Sonderausgabe • Special Issue

today SHOW REVIEW

37th International Dental Show Cologne · 21–25 March, 2017

Dreams become reality

At IDS, Planmeca was among the exhibitors with the largest exhibition space. With several new products on display, there was plenty for visitors to explore and discover throughout the week. » page 4

Interview

today international met with Jeff Wong, Strategic Analyst Manager at international medical market research and consulting firm iData, to talk about how competitors have reacted to recent market trends. » page 6

Dentsply Sirona

Under its new slogan, the company presented integrated solutions that it said will enable both general practitioners and specialists to offer their patients better, safer and faster dental care. » page 10

International Dental Show 2017 sets new record

Significant increase in exhibitors and visitors from all around the globe

■ More than 155,000 people from 157 countries visited the International Dental Show (IDS) this year, according to final figures released by organiser Koelnmesse. This is an increase of 12 per cent compared with IDS 2015. Furthermore, the number of international attendees rose by almost 20 per cent to around 60 per cent. There was also a slight increase in national visitors.

There was a significant increase in visitor numbers from almost all regions: the Americas (+ 52.9 per cent), eastern Europe (+ 43.0 per cent), the Middle East (+ 31.9 per cent), Africa (+ 31.7 per cent) and Asia (+ 28.0 per cent). The number of attendees from North America (+ 15.7 per cent) and the rest of Europe (+ 12.6 per cent) also rose significantly.

In a visitor survey, about three-quarters of respondents were very satisfied or satisfied with IDS 2017, as well as with achieving their targets for the exhibition. The majority of those surveyed (90 per cent) would recommend IDS to business partners, and 70 per cent said they plan to visit IDS in 2019.

At the fair, 2,305 companies from 59 countries (compared with 2,182 companies from 56 countries in 2015) exhibited in an overall area of 163,000 m² (158,200 m² in 2015). These included 624 exhibitors and 20 additionally represented companies from Germany (636 and 19, respectively, in 2015), as well as 1,617 exhibitors and 44 additionally represented companies from abroad (1,480 and 44, respectively, in 2015). The proportion of foreign companies was 72 per cent (70 per cent in 2015). Of the more than 155,000 visitors from 157 countries (138,500 visitors from 151 countries in 2015), around 60 per cent (compared with 51 per cent in 2015) came from abroad.

IDS 2017 focused on digital production and diagnostics, intelligent networking solutions for practices and laboratories, smart services for dentists and dental technicians, as well as the further improvement of patient care and thus oral health worldwide.

The next IDS will take place from 12 to 16 March 2019.

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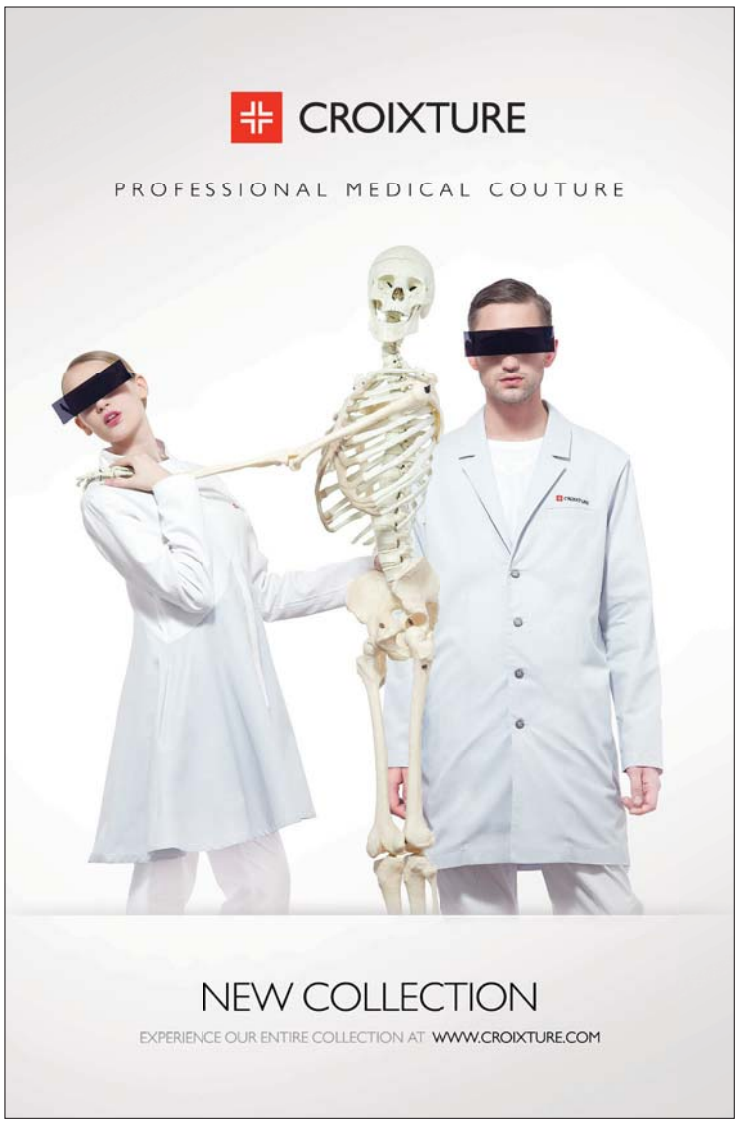

Publishers' Meeting at IDS

DTI is becoming a digital dental service platform

■ Ahead of the 37th International Dental Show, Dental Tribune International (DTI) held its 13th Annual Publishers' Meeting. This year, the meeting, which was attended by more than 75 licence partners from all over the world, including India, Iran, Israel, Italy and the Netherlands, discussed a number of new projects for the upcoming year and strategic approaches for future development.

At the meeting, DTI CEO Torsten Oemus addressed new trends in the global dental industry, as well as the relevance of online education, e-commerce for dentistry and event marketing. In response to these needs, DTI is continuously updating and expanding its portfolio, gradually developing into a digital dental service platform, he said.

© Claudia Duschek, Robert Strehler

DTI Press Event

On the second day of the Publishers' Meeting, DTI hosted a press event at the Hilton hotel in Cologne, with 30-minute slots, including moderation and a Q & A session. Orthodontic company Six Month Smiles had the unique opportunity to present its products and obtain direct feedback from an international audience. The press event was very well attended and facilitated mutually beneficial conversations.

New prevention magazine

DTI is continuing to expand its print portfolio and introduced its latest addition during the meeting: prevention. The new international magazine will feature topics concerning oral health and be released during the Annual World Dental Congress of the FDI World Dental Federation in Madrid in Spain this year.

New website

In response to the growing need for digital dentistry technologies and the increasing importance of digital media, DTI is relaunching its website this year as part of its continuing portfolio expansion. For improved usability, the navigation and menu of the local websites will be in local languages. The fresh look will include a modernised, interactive layout, with a focus on company profiles. Furthermore, the website will use several new advertising and content formats. A revised calendar with upcoming webinars and global events, as well as a map, will aid readers. In addition, an updated version of e-papers will be available for iPads.

DDS.WORLD

As a next step to further integrating e-commerce into its portfolio, DTI has continued to develop DDS.WORLD, a new digital marketplace. "A business is valued by the interaction with its clients and we need to continuously find new ways to engage with them. We need to adapt our business to the changing context," explained Oemus. DDS.WORLD, available at www.dds.world, is a full-service digital marketplace for products, news, e-learning and practice management. It is targeted at all participants in the dental industry. It offers product listing and an associated search facility, a practice management software program, direct customer communication tools and much more. The comprehensive website has the potential to be a game-changer in the provision of digital dental services to the industry. "The digital world is becoming increasingly important in this context," emphasised Oemus.

ROOTS SUMMIT

As part of its expansion, DTI is moving towards the events business and already organises the ROOTS SUMMIT, the discussion forum for endodontics. Following on the success of last year's event in Dubai in the UAE, with over 300 attendees, the next edition will take place in Berlin in Germany from 28 June to 1 July 2018. The ROOTS SUMMIT began as a dedicated Facebook group, growing from a membership of 1,000 in 2013 to more than 22,0000 currently, including dental professionals from well over 100 countries.

In celebration of World Oral Health Day, as the official media partner of this annual FDI initiative, DTI performed a mannequin challenge on 20 March as part of its Publishers' Meeting.

The next Publishers' Meeting will take place at the Black Sea in 2018 and be hosted by Dental Tribune Bulgaria. ◂◂

ROOTS SUMMIT moves to Berlin

Dates and location of 2018 edition announced at IDS

■ At this year's IDS, ROOTS SUMMIT members, friends and partners gathered at the Dental Tribune International (DTI) booth for lunch to discuss various collaboration possibilities for the next event, which will again be organised in collaboration with DTI. It will be held in the German capital of Berlin from 28 June to 1 July 2018. Over the past two decades, the ROOTS SUMMIT has established itself as the premier discussion forum for endodontics.

At the luncheon, the ROOTS SUMMIT group was represented by Stephen Jones and Dr Freddy Belliard, who outlined the history, achievements and goals of the group. ROOTS SUMMIT originally started as a mailing list of a large group of endodontic enthusiasts in the 1990s and has since 1999 evolved into organised ROOTS SUMMIT events around the world. The meeting has taken place in Canada, the US, Mexico (in conjunction with the Asociación Mexicana de Endodoncia), Spain, the Netherlands, Brazil, India and the UAE (last year).

Since the establishment of a dedicated Facebook group in 2012, the ROOTS SUMMIT has increased its membership from just under 1,000 participants to its current level of more than 23,000, including many global endodontic opinion leaders. Well over 100 countries are represented in the group. Members of the community engage in discussions regarding endodontic treatment, the various issues that affect the patient, prognoses, current literature, and new equipment, procedures and protocols, among others. The online community is moderated by a volunteer group of endodontists.

The 2018 ROOTS SUMMIT will be held at the European School of Management and Technology, a historical site in the centre of Berlin.

More information about the 2018 ROOTS SUMMIT will soon be available at www.roots-summit.com. Dental professionals are invited to like the ROOTS SUMMIT Facebook page. ◂◂

today

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International ePaper-Issue
www.dental-tribune.com

Publisher
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Rep. DTI GmbH
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Rep. Oemus Media AG
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***today* Sonderausgabe**
PvSt. 50129

This newspaper appears after the 37th International Dental Show in Cologne, 21–25 March 2017.

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Smile for the World

GC's goal is to make the 21st century the "Century of Health". That's why we were ever so delighted to see you join us at our booth at IDS Cologne 2017 in large numbers. We hope you'll enjoy working with our new products and services. Of course, we hope to meet you at IDS 2019, but we'd like to see you again sooner: at a local event or for a course at one of our education centre's across Europe? Thank you for joining us on this journey!

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IDS

See you
at IDS 2019
from 12–16 March

Dreams become reality

With Dream Clinic and innovative products, Planmeca showcases the future of dentistry at IDS 2017

■ At IDS, Planmeca was among the exhibitors with the largest exhibition space. With several new products on display, there was plenty for visitors to explore and discover throughout the week. Over an area of 800 m², the company also presented an impressive audiovisual representation of a complete treatment workflow with its popular Dream Clinic Show.

IDS is always sure to feature new products that will shape the future of dentistry and 2017 was no exception. As one of the largest exhibitors at the Cologne fair, Planmeca made a particularly strong impression with several innovations that were presented in all of the main product categories.

"We think that our new products are game-changing because the ultimate goal is efficiency in the dental clinic," commented Planmeca Senior Vice President Tuomas Lokki. "If we can help clinicians to improve their daily workflows, I am confident they will trust us to guide them into the future."

Dare to dream

As a special part of Planmeca's IDS booth, the Dream Clinic illustrated how the company's fully integrated digital solution enables efficiency in all steps of the implant workflow. The show made use of a spectacular rounded screen in order to create an immersive environment for visitors and invited them in to sit down for a moment and enjoy a glass of champagne. The show drew immense crowds all week, and while seating was limited in the intimate setting, curious onlookers often gathered outside to find out what was going on. Sessions were held continuously throughout the day in both English and German.

The Dream Clinic Show featured all of the latest Planmeca products and highlighted the full potential of the company's integrated overall solution. Built around the powerful Planmeca Romexis software platform, Planmeca's sophisticated treatment workflows allow users to complete all of the steps themselves or flexibly outsource any parts to external partners.

Various immersive activities were offered at the booth. For example, visitors were invited to experience Planmeca equipment in their clinic environment using a virtual reality headset, providing them with a unique way to see what their ideal clinic would look like.

Of course, Planmeca products were not only featured virtually. The company's entire product line was also on display on the IDS floor for visitors to see and experience hands-on.

The next generation of CBCT imaging

Without a doubt, Planmeca Viso was among the most impressive products that were introduced at IDS 2017. The innovative CBCT unit features a new workflow that, according to the company, takes the entire imaging experience to a new level. Volume placement is now done virtually from the unit's control panel utilising integrated cameras and a live video view. This way, the user can see the patient from the control panel screen for flexible and exact positioning.

This innovation also allows users to do field of view adjustments directly from the live control panel view. The process is straightforward and intuitive, with the volume placed freely and its appropriate size determined. Furthermore, the control panel of the unit can be accessed directly from the imaging workstation.

Planmeca Viso's new imaging arm design allows for more space for the patient and shorter acquisition times. According to the company, there is no need for retakes because the new iterative Planmeca CALM algorithm for patient movement correction ensures excellent results every time. Particularly useful when capturing images of restless patients, this mode can be selected either preventatively before imaging or afterwards to achieve reliable results.

Planmeca CALM is available for all Planmeca ProMax 3D radiographic units.

Precious things come in small packages

The release of the new Planmeca Emerald intraoral scanner proved that even 183 gramme can have a massive effect. Its small size, outstanding accuracy and exceedingly fast scanning speed will make it a true game-changer that will become essential to dental professionals, the company said.

Owing to its extremely light weight, Planmeca Emerald is just like any other instrument the dentist uses daily. Furthermore, its simple plug-and-play architecture allows it to be easily shared between different treatment rooms in a practice. The lightweight structure and user-friendly form of the scanner ensure optimal ergonomics and unmatched comfort for patients.

Completing the company's mission to make CAD/CAM dentistry accessible to all, Planmeca presented a new entry-level milling unit at IDS. The Planmeca PlanMill 30 S was designed for accurate chairside fabrication of metal-free dental restorations and appliances. The cost-effective single-spindle unit does not compromise on quality and offers all clinics a professional entry into the use of this technology.

The complete implant workflow

As the leading software platform in dentistry, Planmeca Romexis has become the heart of many modern dental clinics. The software supports all types of dental imaging and offers an extensive range of tools for it to be used in all specialities. Planmeca Romexis now also provides a fully digital implant workflow, allowing users to design their own implant guides for the first time. From planning to manufacturing, all steps can be controlled and completed in the Planmeca Romexis software.

The workflow has been further extended with the Planmeca Romexis Implant Guide module for designing surgical implant guides. With it, virtual plans can now be brought to reality accurately. Completed surgical guide designs can even be created on-site with the Planmeca Creo 3-D printer for unmatched efficiency throughout the implant workflow.

Operational analytics at one's fingertips

With the aim of ensuring that clinical decisions are always based on the best possible information, Planmeca introduced a new way of looking at clinic operations at IDS. The web-based Planmeca Romexis Insights analytics service allows clinics and group practices to take advantage of interactive dashboard views and base evaluations, operative planning and predictive maintenance on clear visualisations of usage statistics at any time.

Even small dental clinics generate large quantities of data each day. The Planmeca Romexis Insights service combines this data into informative illustrations that facilitate evaluation of clinic operations intelligently. For the first time ever, dental managers can benefit from real-time information on how their equipment is operating, including a comprehensive usage history with data-rich interactive dashboards.

Planmeca Romexis Insights presents a wide range of device analytics for tracking usage, trends and patterns over time. Clinics can look at their device status and receive alerts and monitor patient counts and in-chair time for Planmeca dental units equipped with patient detection sensors. Milling and radiographic unit usage counts are also available.

One software for all needs

With this many launches, as well as constant improvements to existing products, Planmeca users have much to look forward to in 2017 and beyond. Dentistry is transforming as digital innovations continue to push the envelope. Built around a single software platform, Planmeca's product offering forms a system that extends to something that is more than the sum of its parts. The future is already here for those prepared to embrace it, the company said. ◂◂

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Continuing acquisition will be a strategy for larger key competitors

An interview with Jeff Wong, Strategic Analyst Manager at iData

■ The ever-progressing digitalisation, changing regulations and a tendency towards mergers are currently shaping the dental industry. At the International Dental Show (IDS) in Cologne, *today international* met with Jeff Wong, Strategic Analyst Manager at international medical market research and consulting firm iData, to talk about how—major and emerging—competitors have reacted to these trends.

***today international:* Digitalisation is one of the main trends that is changing the industry. Other than that, what developments are dominating the dental market?**

Jeff Wong: Yes, digitalisation is still the up-and-coming trend and everybody is trying to get into that market now. On the product side, I would say it is 3-D printing and intraoral scanning. Three or four years ago, there was only a handful of competitors in both of those areas. This year at IDS, almost everybody was presenting some new product in these fields—knowing how fast these markets develop, everybody wants to participate.

What consequences will this have for the market in general?

Especially in these two areas, where the level of imitation is high, with so many competitors, it will definitely start diluting the market shares among the existing companies. However, if these participants start focusing on specific regions or niche audiences, I think there will still be a great deal of benefit.

What about the recent merger trend—is that something we will see more of in the future?

From what we have seen in other industries, we definitely predict that the trend will continue. Of course, there will always be a couple of smaller companies that will end up becoming fairly large themselves and remain independent. However, we expect that many of the successful emerging companies will be acquired at some point. One advantage that the larger competitors have is the amount of resources they have. They can always stay ahead of the curve. If they see somebody come to the market with something unique, they have the resources to quickly develop a product of their own.

What role do the emerging markets play? What regions will become more significant in the future?

Regarding digital dentistry, I would say much of the development is linked to implantology and prosthodontics. The key countries where those areas are big as well are Brazil and Italy. Even though the penetration of digital dentistry might be relatively higher in those areas compared with others, I would say they have the greatest opportunities for growth.

What are the main trends in implantology?

In terms of implants, dozens of new companies are popping up every year, but many are also either acquired or close down. There are definitely certain regions that are experiencing a great deal of growth, for example many Asian countries. At the same time, traditional markets such as Italy, Brazil and the US are doing very well. These markets are well penetrated at this point, so in terms of market growth it will definitely slow down. However, there is still substantial growth opportunity for the lower-priced competitors, while the traditional premium brands will see considerable competition from other markets.

Do you think this will lead to those companies buying local competitors? Or what will their strategy to succeed be?

I think the strategy of most of the larger key competitors will be continuing acquisition. However, the strategy of some of the larger regional companies, for example in Brazil, is to continue going and to expand their global presence instead of being acquired.

In addition, many of the current key participants—with the regional regulations changing from country to country—are being forced to acquire new companies in order to be able to operate in the region.

So, you are saying that larger companies are looking for smaller businesses to acquire in order to bring new technology to market?

Not only on the technology side, but also to compete on the pricing level as well.

In the current political climate, the Chairman of the Association of the German Dental Industry has issued a warning about protectionism and trade barriers. What are companies doing in this regard?

At this stage, I think, companies are mainly waiting to see what will happen. Nevertheless, in light of what is happening in other industries regarding the whole Brexit issue—for example, European Union chiefs have warned airlines, including easyJet and Ryanair, to relocate their headquarters to the EU if they wish to continue their routes within continental Europe after the Brexit—if that can happen in the airline industry, who is to say it cannot happen in the dental industry. Again, for example in Mexico, which has a major dental tourism industry, if that is going to be affected in terms of procedural volumes, it is definitely going to affect the dental manufacturers as well.

Thank you very much for the interview. ◂◂

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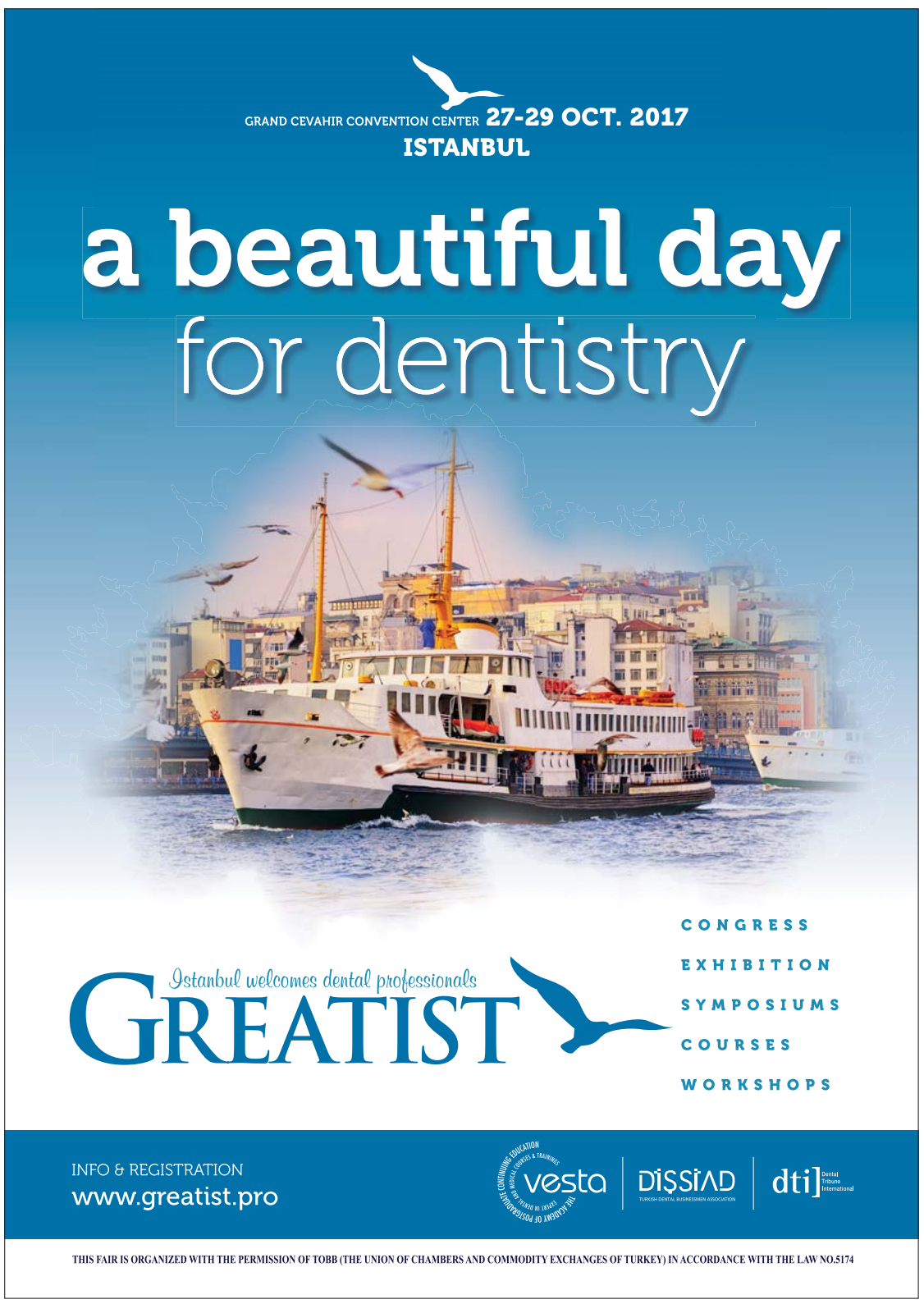

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EUROPEAN SOCIETY OF COSMETIC DENTISTRY
Annual Meeting

Heart of Esthetics

September 21-23, 2017 - Zagreb/Croatia (Sheraton Hotel)

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Dr. Bogdan Baldea – Romania
Dr. Pio Bertani – Italy
Dr. Ionut Branzan – Romania
DT Helen & Didier Crescenzo – France
Dr. Walter Devoto – Italy
Prof. Dr. Liu Feng – China
Prof. Dr. Louis Hardan – Lebanon
DT Fechmi Housein – Germany
DT Djemal Ibraimi – Switzerland
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