

FDI World Dental Federation showcases future vision in Hong Kong

100th Annual World Dental Congress to highlight latest achievements in dentistry

Hong Kong (DTI/Photo.mongkok172002)

This month, the FDI World Dental Federation once again invites dental professionals to its Annual World Dental Congress (AWDC). To be held for the second time in Hong Kong after the successful 1995 edition, the event is expected to attract thousands of dentists and other members of the dental team, as well as researchers and dental industry representatives from Asia and all over the globe, to the city known as the "Pearl of the Orient".

Organised in partnership with the Hong Kong Dental Association, the event will not only give participants the opportunity to bring themselves up to date on the latest technologies and methods in various fields of dentistry, but also to network with peers from all over the world and discuss current issues related to their profession. According to the latest figures, the scientific programme will comprise presentations by over 100 internationally renowned experts on such topics as practice management, peri-implantitis, the use of CBCT in oral surgery and the treatment of endodontic lesions. More than 200 companies and traders will present their newest dental equipment and materials at the World Dental Exhibition, hosted at the Hong Kong Convention and Exhibition Centre in Causeway Bay, Central Hong Kong. In addition, a number of sessions and meetings will be held for military dental officers, young and women dentists, as well as professionals involved in paediatric dentistry.

"The FDI event in Hong Kong will further substantiate the international

status, reputation and competitive edge of Hong Kong professionals," Chairman of the Hong Kong Coalition of Professional Services Leung Chun-ying said.

FDI HONG KONG 2012: THE CENTENARY CONGRESS

This year marks the 100th time that members of the World Dental Federation will come together for the AWDC since the founding members met for the first time in Cambridge in the UK in 1901. Since then, the global federation of dentists has invited its members annually to congresses in over 30 countries and five continents with the goal of contributing to the advancement of dentistry.

Recent editions include congresses held in Singapore, Salvador da Bahia in Brazil and Mexico City, among others.

Meetings were halted only twice in the last century owing to the breakout of the world wars in 1914 and 1939. While all AWDCs were held in Europe and North America during the first half of the 19th century, the organisation has increasingly selected host cities in developing regions like Asia and Latin America recently, a tendency that has paid off and is reflected by the larger representation of nations like Iran, India and China in the number of abstracts submitted for this year's free communication and poster sessions.

According to the FDI, 444 abstracts from 56 countries on issues like public health, dental materials and endodontics have been accepted for the 2012 congress. They will be available in a special supplement of the *International Dental Journal* after the congress, the federation said.

FUTURE VISION

Launched during an international conference in Rio de Janeiro in 2009, the Global Caries Initiative (GCI) has become an important cornerstone of the FDI's policy roadmap for 2020. Its main objective is the introduction and implementation of a paradigm shift in the classification and management of caries. While there has been an increase in the prevalence of other

dental conditions, tooth decay remains the most common dental disease worldwide. Although there has been a decline in caries in industrialised nations in recent years through fluoridated toothpaste and improved dental hygiene, up to 90 per cent of all people in most low-income countries suffer from the condition, which often remains untreated.

At this year's congress, the new website for the GCI, developed jointly with Dental Tribune International (DTI), will be launched. It is the second online project that FDI has initiated this year, the first of which was the launch of the campaign website for noncommunicable diseases (NCDs) in May on behalf of the World Health Professions Alliance, of which FDI is a member. It is intended to bring together individuals and groups from around the world to share knowledge on caries management and the development of a new preventive paradigm. Furthermore, it will include information and case studies on caries from FDI member dental associations around the globe.

"We have been working on the Global Caries Initiative since 2009 and it is very heartening to see it now become a reality," commented FDI President Orlando Monteiro da Silva. "The website will offer new opportunities for communicating and exchanging information among experts in the field and that should lead to some serious progress."

"By extension, this will have a huge impact on our strategy for the promotion of oral health within the context of the prevention and control of noncommunicable diseases," he added.

The FDI has been campaigning for the integration of oral health into the list of NCDs for priority action by the United Nations and WHO for years. The current list comprises cancer, diabetes, and respiratory and cardiovascular diseases, which the FDI says should be extended owing to the fact that all oral conditions share common NCD risk factors, including unhealthy diet (particularly

high sugar consumption), tobacco, and harmful alcohol use.

AWDC COVERAGE

The latest news and developments from the congress in Hong Kong will again be available this year through the FDI's official daily congress newspaper, *Worldental Daily*, which will be published for the seventh time together with DTI. Both organisations have been collaborators since 2005, when the international dental media group was appointed official media partner for the FDI's AWDC in Montreal in Canada. Since then, DTI has published the FDI's *Worldental Daily* at its congresses in Dubai, Stockholm and Singapore, to name a few, as well as the FDI's *Worldental*

Communiqué bi-monthly newsletter through its network of international publishers.

From Wednesday to Saturday, a team of experienced editors will be hitting the convention floor in Hong Kong in order to bring you the latest results from the World Dental Parliament sessions, exclusive interviews with congress speakers and the current buzz in the industry. For the first time, online coverage will also be available through *Dental Tribune's* news site www.dental-tribune.com.

For more information about FDI Hong Kong 2012, the latest congress programme and how to participate, please scan the QR code at the bottom left or visit www.fdicongress.org.

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2012 Hong Kong
FDI Annual World Dental Congress
29 August - 1 September 2012

10 reasons to join FDI in Hong Kong, World Oral Health Capital 2012

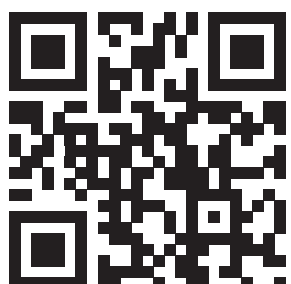
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Professor Chen Zhu to receive first FDI award

China's Minister of Health selected for his contributions to the development of dentistry

The FDI World Dental Federation has announced that China's Minister for Health, Prof. Chen Zhu, will be the first recipient of the organisation's Inaugural World Oral Health Recognition Award. The 59-year-old haematologist was selected owing to his contributions to the

development of dentistry in China, the organisation said last week.

Politically independent Zhu was appointed Minister of Health of the People's Republic of China in early 2007. Since then, he has implemented reforms of China's health-

care system, which included the expansion of basic health coverage to urban and rural areas, among other things. He also remains professor at Jiao Tong University's School of Medicine in Shanghai, as well as a member of the Chinese Academy of Sciences in Beijing.

It is the first time that the FDI has awarded an individual for his or her contributions to dentistry.

The award will be given to Zhen officially during the opening ceremony of this year's FDI Annual World Dental Congress in Hong Kong in August.



Prof. Chen Zhu

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Vision 2020: shaping the future of oral health

Principles unveiled at special World Dental Parliament session

The FDI World Dental Federation will unveil its Vision 2020: *shaping the future of oral health* on Tuesday, 28 August, at a special panel session of the World Dental Parliament. Here, in brief, are the principal elements of the FDI Vision.

- 1. Meet the increasing need and demand for oral healthcare**
Our Vision is that by 2020, inequities with regard to access to oral healthcare will be substantially reduced and the global need and demand for oral healthcare more largely met.
- 2. Expand the role of oral healthcare professionals**
Our Vision is that, by 2020, oral health will be fully recognized and accepted as a crucial part of overall health and well-being.
- 3. Shape a responsive educational model**
Our Vision is that by 2020, our young graduates will benefit from responsive, dynamic and modular curricula, with a focus on extensive critical thinking and analytical skills as well as public health and trans-professional education.
- 4. Mitigate the impacts of socio-economic dynamics**
Our Vision is that, by 2020, collaboration and partnerships between the private and public sector will have led to the inclusion of Oral Health in all Policies and the focus will shift to models viewing promotion, prevention, and treatment as equally important.
- 5. Foster fundamental and translational research and technology**
Our Vision is that, by 2020, major improvements in oral health will have been achieved and inequalities will have been reduced through research-led strategies for more effective disease prevention, with the integration of oral health into healthcare in general.

Look out for the 30 August edition of *Worldental Daily* for fuller coverage!

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FDI Hong Kong 2012: sentimental, political, visionary



Orlando Monteiro da Silva

By Orlando Monteiro da Silva, FDI President

The Congress is political in the sense that the latest orientation of in oral health policy is also on display with the launch of the much-anticipated FDI Global Caries Initiative (GCI) website, which brings together individuals and groups from around the world to exchange, communicate and share knowledge on caries management and the development of a new preventive paradigm.

The GCI prevention paradigm dovetails with FDI's most recent concerted effort in public and oral health in the field of noncommunicable diseases (NCDs). FDI has long advocated that oral health should be integrated into a common risk factor strategy with other NCDs, in particular cardiovascular and respiratory disease, diabetes and cancer. This principle is now, thanks in part to FDI, enshrined in public policy in the United Nations Political Declaration on NCDs, which calls for an approach based on control and prevention.

The Congress is visionary because two days before, the World Dental Parliament, meeting here in Hong Kong, saw the launch of and debate on FDI's Vision 2020, a roadmap for the coming decade in dental medicine. This document, developed by a specially-created constituted task team in collaboration

with our members, is, as its preface proclaims, inspirational and aspirational.

sion is to help the population and decision-makers to achieve health through good oral health."

pacts of socio-economic dynamics; and fostering fundamental research and translational technology. It is a blueprint for adapting and changing the dental profession to a world in constant evolution.



Hong Kong (DT/Photo Daumit)

Ofall the reasons that FDI Hong Kong 2012 is special, three spring most immediately to mind, one sentimental, one political and one visionary.

The sentimental reason is that this is the 100th anniversary of the Annual World Dental Congress, a landmark event celebrating scientific research and education in dental medicine. I do urge you to visit the FDI stand, where one exhibit traces the milestones of FDI since its founding in 1900.

In many ways, the exhibit also reflects well over a century of the history of dentistry and of international cooperation and understanding among the world's oral health community.

The opening sentences contain principles with which all delegates attending this FDI congress no doubt agree: "Oral health is an essential component of good health, and good oral health is a fundamental human right. The role of the dental profes-

sion is to help the population and decision-makers to achieve health through good oral health."

On this opening day of the FDI Hong Kong 2012, I would like to bid you all welcome and express the hope that you will have a profitable, informative and an enjoyable stay during the ... congress of the century!

Moving forward with Live.Learn.Laugh.

By Drs Monica Carlile & Virginie Horn

Phase II of Live.Learn.Laugh. continues to go from strength to strength. We kick started the year with a global workshop in Istanbul in February, which brought partnership participants together to share experiences, achievements and, in some cases, challenges. These face-to-face encounters are central to LLL's continued relevance and success.

plicity—a call to action based on sound science and professional support. All evidence shows that this is the best way to improve oral health globally.

This single focus enables FDI and Unilever to provide targeted sup-

port to all local teams and brings benefits of scale across the partnership, for greater impact. Through offering a menu of implementation options, focusing on patients, schoolchildren, prenatal and infants,

our national dental association and Unilever partners in each country can choose the option that is right for them. This flexibility makes the most of valuable local expertise to ensure project relevance, accepting that adaptation can be essential for real, health in target populations, and to educate them in good preventive oral health behaviours. As with many other behaviour change interventions, we focus particularly on children, for whom we hope that learning healthy habits will provide benefits over a lifetime. All projects are evaluated through data collection, some with a clinical component. Overall, we anticipate tangible impact in terms of surveillance, community-level care and follow-up.

From our perspective as global partners, LLL remains a model partnership within the overall FDI vision of leading the world to optimal oral health, and contributes to Unilever's aim of helping one billion people improve their health and well-being, as part of its Sustainable Living Plan. Our commitment to working together, combining our skills and resources and applying them towards a shared goal, is the first example of a truly global health partnership in the field of oral health and dentistry.

Oral health is an integral part of general health and well-being; improving oral health means improving people's lives: it means less pain from decaying teeth, and fewer school- or work-days lost through oral disease-related absences. Unilever Oral Care and FDI are proud to be partners in Live.Learn.Laugh. Look out for updates from LLL in Asia through World-dental Daily at the congress.



Dr Monica Carlile



Dr Virginie Horn

Dr Monica Carlile is Global Professional Marketing Manager at Unilever Oral Care. Dr Virginie Horn is Education and Development Manager at FDI. Both are working together to manage the LLL partnership on behalf of the global partners.



Phase II of our partnership has potential for significant impact, both through its conceptual design and implementation of projects locally. Our message: "brush twice daily with a fluoride toothpaste" is powerful in its sim-

port to all local teams and brings benefits of scale across the partnership, for greater impact. Through offering a menu of implementation options, focusing on patients, schoolchildren, prenatal and infants,

sustainable benefit within local communities.

The four implementation options are designed to promote increased awareness of the importance of oral

Refocus on the relevance and importance of dental health



Prof. Lakshman Samaranayake

A short interview with Prof. Lakshman Samaranayake, Dean of the Faculty of Dentistry, University of Hong Kong

for the territory, which has long been considered a developed country.

One has to say that awareness of the benefits of good oral health is generally improving especially among the educated groups. The dentists in the territory, who deliver the major share of dental services, however,

need to convey the message to the public that oral health is intimately related to systemic health and quality of life.

What can a major dental congress like FDI Hong Kong 2012 add to the improvement of dentistry in Hong Kong?

The focus and priority of the HK government has been on the general health rather than dental health of the populace. Fortunately, the new Chief Executive and President of the Executive Council of Hong Kong, Leung Chun-ying, is a friend and an ardent enthusiast of the dental profession, and we trust that under his leadership den-

tal services will improve vastly and be given the recognition needed. The FDI's Annual World Dental Congress will help to refocus the attention of both the government and the public on the relevance and importance of dental health.

Thank you very much for this interview.

2012 is not the first time that an FDI congress is taking place in Hong Kong. Two years before the city's handover from Great Britain to China, dentists from all over the world gathered here for the 1995 Annual World Dental Congress. *Worldental Daily* had the opportunity to speak with the Dean of the University of Hong Kong's Faculty of Dentistry, Prof. Lakshman Samaranayake, about the current state of dental health care in Hong Kong and what this year's congress might mean for HK dentistry.

Worldental Daily: The last FDI congress in Hong Kong took place in 1995. What significant changes have taken place in HK dentistry over the last 17 years?

Prof. Lakshman Samaranayake: There have been incipient but decisive changes in Hong Kong dentistry. Particularly after 1997, when the territory was handed over to China, changes in the HK dental ecosystem could be seen both in the general provision of dental health care to the population, as well as in the education and training opportunities for dentists in Hong Kong.

As for the dental ecosystem in general, since the handover to China the executive-led HK government has paid little heed to dental health care for underserved populations and continued in the British style of administration, where an elite civil service was able to receive virtually free dental care, while the rest were exposed to the quirks of a private practice system, which the majority could not afford.

Recently, the government introduced a subsidised dental scheme, for the elderly in particular. However, the vestiges of colonial times remain, and free dentistry is still only available to civil servants. Being an exception, schoolchildren have benefited under both governments. The School Dental Service is generally well funded and regarded as a good service provider.

Apart from the younger population, where do Hong Kongers rank in the field of oral health?

As mentioned, the vast majority of the population is still in need of dental service, yet the demand is poor as in most Asian countries. The reasons for this may be the financial constraints of expensive dental care or general ignorance regarding the importance of dental health. Although Hong Kong does not have highly neglected oral care, compared with developed nations the dentist to population ratio of approximately 1 to 4,000 is rather low



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¹ Ganeles et al. Clin. Oral Impl. Res. 2008;19:1119-1128

² Barnstein et al. J Periodontol. 2010 Jun;81(6):809-819

³ Oates et al. The International Journal of Oral & Maxillofacial Implants. 2007;22(5):755-760

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Industry preview of FDI AWDC 2012

I New products and technologies on display at World Dental Exhibition

With more than 200 companies and dealers from Hong Kong and around the globe to be participating in this year's World Dental Exhibition, there will be plenty of new products to see and discover for dental professionals. In addition, participants of this year's

congress will be able to get hands-on the latest dental tools and technologies during a daily symposium presented by the Dental Tribune Study Club inside the exhibition hall.

Among the new products will be the AIR-N-GO by the French company

Acteon (Fig. 1, Booth L16/M17). The dual purpose air polisher with direct connection to the chair was designed for ultraactive supra-gingival polishing as well as sub-gingival periodontal diseases and peri-implantitis treatment through an optional AIR-N-GO PERIO Kit.



Fig. 1

High quality dental materials will be on display at Promedica's booth (K25). Besides its proven lightcuring micro hybrid composite Composan LCM, the German manufacturer will be also showcasing its Composan bio-esthetic composite material that offers extremely low polymerisation shrinkage and more resistance to strong abrasion.



Fig. 2

W&H's new Proface light probe (Fig. 2, Booth G22/26) is supposed to enable direct visual detection of caries in opened cavities and, therefore, minimise the risk of caries recurrence. According to the company, the device enables selective treatment during caries excavation based on Fluorescence Aided Caries Excavation (FACE), a method in which violet light is applied to the opened cavity where metabolic by-products, left by the bacteria in infected dentine and not visible to the human eye, fluoresce red while healthy tooth substance fluoresce green.

Dürr Dental (Booth H20/J19) is presenting the latest generation of its successful compressor series. First introduced at IDS Cologne in Germany last year, both the Tornado 1 and 2 are said to be more robust, ultrasilent as well as economical than their predecessors.

Abrasive Technology's Two Striper dental diamond instruments (Booth L36) offer superior quality and life-span through the P.B.S. brazed bonding system achieved by a specially developed nickel chrome alloy.

Novovol (Booth E02/04) from Canada is showcasing its local dental anaesthesia Posicaine that, according to the company, can be used in both simple and complex dental procedures.



Fig. 3

Finally, orthodontic specialists will be able to get hands-on the latest series of articulators by the US manufacturer Whip Mix (Fig. 3, Booth E06) and well its centered bite record Esthetic CrossRef which comes in packages of 20, and with two Nasion Extenders.

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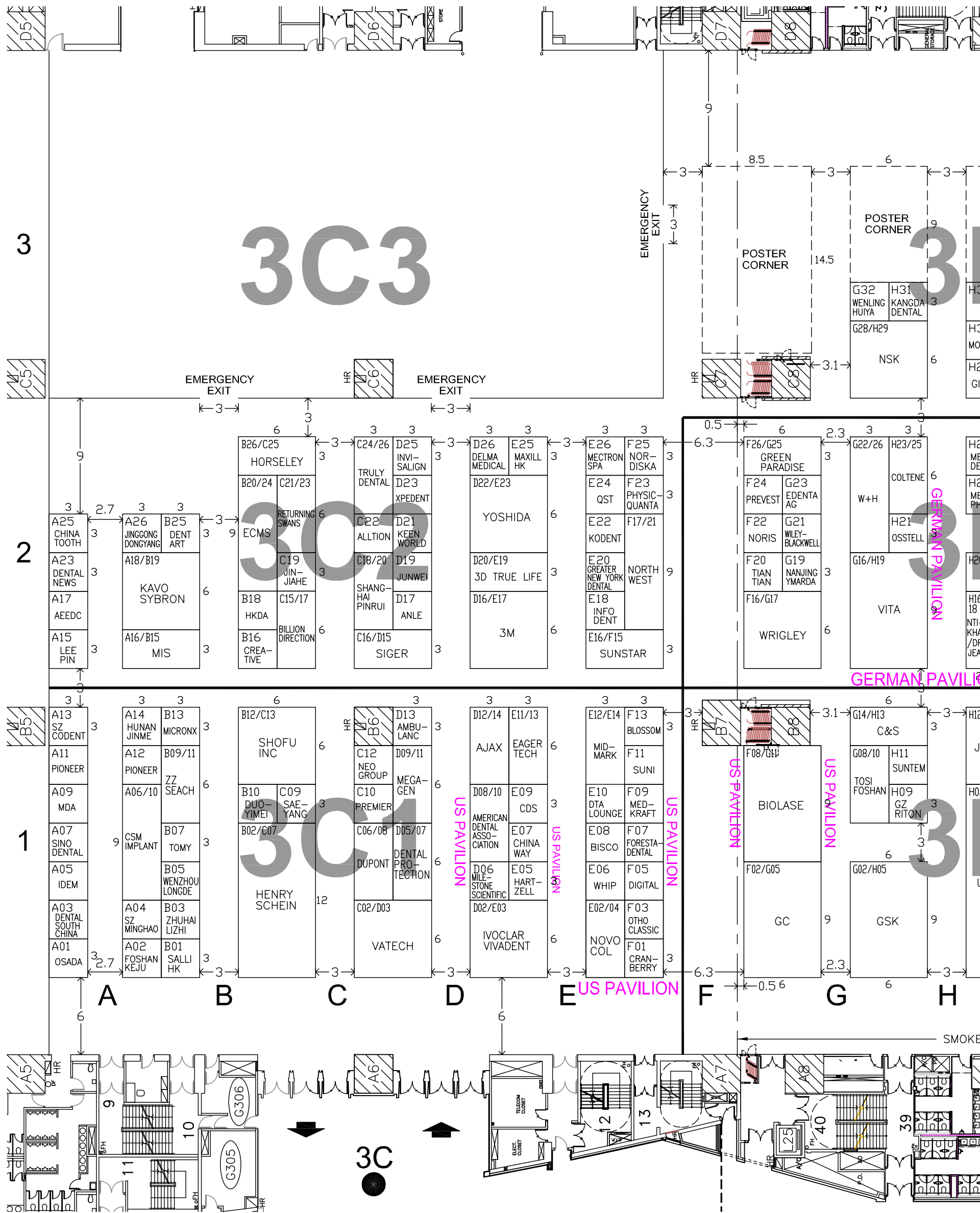
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FDI Hong Kong, 29 August–1 September

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