exhibitors list included

today

UAE International Dental Conference & Arab Dental Exhibition Dubai · 6–8 February 2024

Interview

Dr Ahmed Shawky el-Sheshtawy discusses complex endodontic retreatments for natural tooth preservation at AEEDC Dubai 2024.

» page 8

News

Middle East's dental market set to reach US$1.6 billion by 2029, driven by ageing populations and tech advances.

» page 12–13

Products focus

VOCO introduces Retraction Paste for moisture control and precision impressions, enhancing dental procedures with easy application and hygiene.

» page 28

The balance between innovation and tradition

The Straumann Group offers the latest digital technologies and training.

■ A recent surge of innovations has sparked a transformative wave in the field of dentistry, reshaping the landscape of oral healthcare. In this interview, Dr Christoph Reinschmidt, the Straumann Group's head of distributor markets in the Europe, Middle East and Africa region, and Albin Gygli, head of digital for central and eastern Europe, the Middle East and Africa, talk about the multi-brand dental company's approach to and philosophy regarding introducing new digital solutions and identify future trends in dentistry, as well as how the company is strategically positioned to adapt to changes.

While innovation is crucial, practitioners often rely on established techniques. How does the Straumann Group harmonise introducing innovative features with ensuring compatibility for practitioners accustomed to conventional methods?

Dr Reinschmidt: At the Straumann Group, we are committed to being the most customer-focused and innovative oral care company. Consequently, we deeply recognise that innovation has to be aligned with tradition and clinical evidence. We pursue a combination of in-house innovations as well as strategic acquisitions as a way forward. On the one hand, products like Straumann's iEXCEL, which will be presented during the ITI World Symposium in Singapore from 9 to 11 May, showcase our internal research and development capabilities. On the other hand, acquisitions of brands like GalvoSurge demonstrate our openness to integrating external expertise into our portfolio. It is also worth mentioning that innovation is not confined to a single brand within the Straumann Group. We ensure that all our brands incorporate cutting-edge technologies, maintaining a high standard of excellence across our entire product portfolio. This inclusive approach ensures that practitioners

today ▸ page 4

"Dentistry without deviation"

An interview with Dr Amir Mansouri, CEO of SprintRay.

■ SprintRay has long held the unique position of being an additive manufacturing business with a single focus: dentistry. Ahead of AEEDC 2024, Dental Tribune International spoke with SprintRay CEO Dr Amir Mansouri about the company's upcoming foray into the Middle Eastern market, SprintRay's continued success and the value of converting an analogue practice into a streamlined, digital enterprise.

Dr Mansouri, SprintRay has been incredibly productive throughout the past year. With AEEDC Dubai 2024 on the horizon, which innovation do you expect will draw visitors most to the SprintRay booth?

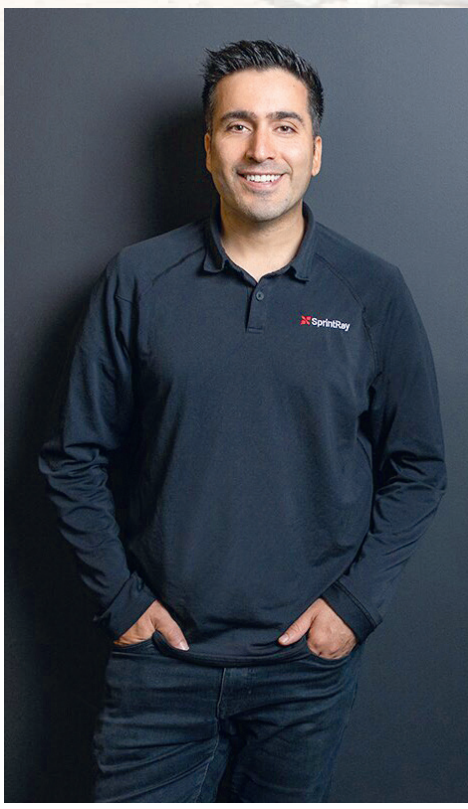
Research and development and advancing innovations are our core focus. We never take our market position for granted and are always working to disrupt our own product lines and position by introducing new innovations. Our emphasis is heavily on materials and AI–materials to broaden the current applications in dental practices and AI to aid in treatment planning for our community–and that's what we think visitors will want to learn more about.

How important is this event, and the Middle Eastern market for your company?

Extremely important. Our vision is to accelerate access to oral care globally, and we believe that 3D printing can give millions of patients faster and more affordable access to oral treatments. Coming to the Middle East to offer our solutions to dental professionals has always been part of our road map, and we are excited that it's now happening.

Clinicians have their choice of production technologies, which can be overwhelming for some. How does a SprintRay ecosystem simplify the process of in-house production?

today ▸ page 2



SprintRay CEO and co-founder Dr Amir Mansouri.

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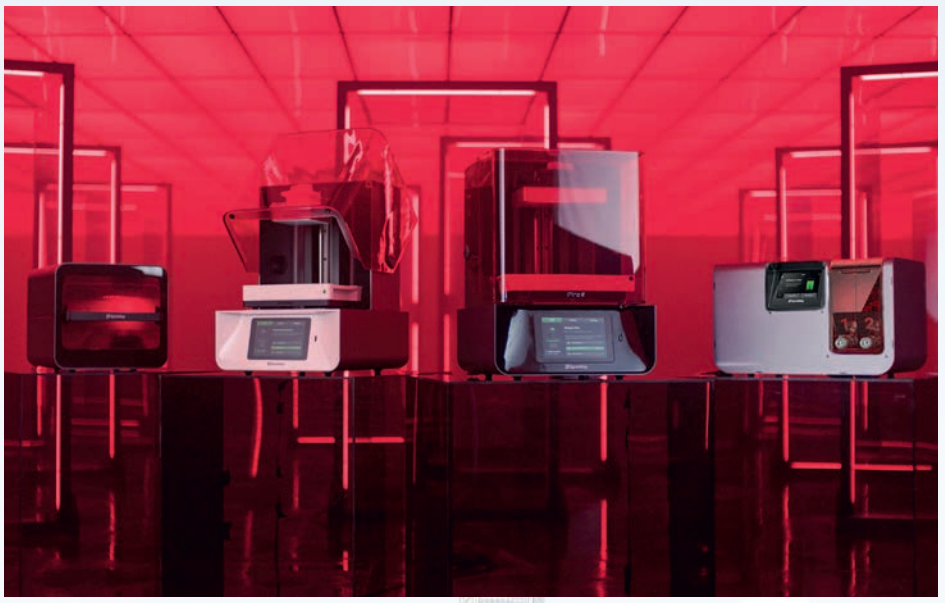

The SprintRay 3D-printing ecosystem was designed for the needs of dental professionals.

today ◂ page 1 "SprintRay"

We offer a streamlined workflow, superior materials, easy design solutions and a community of thousands of collaborating clinicians. SprintRay is the only company exclusively focused on dental 3D printing, offering clinicians a partner whose sole mission is to improve dental 3D printing every day.

On the topic of choices, even in 2024, there are dental practitioners who are still hesitant to switch to an additive manufacturing process. What are the long-term benefits of giving up traditional methods and switching to a digital workflow?

Every day that clinicians delay adopting this technology, they fall behind in their professional development and competitiveness. 3D printing offers more control and versatility in treatment options, providing a competitive edge in their market. Offering a same-day crown or night guard increases the likelihood of patient acceptance.

What decisions have kept SprintRay so successful across the European market and indeed worldwide?

Our focus on dentistry without deviation has been key. Unlike our competitors who treat dentistry as a secondary market or 3D printing as a sideline, we are dedicated solely to dentistry. This focus has driven us to make decisions aligned with community needs. We've developed game-changing materials, software, AI and more, making 3D printing more accessible, affordable and exciting for clinicians and dental labs. ◂◂

Editorial note: More information about SprintRay can found at www.sprintray.com. AEEDC visitors are invited to learn more about the company at booth PH03.

"Unlike our competitors who treat dentistry as a secondary market or 3D printing as a sideline, we are dedicated solely to dentistry. This focus has driven us to make decisions aligned with community needs."

today about the publisher

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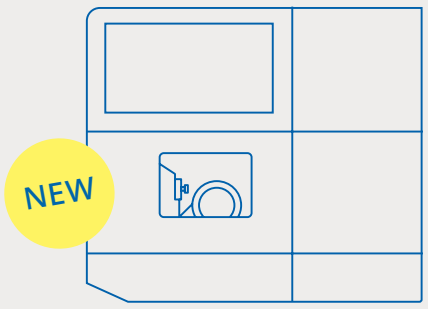

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today ◂ page 1
"Straumann Group"

have access to innovation regardless of their brand preferences.

Obviously, we also acknowledge the importance of established clinical procedures in ensuring patient safety and successful outcomes. Our approach involves a balance between introducing innovations and respecting the well-documented, trusted methods that practitioners rely on. New products are also introduced in a structured manner, accompanied by offering the necessary training and education to our customers.

How has digital technology transformed dental practices, and what are the key innovations that have significantly influenced the field?

Gygli: Digital technology and its workflows have revolutionised dentistry, enhancing efficiency, precision and patient care. Key innovations in diagnostics, treatment planning and communication have reshaped dental practices. The crucial element in any digital workflow—be it for clear aligner treatment, implantology or restorative dentistry—is the digital impression of a patient's teeth. The intra-oral scanner is the entry point to digital treatment, playing a pivotal role in transforming treatment processes in clinics. Its significance is undeniable, marking a paradigm shift in dental practices and ensuring a more streamlined and patient-centric approach.

▲ **Fig. 1:** Dr Christoph Reinschmidt, the Straumann Group's head of distributor markets in the Europe, Middle East and Africa region. **Fig. 2:** Albin Gygli, head of digital hub Switzerland, eastern Europe and emerging markets.

Given the diverse populations in different regions with varying dental needs, how does the Straumann Group cater to the specific requirements of different communities and demographics?

Dr Reinschmidt: One of the key pillars of our strategy involves our multi-brand approach, acknowledging that different communities and demographics may have unique preferences and requirements. The Straumann Group encompasses a range of brands, each tailored to cater to specific market segments and needs. To support our multi-brand strategy and cater to diverse philosophies, the Straumann Group invests significantly in global education and training programmes, allowing practitioners from various regions to access the latest knowledge, techniques and best practices.

We also understand that dental practitioners may follow diverse treatment philosophies based on their training, cultural backgrounds and regional practices. The Straumann Group's product development and educational initiatives take these differences into account.

What challenges do dental professionals face in adopting digital solutions, and how does Straumann address these challenges to enhance the overall user experience?

Gygli: Dental professionals often grapple with the challenges of transitioning to digital solutions, including concerns about costs, training requirements and workflow integration. By addressing these challenges, we enhance the overall user experience, making digital integration with Straumann a practical and beneficial choice for modern dental practices. Our commitment to user-friendly interfaces ensures a smooth transition, empowering dental professionals to embrace digital technology effortlessly.

We alleviate hurdles by providing cost-effective digital solutions, including intra-oral scanners and treatment planning software; practical resources and training programmes, facilitating seamless integration into existing workflows. We offer accessible education and guidance, including online modules, hands-on workshops and personalised coaching to support practitioners in integrating digital tools into their daily practice, contributing to improved patient care and practice efficiency.

As dentistry continues to evolve, what future trends and technological advancements do you foresee playing a crucial role in shaping the landscape, and how is the Straumann Group positioned to adapt to these changes?

Dr Reinschmidt: As dentistry undergoes its continued evolution, several future trends and technological advancements are playing an important role. The demand for immediate results in dental procedures is increasing, in implantology in particular. Patients and practitioners alike are seeking solutions that minimise treatment time and the number of visits and eventually enhance treatment satisfaction.

Digitalisation continues to change our business fundamentally. The Straumann Group directly offers solutions for intra-oral scanning, treatment planning, patient communication, assisted or navigated surgery and the production of final restorations. The adoption of these technologies is fundamental for the future success of dental healthcare companies as well for practitioners.

The shift towards patient-centric care is a prevailing trend in dentistry. Patients are increasingly involved in their treatment decisions, seeking personalised experiences and convenient communication channels. We recently added Smilecloud to our portfolio, software that allows clinicians to design virtual mock-up smiles for patients supported by artificial intelligence technology and 3D biometric libraries. This platform facilitates communication between practitioners and patients, enabling a more collaborative and transparent treatment journey. ◂◂

Editorial note: More information about the Straumann Group can be found at www.straumann.com. Visit Booths 7A10–7B10 to learn more.

Germany—guest of honour at AEEDC Dubai 2024

■ Germany will be the guest of honour at the 28th AEEDC Dubai. The collaboration between the Association of the German Dental Industry (VDDI) and INDEX Conferences and Exhibitions—the organisers of AEEDC Dubai—was announced at the International Dental Show in Cologne in Germany in March last year.

▲ From left: Dr Markus Heibach (VDDI), Dr Tariq Khoory (AEEDC Dubai), Mark Stephen Pace (VDDI), Dr Abdul Salam Al Madani (AEEDC Dubai) and Petra Pace (Dentaurum) at the 2023 International Dental Show. *(Image: © INDEX Holding)*

"I am very honoured about this initiative, which will give the manufacturers of the German dental industry the opportunity to tighten their contacts and business activities in this important regional target market and to be able to further expand them in many places. The VDDI has always been happy to support the AEEDC in Dubai for decades. This is a new milestone in our friendly cooperation," stated Mark Stephen Pace, chairman of the board of the VDDI.

Anas Al Madani, vice chairman and group CEO of INDEX Holding, stated: "Germany has had a long-standing position within AEEDC Dubai as major contributors to innovative technology and enhanced treatment methods. We appreciate the valuable contributions they have made over the years, and we are delighted to have them as our guest of honour of AEEDC Dubai 2024."

Previous editions of AEEDC Dubai have been attended by approximately 66,000 people from 155 countries. Last year's event showcased more than 4,800 brands from over 3,600 companies, and the 2024 meeting is set to expand by nearly 30%.

AEEDC Dubai connects dental companies, oral care companies, manufacturers and distributors from around the world, enabling them to reach new business markets and boost their networks. Having Germany's dental industry as the guest of honour will further support German manufacturers in increasing their market share and introducing new products to the world. The position of guest of honour will place a major spotlight on German brands and products at AEEDC Dubai and highlight them throughout the exhibition.

Germany's dental industry is known for its high-quality products, and its turnover has increased by more than 28% to over €6.2 billion. Export markets contributed the significant amount of €4.1 billion to this achievement, and this figure is expected to increase steadily over the next year. ◂◂

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AEEDC Dubai: Dentistry's distinguished destination

Dubai show confirms its status as a melting pot for the global dental community.

■ The UAE International Dental Conference and Arab Dental Exhibition (AEEDC Dubai) is one of the largest annual scientific dental conferences and exhibitions in the world and is now in its 28th year. Hosted at the Dubai World Trade Centre, this event is renowned globally for its extensive scope and depth, and promises to continue its legacy as a global platform for the dental community.

Since its humble inception in 1996, AEEDC Dubai has evolved significantly. It has mirrored Dubai's ascent as a leading healthcare and scientific hub, both regionally and on a global scale. This journey over almost three decades underscores AEEDC's commitment to excellence and innovation in the field of dentistry.

Last year's event set a new attendance benchmark of over 66,000 participants from 155 countries. It showcased a staggering 4,800 brands from 3,600 companies, and the 2024 meeting is set to expand by nearly 30%.

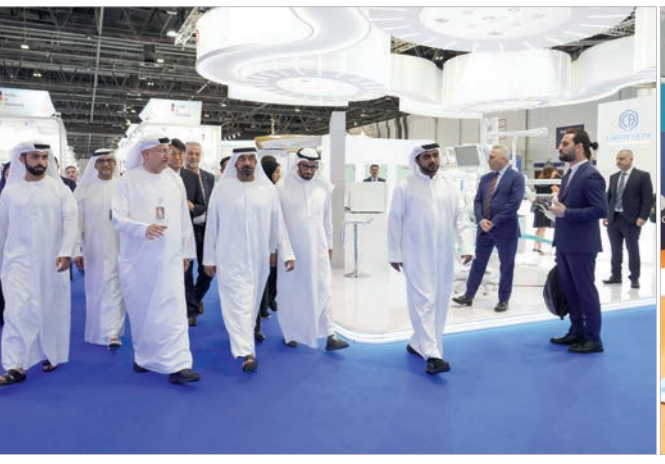
The AEEDC conference is a beacon of knowledge, offering a comprehensive scientific programme that spans the latest advances and research in various dental specialties. In five halls, more than 100 lectures will be presented. Over 100 esteemed speakers from across the globe will be sharing their expertise, providing attendees with the opportunity to earn 21.5 continuing education (CE) credits over the course of three days.

Dr Tariq Khoory, AEEDC Dubai honorary chairman, said: "AEEDC Dubai 2024 is proud to continue its journey of delivering remarkable milestones in the dental industry. At AEEDC Dubai 2024, we offer a multidimensional platform with specialised courses, student competitions, and poster presentations to help you sharpen your skills and better understand ways to improve patient health."

His Excellency Dr Abdul Salam al-Madani, executive chairman of AEEDC Dubai and the Global Scientific Dental Alliance, added: "Under the theme 'Education and innovation transfer', AEEDC emphasises the importance of continuous teaching and learning to share knowledge with the world. Our exhibition halls will showcase the latest innovative products and offer various workshops to demonstrate how we apply our knowledge into practice."

Impressions from AEEDC Dubai 2023. *(All images © INDEX)*

"AEEDC Dubai 2024 is proud to continue its journey of delivering remarkable milestones in the dental industry."— Dr Tariq Khoory, AEEDC Dubai honorary chairman



Focus on orthodontics

The 2024 AEEDC Dubai World Orthodontic Conference, scheduled for 5 and 6 February, will revolve around the theme "Conventional and futuristic". The ninth edition of this conference will delve into cutting-edge topics in orthodontics, offering 14 CE credits. It is an invaluable platform for learning about advancements such as clear aligners and digital orthodontics.

Oral and maxillofacial surgery insights

Concurrent with AEEDC, the AEEDC Dubai World Oral and Maxillofacial Surgery Conference on 7 and 8 February will explore the theme "Conventional vs. technologies in oral and maxillofacial surgery". This event is a deep dive into the transformative changes in this field, juxtaposing traditional methods with modern technological advances. The conference aims to enhance understanding of surgical approaches, weigh the pros and cons of conventional versus advanced technologies, and explore state-of-the-art surgical planning tools. Participants will gain insights into aesthetic principles, reconstruction methods and innovations in orthognathic surgery, essential for any dental professional in the field. The conference is an essential event for surgeons, consultants, specialists, fellows and trainees involved in the specialty. It offers 16 CE credits, underscoring its educational value.

AEEDC student competition

The 15th AEEDC Student Competition, integral to AEEDC Dubai, invites dental and oral medicine students to participate in a challenging and enriching environment. This competition encourages knowledge exchange and broadens students' perspectives in various dental fields.

An immersive experience

A cornerstone of AEEDC is its expansive exhibition, a dynamic showcase across Halls 1–8 at Dubai World Trade Centre. Here, attendees have the opportunity to explore a myriad of products and services from over 700 companies from around the world. The exhibition floor features cutting-edge dental equipment, innovative technologies and the latest products in dental care. This interactive platform not only facilitates the exchange of ideas and networking among dental professionals but also serves as a vital link between suppliers and buyers, fostering business opportunities and collaboration.

Germany is this year's guest of honour. The partnership between the Association of the German Dental Industry and INDEX Conferences and Exhibitions, the organiser of AEEDC Dubai, was announced in March last year during the International Dental Show in Cologne in Germany. Being the guest of honour will ensure German brands and products receive prominent exposure at AEEDC.

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“Retreatments are a unique way to save not only teeth but also the surrounding bone”

An interview with Dr Ahmed Shawky el-Sheshtawy, AEEDC Dubai 2024 speaker.

Dr Ahmed Shawky el-Sheshtawy.

■ The possibilities and risks of endodontic retreatments in the pursuit of saving natural teeth will be presented at AEEDC Dubai 2024 by endodontist Dr Ahmed Shawky el-Sheshtawy. He owns a private practice specialising in micro-endodontics and is a senior lecturer at the Department of Endodontics of Cairo University in Egypt. Dental Tribune International spoke with him about his upcoming lecture, the complexity of retreatments, advances in the field of endodontics and how to best manage patient expectations.

Your lecture title refers to retreatment as a unique way of saving teeth. What will the main focus of your lecture at AEEDC be, and what do you hope participants will take away from it?

My lecture will shed light on the role of endodontic retreatments in preserving natural teeth as an alternative to replacing them with implants or prosthetic appliances. Attendees will be taken on a journey beginning with the rationale behind retreatments, progressing to ensuring rational fulfilment and finally the decision-making process, which is the most critical process in our treatments. My lecture will also cover different procedures and techniques used to manage complex retreatment cases.

Could you explain how the objectives of retreatments, like the healing of periapical periodontitis and its prevention, are more complex compared with primary treatments?

The treatment and prevention of recurrent periapical periodontitis in failed treatments are notably more complex than in primary treatments. In primary treatments, the root canal system, despite its intricacies, can be effectively managed with current shaping and cleaning protocols, achieving success rates as high as 95% in most instances. However, in cases where treatment failures necessitate retreatments, additional factors or challenges may complicate the situation. These include the removal of previous root filling materials, altered anatomy, the presence of perforations, canal blockage (iatrogenic or biological), inflammatory resorption and the inability to achieve patency across the foramen, which is crucial. Furthermore, the presence of an apical lesion adds to these complications. These complications, combined with the inherently complex nature of the root canal system, make retreatments significantly more challenging than primary treatments, often resulting in lower success rates.

What are the key challenges clinicians face in gaining access to the root canal system during retreatments, especially considering factors like existing intra-canal fillings and altered canal anatomy?

Figs. 1a–c: (a) Mandibular left second molar presented with unsuccessful primary treatment and symptomatic periapical periodontitis. **(b)** Non-surgical treatment involved an apical plug in the distal root. **(c)** One-year follow-up showed complete healing of the periradicular lesion.

Regaining access to the root canal system can be challenging, especially when fibre posts have been used as intra-canal retention elements. Clinicians need the requisite experience and appropriate tools to avoid iatrogenic errors. Regarding intra-canal filling materials, a different yet dynamic approach is required. This is because there are various types of root filling materials, including the older silver points, the widely used gutta-percha and calcium silicate materials, each requiring a distinct method of removal to regain full access to the root canal system. Inadequate removal of these materials during retreatments can compromise the treatment outcome. Remnants may limit the accessibility of disinfectants and instruments to micro-anatomies or may result in an inadequate seal.

Given the additional challenges, what are the key factors to consider when developing a strategy for a successful retreatment outcome?

Key factors for developing an effective retreatment strategy include a thorough pretreatment evaluation by the clinician. This evaluation is crucial for determining the case prognosis and formulating the treatment plan. The next step involves decision-making, where the clinician decides on the retreatment approach—whether non-surgical, surgical or a combination of both. In this context, the clinician also has to decide whether the tooth presented can be saved. The third factor encompasses the technicalities and procedural steps involved in the retreatment process.

What advancements in endodontic technology or techniques have improved the outcomes of retreatment procedures in recent years?

Endodontics is a very dynamic and rapidly evolving specialty. It has benefited from advancements in imaging modalities, such as CBCT, which enables a precise visualisation of dental issues. Recent advances in nickel-titanium instruments and their kinematics, along with the introduction of new irrigant delivery and activation instruments and devices, have contributed to improved treatment outcomes.

The integration of magnification and ultrasound in endodontic practice is a critical aspect that has significantly transformed the specialty—I consider these to be game-changers. These technologies have been instrumental in various procedures, ranging from disassembly to cleaning, and even in correcting previous mishaps.

In addition, I would like to highlight the rapidly evolving advancements in endodontic biomaterials, particularly calcium silicate materials. These have proved helpful in complex retreatments, especially in cases involving root defects or challenging anatomies. Additionally, there have been significant advancements in concepts and materials for the post-endodontic restorative phase, and these play a crucial role in extending the survival time of retreated teeth.

How do you manage patient expectations and communicate the potential risks and benefits of undergoing a retreatment procedure?

That’s a very good question, especially for young clinicians. The key factor in managing patient expectations lies in proper pretreatment evaluation. This involves examining the current status of the tooth, assessing potential complications and, most importantly, evaluating the survival potential of the tooth after treatment. Equipped with this information, clinicians can clearly and easily communicate the benefits and risks involved to patients.

Is there anything else you would like our readers to know?

I would like to emphasise that retreatments are a unique way to save not only teeth but also the surrounding bone. By achieving the goal of healing, even if the tooth structurally fails at some point, a healthy foundation for a future implant has been established. ◂◂

Editorial note: Dr Ahmed Shawky el-Sheshtawy will be holding his lecture, titled “Retreatments: A unique way to save teeth”, on 6 February from 9:00 to 10:00 GST.

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