

today

6
5
4

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



News

The Dental Tribune International network welcomes Dental Tribune Algeria to the family.

» page 2



Editorial

Digitalisation is changing the way we live and work. But is it the way forward for dentistry too?

» page 6



Dental products in focus

The Neodent Grand Morse Implant System constitutes the Neodent evolution.

» page 18

Educational activities at forefront of AEEDC 2019

This year's AEEDC prioritises "Education and innovation transfer"

■ The UAE International Dental Conference and Arab Dental Exhibition (AEEDC) in Dubai is the gateway to the emerging and far-reaching dental market in the Middle East, North Africa and

South Asia (MENASA) region. Again in 2019, and for its 23rd edition, a wide range of dental products, equipment and services will be showcased. As one of the largest dental events in the

MENASA region, AEEDC will host a number of practical and interactive activities that will run alongside the exhibition from 5 to 7 February.

Since its inception in 1996, AEEDC Dubai has been bringing the most innovative minds and brands to the stage and floor. Every year, AEEDC Dubai unites stakeholders from across the dental spectrum to advance their knowledge and network with like-minded peers. With every edition, the event aims to go beyond the usual approach to continuing education. With all the scientific activities, including pre-conference courses, hands-on workshops, competitions and poster presentations, it is an opportunity for participants to become better dental professionals and clinicians. They also gain valuable continuing medical education credits.

Boasting over hundreds of international companies distributed over nine exhibition halls and 16 national pavilions, AEEDC Dubai Exhibition provides a platform to engage customers, demon-

today → 2



* AEEDC Dubai is the pioneering dental event in the Middle East, North Africa and South Asia (MENASA) region. Every year, AEEDC Dubai provides the best platform for dental professionals and industry experts from the MENASA region and other parts of the world to update their knowledge, engage with like-minded people and foster business partnerships.

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strate products, drive brand awareness, conduct face-to-face business and make sales—but the networking possibilities do not stop there. During the coffee breaks, luncheons and AEEDC Dubai evening activities, such as the gala dinner, the event organisers have set aside plenty of time to exchange ideas and discuss the happenings of the day.

AEEDC Dubai Executive Chairman Dr Abdul Salam al-Madani said: “In its 23rd edition, AEEDC Dubai features a completely new agenda, which is carefully designed to respond to the future needs of dental professionals. In addition, a number of scientific gatherings and educational activities held on the sidelines of the premier dental gathering will greatly help in improving the quality of existing dental systems, on

par with international standards. AEEDC Dubai offers an ideal meeting place for promoting dental education, preparing the next generation of dentists and enhancing dental practice by delivering a broad spectrum of knowledge in various specialties of dentistry.”

Expanding on Madani’s comment, AEEDC Dubai Scientific Chairman Dr Nasser al-Malik added: “This year’s edition features many exceptional educa-

tional activities and interactive sessions that will be running throughout the three days of the event in parallel to the conference and the exhibition. The exhibition space has also been increased to bring in new dental companies that will be displaying products and technologies that are being introduced for the first time in the region. The exhibition floor will also host educational activities where dentists will

have the opportunity to learn new techniques and go through the newest dental materials.”

AEEDC Dubai is held under the patronage of His Highness Sheikh Hamdan bin Rashid al-Maktoum, Deputy Ruler of the Emirate of Dubai, Minister of Finance of the UAE, and President of the Dubai Health Authority, who will officially inaugurate the event on 5 February. ◀

“Continuing education is an important part of our field”

An interview with Dr Zuhair Saleh Natto, winner of the AEEDC Dubai 2018 Young Researcher Award

■ The AEEDC Dubai 2018 Young Researcher Award has been initiated to acknowledge young talents in the field of dental science. By simply providing them with the deserved exposure, it allows young dentists to share their ideas, innovations and observations with world-class institutions and authorities in the oral health field. At last year’s AEEDC, Dr Zuhair Saleh Natto participated in the competition and won first prize with his presentation titled “Soft tissue dimensional alterations following ridge preservation with collagen matrix seal or collagen sponge with bone allograft: A randomized volumetric study”. In an interview with Dental Tribune International, Natto, who has already published more than 30 articles and book chapters concerning public health and dentistry and won several other awards, shared his experiences and provided some insight for those contemplating taking part in 2020.

Dr Natto, what is your background in dentistry?

I did my dental degree at King Abdulaziz University in Saudi Arabia. Then, I did my doctorate in epidemiology, along with four master’s degrees in business administration, biostatistics, clinical research and microbiology/molecular genetics, at Loma Linda University and Tufts University in the US. My



• Dr Natto proudly presented his commemorative plaque at the Greater New York Dental Meeting 2018.

residency was in periodontics and implant dentistry, and I am a diplomate of the American Board of Periodontology. Now, I am a full-time periodontist and currently an assistant professor at the Department of Periodontology at Tufts University, the Department of Oral Health Policy and Epidemiology at Harvard University in the US, and the Department of Dental Public Health at King Abdulaziz University.

What inspired you to take part in the AEEDC Dubai 2018 Young Researcher Award and how was your submission received by the jury and audience?

AEEDC Dubai is one of the largest dental meetings in the world. I like to challenge myself. So far, I have published more than 30 articles and book chapters on public health and dentistry. In addition, I have received several awards, including an American Academy of Periodontology Foundation award, an International Congress of Oral Implantologists award, the best clinical science oral presentation award during the fifth Boston Postdoctoral Periodontal Research meeting at Harvard University and a Leverett Graduate Student Merit Award. The AEEDC Dubai Young Researcher Award is a major achievement in my career. It was an excellent experience and my submission was very well received. My topic initiated the discus-

sion of several aspects concerning site preparation. It was also a good opportunity to share ideas and opinions related to the topic.

What did you receive as first prize?

I received a commemorative plaque and a certificate at the AEEDC Dubai meeting in 2018. In addition to that, I won a trip to the USA to attend the Greater New York Dental Meeting (GNYDM). AEEDC Dubai has a yearly agreement with GNYDM to send the winner of the Young Researcher Award to attend the event including a return flight ticket and a 3-day stay at a hotel. There, I received another commemorative plaque.

What advice would you give fellow dentists who would like to take part in the contest in the future?

Continuing education is an important part of our field. It helps us to develop ourselves and enhance our clinical skills. AEEDC Dubai is one of the meetings that will help you to explore new technologies, and therefore this is a good opportunity. Moreover, I recommend to my friends and peers to share their experience and knowledge through participating in poster sessions or oral presentations.

Thank you very much for the interview. ◀

Dental Tribune International expands to Algeria

Growth into the wider Maghreb region planned

■ In 2019, the Dental Tribune International network welcomes Dental Tribune Algeria, led by Dr Ouahes Aziouez as its newest international licence partner. Dental Tribune-Algerian Edition will begin with quarterly publications focusing on the latest developments in dentistry within the Maghreb region.

A dental practitioner since 1997, Aziouez has enriched his career through his involvement in organising numerous continuing education sessions for dentists in the fields of implantology, prosthetics, periodontics, dental aesthetics and endodontics.

As founder and director of Innovation Development Project (IDP), formerly Infodental Algeria, as well as the clinical magazine dental infos/info dentaires, he has the necessary experience, knowledge and drive to expand the Dental Tribune brand and product portfolio into the French-speaking region of northern Africa.

“For me, the partnership represents an evolution. After years of being involved in the dental press in Algeria, this is a great opportunity to move on



• At ADF Paris 2018, Dr Ouahes Aziouez (left) met with Dental Tribune International CEO Torsten Oemus to inaugurate the 2019 launch of Dental Tribune Algeria.

to a more international market,” said Aziouez, who also expressed his delight at *Dental Tribune-Algerian Edition* being the first edition of Dental Tribune in the region.

The first issue of Dental Tribune-Algerian Edition will be released in early March 2019, and will be formally introduced to the international dental community at IDS in Cologne. Further



more, with a print run of 7,000 copies, it will constitute the official newspaper of Dentex Algeria, which will take place from 20 to 23 March in the country’s capital of Algiers.

DTI has announced that it foresees future growth into the wider Maghreb region (Morocco and Tunisia), as market trends show that it is an important up-and-coming sector that is highly involved and invested in continuing education. ◀

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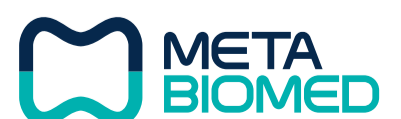
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Observational study determines risk factors for noma

Children with malnutrition and poor oral hygiene most commonly affected

■ Noma, a rare disease found predominantly in underserved areas, causes rapid progressive destruction, or gangrene, of the tissue of the face and jaw. Now, members of international humanitarian medical organisation Médecins Sans Frontières have analysed 74 cases of noma in north-west Nigeria and pinpointed risk factors for developing the disease.

Noma mostly affects children under the age of 5 years old, and it is estimated that up to 90 per cent of noma-affected people die. Those who survive are left with severe facial disfigurements and multiple health problems, resulting in difficulty eating and breathing, as well as social isolation. Noma is most prevalent along the “noma belt”, stretching from Senegal to Ethiopia, but cases have also been reported elsewhere. The World Health Organization estimates that 140,000 children contract noma each year.

The research team studied 74 children with noma and 222 controls matched by village of residence, current age and sex. The patients were admitted to the Noma Children’s Hospital in Sokoto between May 2015 and June 2016 and were all under the age of 15 at the time of onset. Each participant’s parents or caregiver answered questions about household socio-demographics, living conditions, vaccination history, breastfeeding and other nutrition-related practices.



Naziru, a 3-year-old boy from Sokoto State, Nigeria, with his mother during the screening at the hospital. Affected by noma, he was first admitted in September 2016.

© Fabrice Caterini – Claire Jeantet/Inediz

While many factors were similar between cases and controls—including low vaccination rates—some stood out as risk factors for noma. Children who were fed pap, a corn porridge, every day were at a higher risk of contracting noma. The researchers hypothesise that eating pap is a proxy for overall poor variation in diet. Children whose mother was their primary caregiver, whose caregiver was married, and who were fed colostrum, the earliest breastmilk after birth, were less likely to get noma.

“Noma is a neglected disease, and current risk factors suggest that intervention efforts could be more effective by focussing on access to healthcare, the benefits of breastfeeding and a varied diet,” said lead-author Elise Farley, epidemiologist at Médecins Sans Frontières, on behalf of her research team. “However, more research is needed to better understand the pathogenesis of this disease in order to improve prevention, early detection and treatment.”

The study, titled “Risk factors for diagnosed noma in northwest Nigeria: A case-control study, 2017”, was published online in the August 2018 issue of *PLOS Neglected Tropical Diseases*.

It was conducted in collaboration with the University of Cape Town in South Africa, Cardiff University in the UK, and the Usmanu Danfodiyo University Teaching Hospital in Sokoto. ◀

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Is digitalisation the way forward for dentistry?

By Simon Beard, Senior Vice President and Managing Director, Align Technology EMEA

Digitalisation is changing the way we live and work. The UAE—in particular Dubai—is at the forefront of this innovation, using technology to build a “smart, happy city” in line with His Highness Sheikh Mohammed bin Rashid al-Maktoum’s vision of Dubai becoming one of the most technologically advanced cities in the world by 2021. The transformational influence of the digital world is evident also in the dental industry, with cutting-edge technology used by doctors to serve patients better and help clinicians achieve more efficient outcomes.

Aesthetics, after all, play an increasingly important role. Studies have found that a genuine smile can help you land a job, close a sale transaction and even motivate others to perform better. In fact, a recent report by the American Association of Orthodontics, conducted on individuals who had had orthodontic treatment as adults, states that as many as 75 per cent of the people surveyed had noticed positive effects of the new smile on their personal and professional lives. More people than ever are realising the value of investing in orthodontic treatment, as it may help them appear younger and feel more self-assured in various situations.

Digital technologies may help more people smile with more confidence, and we can certainly see the trend taking strong roots in the UAE and the wider region. In fact, digital dentistry has been a pioneer of sorts in today’s digital narrative. For example, as one of the early adopters of 3D printing, dentistry is transforming the manufacturing process, ensuring patients receive custom-made solutions suited to their specific needs.

With the current focus of the UAE (especially Dubai) on ushering in 3D printing adoption and utilisation, led by the vision of HH Sheikh Mohammed bin Rashid al-Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, digitalisation of the dental industry driven by 3D printing is a natural



progression and is expected to gain even wider acceptance in the years to come. From 3D printed villas, set to become a reality still in 2019 to the recently announced 3D printing institute, Dubai offers a perfect platform to strengthen advanced manufacturing using digital technologies for the dental industry. It also fits in with the industrial strategy of Dubai, whereby a significant focus is placed on customised manufacturing.

The practical application of 3D printing in the medical industry is well documented. A report by Science Trends highlights that researchers are looking at using 3D printing as a means to create organs and other body parts, where bioprinters manufacture tissues and organs from human cells. The pharmaceutical industry is also going full steam ahead, developing 3D pills that can combine all of a patient’s medications into one personalised pill.

Digital dentistry is up to speed in this regard. As the Dubai Health Authority has announced plans to use 3D printing for dentistry, there is significant interest in digital dentistry in Saudi Arabia, where the dental device market is projected to grow at a compound annual growth rate (CAGR) of 6.58 per cent by 2021.

The rise in demand for digital dentistry is driven as much by the cost-effi-

ciencies it can generate—even for the more expensive dental procedures—as by the growing focus of dental providers on scaling up their technology to stay relevant in the era of fast-paced changes. There is also, of course, the aesthetic value and comfort new technological advancements bring to the patients.

Most industries that are either digitally driven or disrupted have witnessed lowered costs. The dental industry is no different. Imagine the benefit digital tools would bring to patients, as well as to clinics, as they provide better care at lower costs. This is even more relevant to the regions where insurance coverage of dentistry services is not a luxury available to all.

On the operational side, digital dentistry can help optimise processes and create a more streamlined digitised workflow that covers every aspect of the patient journey, from diagnostics to planning and dental laboratory production, as well as follow-up.

Globally, the restorative industry is set to reach US\$25.9 billion by 2025, growing at a CAGR of 6.7 per cent, according to a Grand View Research report. It states that growing consumerism and the higher disposable income of patients are fuelling demand for cosmetic dentistry procedures and implantology. The advent of digital industry has been a key driver of this growth.

Moreover, its positive impact is being reflected across the MENA region.

The value of digital dentistry goes deeper than this, from helping patients get that perfect selfie to undertaking both routine and more complex procedures, such as intraoral imaging, radiography, caries diagnosis and computer-aided implants, which all contribute to improved precision and accuracy.

The Invisalign system has been in the driver’s seat in adopting digital technology to achieve state-of-the-art solutions in modern dentistry. Align Technology, a global medical device company engaged in the design, manufacture and marketing of the Invisalign system, is home to one of the largest dedicated 3D printing facilities in the world, creating about 300,000 units of custom aligners daily through 3D printing and almost 405 million aligners to date. Eighty-eight per cent of the company’s global net revenues from the first quarter of 2018, which clocked over US\$436.9 million, come from clear aligners. Having ramped up our operations in the Middle East, we are now facilitating direct provision of our advanced suite of digital solutions in orthodontics.

Our clear aligners help move teeth without the use of braces, mini-screws or mini-implants. Clear aligner technology is developed through a combination of proprietary virtual modelling software, rapid manufacturing processes and mass customisation using highly innovative materials. With the Middle East and Africa orthodontic supply market valued at US\$266 million in 2016, the growth prospects are bright.

One area where digital dentistry has transformed dental care is the discreet orthodontic system, of which Invisalign has been the pioneer for over 21 years now. Ensuring quicker and higher quality results in tooth straightening with minimal invasion, Invisalign clear aligners are increasingly being sought after by customers in the MENA region.

Created using 3D imaging and printing technology, the Invisalign sys-

tem helps move teeth step by step until they reach the correct final position. A 3D simulation treatment plan is created for every patient to ensure that the clear aligners produced are the precise fit for the individual. Each aligner shifts the teeth slightly, moving them horizontally and vertically, and even rotating them when needed. The aligners are also engineered to use the right amount of force in the right place at the right time.

Our clear aligners are comfortable, removable, easy to clean, and made of the advanced, patented medical-grade SmartTrack material, which differentiates them from traditional fixed appliances and alternative clear aligner offerings. Suitable for teenagers and adults alike, the Invisalign system also helps address several other problems, such as overbite, underbite, crossbite, crowding and gaps between teeth.

This builds on Align Technology’s role as a pioneer in the invisible orthodontics market, a history that goes back to 1999, when the Invisalign system was first introduced. Within the next two years, one million unique clear aligners were manufactured. Today, the number of users has crossed over 5.5 million, including 1.3 million teenage patients, and the system is offered in over 100 countries.

We are also driving the evolution from analogue to digital with the iTero intraoral scanner—helping to modernise today’s practices by replacing physical impressions, creating digital treatment planning and leveraging the potential to revolutionise almost every type of dental treatment offered. We believe the future of the dental industry is digital.

Maintaining healthy teeth is very important for one’s well-being—underpinning how digitalisation of dentistry services is contributing to the all-round wellness of individuals. By offering doctors and patients our digital, end-to-end solutions, we give all a reason to smile. ◀

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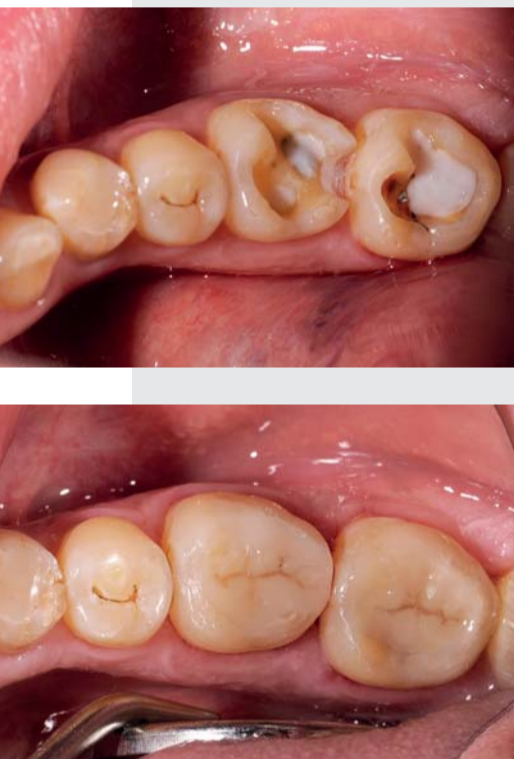


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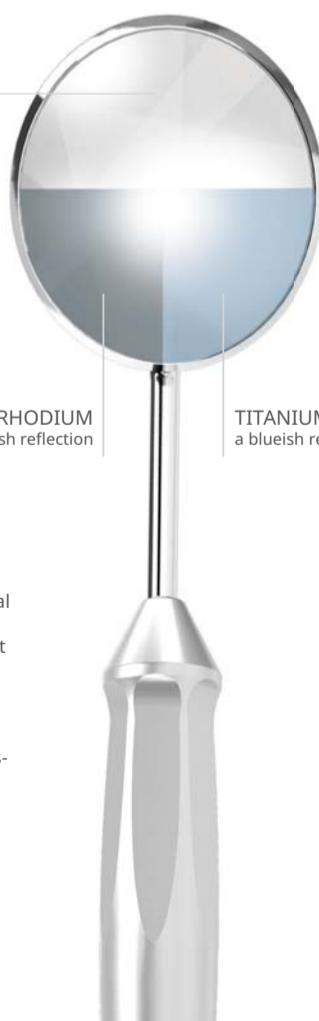
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MEET META BIOMED AT IDS 2019

■ Since its establishment in 1990, Korean medical technology company META BIOMED has been recognised as a leading innovator in endodontics and restorative dentistry. After establishing its European headquarters in Mülheim in Germany in 2016, the company has become a formidable force on the continent and has continued to grow. The 2019 International Dental Show (IDS), to be held in Cologne in Germany from 12 to 16 March, will see the company launch a range of new endodontic and restorative dentistry products specially designed with the dental professional in mind.

META BIOMED is known for its emphasis on research and development, which has led to its highly innovative and quality products being available at reasonable prices. The company has said that its portfolio of endodontic products will be expanded with a never-seen-before diagnostic device that will premiere at IDS 2019, along with numerous new products. In addition, it promised that customers looking for a bioceramic root canal sealer will find



their needs more than satisfied in the near future.

Essentially, endodontics and restorative dentistry share the common goal of saving the natural tooth. With the expansion of META BIOMED's endodontic line, it makes sense that the company's range of restorative dentistry solutions too will expand thanks to the launch of an entirely new product portfolio that aims to meet this goal. At IDS 2019, the company will be introducing three new products that are intended for the global market and are currently undergoing intense testing. By doing so, the company is increasing its efforts to gain a stronger foothold in the large restorative dentistry market.

The speed at which dental technology is advancing is faster than ever before, which is why META BIOMED will be offering a variety of educational programmes before and during IDS 2019. For example, it will

have several slots (one on 14 March at 1.30 PM and one on 15 March at 10 AM) at the show's popular Speakers' Corner—hosted in the presentation area in Passage 4/5 at the Koelnmesse expo centre. In addition, experts from all over the world will be conducting product demonstrations at the company's booth at the show, allowing attendees to see how these products can be integrated into their own dental practices.

To find out more about how dental professionals and distributors can collaborate with this pioneer in the dental industry, attendees can speak to META BIOMED during AEEDC 2019. The company invites all attendees to visit its booth to experience its high-performing products first-hand or to talk to a company representative. ◀

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*Owing to its small size and light weight, the Planmeca Emerald scanner is very convenient to use.

reaching posterior teeth and capturing interproximal areas easier.

Planmeca Emerald has the flexibility to support various workflows. The scanner supports a wide range of treatment options and offers benefits across several disciplines, such as implantology, orthodontics, prosthodontics and maxillofacial surgery. With open export and import options, regular updates and constant new features becoming available, the scanner continues to evolve and improve even further. Planmeca Emerald is part of the Planmeca FIT chairside CAD/CAM system that integrates the entire chairside restorative workflow—from scanning to milling.

Planmeca invites all AEEDC attendees to visit its booth to try out the new Emerald SlimLine tip and view the company's extensive product portfolio. ◀

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IDEX ISTANBUL TO CONTRIBUTE TO US\$ 1 BILLION TARGET— RECORD SALES AND ATTENDANCE FIGURES EXPECTED AT IDEX 2019

■ IDEX Istanbul, one of the three largest trade fairs in oral and dental health care globally and the only international event of the Turkish dental industry will be held from 11 to 14 April at the city's CNR EXPO Yeşilköy. By providing new business collaboration opportunities to exhibitors, IDEX is expected to boost the turnover of the country's dental industry by US\$ 500 million and thereby exceed its 2023 target of US\$1 billion. Visitors will be able to see 1,100 brands from over 300 companies on display.

For the 16th time, the IDEX Istanbul oral and dental health equipment and materials exhibition is being organised by CNR Holding company Pozitif Fairs in collaboration with the Turkish Dental Businessmen Association. Many industry professionals—faculty of dentistry deans, hospital administrators



and chief physicians representing oral and dental health care centres, dental clinics and dental associations—from around the world and Turkey are expected to attend IDEX 2019.

The show aims to set a new record with nearly 100 foreign companies par-

ticipating this year. CNR EXPO has announced that many internationally prominent companies from Austria, Germany, Italy, Russia, the UAE, the UK and the US will be participating in the exhibition. While companies from China, Pakistan and Taiwan will have

collective participation at IDEX 2019, Brazil and Korea will have national pavilions. A vast variety of products, including dental units, dental radiographic devices, implant systems, amalgam separators, laboratory equipment and dental furniture, will be dis-

played in the 25,000 m² of exhibition space, where more than 15,000 professional buyers will be hosted.

In 2018, 16,152 people, of which 1,645 were international, visited IDEX. There was a 22 per cent increase in the total number of visitors and a 33 per cent increase in foreign visitors. Procurement committees from 75 countries in various regions, including Europe, the Balkans, the Gulf, Africa, the Commonwealth of Independent States and the Middle East, were hosted within the scope of the B2B Match Making Program. ◀

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