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AI Medical, Pharma & Digital Dentistry Summit 2026 – The first and only global AI-driven healthcare summit in Cairo, Egypt

By Dental Tribune MEA

The Al Medical, Pharma & Digital Dentistry Summit 2026, happening on 05–06 April 2026 in Cairo, Egypt, is a groundbreaking event that unites three rapidly evolving industries—healthcare, pharmaceuticals, and digital dentistry—on a single platform. While numerous conferences worldwide focus individually on Al in healthcare, pharmaceuticals, or digital dentistry, this is the first global event to integrate Al-driven advancements across all three sectors.

For the first time, industry leaders, researchers, policymakers, and innovators will convene to explore how AI, CAD/CAM, and digital transformation are shaping the future of medical care, drug development, and dentistry. The event builds upon the legacy of the world's first CAD/CAM & Digital Dentistry Conference, launched in Dubai in 2005 by CAPP (Centre for Advanced Professional Practices). At a time when digital dentistry was still in its infancy, CAPP paved the way for innovation in dental CAD/CAM technology. Today, this evolution extends beyond dentistry, integrating Al's transformative power into medicine, pharmaceuticals, and digital workflows, making Cairo the host of a new chapter in Al-driven healthcare and dentistry.

The 2026 summit in Cairo aims to bridge the gap between Aldriven healthcare innovations and real-world applications, positioning the city as a regional leader in Al-powered medical technology. Al in healthcare is growing at an annual rate of 40% in the MENA region, with Saudi Arabia and Egypt leading Al adoption. The Middle East pharma market is projected to exceed \$50 billion by 2025, with



The AI Medical, Pharma & Digital Dentistry Summit 2026 arrives on 05 April 2026, bringing together AI-driven advancements in healthcare, pharmaceuticals, and digital dentistry. (Photo: Freepik)

Al-powered drug development accelerating its growth. Saudi Vision 2030 and Egypt's Digital Health Initiatives are investing heavily in Al-driven healthcare and pharmaceutical technologies, making this summit a timely and strategic event.

The summit will address critical topics shaping the future of health-care, including Al in drug discovery, which is revolutionizing pharmaceutical research and expediting drug development. Al-powered diagnostics are enhancing precision in disease detection through machine learning, while robotics in surgery and dentistry are redefining surgical procedures with Al-assisted tools. Telemedicine and remote patient care are expanding

healthcare access through Aldriven platforms, and discussions on ethics and Al regulation will address privacy concerns and regulatory challenges in Al adoption.

The event is expected to attract a diverse audience, including government officials and policymakers shaping AI regulations, hospital and healthcare executives integrating AI into patient care, pharmaceutical and biotech innovators leading AI-based research, and dental and CAD/CAM specialists pioneering AI in prosthetics and digital dentistry. AI developers, technology pioneers, investors, and venture capitalists will also be present, exploring AI-driven healthcare opportunities.

Cairo is strategically positioning itself as a leader in Al-driven medical innovation, with a rapidly growing healthcare and technology sector. The city is home to several Al research initiatives, medical technology startups, and healthcare infrastructure developments. Hosting this summit further cements Cairo's role in shaping the future of Al in healthcare.

Unlike traditional conferences, the AI Medical, Pharma & Digital Dentistry Summit 2026 will offer an engaging and interactive experience, featuring live AI demonstrations showcasing real-world applications in healthcare. Panel discussions and expert keynotes will bring together thought leaders in AI and medicine, while networking

sessions will connect researchers, industry professionals, and investors. The Startup and Innovation Hub will highlight emerging Aldriven healthcare startups, fostering innovation and collaboration.

The Al Medical, Pharma & Digital Dentistry Summit 2026, organized by CAPP and MarkeDent, promises to be a defining moment in the global healthcare industry. With Al transforming everything from medical diagnostics to pharmaceutical research and dental technology, this event will set the stage for a new era in Al-driven patient care.

For more information, visit cappmea.com and stay updated on the latest events and programmes.

Celebrating 20 years of CAPP: A legacy of innovation in dentistry

By Dental Tribune MEA

2025 marks the 20th anniversary of the Centre for Advanced Professional Practices (CAPP), an institution that has played a transformative role in dental education, digital dentistry, and professional development in the Middle East.

Founded in 2005, CAPP has consistently raised the standards of dentistry across the region and beyond, bringing together global expertise, cutting-edge innovations, and educational excellence to the dental community.

Two decades of excellence in dental education

Since its inception, CAPP has been at the forefront of Continuing Dental Education, offering world-class conferences, exhibitions, hands-on courses, and professional networking opportunities. Its impact goes beyond training—it has become a cornerstone in shaping the evolution of aesthetic and digital dentistry.

CAPP made history in 2005 by launching the first CAD/CAM & Computerised Dentistry Conference, introducing a new era of digital transformation in the region.

Over the years, this conference has grown into one of the most anticipated annual gatherings for dental professionals, showcasing the latest advancements in digital workflows, artificial intelligence, and minimally invasive treatments.

Bringing the global gental community together

CAPP has always served as a bridge between the world's leading dental experts and practitioners in the MENA region. By hosting internationally recognised speakers, collaborating with prestigious universities, and working with key industry players, CAPP ensures that dentists in the Middle East remain at the cutting edge of global dental advancements.

Its multidisciplinary approach has been a defining factor in its success, integrating restorative dentistry, orthodontics, implantology, endodontics, periodontics, and facial aesthetics into its diverse educational programmes. This comprehensive perspective enables CAPP to cater to a wide spectrum of dental professionals, enhancing both clinical skills and patient outcomes.

Aesthetic Dentistry MENA Awards: Recognising excellence

Among CAPP's most prestigious initiatives is the Aesthetic Dentistry MENA Awards, launched in 2009 to celebrate excellence and innovation in aesthetic dentistry. After a brief hiatus, the awards made a triumphant return in 2024, setting a new benchmark for recognising outstanding achievements in the field.

The awards have evolved into a prestigious platform, showcasing groundbreaking cases, pioneering techniques, and the artistic mastery of dentists across the region. As CAPP enters its 20th year, the 2025 edition of the Aesthetic Dentistry MENA Awards is set to be bigger than ever, reaffirming its commitment to raising the standards of aesthetic dentistry.

Expanding horizons: The fuure of CAPP

While CAPP, in partnership with MarkeDent, has already revolutionised dental education, its vision for the future reaches even greater heights. With the Al Medical, Pharma & Dentistry Summit – 2026 CAIRO/RIYADH, CAPP is pioneering the first exclusive global gathering

of Al leaders in medicine, pharmaceuticals, and digital dentistry. This landmark event underscores CAPP's expansion beyond dentistry, fostering interdisciplinary collaboration in cutting-edge healthcare technologies.

By integrating AI, automation, and emerging digital innovations, CAPP is setting the stage for a transformative future where medicine, pharmaceuticals, and dentistry converge to shape the next era of healthcare. These groundbreaking initiatives will establish new benchmarks for research, clinical applications, and patient care, ensuring professionals remain at the forefront of technological advancements.

A legacy of innovation and excellence

As CAPP celebrates its 20th anniversary, it stands as a testament to two decades of unwavering dedication to excellence, innovation, and progress in the field of dentistry. With an exciting future ahead, the organisation remains committed to shaping the next generation of dental professionals, ensuring they are equipped with the knowledge, skills, and technol-



ogy needed for the evolving landscape of healthcare.

Join the celebration

CAPP's 20th anniversary celebrations will feature special events, conferences, and recognition ceremonies throughout the year. Dental professionals, industry leaders, and partners are invited to be part of this milestone moment in dental education and innovation.

For more information, visit www. cappmea.com and stay updated on the latest events and programmes.

Aesthetic Dentistry MENA Awards 2025: Recognizing excellence and innovation in dentistry

By Dental Tribune MEA

The Aesthetic Dentistry MENA Awards 2025, organised by CAPP (Centre for Advanced Professional Practices) Dubai, marks its 7th edition, continuing to celebrate outstanding achievements in aesthetic dentistry across the MENA region. As the industry advances with cutting-edge techniques, digital innovations, and patient-centred care, these awards recognise the most innovative, precise, and artistic cases in modern dentistry.

What's New in 2025?

This year, the awards introduce a state-of-the-art online submission portal, allowing participants to seamlessly upload cases. A refined evaluation system ensures that an independent jury can assess cases anonymously, anytime, anywhere, guaranteeing fairness and transparency. By participating, dental professionals gain international recognition while shaping the future of aesthetic dentistry. The event highlights restorative excellence, digital dentistry break-

throughs, and interdisciplinary treatments, showcasing how aesthetic dentistry enhances patient confidence and well-being.

Looking back: Honouring 2024 winners

The 2024 edition featured remarkable cases from talented professionals. Among the notable winners, Dr. Shan Alvi from the UAE secured first place in the Conservative Aesthetic Best Case and Restorative Fixed Best Case categories. In Implant Treatment Best

Case, first place went to Dr. Tarek M. Taleb Saied Suliman from the UAE. Dr. Burghardt Zimny from Germany won first place in Full Implant Digital Flow Best Case, while Dr. Siju George from Oman and Dr. Moaiyad Moussa Pacha from the UK shared first place in Orthodontic (Children) Best Case. In the Minimal Invasive Clinical Best Case category, Dr. Ayad Matta Metry from the UAE claimed first place. These winners exemplify technical mastery, innovation, and commitment to patient care.

Submit your case for 2025

Submissions are now open, with the final deadline set for 01 September 2025. This is a unique opportunity for dental professionals to gain industry recognition and showcase expertise on a global stage. Be the winner and make your mark in aesthetic dentistry!

For more information, visit the website at www.cappmea.com.

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Al-Ajaji Group and CAPP sign a strategic agreement promising to revolutionize healthcare education in KSA

Dental Tribune Middle East

Al-Ajaji Group and the Centre for Advanced Professional Practices (CAPP) have entered a strategic agreement to elevate dental and medical education in Saudi Arabia. This collaboration combines Al-Ajaji Group's local expertise with CAPP's global reputation for innovative training programs tailored to healthcare professionals.

Under the agreement, CAPP will oversee the development and delivery of specialized training programs, workshops, and postgraduate courses tailored to the needs of Saudi Arabia's healthcare professionals. These initiatives will leverage cutting-edge methodologies and experienced international instructors to elevate the quality of education in the Kingdom.

"This partnership marks a milestone in advancing dental and medical education in the region," said Dr. Dobrina Mollova, CEO and Founder of CAPP. "Together, we will deliver world-class programs that empower healthcare professionals to excel."

Dr. Abdulwahab Jiffry, CEO of Al-Ajaji Group, echoed this sentiment, stating, "This collaboration aligns with our vision to create a new standard of excellence in healthcare education, supporting Saudi Arabia's Vision 2030 objectives."

The official ceremony, marking the commencement of this strategic partnership, was presided over by Dr. Abdulrahman Al Sarhan, who emphasized the importance of collaborative efforts in advancing healthcare education. This agreement underscores the shared vision of Al-Ajaji Group and CAPP to contribute to the advancement of the Kingdom's Vision 2030 goals by fostering a worldclass healthcare workforce.

Interested professionals can explore the programmes and offerings at www.capp-ksa.com





Images: CAPP KSA

CAPP & MIU partner to improve dental education in Egypt with CME initiatives

CAPP Events & Training

The Center for Advanced Professional Practices (CAPP) and the Continuing Education Center (CEC) at Misr International University (MIU) in Egypt have signed a Joint Providership Agreement to offer better learning opportunities for dentists.

Established in 2001, MIU's Faculty of Oral and Dental Medicine has been a leader in dental education in Egypt, offering ADA-CERP-certified courses through its Continuing Education Center. Meanwhile, CAPP, founded in 2005,

has been at the forefront of dental continuing medical education (CME) across the Middle East, holding ADA CERP recognition since 2012.

This collaboration marks a significant step toward advancing dental education, ensuring professionals have access to world-class learning opportunities. By combining expertise, both institutions aim to deliver high-quality training programs that support the ongoing development of dental professionals worldwide.



Image: MarkeDent











VENEERS | OCCLUSION | COMPOSITES | ORTHODONTICS & CLEAR ALIGNERS

NEUROTOXIC PROTEIN & FILLERS | DSD & CONVENTIONAL SMILE DESIGN

DIGITAL DENTISTRY | PHOTOGRAPHY | TREATMENT PLANNING

TOOTH PREPARATION | TOOTH WEAR | ENDO | EMAX & ZIRCONIA | BRIDGES

PERIO | POST & CORE | ARTICULATORS | INLAYS & ONLAYS

Gum Health Seminar hybrid continuing educational event attracted 950+ attendees in Johannesburg, South Africa

Dental Tribune MEA

On March 12, the Protea Hotel Johannesburg Balalaika Sandton became the hub of advanced periodontal education as CAPP and their local partner Modern Dentistry Media (MDM), in collaboration with parodontax (Haleon), hosted a hybrid continuing dental education event. The event brought together over 150 in-person attendees and more than 800 online participants, for the 2 ADA CERP CE credits programme, marking a significant milestone in professional dental training and knowledge exchange

A global expertise shared in Johannesburg

The distinguished speaker for the evening was Professor Hugo Grancho Pinto, a specialist periodontist from Portugal. Professor Pinto travelled to Johannesburg in order to deliver an insightful lecture on Chemical Agents as Adjuncts in the Treatment of Periodontal Disease. His presentation was the highlight of the event, covering essential aspects of gingival

health, periodontal diseases and conditions, treatment protocols, and the role of chemical agents in periodontology.

Professor Pinto emphasized the importance of maintaining periodontal health by preventing disease recurrence and effectively managing gingivitis and periodontitis. He defined periodontal health as the absence of clinically assessed disease symptoms and underscored the significance of ongoing maintenance in successfully treated cases.

An engaging and informative agenda

The event was moderated by Cole Gilbert, a registered Oral Hygienist and president of the Oral Hygienists' Association of South Africa (OHASA). Gilbert, who is also a clinical teacher at the University of the Western Cape, brought his expertise and enthusiasm for education to the discussion, ensuring an engaging experience for all attendees.

The structured agenda featured contributions from esteemed industry professionals, including:

- Introduction by Macelle Erasmus, Head of Expert, Haleon South Africa
- Professor Hugo Grancho Pinto on Chemical Agents as Adjuncts in the Treatment of Periodontal Disease
- Alastair Lomax (UK), Medical & Scientific Affairs Director at Haleon, presenting Decoding Gingivitis: Advancing Contemporary Treatment with parodontax Active Gum Repair
- Kerina Sewsanker (Haleon) on How Do We Support You?
- Live Q&A session, facilitating expert discussions and audience engagement
- Closing remarks by Cole Gilbert, followed by a networking dinner

Key takeaways on periodon-

Professor Pinto's presentation provided an in-depth analysis of periodontal health, gingivitis, and periodontitis. He described gingivitis as an inflammatory condition resulting from interactions between the dental plaque biofilm and the host's immune response,

which remains confined to the gingiva and is reversible with proper plaque management.

He further defined periodontitis as a chronic multifactorial inflammatory disease characterized by progressive destruction of the tooth-supporting apparatus. The lecture detailed symptoms of gingivitis, including bleeding gums, soreness, halitosis, difficulty eating, and swollen red gums, all of which contribute to a reduced oral health-related quality of life.

parodontax: Leading innovation in periodontal care

As the main sponsor of the event, parodontax (Haleon) took the opportunity to introduce their latest toothpaste innovation. The product launch emphasized their commitment to advancing gum health solutions and supporting dental professionals in providing optimal patient care.

Alastair Lomax, Medical & Scientific Affairs Director, decoded gingivitis using advancing contemporary treatment with parodontax Active Gum Repair.

He shared the importance of oral health care on the global health care agenda, mechanical cleaning approaches, sodium bicarbonate's properties in toothpaste with supporting clinical data and the benefits of parodontax Active Gum Repair Toothpaste.

A resounding success

This hybrid event underscored the growing importance of collaboration between dental professionals, industry experts, and global brands in enhancing periodontal education and practice. The interactive format, expert-led discussions, and product innovations made it a valuable experience for all attendees.

CAPP, MDM and parodontax successfully delivered an evening of learning and engagement, further strengthening the dental community's commitment to excellence in periodontal care. With the overwhelming participation and positive feedback, this event set a high standard for future educational initiatives in the region.









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Bones and machines: AI and the transformation of dental implantology

Fraser Macdonald, Dental Tribune International

The methods dentists currently use to assess bone for implantation provide only indirect insights into bone mechanics. Since implant success depends not just on bone quality but also on bone stiffness the resistance of bone to deformation under load—having a precise, non-invasive method to assess stiffness would greatly enhance implant planning. To make this possible, two researchers from Texas A&M University in College Station have been awarded a prestigious grant to develop an Al-based predictive model that promises to revolutionise this area of dentistry.

Last month, Drs Jaesung Lee and Yuxiao Zhou, who are assistant professors in the departments of mechanical engineering and of industrial and systems engineering, respectively, received funding from the 2024 Seed Program for AI, Computing, and Data Science from the Texas A&M Institute of Data Science for their project titled "Toward smart orthopedic surgery planning by using physics-informed machine learning". Their research seeks to create an AI model that is capable of rapidly assessing bone stiffness on CBCT images so that implant placement—and other orthopaedic surgery in futurecan proceed with the greatest confidence. By integrating 3D image data, clinical information and biomechanical principles with advanced machine learning in the model, they aim to provide precise 3D pointwise estimations of bone stiffness and strain distribution.

It is important to ask, why is such an approach necessary and what existing techniques does it stand to supplant? Currently, bone stiffness is measured primarily in research settings using biomechanical testing, finite element analysis (a computer simulation method that predicts how materials respond to forces) or invasive indentation techniques, none of which are practical for routine clinical use. There is thus a wide berth for improvement, and like so many other spheres involving diagnostics and planning in dentistry, it is in Al that the answer is being sought for analysis of visual data.

Speaking recently to Dental Tribune International, Dr Lee explained the emerging importance of AI to orthopaedic surgery and implantology in particular: "AI-driven methods now allow surgeons to leverage detailed 3D imaging data for precise bone assessment, leading to highly customised surgical plans, reduced operative time and improved patient outcomes. Machine learning, particu-



Dr Jaesung Lee.

larly physics-informed machine learning (PIML), combines computational models with biomechanical principles to rapidly infer bone properties, enabling surgeons to make more accurate, data-driven decisions."

He further elaborated upon what his and Dr Zhou's research project seeks to do: "Our research aims to develop a precise, efficient and personalised method for dental surgery planning through innovative PIML. Specifically, we are focused on accurately predicting the stiffness and mechanical behaviour of bone tissue from CBCT images and patient-specific clinical data. By integrating these biomechanical insights with clinical patient factors using a machine learning framework, we intend to enable personalised predictions of bone response



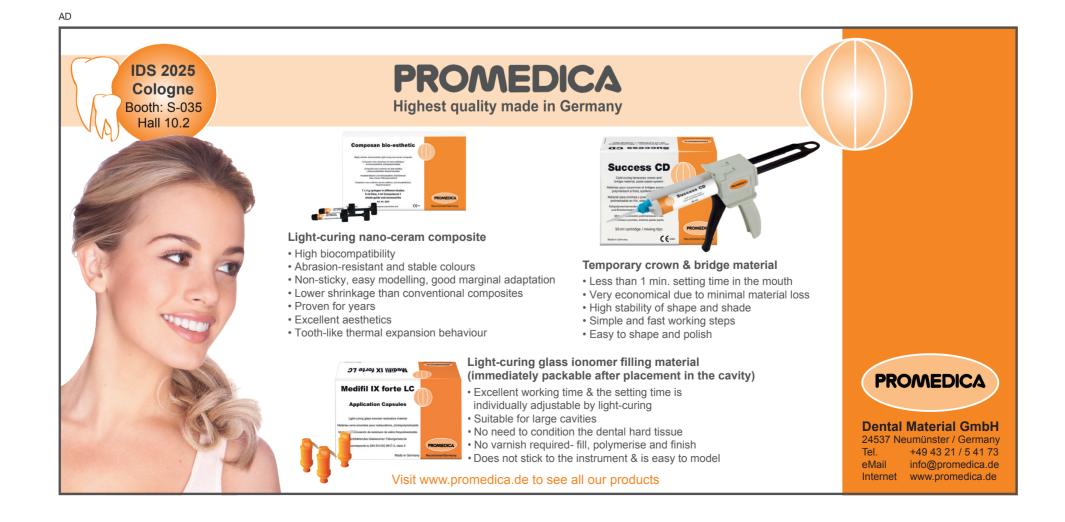
Dr Yuxiao Zhou.

to surgical interventions. Ultimately, this will result in better-informed surgical decisions, reduced risk of dental implant failure and improved patient outcomes."

As in other areas of dentistry being transformed by AI, the value of these computational systems is anchored in three simultaneous advancements: eliminating human error, providing instantaneous and precise analysis, and achieving these enhanced outcomes with reduced operational costs. This appears to be the established and inexorable path of progress for dentistry.

A further important benefit that such an approach stands to yield is that of the increasing personalisation of care. As Al-based technology affords an ever-greater degree of accuracy about each individual's bone composition and properties, so too will dental implant treatment and outcomes become increasingly fine-tuned. Dr Lee emphasised these benefits: "The future of this field, particularly for dentistry, lies in increased personalisation and precision medicine through integrating Al-driven methods with clinical practice. Advancements in machine learning models will enable unprecedented accuracy in predicting patient-specific outcomes. In dentistry, we foresee a shift towards fully personalised care, where computational models guide every surgical decision—from implant selection and positioning to postoperative care. Additionally, as computational power grows, such personalised analyses will become routine clinical practices, significantly enhancing implant success rates, patient satisfaction and overall dental care quality."

Al thus continues to transform, in overwhelmingly positive ways, the practice of dentistry. While it may be difficult for some to accept the partial displacement of human evaluation from the analytical sphere, use cases such as this, and many others like it, demonstrate unequivocally that these powerful computational models, when employed carefully, serve to enhance



Global perspectives on oral health: Collaborative efforts to tackle a worldwide challenge

Iveta Ramonaite, Dental Tribune International

Although oral health is increasingly recognised as a cornerstone of overall health, significant disparities in access to care and preventive measures persist. In response, global efforts to address these challenges have gained momentum, and organisations such as the World Health Organization (WHO), FDI World Dental Federation and the European Federation of Periodontology (EFP) are leading the charge. This article gives an overview of international initiatives and collaborative policies aimed at combating oral disease.

Oral disease affects nearly half of the world's population, and research indicates that the burden is disproportionately higher in lowand middle-income countries, where preventive dental services are often inaccessible. In Lebanon, for instance, this is exacerbated by a combination of financial constraints, political instability and lack of public awareness about the importance of regular dental visits and the role of oral health in overall well-being. Moreover, conflicts and natural disasters have displaced a significant number of people, many of whom are refugees fleeing developing countries, and they face numerous health challenges, including untreated dental caries, periodontal disease, oral infections and trauma.

Turning the tide: Advocacy and policy

FDI President Dr Greg Chadwick says that global efforts to im-

prove oral health are gaining momentum. (Image: FDI)

In recent years, significant progress has been made in elevating oral health as a global public health priority. Greater awareness of the systemic links between oral and general health, research into the economic burden of oral disease and educational campaigns promoting oral hygiene have all contributed to this progress. Innovations such as artificial intelligence, teledentistry, mobile clinics and minimally invasive treatments have further improved accessibility and care delivery, drawing increased attention to oral health.

A defining milestone was reached in 2021 when WHO member states adopted the resolution on oral health. Speaking to Dental Tribune International (DTI), Dr Benoit Varenne, a dental officer with WHO's oral health programme, commented: "The resolution emphasises that the prevention and control of oral disease should be firmly integrated into non-communicable disease programmes and universal health coverage initiatives." Building on this, WHO launched its Global Strategy on Oral Health in 2022 and its Global Strategy and Action Plan on Oral Health 2023-2030, which aligns closely with FDI's Vision 2030. These initiatives set ambitious goals for reducing oral disease, addressing oral health inequities and promoting

FDI President Dr Greg Chadwick highlighted the growing momentum around oral health in his remarks to DTI: "We are at a critical stage in the global response to oral



Bodies such as the World Health Organization, FDI World Dental Federation and the European Federation of Periodontology are leading international efforts to prioritise oral health as a critical public health issue. (Image: Freepik)

health. Decades of advocacy efforts led by multiple stakeholders, including FDI, are paying off, and governments, with support from WHO, are paying unprecedented attention to oral disease."

Additionally, dental organisations continue to play a leading role in advancing best practices in periodontics and implant dentistry. For example, the EFP has developed S3-level clinical practice guidelines for treating periodontitis and peri-implant disease, and addi-

tional guidelines on gingival disease and mucogingival surgery are anticipated by 2026. Beyond clinical practice, the EFP has also influenced health policy through collaborations such as its work with global insights and advocacy platform Economist Impact. Their white paper Time to Put Your Money Where Your Mouth Is: Addressing Inequalities in Oral Health advocates for increased investment in preventive oral health measures.

Challenges and the road ahead

Despite these advancements, significant challenges remain. Oral disease continues to impose a greater burden than many other common health conditions, and access to care remains uneven across countries and healthcare systems. Many nations face shortages of dental professionals, insufficient infrastructure and low public awareness of the importance of oral hygiene. Additionally, the high cost of dental treatment remains a significant barrier, particularly in underserved communities.

"Addressing disparities in access to oral healthcare across different countries and healthcare systems and promoting prevention as a primary anchor should be central to global oral health strategies," Prof. Moritz Kebschull, president of the EFP, shared in a conversation with DTI. He continued: "Dental professionals must continue to advocate for comprehensive oral health education in order

to ensure that it becomes a core element of general health aware-

Although the state of global oral health reflects persistent disparities, collaborative efforts by organisations such as WHO, FDI and the EFP have laid a strong foundation for progress. Cooperation among governments, non-governmental organisations, academia and the private sector is crucial to tackling oral health challenges and fostering innovation. It can help promote oral health as an integral part of overall health and support research, education and public awareness.

To overcome the challenges ahead, it is essential to integrate oral health services into primary care, strengthen healthcare systems and promote public health interventions. Partnerships between governments, international organisations and civil society will be critical in reducing the global burden of oral disease and achieving universal oral health coverage by 2030. Additionally, professional events can contribute meaningfully. International Dental Show 2025 will provide a valuable platform for knowledge exchange and collaboration, further advancing global oral health, as will upcoming events such as EuroPerio11 in May and the 2025 FDI World Dental Congress in



FDI President Dr Greg Chadwick says that global efforts to improve oral health are gaining momentum. (Image: FDI)



For EFP President Prof. Moritz Kebschull, the most important priority is that global oral health strategies focus on reducing disparities in access to care and prioritising prevention. (Image: EFP)