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UAE International Dental Conference & Arab Dental Exhibition Dubai - 5-7 February 2019



### Editorial

Dr Ola B. al-Batayneh explains why children with special care needs must not be left behind.

» page 3



### Dental products in focus

At AEEDC 2019, TePe is presenting its fit-for-purpose assortment of interdental brushes.

» page 14



### Travel

Explore Dubai's mix of modern and traditional Arab culture with these sightseeing tips.

» page 18

## AEEDC opens its doors for 2019 edition

Thousands of visitors flock to major MENASA dental event



\* Yesterday morning, AEEDC opened at the Dubai International Convention and Exhibition Centre for the 23<sup>rd</sup> time.

■ Held under the patronage of His Highness Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and President of the Dubai Health Authority, His Excellency Humaid Al Outami, Director General of the Dubai Health Authority, officially inaugurated the 23<sup>rd</sup> AEEDC Dubai on 5 February

2019. As at previous editions, thousands of participants from around the world are expected at the annual event, themed "Education and innovation transfer".

The conference and exhibition run until Thursday, 7 February, at the Dubai International Convention and Exhibition Centre and feature a number of

intensive scientific activities, including pre-conferences, hands-on workshops, competitions, poster presentations and lectures. With its extensive programme, AEEDC 2019 provides opportunities for visitors to learn, grow and take new knowledge back to their practices. In addition

**today** → 2

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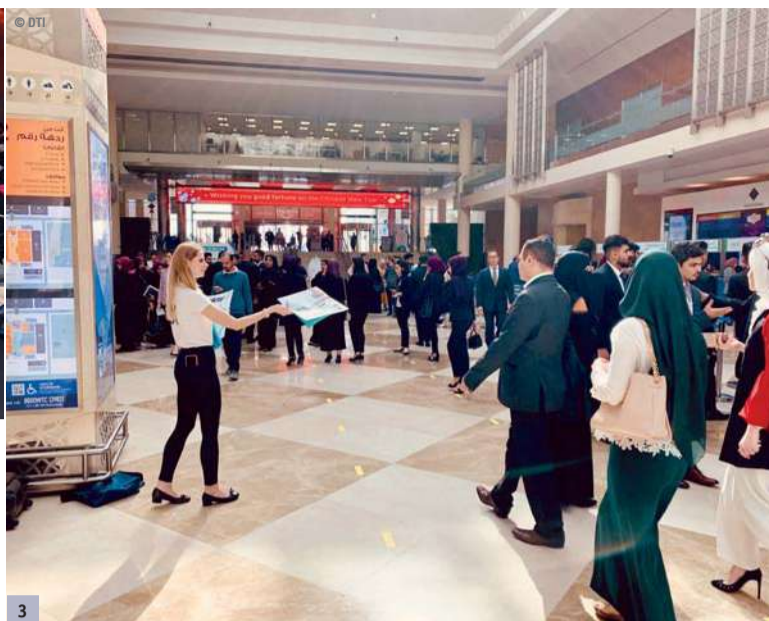


Fig. 1: Running parallel to the conference, AEEDC Dubai exhibition showcases the latest innovations in dental treatments. Fig. 2: Scientific activities, such as lectures held by national and international speakers, are a vital programme of every AEEDC event. Fig. 3: *today Show Dailies* provide comprehensive coverage of major dental events around the world. At AEEDC Dubai, copies of the newspaper can be picked up in the main foyer. Fig. 4: Drs Mohammed Naji, Majd Naji and Deema Basim (from left to right) met with Dental Tribune International at AEEDC 2018 to talk about the launch of the second season of *Smile Masters* on YouTube.

dition, participants can earn continuing education credits. AEEDC Dubai presents a rich diverse conference agenda touching upon a number of distinct areas of dentistry such as Aesthetics, Oral Pathology, Oral Medicine, Anaesthesia, TMD, Laser Dentistry, Prosthodontics, Paediatric Dentistry, Dental Emergency, Oral and Maxillofacial Surgery and Digital Dentistry among others, which will be helpful in enriching the knowledge of everyone attending the event.

The 23<sup>rd</sup> edition will witness also the launch of AEEDC Dubai Stars. This feature includes a number of panel discussions in which key figures, celebrities, and influencers from the dental industry will participate and share their views and stories. One of the prominent speakers at AEEDC Dubai Stars will be Dr Majd Naji, Member of the American Academy of Cosmetic Dentistry, Chairman of Liberty Medical Group and star of *Smile Masters*—a medical YouTube re-

ality show that has gone viral in the Middle East. The series revolves around Naji, his wife, Dr Deema Basim, and his younger brother, Dr Mohammed Naji.

Over the course of three days, internationally prominent companies and thriving local businesses will be showcasing their latest innovations, technologies and equipment at the event, which has become one of the largest in dental technology. According to the organiser, INDEX, “The AEEDC Dubai 2019 exhibition is the gateway to the emerging and far-reaching dental market in the Middle East, North Africa and South Asia region.”

In this regard, AEEDC Executive Chairman Dr Abdul Salam Al Madani said, “Credited as the largest dental event in the MENASA region and the second largest in the world, AEEDC Dubai has served as a benchmark for excellence in dentistry. The event owes its success to the consistent support of

the leading dental associations, companies, industry professionals and academicians, who understand the significance of this platform to announce their new initiatives and launch their latest technologies.” Al Madani also mentioned that the scientific activities at the event are as vital as the business side.

Commenting on the educational programme, AEEDC Scientific Chairman Dr Nasser Al Malik added, “This year’s edition features many exceptional educational activities and interactive sessions that will be running throughout the three days of the event in parallel to the conference and the exhibition. In addition to our usual lectures, totalling more than 170, and the participation of various regional and international keynote and prominent speakers at AEEDC Dubai, we have made many new collaborations with well-known dental bodies from the region and the world.” ◀



## “Incorporate all future potential problems and complications in the treatment planning”

Interview with AEEDC speaker Dr Yasser Khabbaz, UAE

Dr Yasser Khabbaz is a consultant periodontist and implantologist at Ambulatory Healthcare Services in Abu Dhabi and runs a practice limited to periodontics and dental implants. After graduating from dental school, he completed a postgraduate residency programme in oral surgery at Damascus University in Syria in 2004. He then joined the graduate periodontics programme at Saint Louis University in Missouri in the US, where he obtained his Certificate of Advanced Graduate Studies in Periodontics and a Master of Science in Dentistry in Dental Implants. He practised in Houston in Texas in the US before relocating to Dubai to join the Boston University Institute for Dental Research and Education as an assistant professor in the Department of Periodontics. Khabbaz is a diplomate of the American Board of Periodontology since 2008 and very active in continuing education in the UAE as a speaker in the fields of periodontics and dental implants. Ahead of AEEDC 2019, Dental Tribune International spoke with him to find out more about his lecture at the event.

**Dr Khabbaz, at AEEDC 2019, you will be presenting a lecture titled “Implants for the periodontal patient”. What can your audience expect?**

Attendees should expect an overview of how periodontal disease can complicate implant treatment from the early stages of treatment planning to implant placement and restoration, ending with the long-term survival and



complications of implants in the periodontally compromised dentition. I am going to present many clinical situations where poor implant treatment planning was provided to periodontitis patients followed by clinical recommendations for proper management when dealing with implants for those patients.

**What is the take-home message for your audience?**

I usually classify treatment philosophies among clinicians providing dental implant treatment into two kinds. The first one is: place the implant first and deal with the problems in the future once they arise. Obviously, this is a short-sighted mentality and will cause many problems for the patient. The second treatment philosophy is: consider and incorporate all future potential problems and complications in the treatment planning before placing

the implants. This mentality is valid for all patients, but it is way more important for the periodontal patient and I hope the audience following my lecture will embrace this.

**What are you personally looking forward to the most at AEEDC 2019?**

I am looking forward to the periodontal symposium within the AEEDC scientific programme, which I believe is the first time that it is being presented

as a full day dedicated to periodontics at this event. I am hoping for it to be successful and to bring some much-needed awareness of this undervalued topic to dentists in our region. As per my observation, there are no regional periodontics speciality courses or conferences compared to orthodontics, oral surgery, endodontics, implant and aesthetic dentistry, considering it is a discipline that is related to all these disciplines closely. In addition, I am also excited, as always, for the great dental exhibition to see the latest materials and dental technologies.

**Regarding future editions of AEEDC, is there anything you would like to see included or changed?**

I have noticed drastic changes in the scientific programmes of continuing dental education events all over the world in the last two decades. They are now more focused on how to perform treatments such as cosmetic veneers, dental implants and root canal therapy, and I think this may stem from demand from dentists with the support of dental manufacturers. But, unfortunately, we are seeing less and less scientific content in those CE courses regarding diagnosis, aetiology, prognosis, oral biology or treatment planning. This is alarming because it is gearing our profession towards experience-based dentistry instead of evidence-based dentistry—which should always be the standard for any treatment administered.

**Thank you very much for the interview. ◀**



# Special dental care for the “forgotten” children: An expert opinion

By Dr Ola B. al-Batayneh, Jordan University of Science and Technology

■ When I was invited to write this editorial, I was asked to pick a trending topic in paediatric dentistry. While there are quite a few current areas of focus in paediatric dentistry, such as early childhood caries and its prevention, silver diamine fluoride, molar incisor hypomineralization and aesthetic crowns, I chose the topic of my editorial because it addresses a neglected minority of the population. I think that, during my career as a clinician and academic researcher in paediatric dentistry, working with children that have special healthcare needs has been one of the most passionate areas of expertise I have come in contact with.

The American Academy of Pediatric Dentistry defines special healthcare needs as “any physical, developmental, mental, sensory, behavioural, cognitive, or emotional impairment or limiting condition that requires medical management, healthcare intervention, and/or use of specialized services or programs”.<sup>1</sup> This includes, although often forgotten, special dental needs and oral health needs in relation to dental caries, trauma and anomalies.

These children miss out on dental care from dental providers for many reasons. Based on my research in Jordan on dental trauma in children with special needs, reasons for parental barriers to seeking dental treatment can be summarised into the following: financial limitations, poor parental attitude and lack of dental awareness by parents, difficulty securing an appointment and lack of availability of dental clinics willing to see them. The last reason was the most significant when compared with a control group of healthy children.<sup>2</sup>

Based on these findings, I believe we need to improve training in dental schools and need programmes to teach students how to treat such patients, from behavioural aspects to special skills and techniques in their treatment. These patients are missing out owing to our educational systems and undergraduate curricula in part. However, our lack of time or enthusiasm to understand their needs and their lack of ability to assert their right to dental care also adds to the problem. These patients should not be forgotten, as they form a significant portion of the population. In the Hashemite Kingdom of Jordan, in 2010, there were 819,000 persons with disabilities among the total population of 6.5 million, constituting 12.6 per cent of the population.<sup>3</sup> The most recent national statistics from the Higher Council for the Rights of Persons with Disabilities indicated that there were 40,259 Jordanian children aged 0-18 years with special healthcare needs who were diagnosed between 1990 and 2009.<sup>4</sup>

I am very grateful in this regard to my clinical supervisor in paediatric hospital dentistry at the Royal Children’s Hospital in Brisbane in Australia for putting me on track and involving me in a research project during my second-year residency on the oral health and barriers to those attending rehabilitation clinics. I have since then done considerable work in this field in dentistry, through community service, research and conference presentations.

In my private clinic at Jordan University of Science and Technology and at the outpatient clinic at King Abdullah University Hospital, both in Irbid in Jordan, nearly 16 per cent of the patients we receive are children with special healthcare

needs, including conditions such as cerebral palsy, neurobehavioral disorders (autism spectrum disorders, attention-deficit/hyperactivity disorder), Down’s syndrome, intellectual and motor difficulties, sensory impairments (vision, hearing) and developmental delays. The most com-


mon heart-breaking statement I hear is “nobody was willing to see our child”. The despair in the parents’ eyes is unfair. We need to do something about this! ◀

*Editorial note: A list of references can be obtained from the author.*





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# Italian pavilion showcases advanced solutions

Twenty-six companies present solutions for the region's growing dental industry at AEEDC

Her Excellency Valentina Setta, Consul General of Italy in Dubai, and Gianpaolo Bruno, Trade Commissioner to the UAE, Oman and Pakistan at the Italian Trade Agency (ITA), officially opened the Italian pavilion at this year's AEEDC, which runs until 7 February at the Dubai International Convention and Exhibition Centre. For the

event, the ITA and the Italian Dental Industries Association (UNIDI) organised the participation of 26 leading companies at the pavilion.

Commenting on the offering at the pavilion, Setta said, "Among Italy's manufacturing sectors, the dental industry is one of the world leaders for volume of business, technological inno-

vation and exports. We have 26 high-calibre manufacturers of equipment and consumables for dentists and dental technicians exhibiting at AEEDC

Her Excellency Valentina Setta, Consul General of Italy in Dubai (fourth from right) and Gianpaolo Bruno, Trade Commissioner, ITA (third from right), with the ITA team at the opening of the Italian Pavilion at AEEDC.



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this year. The Italian dental industry generates a turnover of more than €720 million. Two-thirds of this figure represents equipment and instruments, and one-third consumables. Exports represent about 60 per cent of the total amount, and the Middle East is an important market for the industry. AEEDC is an ideal platform for Italian companies to network and create more awareness of their products and services."

Among the products that are rapidly gaining momentum in the global dental industry are digital technologies. Digital panoramic radiography is now common in dental practices, and CAD/CAM-based prostheses are also gathering pace. In this area, Italian dental companies are providing advanced technology solutions and products.

According to His Excellency Liborio Stellino, Ambassador of Italy to the UAE, who joined the fair after the opening, "The Italian dental industry is renowned throughout the world for avant-garde technological solutions and aesthetically superior designs. Investments made by the Italian dental industry in research and quality have helped the industry to establish a solid reputation among international dental professionals for reliability, quality and design. Italy is the ninth largest supplier of dental products to the UAE, and it has an enviable track record in the export of sterilising machines, surgical instruments and dental hygiene supplies to the UAE. Participating in events like AEEDC will allow Italian companies to widen their reach in the Middle Eastern market."

The participating companies are members of UNIDI, which requires adherence to specific technical standards and codes of conduct, as well as to specific requirements regarding the reliability and conformity of products to current Italian and EU legislation.

According to Bruno, "Continuous research ensures the safety and quality of 'made in Italy' brands, which are well known and appreciated in the global dental industry. At the Italian pavilion, you will find companies specialised in the design and manufacturing of technologically innovative materials for the most sensitive dental procedures. In the first ten months of 2018, Italian exports to the UAE showed a growth of almost 5 per cent compared with 2017. With events like AEEDC, we can continue to sustain this impressive growth level by bringing together Italian manufacturers and the regional dental industry to explore business opportunities."

The 26 Italian companies are showcasing the latest developments and products in the fields of prosthodontics, oral and maxillofacial surgery, laser dentistry, oral implantology, aesthetics, anaesthesia, orthodontics, dental hygiene, dental laboratory technology, cosmetic dentistry, craniofacial surgery and others.

The Italian pavilion is located at booth 4A07-4C21 in Hall 4. ◀

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## “At ACTEON, our priority is to deliver more inventive and less invasive solutions”

An interview with Amer Samaneh, ACTEON Group

■ ACTEON General Manager for the Middle East Amer Samaneh has been active in the dental industry for more than five years now. Samaneh has a degree in biomedical engineering and an MBA and previously worked in the medical business, a background he says has helped further his understanding of the dental market, promoting products and helping customers. In an interview at AEEDC Dubai, Dental Tribune International spoke to Samaneh about how ACTEON aims to provide the best care and services to the Middle East and why the event is so important to the company's success.

**Based on your previous experiences at AEEDC, how important is the Middle East and Africa region for ACTEON regionally and internationally?**

AEEDC is the biggest dental show in the Middle East and Africa, with attendees from all over the world. As a company, ACTEON has always been

keen on exhibiting and demonstrating its innovative products while sharing clinical knowledge with visitors. Over the years, we have seen huge growth in the international importance of this show. Hence, for 2019, we have changed the way we deliver clinical messages. This year, we have well-known key opinion leaders conducting scientific lectures at the stand for three days straight. As always, visitors can test our products on-site to get a feel for the important technology we are providing for them and their patients. ACTEON in the Middle East represents 8 per cent of the total sales of ACTEON globally, and as this market is growing rapidly, I am confident in predicting that we will achieve the biggest market share in the future.



**Personally, what do you look forward to the most and why?**

For me, it is definitely the interaction with the clients—that is the

beauty of our business. Business progress is not easily achieved, and the true effort is to be in the field with my colleagues and to ensure business progress and customers satisfaction. I find that having frequent meetings with clients always yields new strategies or ideas, as well as feedback on the quality that we provide in this highly competitive market. At ACTEON, our priority is to deliver more inventive and less invasive solutions to meet users' and patients' satisfaction.

**IDS 2019 is only a few weeks away. What products will ACTEON be specifically**

**highlighting at the event? Do you have any new product launches planned or other exciting news you would like to share?**

I call IDS a “surprise show”. ACTEON will use the opportunity to highlight priority products such as imaging, specially X-Mind triumph, our piece of art, Piezotome Cube, and our top-quality manual instruments. Of course, the whole ACTEON portfolio will be exhibited, in an area of 500m<sup>2</sup>. Certainly, ACTEON will have many new innovative products to show; I cannot disclose any of them just yet, but we are confident that they will be a big hit in the dental market and will emphasise ACTEON's commitment to providing high-quality, innovative and minimally invasive solutions. Also, I invite all dentists and dealers at AEEDC to our booth to try our products and meet with ACTEON experts.

**Thank you very much for the interview. ◀**

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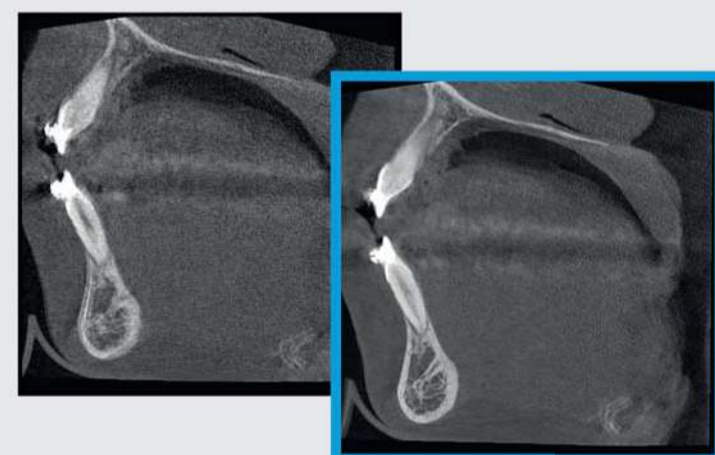
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on the product. This would include accurate information on patient radiation doses and comparison of the differences in image quality between standard and low-dose images, as well as images with and without artefact correction. Choosing the right product can lead to improved diagnostics, saved time, reduced costs and lower radiation exposure for patients for an overall improved treatment experience. ◀

*Editorial note: A list of references can be obtained from the publisher.*

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3A MEDES (SURE-DENT)	5A09	Wilhelm Herbst	7E01	Corlison	SRC16	Chemisch-Pharmazeutische Fabrik	7C10	GEASS	4C19
3D Industrial Imaging	306	BEGO Implant Systems	7E01	Corpus Vac Vakum Sistemleri		DMP Dental Industry	821	Genoray	4D03
3DIEMME	4B17	Bego Medical	7E01	Sanayi Ve Ticaret	3A08	DOCERAM Medical Ceramics	7E08	GeoMedi	4B02
3N Veneers Dental Laboratory	701	Beijing Canluso	2C06	COXO Medical Instrument	2B17	DOF	4F01	GIOVANNI OGNA & FIGLI	4B16
3Shape	710	Bernhard Förster	7D06	Cranberry International	SRE16	Dr. Abdulaziz Al Ajaji Dental Clinics	SRC09	GNI	4B01
4Tek	4A09	Besmile	2D14	Croixture	SRJ01	Dr. Pik	300	Good Doctors	4F03
8853	4B18	Beverly Hills Formula	SRE08	CRUXELL	3A23	Dr. Walser Dental	7C17	Greater New York Dental Meeting	605
		Bien-Air Dental	8E 08	CSM Implant	309, 310	Dr. Wild & Co.	8E 18	GRIMED MEDICAL	2A18
<b>A</b>		Bilkim	3C07	Curaden	SRB06	Drendel+Zweiling Diamant	7D10	GRUP DENTAL	2G04
A-dec International	6C01	Bin Ali Medical Supplies	2G09-2G16			Dreve Dentamid	8A17	Guangdong Jinme Medical Technology	227
AALZ	7E10	Bio Link Medical Surgical		<b>D</b>		DS Korea Pacific Pty	3C04	Guangzhou Ajax Medical Equipment	2C05
AB Ardent	4G13	Equipment & Instruments Trading	812	Dérig Implants	8C21	DSP Biomedical	8C06	Guangzhou Chuangqi	
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Dentistry International (ADI)	SMD01	Biodinamica	8C20	Bio Health Convergence Center	5A13	Dubai Medical Equipment	4E04	Guangzhou RebornEndo	
Achimhai Medical Corporation	4E01	BioHorizons	6E10	Daekwang I.D.M	3C01	Dürr Dental	7G06	Medical Instrument	2B11
ACME TOOLING TECHNOLOGY	SRF14	BioMaterials Korea	311	Dai Ichi Corporation	210	Dyamach	4B21	Guilin Veirun Medical Technology	205
Acteon Group	607	Biomedical Tissues	SRA16	DB Orthodontics	3F19	Dynamic Abutment Solutions	4E06	Gulf Dent Trading	SRG06
Addin	3A25	BioMin Technologies Limited	3F19	DDS	3B06			Gulf Medical University	SRG01
Adentatec	7C17	Bionnovation Biomedical	8C19	Denbio	4C22				
Aditek	8D20	Biotec BTK	4E12	Dendia	SRJ06	<b>E</b>			
Advanced Healthcare Limited	3G06	Biotech Dental	3D07	Denmat Holding	615	E-Pross	5A12	<b>H</b>	
AEEDC 2020	SMD12	Biotem	3D19	Denstar	408	EMS	8E06	H & Care	SRA14
AEEDC STARS TV	SME04	BISCO	6B05	Dentac – Öncü Dental	2G24	Easy Implant	3G08	Haenaem	4A03
AGS Medikal	3H19	Bisico, Bielelelder Dentsilicone	7F15	Dentag	4F12	EBI	4A02	Haetmed	2C08
AHMET COSKAN – COSKAN DENTAL	2G07	Bloomden Bioceramics	2B07	Dentaid	SRA06	Egyptian Dental Syndicate	SMD06	Hager & Werken	7F19
Aidite (Qinhuangdao) Technology	2E04	Blossom/Mexpo International	415	Dental Arirang	SMC11	Eisenbacher Dentalwaren ED	7E19	Handae Chemical	413
AIO – Associazione Italiana Odontoiatri		Bluereo	3B11	Dental Art Spa	6G01	EKOM	8C13	Hangzhou Aosu Medical Devicement	2E10
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Ajman University	SMF01	BOREA	SRD15	Dental Factory USA	3H12	elexxion	7D20	Hangzhou Eksen Technology	204
Al Fayrouz		Botiss Biomaterials	7C13	Dental Film FZCO	3E16	Elite Dental Lab	2B06	Hangzhou PengWu	
Medical Equipment Trading	206	Boutique Whitening	3G19	Dental Health Pakistan	SRJ10	Elwan Technical Supplies	3B10	Medical Equipment	2A02
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Alpha Medical	3C12	BRUMABA	7D19	Dental Practice – MediMedia India	SMC12	EUROCOMPRESS	4C12	HDX WILL	4G01
Amann Girrbach	807	Bryant Dental	SRB15	Dental South China International Expo	SRJ05	Euronda	6B09	Hebei Ganxing Trading Company	218
Angelus Ind.		BS and Co.	3C22	DENTAL TECH	4C07	European University College	705	Henan Dorit Biotechnology	96
Produtos Odontológicos	8D18-8D19	BTI BIOTECHNOLOGY INSTITUTE	SRF04	Dental Tribune International	SM04	EVE Ernst Vetter	7E15	Henan Sanxing	
Anyang Mei jinsheng				Dental X	6G05	EXCIDA 58 –		Medical Instrument	115, 2C10
Dental material sales	220	<b>C</b>		Dentalfarm	4A07	Iranian Dental Association	SRJ20	Henan Shengbang	
Apex For Medical Wear	3B 11	CAMLOG	6E 10	Dentalok	3C21	exocad	7C15	Medical Technology	2B12
Apixia Corporation	4B11	Caredent Korea Co.	3C23,3C24	DENTALSTUDIO	305	FARO	6B21	Henry Schein	6G10-7A10
Arab Dental	SMD07	Carestream Dental	6D01	Dentamerica Asia	4B10	FDI World Dental Federation	SMB04	Hephzibah	3B14
Arab Dental Federation	SMD05	Carl Martin	7F08	Dentart Instruments Mfg. Co./Dentaluck		Finesse International	SRG14	High Dental Korea	4C02
Arab Dental Labor	SMC10	Carl Zeiss Meditec	7F04	Medical	SRJ17, 320-321	FKG Dentaire	8E17, 8F10, 8F17	HK RIXI Medical Equipment Industry	2B10
Asa Dental	6D10	CATTANI	6C06	Dentaurum Implants	7F01	Fomed Industries	2B04	Hoffman Dental Manufaktur	7G08
ASDI – Swiss Dental Industry		CBCT Magazine	SRH21	Dentcare Middle East Medical Articles		Fonic Dental	SRH01	Hongik Medical Systems	SRB09
Association	8E10 - 8F10	CEFLA	7A01, 7B01, 7C01	& Requisites Trading	3D05	Foshan Cicada Dental Instrument	2B13	Hongtaiyang Medical Instrument	2A03
ASFARMA MEDİKAL		Cendres+Métaux	831	DenTech China	SMD02	Foshan Cingol Medical Instrument	2C01	Hopf, Ringleb & Co.	7F10
DENTAL ÜRÜNLERİ VE İLAÇ TİC.A.Ş.	2G23	Changzhou BoMedent		Dentis	4D01	Foshan Keju Medical Apparatus	2A20	HRS	517
Asnan Magazine	SMD03	Medical Technology	2E01	Dentist Guide	SRJ22	Foshan Kexiang Medical Instrument	201	HT	507
Astar –		Changzhou Eighteenth Technology	2D05	Dentium	5B06	Foshan M & Y Medical Instrument	2A11	Hu-Friedy	6F10
Ortho International Limited	2B19	CHAORUM & MIB	SMF04	Dentkist	3D23,3D24	Foshan SOCO Precision Instrument	2B14	Huang Ya Biomedical Technology	SRG11
Astra Mobili Metallici	6C10	China Dental Material	229	Dentscare	6A13	Foshan Wenjian Medical Instrument	223	Hubit	404,405
Atria	3G01	CHIRANA Medical	8D13	Dentsply Sirona	8C01-8D01	Foshan Yayiada Dental Medical	217	HUDENS	4C01
Avrupa Implant	3E05	Chongqing Zotion		DiaDent Group International	501	Fotona	6F13	Hulaser	406
		Dentistry Technology	2D11	DigiMed	3H22	FPM	614	HumanTech Germany	7G11
<b>B</b>		CIMSYSTEM	4B21	Dingcheng (Shanghai)		FreiCare Swiss	SRA09	Hung Chun Bio-S	SRF15
B&B DENTAL	4A16	CLEMDE SA DE CV	3E07	International Trade	221	Future Dental Instruments Trading	3A07		
B&E KOREA	4B22	Codent Europe	4A15	DIPLOMAT DENTAL	5C10			<b>I</b>	
B&Medi	513	COHO Biomedical Technology	SRG09	Directa Dental Group	611	<b>G</b>		I Do Biotech	3E23,3E24
Baldus Medizintechnik	7E11	Coltène/Whaledent	7E06	DISPOTECH	4B09	Gülsa Tibbi Cihazlar	2G22	I.C.LERCHER-Solutions	7F11
BDC Dental Corportation	2D04	COPEGA	4C20	DK Mungyo Corporation	4E03	G.COMM	4A08	IADC	SMB01
BDIA	3F04, 3G04	CORICAMA	833	DLS Bahrain	SMB05	GACD	4E07	ID PLUS	3E 02
				DMAX	4A01	GAP Research	3G04	IDI	3H05



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