IDS reaffirms its leading position as global dental trade fair

This year exceeds previous results, increases internationality and quality.

The International Dental Show (IDS), which took place in Cologne in Germany from 12 to 16 March, fulfilled the high expectations of the global industry and once again underlined its position as the leading trade fair. With 2,327 companies from 64 countries participating, this year’s event welcomed 20 more exhibitors compared with two years ago, as well as 160,000 trade visitors from 166 countries. The overall number of visitors rose by 3.2 per cent (about 5,000 more people) and the number of foreign trade visitors by 6.0 per cent.

Gerald Böse, CEO of Koelnmesse, which stages the show, said: “IDS is a trade fair in a class of its own and always sets new benchmarks. It manages to surpass the already excellent results of the previous event every time.” Both visitors and exhibitors are impressed by IDS: it is only here that one encounters supply and demand of such an extent, quality and level of internationality. “IDS is the undisputed leading global trade fair for the dental industry,” he continued.

The official figures confirm the high level of internationality at IDS: 73.0 per cent of the exhibitors and 62.0 per cent of the visitors came from 166 foreign countries, including Argentina, Australia, Brazil, Canada, Chile, Egypt, Japan, Korea, New Zealand, South Africa and the US. Regarding the 6.0 per cent increase in foreign visitors, IDS 2019 recorded significant growth, in the number of visitors from Asia (+23.1 per cent), Eastern Europe (+19.6 per cent), Africa (+17.0 per cent), Central and South America (+14.6 per cent) and North America (+5.3 per cent) specifically.

Mr Geiselhöringer, a point of emphasis for Nobel Biocare at IDS 2019 was implant surfaces, with the company taking the opportunity to launch the Xeal abutment surface and the TiUltra implant surface. How does TiUltra build upon the TiUnite implant surface?!

Well, there are several aspects to take into account when discussing implant surfaces. Over the decades-long history of implantology, there have been many different types of implant surfaces presented, including machined and anodised. As leading innovators in the industry, we had both machined implants and implants with the moderately rough TiUnite surface, which now has a wealth of science behind it and is one of the most clinically researched surfaces on the market.

This overall success showed the superiority of our implant surface, but also demonstrated the important role that research plays at Nobel Biocare. We invested further into basic research to understand even better the early integration processes, which eventually led us to create two new implant surfaces, Xeal and TiUltra, that cater for the specific needs of each area and surface of the restoration. TiUltra, specifically, has a surface topography that changes gradually to become moderately rough towards the implant apex and surface chemistry designed to positively interact with cells and improve osseointegration.

Along those lines, a key indicator of implant success has been osseointegration. However, Nobel Biocare is promising to go beyond this with the Mucointegration era. How do Xeal and TiUltra allow for this era to commence?

Given that we have more than 100,000 TiUnite implants documented in clinical studies, we know that implant success is influenced by various factors, such as implant placement, maintenance protocol and prosthetic design.

Mr Geiselhöringer, the state of the profession

CED President Dr Marco Landi says opportunities and challenges lie ahead

“The response has been fantastic!”

Matt Muramoto of DryShield talks about the company’s isolation system

Planmeca puts on a show

Extensive line-up of new products introduced at IDS 2019

Dental Tribune International met Nobel Biocare, at the 2019 IDS, with Hans Geiselhöringer, President of Nobel Biocare at the 2019 IDS to discuss the company’s latest innovations, its upcoming Global Symposium in Madrid, and what he sees as its future focus.

An interview with Hans Geiselhöringer, President of Nobel Biocare

“Innovation backed by science”
**1 – Nobel Biocare**

We have seen that failures occur more frequently as soon as copycat and unvalidated prosthetic solutions are integrated into the implant treatment. With Xeal and TiUltra, we are now able to offer a pair of surfaces with the surface chemistry and scientific backing necessary to promote not just early osseointegration and long-term implant stability, but also soft-tissue attachment to the abutments. Together, these new surfaces can optimise tissue integration at all levels to help improve implant treatment outcomes for all patients.

The patient is at the centre of everything we do at Nobel Biocare, and these surfaces are another big leap forward in addressing their needs for immediate function and long-term maintenance and esthetics.

The Nobel Biocare Global Symposium, where the new Nobel Biocare N1 implant concept will be presented, seems to be just around the corner. What can dental professionals look forward to when joining you in Madrid? Based on the extensive clinical experience our key experts have gained with the Nobel Biocare N1 implant concept, I am convinced that what we will be showing in Madrid is the next chapter in dental care. We have designed this system working with an international network of researchers and clinicians, and during the course of its development, we have consistently surpassed our own very high expectations. I believe that the Nobel Biocare N1 system’s biologically driven design presents a breakthrough in our understanding of how implant placement and prosthetic procedures can be achieved with a streamlined digital workflow. Though there are many things to be excited about ahead of this Global Symposium, I am particularly looking forward to the many hands-on sessions that our clinical experts will

**1 – IDS**

An independent visitors’ survey reported that the largest groups of visitors came from the dental industry. Over 72 per cent were strongly represented too.

Almost 80 per cent of those who completed the survey stated they were satisfied or highly satisfied with the range of exhibition offerings. More than 93 per cent said that they would recommend visiting IDS, and 70 per cent of the respondents were already planning to visit the show in 2022.

Dr Markus Heibach, Executive Director of the Association of the German Dental Industry, which is involved in organising the event, was also pleased with the outcome of the survey. “Together, these new surfaces can optimise tissue integration at all levels to help improve implant treatment outcomes for all patients.”

According to the show organisers, the success of IDS 2019 was achieved by striking a positive balance between current growth areas in the industry. “The International Dental Show is a phenomenon: the attitude of the visitors is developing and strengthening dental technology trade. Highly skilled dentists are important for a strong dental technology trade. They demand high-quality products and services to achieve the best results.”

In addition, Engel said that the success of IDS 2019 had once again underlined the significance of the dental industry as a major economic driver and creator of jobs within the wider health sector. “A local dental employs between four and five employees on average. Trained dental employees are the heart of every dental practice—without them a practice wouldn’t work.”

Skilled dental employees therefore require recognition as well as inspiration and know-how, he pointed out. Dominik Kruchen, President of the association of German dental technicians (Verband Deutscher ZahntechnikerInnen), also an IDS partner, added: “IDS has demonstrated at what speed the digital dental world is developing. One has to weigh up the risks, recognise one’s own opportunities and make investment decisions based on good judgement.”

Touching on the role of dental laboratories, Kruchen commented that master dental technicians and their teams are irreplaceable experts in the provision of dental restorations. “Well-trained young professionals are important for a strong dental technology trade. Highly trained young dental technician apprentices once again impressively demonstrated their skills at this year’s IDS in the scope of the Gysi prize competition,” he pointed out.

Carrying on the tradition of recognising and galvanising the social commitments made by the dental industry, the German dental association’s conference of aid organisations was also held at the event in Cologne. The organisers commented that the conference is a source of ideas for developing and strengthening dental aid projects, and functions as a forum for discussion and personal exchange. Around 60 dental aid projects and organisations are currently represented within the network of the German dental association, and the projects currently being undertaken provide aid and support in a number of ways within Germany and Europe but also worldwide. At home in Germany, for example, many dentists are committed to helping people of lower socio-economic standing and those in need of emergency assistance. These dentists treat people who have no health insurance and often have to cover the costs themselves. The organisations currently being supported range from small, manageable projects to large, well-funded initiatives. The IDS 2019 has shown that the dental industry is experiencing growth and is in a strong position to continue its important social engagements.

The 39th IDS is scheduled to take place from 9 to 13 March 2021.
Smile for the World – since 1921 towards a Century of Health.

IDS 2019 is over and we would like to thank all the people that visited us. It has been wonderful to share this experience with all of you. Thank you for being with us!

Want to stay in touch? Earn smiles and get great rewards with the Get Connected Smile Program!
A European perspective on opportunities and challenges for the dental profession

An editorial by Dr Marco Landi, President of the Council of European Dentists

The Council of European Dentists (CED) has expressed great concern about the pressures that both the liberal profession and its patients are facing. Purely market-driven dental chains put patient safety at risk through mismanagement and mistreatment of patients and employees. While advertising by dentists is tightly regulated, dental chains are able to take a more aggressive approach. Therefore, national legislators have a responsibility to put patients first and ensure that they receive the oral care they deserve.

The CED is a European not-for-profit association, previously known as the EU Dental Liaison Committee, that represents over 340,000 dentists across Europe. Its objectives include promoting high standards of oral health, dentistry and dental care, contributing to safeguarding public health and promoting the interests of the dental profession in the EU. To this end, the CED has worked tirelessly over the years on improving EU legislation and putting issues that concern dentists on the political agenda. These include matters as diverse as professional qualifications, patient safety, health workforce planning, antimicrobial resistance, dental materials and e-health.

The dental profession and dental services are constantly evolving. New technology, new materials and new devices create both immense opportunities and great challenges. On the one hand, dentists nowadays must be more digitally savvy, follow strict data protection regulations and work within the constraints of tight health care budgets. On the other hand, they have access to more research, better instruments and improved materials.

Despite all these developments, the CED’s guiding principles remain the same: European should have access to high-quality oral healthcare, which must be provided by well-trained, skilled and fully competent dentists using the latest and most appropriate technology with an evidence-based approach. The CED, therefore, strives to ensure that the dental profession continues to be adequately regulated and that today’s dental teams can face new challenges and provide patients with the best possible treatment.

It must be stressed that dentists and other healthcare professionals provide a unique service. Provision of healthcare is not a commodity and falls outside of the market-driven supply and demand logic of other regulated professions, such as those of plumbers, ski instructors or translators. Unfortunately, some regulators do not differentiate and try to apply competitive free-market ideology to dentistry, either because of budget pressures or for political motives.

With this in mind, the CED has noted with concern the latest developments regarding corporate dentistry in Europe. Organisations, usually run by investment companies, are opening dental offices in a number of locations, either in a single country or across a number of different countries, often motivated more by creating a return on investment than by delivering good dental care to patients. Frequently, these organisations are headed by a manager who is not a dentist, and the dentists are relegated to the role of employees. The CED is concerned that the commercial interests which are driving the business model of such organisations may impair patient safety overall through a variety of factors, including poor treatment, unsatisfactory employment conditions and inadequate provision of care. Incidents in Spain and France have shown up examples of some dental chains’ disregard for patient safety. Patients were left without proper care and, in some instances, even harmed. To draw attention to these worrying developments, the CED (General Meeting) adopted a resolution on corporate dentistry in Europe in November 2018.

One of the key challenges is another widely discussed issue in Europe. The European Court of Justice issued a preliminary ruling in May 2017 in which it concluded that the overall prohibition of advertising is excessive, but that the protection of health may be an objective that justifies advertising restrictions. The Court considered that promoting inappropriate or unnecessary care, misleading patients, damaging the image of the profession and distorting the relationship between dentist and patient undermine the protection of health and compromise the dignity of the profession. While dentists are bound by national legislation, regulations or codes of conduct setting out rules for advertising by healthcare professionals, dental chains are not. Anecdotal evidence shows that some chains try to recruit patients through more aggressive marketing focused on prices and payment plans. It is up to national legislators, and to an end to this, to ensure that patients are not misled and that they receive the oral care that they deserve.

The CED is proud to represent 340,000 practicing dentists across Europe and we are ready to seize the opportunities and face the challenges that the present and future hold for oral health and dentistry.

The social gathering place at IDS 2019

OEMUS MEDIA and DTI media lounge hosted successful social events. By Dental Tribune International

The International Dental Show (IDS) is not only a place for trade but also a crucial event for collaboration and development across many fields of dentistry. Over the course of IDS 2019, Dental Tribune International (DTI), in conjunction with OEMUS MEDIA, held a number of social occasions. Designed to bring professionals from many different corners of the dental industry together, honour those who have dedicated their lives to the industry and celebrate new partnerships, the three separate functions were all well received.

On 13 March, DTI and the International College of Dentists (ICD) formalised their media agreement with the signing of a contract at the OEMUS MEDIA and DTI media lounge. The signing was witnessed by DTI CEO Torsten Oemus, ICD representatives Dr Dorv Sydney and Dr Mauro Lanba and Henry Schein representatives, including Chief Global Communications Officer Gerard Meuchner.

Speaking about the ICD, Sydney, International Editor and Director of Communications, as well as General Chair of the College Centennial Committee, said: “Over the past 100 years, there have been changes in social structure and the economy and yet we have continued to grow because our purpose and our goals continue to be relevant in every age and stage of world development. And now we are going to build on that with DTI and make it a long-term relationship. They help us, we help them, everybody is happy.”

The following night, DTI and OEMUS MEDIA hosted the Channel3 event. Attended by more than 80 industry professionals, the event celebrated for the fifth year running the P1 Bränemark Award for Lifetime Achievement in Dentistry. Awarded to Dr. Jing Strub of the University of Freiburg in Germany, it was accepted on his behalf by Dr. Kenneth Malament.

At the award ceremony, Malament reminded an assembly of Strub’s colleagues and friends that “he is an individual who has put his whole life into dentistry—there is simply no one like him. He is the best of his generation.” Mark Ferber, Founder of Channel3, which presents the award, told DTI that “Jörg Strub has perfectly represented, throughout his career, the five core principles of Prof. P-I Brånemark: the mark, on which the award is based. Dr. Strub is a scientist, a clinician, an educator, a humanitarian, and a sage.”

© Dr Marco Landi

Food, drinks and first-class networking opportunities.

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The media lounge also hosted the ROOTS SUMMIT branch—pictuured in Stephen Jones, one of the founders of the event, and Co-Chairman of the 2019 event.

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Introducing Xeal and TiUltra – two new breakthrough surfaces derived from our decades of applied anodization expertise. From abutment to implant apex, we have reimagined surface chemistry and topography to optimize tissue integration at every level.

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The new Xeal surface is now available for the On1™ Base and the Multi-unit Abutment. TiUltra is available on our best selling NobelActive® and NobelParallel™ CC implants.

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Chair of the College Centennial Committee, Dr Dov Sydney, shakes hands with DTI CEO Torsten Oemus—DTI and the International College of Dentists (ICD) formalised their media agreement at IDS 2019.

* Simon Niedermüller, Director of Business Management at W&H, led the tour.

At IDS 2019, Austria-based company W&H decided not to host one large press conference, but rather to invite the press to attend specially styled “Walk & Hands-on Tours”. Held at different times throughout the trade fair at the W&H booth, the tours allowed participants to get up close and personal with the latest products released at the fair. On Wednesday, Dental Tribune International attended an afternoon tour.

Simon Niedermüller, Director of Business Management, led the tour. Besides a number of products that the company had on display, W&H launched its latest cloud-based technology, the iDent system. The iDent platform is an Internet of Things platform connecting different W&H products, from our implantology products through to our sterilisers, but also provides service support to the clinics,” explained Niedermüller. With many features, the new platform’s intuitive interface enables the user to redefine all the treatment details, implant positions and necessary programme steps, which are customised for each patient and can be planned and configured prior to the treatment.

Other products showcased during the tour and launched at IDS for the first time were the new Lisa and Lara sterilisers, and a new prophylactic portfolio.

For more information on W&H, visit www.wh.com