

FDI Congress officially opened in presence of Chinese and Hong Kong SAR officials

The Grand Hall of the Hong Kong Convention and Exhibition Centre saw its latest highlight yesterday, when the FDI World Dental Federation officially opened its centennial congress with an eye-catching traditional performance featuring a 100-foot long dragon dancing among a sea of lions and flags. The ceremony was attended by high-ranking officials from the Hong Kong Dental Association, the University of Hong Kong, among other institutions, as well as the Chinese and Hong Kong SAR governments, including China's Minister of Health Zhu Chen, who also received the FDI World Oral Health Recognition Award, which was handed over by FDI President Dr Orlando Monteiro da Silva.

Chen, who has served in this position since 2007, is the first person ever to have received this award. According to the FDI, he was selected for his contributions to the development of dentistry in China, as well as his leadership in the education of new dentists and the establishment of new dental schools.

In his welcome speech, Da Silva congratulated Chen, saying that the challenges the minister has had to overcome in the People's Republic of China are a good exam-

| PRC's Minister of Health receives first FDI award



| Zhu Chen (center) receives the World Oral Health Recognition Award.

ple of the challenges his own organisation is confronted with in its goal to improve oral health globally. With its "Vision 2020" document (see also page 6 of this edition), introduced at a special forum during the World Dental Parliament on Tuesday, Da Silva said that the FDI is able to provide not only a roadmap for the future of dental medicine, but also inspiration to the profession, prepar-

ing it for new and exciting partnerships in leading the world to optimal oral health.

"Vision 2020 demonstrates the FDI's agility and determination to address issues such as the huge disparities in access to oral care between countries and within countries between urban and rural areas," he commented.

Available for download from the FDI's website, the document focuses on significantly improving access to oral health care worldwide by 2020 by expanding the role of oral health professionals and developing a responsive model for future dental education, among other things.

In addition, the federation has launched two new websites in Hong

Kong, both for its Global Caries Initiative, developed jointly with Dental Tribune International, and for its noncommunicable diseases campaign with the World Health Professions Alliance. The latter aims to help professionals, including dentists, to respond to the epidemic of noncommunicable diseases, such as cancer and respiratory disease.

This year marks the 100th time that the FDI has invited dental professionals to its Annual World Dental Congress and it is the second time that it is being held in Hong Kong. Thousands of dental professionals from the region and around the globe are expected to attend the event from Wednesday to Saturday, which has been organised in collaboration with the Hong Kong Dental Association.

Besides a comprehensive scientific programme, including a presentation on oral health in China by Dr Lingzhi Kong, Deputy Director-General of the PRC's Center for Disease Control and Prevention, in a special session today (11:30, room S421), the latest dental materials and equipment are currently on display at the World Dental Exhibition on Level 3 of the Hong Kong Convention and Exhibition Centre.

Daily live education by DTSC

| Hong Kong symposium continues today from 11:00 at Booth K30, Participants will be able to earn C.E. credits recognised by ADA CERP

Live education sessions will continue today through the Dental Tribune Study Club Symposium at Booth K30 in the exhibition hall on Level 3 of the Hong Kong Convention and Exhibition Centre.

There, participants will again have the opportunity to learn about clinical issues in dentistry like the use of rotary dental tools, practice management and the use of CBCT. The sessions will be presented live by speakers and through webinar video presentations.

According to the Dental Tribune Study Club representatives, visitors who attend the free sessions will be able to earn CE credits. The event is supported by a number of prominent global dental manufacturers and institutions.



| Presenter Sabine Nahme.

Since 2009, Dental Tribune International has been running the web-based e-learning platform Dental Tribune Study Club. Additional local language platforms are also available for Latin America (representing 350,000 dentists), Brazil (representing 200,000 dentists), China (representing 60,000 dentists) and various

European countries. These platforms are experiencing steady growth in both local content and membership, and further international sites are planned for launch this year. Recognized as a ADA CERP provider, Dental Tribune Study Club aims to satisfy the educational needs of the whole dental team.

As official media and education partner of the FDI World Dental Federation, Dental Tribune International also develops and implements local e-learning platforms that ensure the highest standards in communication, education and the effective dissemination of research findings in close collaboration with national dental associations.

For more information, please visit www.dtstudyclub.com.

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Colgate-Palmolive extends oral health campaign

International consumables manufacturer Colgate-Palmolive announced an extension of its Bright Smiles, Bright Futures oral health programme yesterday at the FDI World Dental Congress in Hong Kong. The programme will target more than 10,000 preschool children in 100 kindergartens in Hong Kong from September onwards in order to promote better oral health care and to prevent early tooth decay among these children.

As early childhood caries is prevalent among young children in Hong Kong, the company partnered with the University of Hong Kong to promote better oral health care in this age group. According to Dr Chun Hung Chu, Clinical Associate Professor in Community and Family Dentistry and Assistant Dean at the university's Faculty of Dentistry, a recent survey of 10,956 preschool children receiving oral health treatment through the campaign revealed that about 40 per cent of those children were suffering from tooth decay. In almost all cases, the condition had been left untreated, he said.

"We are very proud to partner with the University of Hong Kong to continue Bright Smiles, Bright Futures in Hong Kong. With the support and expertise of the university's scholars, our programme will help improve the oral health of preschool children through free education and prevention," said Judy Chan, Associate Marketing Director at Colgate-Palmolive Hong Kong.

Bright Smiles, Bright Futures to benefit 10,000 preschool children in Hong Kong



Group picture with children. More than 10,000 children will benefit from Colgate's Bright Smiles, Bright Futures programme in the next two years.

With the start of the new school year in Hong Kong, the manufacturer will be providing free training workshops for kindergarten teachers to equip them with adequate knowledge and skills in oral health care education. In addition, the company will be delivering oral health education materials, including dental mod-

els, a cartoon video, posters, booklets, toothpaste and toothbrushes for children, to local kindergartens from next month onwards.

"Our aim is to make oral health care a part of the children's daily routine in order to empower them to be responsible for their own oral health.

The programme was thus designed to fit into the existing curricula of local kindergartens," said Dr Marsha Butler, Colgate-Palmolive's Vice-President of Global Professional Relations and Marketing.

According to Chan, the first phase of the campaign, which was initiated

in September 2010 and reached over 10,000 preschool children too, was very well received. "Over 95 per cent of teachers from about 80 participating kindergartens, who were surveyed during the first phase, were very satisfied with programme. They agreed that they had learned 'quite a lot' or 'a great deal' about early dental health care," she said.

Colgate's Bright Smiles, Bright Futures campaign has reached more than 650 million children in 80 countries since 1991. According to the company, it is among the most far-reaching, successful children's oral health initiatives in the world. The programme was developed by Colgate-Palmolive in collaboration with an advisory board of international educational dental experts and tested with children and teachers in the classroom.

"For over 40 years, Colgate has been committed to delivering oral health education to children around the world. This commitment to giving children the tools they need to make good oral health a permanent part of their lives continues in the Hong Kong community through the Bright Smiles, Bright Future programme," said Butler. "From the beginning, our company forged partnerships with different dental associations and institutions in order to raise awareness of dental hygiene at the earliest possible age by teaching children the basics."

According to Chu, the programme will run for another two years.

Live.Learn.Laugh. continues with great strength

Partnership runs oral health promotion project in Sri Lanka



A Sri Lankan primary school student demonstrating a good toothbrushing technique to her teachers and peers during an oral health education session.

A Live.Learn.Laugh partnership project in Sri Lanka is set to improve oral health standards among Sri Lankan school-children in 50 schools in the Kurunegala District by developing a programme for oral health education.

Under the title "Disseminate the 'Brush twice daily with a fluoride toothpaste' message among school-children and acquisition of healthy behaviour via the school system", the project is to be run by the Sri Lanka Dental Association and Unilever's Signal brand. It will focus on a behaviour-change programme

to encourage twice daily brushing, as well as on raising awareness of dental caries, periodontal disease and oral cancer through seminars for children. Screening and treatment of high-risk child patients will also be provided.

After receiving training in oral health education from dental professionals, school teachers will teach their students about the importance of an effective oral hygiene routine to protect themselves from caries and maintain good oral health. Following these lessons, student leaders will begin working with dental surgeons, dental therapists and teachers to

set up school health clubs, through which they will teach their peers about the importance of twice daily brushing with a fluoride toothpaste, using educational materials developed by the partners. In order to ensure that the improvements in oral health are sustainable, student leaders will train another set of leaders, with the help of their teachers, to

take over the responsibilities of the school health club once the current group has completed its primary schooling.

The prevalence of dental disease in Sri Lankan children is very high. According to recent statistics, the decayed, missing and filled teeth score for five- to six-year-olds is 3.6,

and 65 per cent of this age group suffers from dental caries, whilst three out of four 12-year-olds suffer from gum disease.

Please remember to visit the Live.Learn.Laugh. partnership stand to find out more about the exciting oral health-improvement projects taking place around the world.

fdi world dental daily

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About the Publisher

Professionals are leading a new global health agenda

FDI commits to important role of dentists in prevention and control of NCDs

Noncommunicable diseases (NCDs), such as cardiovascular disease, cancers, chronic respiratory diseases, diabetes, mental disorders and oral diseases, are a major concern globally because they represent a significant threat to human health and social and economic development. In 2008, NCDs were responsible for more than 60 per cent of global deaths and are expected to cause almost three quarters as many deaths as communicable, maternal, perinatal and nutritional diseases by 2020.

In urgently addressing the NCD challenge, now of epidemic proportions, governments have mandated the United Nations and World Health Organization to develop a global action plan. Furthermore, they have recognised that oral diseases (along with renal and eye diseases) pose a major health burden for many countries, share common risk factors with NCDs, and, therefore, can benefit from a common response and should be included in national NCD action plans.

report, as well as other information tools. The NCD toolkit is now in its evaluation phase through a pilot project in South Africa and the results are expected early next year.

The WHPA represents over 26 million health professionals—dentists, nurses, pharmacists, physical therapist and physicians—through over 600 national associations.



Information about the WHPA NCD campaign is available at the FDI Pavilion.

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Within this context, dentists have a significant role to play in NCD prevention and control, particularly regarding monitoring and risk assessment, and it is vital for the future of the profession to seek to strengthen and expand this role in order to contribute to and deliver positive health outcomes.

With regular, affiliate and supporting members in some 130 countries, representing over one million dentists worldwide, the FDI has integrated this new role into its work agenda, demonstrating its commitment to prevention and control by leading the NCD campaign of the World Health Professions Alliance (WHPA). This campaign highlights the crucial contribution of health professionals to raising awareness about NCD risk factors and communicating messages of prevention. In the first phase, the FDI along with its WHPA partners developed and launched the NCD toolkit in 2011, featuring a health improvement card and *modus operandi* for both patients and health professionals.

Initially published only in printed format, the NCD toolkit is now available online at www.whpa-ncd-campaign.org, the campaign website. It features the interactive health improvement card and offers users the option to download their health

Global oral health in the context of preventive/treatment interventions and materials



Dr Peter Cooney

By Dr Peter Cooney, Canada

Canada recently completed an oral health survey that established the current oral health status of Canadians and, in addition to describing the needs of the population, it established a baseline to which the

24 to 46 per cent reduction in caries. Another potential intervention could be a sealant programme, which has a cost per person of \$20 to \$36 and a potential 23 to 87 per cent reduction in caries; however, this programme

interventions) may be more suitable after an assessment of the situation.

In terms of treatment options, an understanding of the individual or community is also vital when making

easy to place. Composites may cost more, may not be as strong or durable in locations where they are subject to forces produced by chewing, and are often more difficult to place. In some remote communities with limited access to a dental professional, amalgam fillings may be the material of choice.

In summary, it is essential when making an intervention or treatment decision to evaluate and consider the results of a thorough needs assessment, the pros, cons and effectiveness of the proposed intervention, as well as the associated costs. This detailed planning from the outset will translate into health improvements in a population.

Dr Peter Cooney is the Chief Dental Officer of Canada. This morning, he will present a paper on dental materials together with Dr Gottfried Schmalz from Germany in Hall F of the HKCEC.

“...it is utterly important to first evaluate the needs and current oral health status of the individual or population first...”

The appropriate use of different oral health promotion/preventive interventions and materials, as well as treatment options in public policy is crucial for the improvement of the oral health of individuals and populations. Whether one is a private practice dentist doing treatment planning or a public health dentist assessing the needs of a community, the approach is the same.

In order to assess which preventive and promotion intervention to use, it is utterly important to evaluate the needs and current oral health status of the individual or population first, as well to conduct an assessment of the community. The oral health assessment would include the incidence of caries, periodontal disease, and oral cancer. The assessment of the community would include elements such as whether there is a community water system, whether the community is fluoridated and at what level, and the availability of dental and other health professionals.

effectiveness of any intervention can be compared. This assessment, along with an in-depth understanding of the dental public health community and the particularities of a community, lays the necessary groundwork for determining the intervention approach to take.

In addition to understanding the needs of an individual or a population, it is also important to compare the reach, effectiveness and costs of an intervention in order to determine which intervention will have the greatest impact. For example, a community with a high incidence of caries and a viable central water supply may benefit from introducing water fluoridation. At a cost per person of \$0.77 to \$4 and a potential 20 to 40 per cent reduction in caries, water fluoridation is a cost-effective initiative for the appropriate community. A community without a viable central water infrastructure might benefit from a fluoride-varnish programme, which has a cost per person of \$24 to \$51 and a potential

relies heavily on the availability and participation of dental professionals. All of the above-listed interventions have been proven to be successful in individuals and in communities and can improve the oral health of a population; however, one invention (or a combination of a few

clinical decisions involving different dental materials. For example, when deciding between composite or amalgam fillings for treatment of caries, establishing the ease of access to a dental professional and the size of the cavity are key. Amalgam is inexpensive, durable, and relatively fast and



One out of five implant patients are likely to develop peri-implantitis

An interview with Dr Frank Schwarz, Germany

This afternoon, the German implantology expert Dr Frank Schwarz will be presenting a lecture on the successful treatment of peri-implantitis. *Worldental Daily* had the opportunity to speak with him about the condition and the latest treatment approaches.

Peri-implantitis seems to remain a huge clinical problem. What challenge does the condition pose to the dental community?

Owing to the increasing number of dental implants placed, post-implant complications will gain relevance in the future.

How many patients are estimated to be affected?

According to the current consensus statement by the European Association for Osseointegration, one out of five implant patients are likely to develop peri-implantitis. Similar estimates concerning mucositis are lacking.

Experts say that the number of implant treatments will increase above average in the next few years, particularly in Asia. What consequences will this have on the dental



Dr Frank Schwarz

community in the region regarding peri-implantitis?

Besides the need for more research activities in this important field, measures have to be implemented to assure quality, as well as educational standards for dentists who want to offer implant treatment. We must also consider the importance of iatrogenic factors, which can promote peri-implant infections.

A number of treatment methods for peri-implantitis are available. Considering the latest research findings,

which of these are likely to have the most successful clinical outcome?

In general, surgical procedures seem to have an advantage over non-surgical treatment approaches.

Is there one effective method of treatment or is it a combination of different methods that ensures long-term success?

For a successful therapeutic outcome, several factors have to be taken into account. The configuration and morphology of peri-implant bone defects, which have been considered to be of lesser importance, seem to play a very important role actually.

New implants and implant surfaces promise even better osseointegration. Will this have an effect on the development and treatment of peri-implantitis?

New implant modifications have to be studied and assessed with regard to these aspects.

What are the most promising treatment approaches, in your opinion?

I will give a comprehensive review of them in my FDI lecture on Thursday.

Thank you very much.

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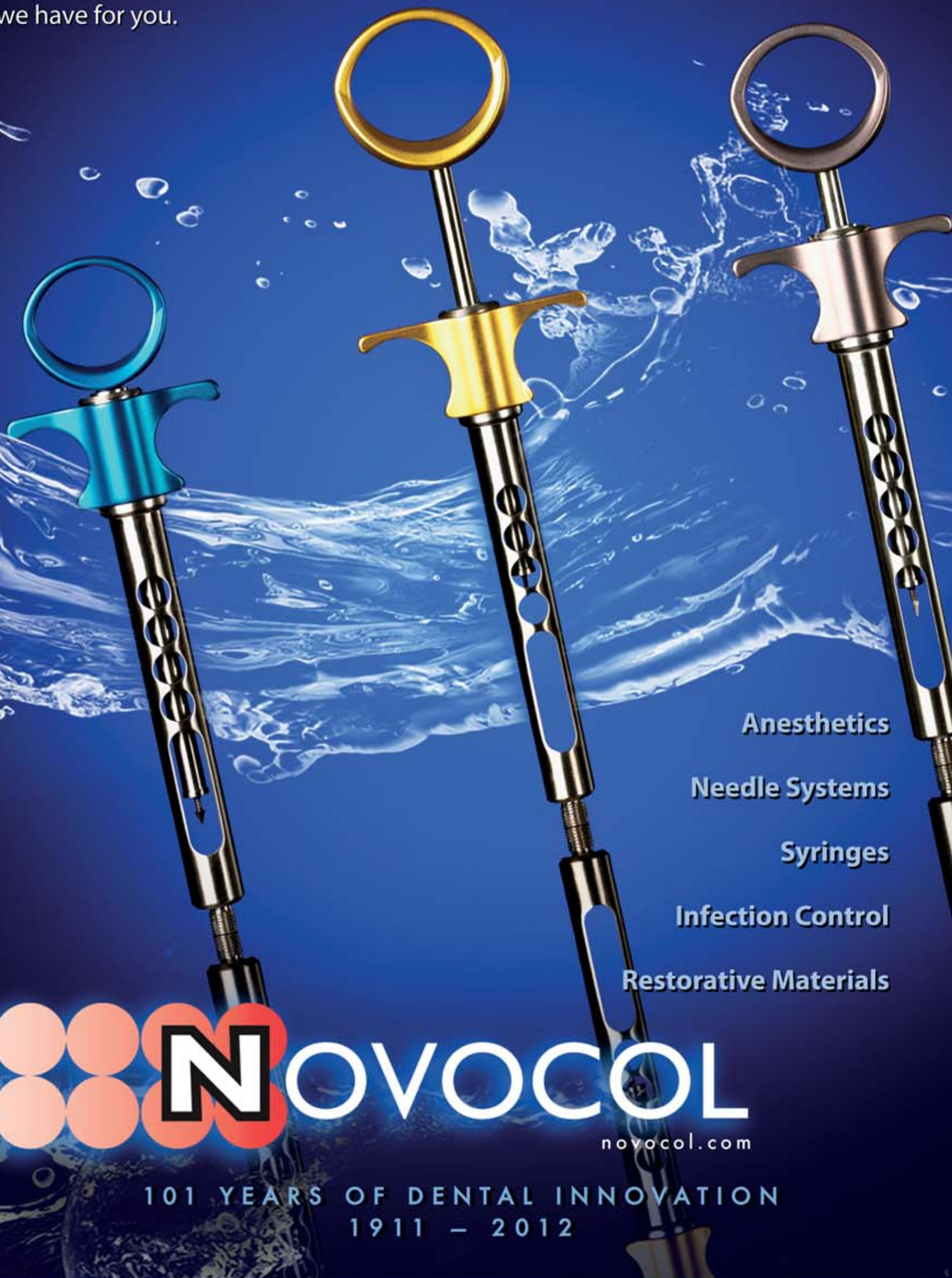
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A vision for education in the field of oral health

By Dr Orlando Monteiro da Silva, FDI President, and Prof. Denis Bourgeois, Chair of the FDI Development Committee

The FDI World Dental Federation salutes and strongly supports the World Health Organization's ongoing initiative to develop policy guidelines on scaling up and transforming health professional education and training.¹

It is also keen to provide advice and input into this WHO process, which in itself is part of an ongoing worldwide reflection on the future of health care and health economics.

The FDI, representing nearly one million dentists worldwide, is currently undergoing its own reflections on the future of dental medicine, consolidated by the FDI's highly active participation in public health campaigns, most notably its work with the World Health Professions Alliance in the fields of counterfeit medicine and,

¹ WHO initiative on transformative scale-up of health professional education. Intervention Framework.



Dr Orlando Monteiro da Silva

more recently, noncommunicable diseases (NCDs).

A ROADMAP FOR THE PROFESSION

The NCD campaign, which involved high-level advocacy within both the WHO and the UN, has made a significant contribution to the FDI deliberations over the past few



Prof. Denis Bourgeois

months, which have yielded a draft policy document titled "Vision 2020", set to provide a roadmap for the profession during the next decade.

In it, education is presented as a multifaceted process, with a whole of society approach, involving the health professional, health authority

and patient. The vision comprises a review of current approaches and curricula—although not specifically mentioned, this could be matched by parallel strategies to develop oral health literacy among the teaching profession, in the interests of school health and prevention programmes, as well as among members of the general public. It further comprises an advocacy component to emphasise the crucial role of oral health in general health and ensure the appropriate allocation of resources to dental training and education. What is required is a sustainable economic environment to educate, train and retain oral health-care workers in adequate numbers for places and settings where a need has been identified.

ROLES AND RESPONSIBILITIES

With this in mind, "Vision 2020" places under review the roles and responsibilities of the oral health-care workforce and their educational and training needs, bearing in mind the widely variable and inequitable access to care. It goes without saying that national authorities, with their unique insights into local needs, retain ownership of national procedures, standards, and educational requirements and qualifications.

In this new collaborative model, the fully trained dentist takes a lead-

quality assurance, asepsis and infection control, as well as pain control and management. To ensure optimum care for patients, dentists would retain full responsibility for diagnosis, treatment and rehabilitation plans, and prescriptions.

DENTAL EDUCATION

Despite the growing recognition of oral health as an important factor in general health, there is a perceived growing disconnect between dental education and medical education, the former retaining a disproportionate focus on restorative care. Vision 2020 calls for a trans-professional perspective in dental education. This would help provide a public health focus, facilitate collaboration with other medical professionals and respond to WHO and UN calls for integrated disease prevention, notably with regard to NCDs.

In addition, the two-way communication between research and clinical practice would be greatly facilitated if all dental medicine faculties performed research—scientific, educational and social—to cultivate a good understanding of research mechanisms, enhance lifelong learning behaviour, skills and attitudes, and widen perspectives. It would also play a crucial role in reducing the lapse of time—currently estimated

AD

“In this new collaborative model, the fully trained dentist takes a leadership role, supervising a team of assistants, hygienists, therapists and technicians, as well as primary-care workers, community nurses, and, within certain settings, educators.”

ership role, supervising a team of assistants, hygienists, therapists and technicians, as well as primary-care workers, community nurses, and, within certain settings, educators. He/she would also provide adequate training and delegate specific tasks as deemed appropriate.

This more collaborative approach to oral health care will be further fostered by state-of-the-art information and communication technologies—and mobile technology in particular—which will also improve access to expert knowledge for all, in urban and remote areas, in developed and developing countries alike.

A RESPONSIVE MODEL

This is a dental education model responsive to evolving trends and needs in both oral and systemic health, oriented towards patient care and integrated services, with a focus on transformative learning as a means of fostering critical thinking and equipping dentists for team leadership.

The model would ensure absolute compliance with the non-negotiables of the dental profession, in particular

at an average of 17 years—in implementing the results of research into daily practice.

LOOKING TO THE FUTURE

Our vision is that by 2020 young dental graduates will benefit from responsive, dynamic and modular curricula whose content will reflect state-of-the-art knowledge and technologies that can be used to provide optimal oral health care and provide learners with extensive critical thinking and analytical skills as a foundation for a career based on lifelong learning and continuing professional development.

Furthermore, sustained educational and communication efforts will have greatly improved the effective, rapid translation of research findings into daily practice. State-of-the-art use of information and communication technologies, and of mobile technology in particular, will have fostered a more collaborative approach to oral health care, as well as improved access to expert knowledge for all, in urban and remote areas, in developed and developing countries alike.



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New ortho planning tool for Romexis

The Finish manufacturer Planmeca has added a new Cephalometric Analysis module to its Romexis software that is intended to bring benefits to orthodontic planning and treatment by providing flexible and easy-to-use features for creating cephalometric analyses and composing superimpositions of 2-D cephalometric images, facial photos and images of the dental arch.



According to the company, the Planmeca Romexis Cephalometric module renders routine analyses fast and easy. An analysis can be performed in minutes and the results are displayed and shared effortlessly, it said. During a treatment process, superimposing patient images from different time points can be also used for follow-up purposes. The novel concept also offers possibilities for cus-

tomising the analysis and software properties in order to meet different professional needs and requirements.

"We believe that with the Planmeca Romexis Cephalometric Analysis module, we can serve our orthodontics customers better than ever," Ms Helianna Puhlin-Nurminen, Vice President of Digital Imaging and Applications division at Planmeca Oy,

stated. Planmeca Romexis is a comprehensive software used by medical and dental professionals for acquiring, viewing and processing 2-D and 3-D images.

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AT's founders developed a unique diamond bonding process called P.B.S. that makes it possible to manufacture grinding tools that are superior to other products on the market, the company said. The process is said to increase productivity and part consistency simply because it will last longer, cut faster, run cooler and load less.

According to the company, the process is one of the most effective and innovative bonding processes in the industry. It's a science that the company said to have helped to transform itself—and a craft that it's working every day to perfect.

Through continuous innovation, product development and enhancement, Abrasive Technology aims to meet the most demanding specifications and solve the most challenging applications. From disks and trimming wheels to instruments and files, its dental products epitomise high quality, attention to detail and superior craftsmanship and makes them a number one choice in the industry.

For more information about the company's line of products, FDI visitors are invited to a Dental Tribune Study Club Symposia session at booth K30 inside the exhibition hall.

ABRASIVE TECHNOLOGY, USA
www.abrasive-tech.com
Booth K31

A unique event in Asia

In October, all eyes will be on Singapore for the 7th CAD/CAM & Computerized Dentistry International Conference, which is to be held at the Marina Bay Sands Expo and Convention Center. This remarkable networking event will bring together dentists, dental technicians and leading dental industry players to exchange knowledge and experience on the latest developments in dental CAD/CAM and computerised dentistry. Among other things, the dental technicians' session will be well worth attending.



This tailor-made programme with a focus on dental lab technicians has been integrated into the two-day main programme for continuing professional education. It will focus on providing them with contemporary, technology-focused education and cover various aspects of using digital dentistry in the lab environment. Participants will learn how to take advantage of the latest digital technologies and the most up-to-date CAD/CAM methods and applications for CAD/CAM systems. The unique course will demonstrate key factors in increasing lab productivity and improving the efficiency of the dental team.

The parallel session on the second day of the conference will be dedicated to dental lab technicians, with presentations by professional speakers on the state of the art. In his presentation, "CAD/CAM technology... Flexibility at its best", Lutz Ketelaar from DeguDent will review ten years of CAD/CAM in dentistry, including materials, production methods and indications. Patrizio Corso from Zirkonzahn will present quality, perfection, precision and an intelligent and wide variety of solutions in "Ready to face the future — Endless possibilities". This will be followed by a hands-on course, "Digital functional prosthetics — Best practice", by Barış Çakır from AmannGirrbach and a workshop on "IPS e.max CAD-on technique — Where STRENGTH and ESTHETICS combine" by Pitsnu Intoratat from Ivoclar Vivadent.

The session will conclude with a lecture by Rik Jacobs from Vertex Dental entitled "ThermoSens monomer-free thermoplastic denture base material".

CAPP ASIA, SINGAPORE
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DTI partners with Medical Tribune Japan

Dental Tribune International, the largest publishing group in dentistry, has joined forces with Medical Tribune Japan, a leading publisher in medicine and dentistry, in order to extend its broad range of media and educational services to Japan.

The recently formed partnership includes the establishment of

a Japanese language online edition of "Dental Tribune Japan", targeted at more than 60,000 dentists with weekly news in the local language sections of www.dental-tribune.jp, as well as regular distributed e-newsletters and dental educational programmes to be held in close cooperation with the global e-learning platform Dental Tribune Study Club.

Dental Tribune Japan will also be the official representative for all publications and services of the Dental Tribune International portfolio in Japan. It is inviting Japanese dental professionals, including researchers, dentists, dental technicians, hygienists and dental industry representatives to submit abstracts, articles, product reviews or other editorial contents. In addition, the

Dental Tribune Japan management and editorial team will be available for feedback and discussing future collaborations here at the FDI Annual World Dental Congress in Hong Kong.

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