

today

UAE International Dental Conference & Arab Dental Exhibition Dubai • 4–6 February 2025

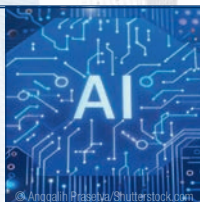
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interview

INDEX Holding's Anas Al Madani talks about the highlights of AEEDC Dubai 2025 and the role of the Middle East dental market.

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The rapid uptake of artificial intelligence in dentistry brings many benefits but also presents significant challenges.

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product focus

AEEDC Dubai 2025 exhibition at the Dubai World Trade Centre showcases the most current innovations in dentistry.

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“The Middle East is a fascinating and dynamic market”

An interview about Straumann Group's path of innovation and collaboration.

■ Straumann Group's Holger Haderer, who led its implantology business unit from 2019, assumed the role of head of the Europe, Middle East and Africa (EMEA) region in June 2024. In this interview, he discusses his leadership transition, the importance of aligning global strategies with local needs, Straumann's focus on purposeful innovation, and how digitalisation and collaboration are shaping the future of implantology and patient care.

Mr Haderer, how has your previous role as head of the implantology business unit prepared you for leading the EMEA region?

Stepping into this role is a significant responsibility, but my previous experience has provided me with a solid foundation. It allowed me to develop a global perspective on our business

and market environment though working closely with markets worldwide. I learned to balance global strategy with local execution, which is particularly crucial in a region as diverse as EMEA.

Creating synergies across teams and regions starts with fostering open communication and aligning everyone around a shared vision. A surprising insight in this role has been the adaptability of our teams. Despite cultural and market differences, I've witnessed a strong commitment to collaboration and innovative thinking. This shared energy strengthens our ability to overcome challenges and achieve sustainable growth.

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“Midas is the first of its kind”

Dr Amir Mansouri, CEO of SprintRay, talks about the company's new 3D-printing innovation.

■ At AEEDC Dubai, SprintRay is showcasing its latest development, Midas—a groundbreaking product revolutionising chairside restorations with the company's patented Digital Press Stereolithography. Known for its pioneering 3D-printing technologies, SprintRay provides dental professionals with cutting-edge solutions that simplify workflows and enhance patient care. In this interview, SprintRay CEO Dr Amir Mansouri shares how Midas delivers unprecedented speed and simplicity, allowing clinicians to produce restorations in minutes. He also highlights the company's latest materials, including ceramic-dominant resins and next-generation night guard solutions, and gives a glimpse into SprintRay's future advancements in digital dentistry.

Dr Mansouri, SprintRay's products are known for their speed and innovation. What can visitors to AEEDC Dubai expect to see from your company this year?

We've just introduced Midas to the world. It's a smart and simple solu-

tion for restorations that uses our patented Digital Press Stereolithography. Midas is the first of its kind, offering a completely new way to leverage additive technology in dentistry. It combines the resin tank, printing platform and optics in one capsule, simplifying the fabrication process. Dental professionals can simply scan the capsule, place it on Midas and—much like using a coffee machine—retrieve the final restoration in just a few minutes. Midas offers dental professionals a new fabrication category that opens the door to the future of digital dentistry.

What are the benefits of Midas for clinicians around the world?

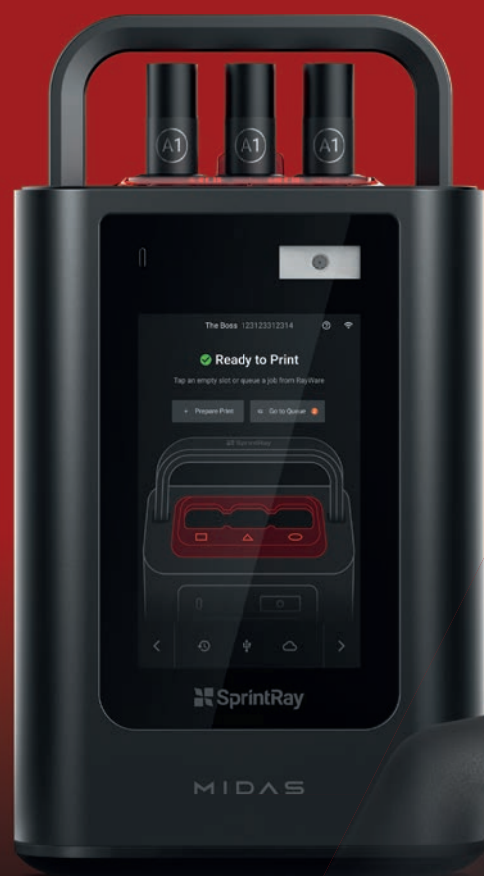
Direct restorations on posterior teeth are a thing of the past. With Midas,

we provide clinicians with a fully digital workflow for improved patient care. Our new AI Studio software designs

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In 2014, Dr Amir Mansouri co-founded SprintRay, using his expertise in additive manufacturing to develop 3D-printing technologies tailored to dental professionals.



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interview

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inlays, onlays and crowns once the margin has been defined. The dental professional simply has to approve the design and send it to Midas and, within 10 minutes, can produce up to three crowns, six inlays or onlays, or nine veneers in a single batch.

You mention an important point: the ease of use of technology. How does SprintRay support clinicians in adopting in-house production?

Our devices are designed to guide users through the process. The software offers step-by-step instructions, supporting clinicians or their assistants from upload of scan data to design and then to the final printing process. For any additional queries, our artificial intelligence assistant or in-person customer service is just a phone call away.



dentures—are already available in the Middle East and will ship across the whole region within the next weeks. This marks another milestone in innovation for our company.

In 2025, we plan to launch new materials, such as NightGuard Flex 2 and an all-new Retainer resin. Materials are the true game-changers in 3D printing, and we're thrilled to introduce the Apex removable denture system. This system's Apex Teeth and Base resins achieve an ideal balance of strength and lifelike translucency, ensuring durable, high-quality results patients will appreciate.

Additionally, new material capsules for Midas will allow users to work with OnX Tough 2. At

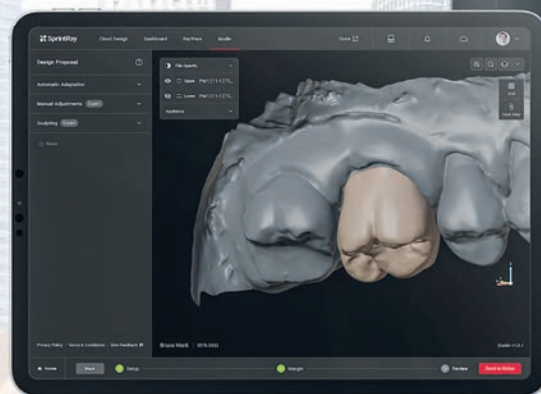
* Midas can print up to three complete crowns, six inlays or onlays, or nine ultrathin veneers in a single batch.

Midas can be seen as a revolution in chairside manufacturing of restorations. What about 3D printing for other indications?

Our Pro 2 3D-printing system represents state-of-the-art technology, offering high accuracy and reliability. With a 35 µm resolution and Optical Panel technology for exceptional speed, Pro 2 is ideal for fabricating night guards, models, all-on-X dentures and surgical guides. This system is complemented by the ProWash S washing and drying system and NanoCure post-polymerising device, which uses dual-wavelength technology to ensure biocompatibility and superior mechanical properties for every print.

Beyond Midas, what can practitioners in Europe, the Middle East and Africa expect from SprintRay in 2025?

Our ceramic dominant resins—Ceramic Crown and OnX Tough 2 for hybrid all-on-X



SprintRay, there's always more to come, so stay tuned! ◀◀

Editorial note: Visitors can learn more at Booth 8B06 or sprintray.com. Read more about Midas on page 24.

* Midas uses patent-pending Digital Press Stereolithography to easily print highly viscous ceramic-filled materials that were previously unprintable.

today

about the publisher



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^ Holger Haderer joined Straumann in 2006.

today ◀ page 1 "Straumann"

Straumann is renowned for its innovative products, the more recent ones being iEXCEL, SIRIOS and Falcon. How do you ensure that these innovations genuinely address the needs of dental professionals and patients?

Innovation at Straumann is never about technology for its own sake. Every product we develop begins with a deep understanding of the challenges dental professionals face. The iEXCEL system, for example, addresses the need for streamlined training and upskilling in digital workflows. It provides clinicians with a structured, user-friendly platform to build confidence and efficiency when adopting Straumann's advanced technologies. Similarly, the SIRIOS intra-oral scanning system and Falcon dynamic navigation system aim to enhance workflows, improve precision and elevate patient outcomes. We collaborate closely with clinicians to ensure that their feedback shapes our development process. By focusing on solutions that simplify complex processes and reduce chair time, we empower dental professionals to deliver exceptional care while achieving real-world impact.

How is Straumann rethinking the customer experience to build long-term relationships with dental professionals?

At Straumann, the customer experience goes beyond delivering high-quality products; it's about building partnerships. Before the sale, we invest time in understanding the unique needs of each practice, offering tailored training, support and digital tools to set the practice up for success. During the sale, we focus on seamless integration, ensuring customers feel confident in their investment.

One of the most underrated aspects of building long-term relationships is consistency. It's not just about solving problems as they arise; it's also about proactively anticipating needs and maintaining ongoing engagement. Every interaction, whether a service call or a training session, is an opportunity to reinforce trust and strengthen our partnership.

What market trends are you seeing in the Middle East, and how is Straumann tailoring its approach to this dynamic market?

The Middle East is a fascinating and dynamic market characterised by a young population, high digital adoption rates, and an increasing focus

on aesthetics and quality healthcare. One exciting trend is the rapid adoption of digital workflows. Clinicians in the region are highly receptive to innovative solutions that enhance efficiency and patient satisfaction.

To address these needs, Straumann tailors its offerings to provide cutting-edge technologies alongside personalised support. This approach ensures that our solutions align with the region's unique requirements and empowers clinicians to deliver the highest standard of care.

What is the next major step in implantology, and how is Straumann positioning itself for it?

Implantology is evolving rapidly. While artificial intelligence (AI), regenerative medicine and digital workflows are reshaping the field, I believe that the next fundamental shift will involve the seamless integration of

"Innovation at Straumann is never about technology for its own sake."

digital tools and workflows. This will allow clinicians to connect treatment planning with patient-specific data and streamline processes in ways we are only beginning to realise.

Straumann is investing heavily in research and development to drive these advancements. We are developing platforms that prioritise precision, efficiency and the patient experience. By collaborating with dental professionals, we ensure that these technologies are intuitive, clinically meaningful and geared

towards improving outcomes while reducing complexity and chair time.

What will dentistry look like in ten years—in terms of both technology and the interaction between dental professionals, patients and companies?

Dentistry is fundamentally about people—patients, clinicians and the communities we serve. In the next decade, I envision a future where technology and human interaction are seamlessly integrated. Dental professionals will harness advanced tools like AI-driven diagnostics, as well as employ regenerative treatments and minimally invasive surgical techniques, to enhance their expertise and deliver more personalised care.

For patients, the experience will become more tailored and less intimidating. Treatments will be designed around their unique needs and delivered more efficiently. Minimally invasive techniques will also play a significant role, supporting faster recovery times and improved outcomes.

As a company, Straumann's role will continue evolving from being a provider of solutions to becoming a true partner. We'll help clinicians grow their practices, enhance their skills and make a lasting impact on patients' lives. Together, with passion and innovation, we are not just imagining the future of dentistry; we are building it, one smile at a time. ◀◀

Editorial note: More information about Straumann Group can be found at www.straumann.com. AEEDC Dubai visitors can find out more at Booth 7D10.



^ Straumann's iEXCEL system delivers the ultimate dental performance by combining the versatility of four implant designs within a single platform.

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Surface	Healing Period
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SA	6~8 weeks

Previous surface (SA) 6-8 weeks vs. SOI 4 weeks

AEEDC welcomes the global dental community to Dubai

An unmissable opportunity to connect, learn and shape the future of oral healthcare.

■ The 29th AEEDC Dubai marks another milestone for the world's largest annual scientific dental conference and exhibition, reaffirming its role as a central forum for the global dental community. Since its inception in 1996, AEEDC Dubai has grown in tandem with the city's rise as a global hub, evolving from a regional event into the leading platform for oral health innovation.

With the opportunity to earn up to 20 continuing education credits, attendees can ensure that they remain at the forefront of advancements in dental care.

In his remarks leading up to the show, Dr Abdul Salam al-Madani, executive chairman of AEEDC Dubai, emphasised the event's global significance: "An-

The success of AEEDC Dubai is reflected in the achievements of the 2024 meeting. The event gathered over 70,000 participants from 180 countries, and 3,924 companies showcased 5,328 brands.

A strong emphasis on artificial intelligence and digital technologies underscored the event's dedication to advancing dental care.

look at their latest innovations. Additionally, within the Digital Dentistry Hall, located in Sheikh Rashid Hall, exhibitors are hosting focused 1-hour round-table demonstrations exclusively dedicated to advancements in digital dentistry, providing potential customers with valuable insights. Another notable feature is the Start-Up by AEEDC initiative, a dedicated area designed to

A vision for the future

The enduring success of AEEDC Dubai is rooted in its ability to adapt and innovate in response to the evolving needs of the dental profession. Organised annually by INDEX Conferences and Exhibitions, a member of INDEX Holding, the event has earned its reputation as a global leader in dental conferences and exhibitions.



Themed "Innovation and global collaboration", this year's event promises to be a landmark occasion for dental professionals in all spheres and the industry as a whole. Attendees have the chance to explore pioneering technologies, engage with key opinion leaders and establish meaningful connections.

AEEDC Dubai continues to set the standard for dental conferences worldwide. Its comprehensive agenda this year has been curated to foster knowledge exchange, encourage collaboration and push the boundaries of dental science and technology. The three-day conference features an extensive scientific programme covering a wide range of dental specialties. Global experts are presenting the latest in areas such as restorative dentistry, implantology, orthodontics and endodontics.

Participating in an even more spectacular event, AEEDC Dubai will once again unite the global dental community at Dubai World Trade Centre. With a focus on innovation and collaboration, this year's edition promises to deliver cutting-edge insights, groundbreaking technologies and unparalleled networking opportunities."

Beyond its academic offerings, AEEDC Dubai is a pivotal meeting point for suppliers and buyers. The exhibition floor provides an expansive marketplace where renowned brands, startups and established companies present their latest products and solutions. For dental professionals, this dynamic environment is an invaluable resource for discovering business opportunities and exploring innovative tools that have the potential to shape the future of oral healthcare.

What to expect at AEEDC Dubai 2025

AEEDC Dubai is larger than ever this year, featuring more exhibition halls and new initiatives designed to enhance the attendee experience. Spanning Halls 2-8, Sheikh Rashid Hall, Sheikh Saeed Halls 1, 2 and 3, and the Trade Centre Arena, the event will provide an even larger space for showcasing the latest technologies and products. Three additional halls have been introduced, reflecting the growing demand for participation and the increasing importance of AEEDC Dubai as a driver of innovation in dentistry.

Highlights of the 2025 event include 34 interactive brand workshops, as part of which selected exhibiting companies are conducting 1-hour commercial lectures or product presentations, offering attendees an in-depth

showcase creative startups and new technologies.

AEEDC Dubai's exhibition is featuring a number of country pavilions for companies from Brazil, China, France, Germany, Italy, Russia, South Korea, Spain, Switzerland and Turkey. These pavilions highlight the global reach of the event and the diverse contributions of these nations to the field of dentistry. Kuwait is the guest of honour for the 2025 edition, underscoring the event's commitment to fostering international collaboration.

The event's growth is further supported by partnerships with leading organisations such as the Dubai Health Authority, FDI World Dental Federation and the Greater New York Dental Meeting. These collaborations ensure that AEEDC Dubai remains at the forefront of efforts to advance oral healthcare worldwide.

As part of its vision to shape the future of dentistry, AEEDC Dubai 2025 is placing a strong emphasis on the integration of digital technologies. Institutions and companies specialising in artificial intelligence and digital dentistry are playing a prominent role, highlighting their contributions to improving efficiency, accuracy and patient outcomes.

Looking ahead, AEEDC Dubai remains committed to fostering innovation, collaboration and professional growth. The organisers have already announced plans for the 2026 edition, ensuring that the event will continue to serve as a beacon of excellence for the dental community in the years to come.

More information about AEEDC Dubai can be found at aeedc.com. ◀



Impressions from AEEDC 2024. (All images: © INDEX Holding)

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“Buying a scanner is going to be as essential as buying a dental chair”

AEEDC speaker Dr Ahmad Al-Hassiny shares insights into transformative impact of digital dental technology.

By Anisha Hall Hoppe, Dental Tribune International



Dr Ahmad Al-Hassiny is a global leader in digital dentistry and intra-oral scanners, carrying out lectures as a key opinion leader for many companies and industry.

■ With his extensive experience in using and reviewing scanners, and as the founder of the Institute of Digital Dentistry (iDD), Dr Ahmad Al-Hassiny is well qualified to provide practical advice for clinicians navigating the shift to digital workflows. Ahead of his lecture at this year's AEEDC Dubai, Dental Tribune International spoke with Dr Al-Hassiny to discuss the challenges, innovations and future of digital implantology and to obtain a glimpse into what attendees can expect from his presentation “Dental implantology from A to Z”.

Dr Al-Hassiny, what guidance would you offer to a clinician still on the brink of making the switch to a digital workflow?

It goes without saying that dentistry is going digital. When you walk around trade shows today, you still have some of the older reps offering alginate and other dental impression materials, but mainly you see digital solutions, and I agree it can be quite intimidating. What can be reassuring for many people who are just starting with this, is that it isn't uncharted territory anymore. As long as you choose reputable scanner companies, they all offer good options. It's almost an illusion of choice because, funda-

mentally, what clinicians need to decide is whether they are going to be in the industry for more than about five years. If they are, then they will have to digitise. I feel that it's that simple.

In five or ten years' time, if a dentist doesn't have a scanner, then I think he or she will be in a minority group. In the leading markets now, scanner adoption is close to 60%. It's not a matter of deciding whether or not to digitise; it's a matter of deciding whether you are going to be practising dentistry long enough. The investment is not even that high. For most practices, a scanner will cost less than a dental panoramic tomogram machine these days. Buying a scanner is going to be as essential as buying a dental chair.

So, the question becomes: how far do I go? Do I go into CAD/CAM? Do I go into milling? Do I go into printing? Do I start my own laboratory? Because I've used or owned every single type of scanner on the market, it's really easy for me to differentiate between them. The more you spend, the better the software that you'll be able to buy. If you just want the cheapest possible entry point, you can spend as little as US\$5,000 (€4,776*) and buy a product that works, a Chinese scanner that will take digital impressions. Though the software is a bit average, it will work. Taking a digital impression is no longer a novelty. They all really work, unless you're doing a lot of edentulous scanning and all-on-X scanning. But if you're just doing crown and bridge and you use a scanner for a couple of crowns or some splints and night guards, they all will work.

How you decide which one to buy is basically down to where you live. US\$20,000 for a scanner doesn't feel the same to a clinician in the US as it does to a clinician in Egypt, as it's just a totally different economy. I think Chinese scanners will dominate the emerging markets because they are sold at a quarter of the cost of other scanners from Europe.

I think what is more important now is education, which is what I am involved in, and of course guiding clinicians into buying the right products through iDD and our independent and unbiased reviews. Learning how to use a scanner is the missing piece of the puzzle because, even if you buy a new scanner, you need to realise it's a new skill. It's not like taking a physical impression.

Can you tell us something about your lecture for AEEDC Dubai, titled “Dental implantology from A to Z”, and what attendees can expect from it?

Over the past ten years, the intra-oral scanner market and its focus have totally changed, even more so since the original scanner introduction in the 1980s. The first few decades involved finding out how to scan. We went from monochrome single-shoot cameras to super-fast colour cameras with realistic aesthetics, shade detection and other very complicated considerations. And then we hit a plateau. The most important year for the development of scanners was probably 2019. A large number of scanners came on the market, and they were all scanning really well. This is when we started focusing on software and some of the problems that scanners had.

One of the fundamental problems that scanners still struggle with is that of scanning full-arch implants. Though all scanners can scan crown and bridge, because of the nature of implants, you really don't have any leeway with them. Scanning a full-arch implant is like putting a whole jigsaw puzzle of images together. When you do a full-arch implant scan on a quadrant, it's very accurate, but as you move across that arch to the other side, it starts losing accuracy, still tolerable for crown and bridge, but when we're talking about implant prosthetics having inaccuracies of 150 microns, this isn't enough, especially for full-arch zirconia bridges.

As people began to grow frustrated with scanners, they went back



to analogue techniques of verification, such as jigs. However, necessity is the mother of invention. We tried to come up with solutions. Photogrammetry companies came on board, and they filled that void. These were engineers using geometries to fill the void of full-arch implant scanning. We started using photogrammetry devices. However, anyone who uses a photogrammetry device knows they're bulky, they're large, they're expensive, and the software is unsatisfactory. It was a huge barrier to anyone trying to scan for large implants.

However, in the past year or two, we've had a total shake-up. All the intra-oral scanner companies and all the digital dentistry companies have been focusing squarely on these issues.

The whole idea of my lecture is to walk people through where we started with digital implantology in terms of scanning data capture. I'm doing my own study at the moment and have collected five days' worth of non-stop scanning data with all the different photogrammetry devices. I think we're on the precipice of a disruption in photogrammetry with this idea of intra-oral photogrammetry. Specialised scan body solutions like those from TruAbutment are also bridging the gap. The days of extra-oral photogrammetry are numbered.

You've seen digital dentistry evolve over time. Could you tell us about how you got involved in intra-oral scanning and the story behind iDD?

I am a full-time dentist, and I do all forms of dentistry, as our practice offers general dentistry, implantology, orthodontics, cosmetic dentistry and much more. I was fortunate because, after graduation, I started working with my father in his practice. In fact, there are many dental clinicians in our family. My father has

been a really important role model for me, and he had one of the first scanners in New Zealand. My mother convinced him to buy one, which I was able to use right after I graduated. As it was a monochrome single-shoot camera, we upgraded often over time to improved technology because we wanted to do same-day dentistry. Quite early in my career, I had access to three different scanners at a time when we had about five chairs in our family group of practices. Now we've grown the practice group to 41 chairs and a fully digital laboratory with six technicians.

Back then, I was interested to learn more about scanners and therefore, I attended a study club meeting of dentists in New Zealand with the knowledge of the pros and cons of the three scanners I already had. A paid rep demonstrated a scanner that I personally felt was not good quality as it still required powder and had lower specifications. His sales pitch didn't sit right with me but all the other clinicians really believed him. I thought to myself, “I've tried this scanner, and it's not good.” And this is what started iDD as a passion project to help provide others with the information I already had gained from practice. Now, I think we have one of the most popular digital dentistry websites in the world. It has over two million page views a year just for its reviews. It started as a review blog that gained traction after I did a wrap-up of all the scanners at IDS in 2019. It is not a paid marketing project, as I wanted it to be something people can trust. Now we have about 12 full-time staff members, and our production quality is much improved. ◀

* Calculated on the OANDA platform for 19 December 2024.

Editorial note: Dr Al-Hassiny's lecture will take place on 4 February from 16:15 to 17:00 in Sheikh Maktoum Hall C.



ASK THE EXPERTS

Meet global experts in digital dentistry and get your answers to all your questions about intraoral scanning. Visit our booth to connect with experts, ask questions, and engage with key opinion leaders in digital dentistry.



4th Feb

Dr. Ahmad Al-Hassiny

Director of Institute of Digital Dentistry
BDS (Hons) - Otago



5th Feb

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DES - Aesthetic and Prosthetic Dentistry
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