutions to improve dental workflows. “Twenty years ago, not only did we see the advent of digital panoramic X-ray machine on the market, but as many as 50 years ago with CEREC, we made digital impressions and computer-aided dental restoration suitable for everyday practice,” Slovin said. “Our path and the history of the company stand for successfully clinically tested and scientifically proven technologies that set quality standards.”

Among other things, the company aims to set standards in the field of digital imaging by introducing a completely updated product range for intraoral, 2-D and 3-D radiography as well as the novel SEDiEX 4 software for capturing, processing and archiving X-ray images. With its innovative digital X-ray technology and the perfect integration between hardware and software, Sirona’s imaging systems ensure a reliable diagnosis, even in complicated cases, and yield X-ray images of the highest quality and free of noise.

Sirona employs a workforce of 3,500 at 29 locations worldwide and markets its products in more than 135 countries on all continents. The company develops, manufactures and markets a complete line of dental products, including CAD/CAM restoration systems (CEREC), digital intra-oral, panoramic and 3-D imaging systems, dental treatment centers and dental handpieces.

This year, CAPMMEA is celebrating its 10th anniversary during the tenth CAD/CAM and Digital Dentistry International Conference. What is your impression of the rapidly developing digital market?

Firstly, I wish to congratulate CAPMMEA on reaching this important milestone! The CAD/CAM and Digital Dentistry International Conference in Dubai is one of the largest global gatherings concerning the latest developments in digital dental technologies. The conference has certainly paved the way for the high acceptance of the digital workflow in dental offices across the region and worldwide. Digital dentistry is not simply a trend, but it will continue to change the entire workflow in dental offices and is certainly changing the way all service and product providers interact. Thousands of new dental products have recently been introduced at the International Dental Show (www.idsworldshow.com), and our high-end Tribune OME programs (www.thetribuneome.com). All these initiatives serve the purpose of creating strong global communities and marketplaces with a critical mass through a global reach, where dental professionals and product and service providers can effectively interact and achieve their goals.

By Dental Tribune Middle East & Africa Edition

Sirona introduces broad digital product line-up at IDS

Dentist tribune MEA/CAPPMEA as your partner for the MEA edition? CAPPMEA as your partner for the MEA edition? Great deal of resources and constant innovation in the dental industry. “Sirona quite simply is digital dentistry,” said Jeffrey T. Slovin, President and CEO of Sirona. To digitalise and thereby simplify conventional dentistry, the global manufacturer developed several integrated digital solutions for efficient workflows in implantology, endodontics, orthodontics and prosthetics that are presented at this IDS as provide efficient digital work- and services to support the work of dentists with innovative instru-