“Ivoclar Vivadent is one of the leading dental enterprises in the world”

By Dental Tribune MEA/CAPPmea

D ental Tribune MEA/ CAPPmea Ivoclar Vi-
adent is known for Passion, Vision and Innova-
tion. How do you portray the mission/vision to your big group of clients in Middle East?

Dr. Ibrahim Soubh: Passion – Our customers and employees are at the centre of our attention. They are the basis for all that has been accomplished by our company.

Vision – We anticipate tomorrow’s needs and tomorrow’s market. This is the strength on which we base our product development and planning and by which we define the direction in which our company will go.

Innovation – Our goal is to continuously challenge every product and process to find better, more effective and efficient solutions. We search for innovations that create opportunities for our customers.

With the acquisition of Wieland, Ivoclar Vivadent offers a full solution towards dentists and dental technicians. What has this meant for your regional activities and how is the feedback?

Ivoclar Vivadent is one of the leading dental enterprises in the world with a comprehensive range of products and systems for dentists and dental technicians. All ceramics is one of the core competences of the company. With the takeover of Wieland Dental, Ivoclar Vivadent strengthens its position in the field of all-ceramic product systems, as well as it will widen the array of unique CAD/CAM materials and equipments. We at Ivoclar Vivadent are very pleased to have Wieland Dental join the Ivoclar Vivadent Group.

If you look at the products offered by Ivoclar Vivadent, you can realize the uniqueness of its position, Ivoclar Vivadent understands the business process and offer products, technologies and innovations involved on each of the dentists and dental technicians levels, in other words from the impression of the prepared teeth, until the seating of the restoration in the patient mouth, wether this restoration is made of Composite, Metal Ceramic, All ceramic processed conventionally or by CAD/CAM, all is done with high quality and highly coordinated products.

How would you best describe the level of Dentistry in the Middle East region?

It differs from country to country and even from city to city within a country, but I can say conﬁdently that it is improved and still improving noticeably through the last decade, of course implementing the CE credit points as pre-requisite to get or maintain the license which led to the formation of different dental forums and training centers in the area, these edu-
cational events and educational centers are contributing largely to the improvement of the skills of dental technicians and dentists throughout the area.

Which are the areas of strength of Ivoclar Vivadent?

- Direct Restoratives: which represent a traditional core strength of Ivoclar Vivadent, and a measure of our restorative materials have been ranking amongst the leading products in the dental market for years, an example of those are: Tetric N Ceram, Tetric N Ceram Bulk Fill, IPS Empress Direct and Tet-
ric N Bond universal, bluephase N and many others.

- Fixed Prosthetics: Inlays, onlays, veneers, crowns and bridges made of All-Ceramics ensure highly esthetic restorations becoming an integral part of dentistry, and Ivoclar Vivadent is the market leader with it’s IPS e.max and IPS Emfora. Ivo-
clar Vivadent also offers metal supported crowns and bridges, cutting edge ceramic furnaces, and a coordinated range of lut-
ing materials. And last but not least the CAD/CAM Technology equipment and materials.

- Removable Prosthetics: Ivo-
clar Vivadent also fulfills the exact standards required by dental professionals in removable den-
ture prosthetics, age and type-specific tooth molds are part of the range as well as the highly accurate devices and apparatus for fabrication of high precision dentures.

Coming back to your question regarding the dental education, which represent our 4th strength area. Ivoclar Vivadent is involved with high standards of training and further education, providing future oriented, practically relevant knowledge. Our International Center of Dental Education (ICDE) in Schaan is one of the most advan-
taged education centers, comprising a variety of lecture rooms, laboratories, practice rooms and 2000 square meters lecture theater. Regional training centers across the globe contribute to the remit of the ICDE and assure a high level of knowledge about our high qual-
ity products, our training and educational courses are widely attended by dentists, dental technicians, opinion leaders, hy-
gerists, dental assistants, dental students and dealers. In this pro-
cess Ivoclar Vivadent has built one of the largest networks for dental education. We always im-
plement this knowledge of train-
ings in all our events in the area, and our courses are promptly booked 10-15 days after an-
ouncing them and this alone indicates the high quality of the educational events we provide.

Do you read the latest Dental Tribune news from across the world? What do you expect from Dental Tribune MEA as your regional media partner?

Yes, I do usually once it is pub-
lished, I read through it in the evening using the Dental Trib-
une App for Ipad, I expect from Dental Tribune MEA to continue the good the job and to provide improvements continuously to the content. I would like to see a special section addressed to people in the dental industry wheth-
er they are manufacturers or distributors. I imagine that this section should contain: business analysis, M&A, Trends, etc...