

# DENTAL TRIBUNE

The World's Dental Newspaper • Asia Pacific Edition



PUBLISHED IN HONG KONG

www.dental-tribune.asia

No. 3 Vol. 13



**A new global player**  
DTI visited MIS  
headquarters in Israel

▶ Page 8



**Eating disorders**  
Understanding  
and treating patients

▶ Page 10



**Special Tribune**  
News & trends  
from endodontics

▶ Page 17-23

## Billions to suffer from untreated decay

Dental neglect affects a third of the world's population, according to report

## Stricter regulations

DTI

**LONDON, UK:** Despite worldwide efforts to improve oral health, a new global study has revealed that 35 per cent of the world's population currently suffer from untreated caries lesions in their permanent teeth. It also found that 621 million children worldwide have tooth decay that goes untreated.

To make things worse, hundreds of millions of new cases are expected to add to the burden of dental decay annually owing to neglected treatment, according to the paper published by researchers from the UK, the US and Australia in the latest *Journal of Dental Research*.

Even developed countries are affected, with one in three people in the UK suffering from the consequences of neglected treatment, along with one in five in the USA, for example.

The findings which are part of latest Global Burden of Disease study involved a systematic review of all data on untreated den-



Hundreds of millions of new cases are expected to add to the burden annually. (Photo Greta Gabaglio)

tal decay, leading to a comprehensive report on rates of tooth decay for all countries, age groups and genders from 1990

and 2010. The team said to have analysed 192 studies of 1.5 million children aged 1 to 14 years old, across 74 countries, and

186 studies of 5.2 million people aged five years or older, across 67 countries.

→ DTI page 2

The Australian Dental Industry Association (ADIA) has advised the government panel currently reviewing medical device regulation in Australia to strengthen the regulatory framework for dental laboratory products. In particular, ADIA pointed out that there is a need for an obligatory statement of manufacture to be provided to patients and retained by dentists.

ADIA's recommendations arise from the increasing prevalence of dental laboratory products sourced from overseas and the inability to readily identify the source of the products, the association stated.

While the regulatory standards for design, performance and manufacture of these devices are appropriate and do not require revision, ADIA believes that there is a need to consider revision of regulations governing the information provided to patients. It has thus called for a new regulation that will require companies that offer custom-made medical devices to provide a statement of manufacture in the future. ■

## Thorough dental care helps retain youthful looks

DTI

**SHARNBROOK, UK/LEIDEN, Netherlands:** A new study on lifestyle and appearance has linked personal effort in oral hygiene to perception of facial age. The findings suggest that people with good dental routines and overall oral health can appear up to ten years younger.

A team of scientists at Unilever and Leiden University in the Netherlands evaluated various lifestyle factors, such as smoking, sun-bathing and oral care, in relation to perceived facial age. The results showed that, along with other factors, thorough oral care, including flossing and regular brushing routines, can have long-term effects on the preservation of a youthful look.

In order to determine perceived facial age, the researchers

photographed about 800 people with their mouths closed. The portraits were then shown to 60 assessors, who estimated the age of each individual within a range of 5 years. The average perceived age of each person was then compared with the lifestyle factors collected via questionnaires. The study group included smokers and non-smokers from the Netherlands and England aged 45 to 75.

The researchers found that Dutch women with few remaining teeth were associated with a total perceived facial age of 10.9 years higher than their actual age. In comparison, Dutch men with dentures who did not floss were significantly associated with a total perceived facial age of 9.3 years higher. Similar findings were made in the British group, as English women who cleaned their teeth only once a day and wore

dentures had a total perceived facial age of 9.1 years higher than women with natural teeth and a comprehensive oral routine.

"The number of teeth and the condition of the surrounding gums are known to directly influence the appearance of overlying tissues. For example, people look younger with their mouths closed after receiving new dentures, and the number of teeth or the use of dentures has been linked to lip size and the appearance of the labio-mental fold," stated Dr David Gunn, a senior scientist at Unilever.

The authors stressed that oral care aspects could possibly have been proxies of other lifestyle factors, such as diet. However, dental aspects were significantly associated with perceived facial age in the groups studied. ■



### Distinguished by innovation

Healthy teeth produce a radiant smile. We strive to achieve this goal on a daily basis. It inspires us to search for innovative, economic and esthetic solutions for direct filling procedures and the fabrication of indirect, fixed or removable restorations, so that you have quality products at your disposal to help people regain a beautiful smile.

www.ivoclarvivadent.com

Ivoclar Vivadent AG  
Benderstr. 2 | FL-9494 Schaan | Liechtenstein | Tel.: +423 / 235 35 35 | Fax: +423 / 235 33 60

ivoclar  
vivadent  
passion vision innovation

AD



← DT page 1

“We have seen a clear shift in the burden of tooth decay from children to adults. The current perception that low levels of decay in childhood will continue throughout life seems incorrect,” said lead author Prof. Wagner Marcenes from the Queen Mary University in London. “It is alarming to see prevention and treatment of tooth decay has been neglected at this level because if left untreated it can cause severe pain, mouth infection and it can negatively impact children’s growth.”

Marcenes explained that the study underscores the vital need to develop effective oral health promotion strategies.

“The fact that a preventable oral disease like tooth decay is the most prevalent of all diseases and injuries examined in our report is quite disturbing and should serve as a wake-up call to policymakers to increase their focus on the importance of dental health,” he continued. “Extend-

ing oral health promotion activities to the work environment is necessary to maintain good oral health to reduce the major biological, social and financial burden on individuals and healthcare systems.”



Prof. Wagner Marcenes

Tooth decay is the fourth most expensive chronic disease to treat, and if left untreated, can lead to poor productivity at work and absenteeism in adults and poor school attendance and performance in children, studies have shown. DT

# Oceania to implement the Minamata Convention

DT Asia Pacific

**APIA, Samoa:** The first sub-regional meeting on the Minamata Convention on Mercury in the Oceania region was held in Samoa’s capital, Apia, from 19 to 21 January. The workshop aimed to support Pacific islands in the early ratification of the convention and implementation of measures to protect human health and the environment from the adverse effects of mercury.

The meeting was attended by representatives of the Cook Islands, Federated States of Micronesia, Kiribati, the Marshall Islands, Nauru, Palau, Papua New Guinea, Samoa, Tonga and Vanuatu. Over the course of three days, participants were introduced to the various articles of the convention and learnt about the actions that countries are required to take in implementing it at a national level. Samoa’s Prime Minister Tuilaepa Lufesolai Sailele Malielegaoi called upon United Nations Environment Programme, the Secretariat of the Pacific Regional Environment Programme and other UN agencies to assist Pacific island countries in this effort.

Malielegaoi’s country was among the 87 countries that first signed the treaty in October 2013. At a regional conference held last year, it recognised that the sound management of waste and chemicals is crucial for the protection of human health and the environment. However,



there are limitations of adequate institutional and border controls for managing mercury and other hazardous wastes, as well as a significant lack of data regarding levels of mercury, particularly in Pacific fish, Malielegaoi said.

The Minamata Convention on Mercury was signed in October 2013. In adopting the treaty, governments agreed on the development and implementation of national strategies to reduce or eliminate the production and industrial use of the harmful substance. The treaty has implications for the dental industry, among others, as dental amalgam contains about 50 per cent mercury. It is considered a signif-

icant source of mercury released into the environment.

Since the signing of the treaty, workshops have been organised in different parts of the world in support of the ratification and early implementation of the Minamata Convention on Mercury. According to the United Nations Environment Programme, the aim of workshops is to improve understanding of the convention, as well as familiarise parties with the process of signing, ratification and implementation.

Informing participants about available sources of support and creating opportunities for exchange and action in the subregions are also part of the process. DT

AD

## Join the largest educational network in dentistry!

www.DTStudyClub.com

- education everywhere and anytime
- live and interactive webinars
- more than 500 archived courses
- a focused discussion forum
- free membership
- no travel costs
- no time away from the practice
- interaction with colleagues and experts across the globe
- a growing database of scientific articles and case reports
- ADA CERP-recognized credit administration

Register for  
**FREE!**

**ADA CERP**® Continuing Education Recognition Program

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

### International Imprint

Licensing by Dental Tribune International		Publisher Torsten Oemus	
<p><i>Group Editor/Managing Editor DT Asia Pacific</i></p> <p>Daniel Zimmermann newsroom@dental-tribune.com Tel.: +49 341 48474-107</p> <p><i>Clinical Editor</i></p> <p>Magda Wojtkiewicz</p> <p><i>Online Editors</i></p> <p>Yvonne Bachmann Claudia Duschek</p>	<p><i>Copy Editors</i></p> <p>Sabrina Raaff Hans Motschmann</p> <p><i>President/CEO</i></p> <p>Torsten Oemus</p> <p><i>Media Sales Managers</i></p> <p>Matthias Diessner Peter Witteczek Maria Kaiser Melissa Brown Veridiana Mageswki Hélène Carpentier</p> <p><i>CFO/COO</i></p> <p>Dan Wunderlich</p> <p><i>Marketing &amp; Sales Services</i></p> <p>Nadine Dehmel</p> <p><i>Accounting</i></p> <p>Karen Hamatschek</p> <p><i>Business Development</i></p> <p>Claudia Salwiczek</p> <p><i>Executive Producer</i></p> <p>Gernot Meyer</p> <p><i>Ad Production</i></p> <p>Marius Mezger</p> <p><i>Designer</i></p> <p>Franziska Dachsel</p>	<p><b>Dental Tribune International</b> Holbeinstr. 29, 04229, Leipzig, Germany Tel.: +49 341 48474-302 · Fax: +49 341 48474-175 Internet: <a href="http://www.dental-tribune.com">www.dental-tribune.com</a> E-mail: <a href="mailto:info@dental-tribune.com">info@dental-tribune.com</a></p> <p style="text-align: center;"><b>Regional Offices</b></p> <p><i>Asia Pacific</i> DT Asia Pacific Ltd. c/o Yonto Risio Communications Ltd, 20A, Harvard Commercial Building, 105-111 Thomson Road, Wanchai, Hong Kong Tel.: +852 3115 6177 · Fax: +852 3115 6199</p> <p><i>The Americas</i> Dental Tribune America, LLC 116 West 25<sup>th</sup> Street, Suite 500, New York, NY 10001, USA Tel.: +1 212 244 7181 · Fax: +1 212 224 7185</p>	

### International Editorial Board

Dr Nasser Barghi, Ceramics, USA  
Dr Karl Behr, Endodontics, Germany  
Dr George Freedman, Esthetics, Canada  
Dr Howard Glazer, Cariology, USA  
Prof. Dr I. Krejci, Conservative Dentistry, Switzerland  
Dr Edward Lynch, Restorative, Ireland  
Dr Ziv Mazor, Implantology, Israel  
Prof. Dr Georg Meyer, Restorative, Germany  
Prof. Dr Rudolph Slavicek, Function, Austria  
Dr Marius Steigmann, Implantology, Germany

## DENTAL TRIBUNE

The World's Dental Newspaper - Asia Pacific Edition

**Published by Dental Tribune Asia Pacific Ltd.**

© 2015, Dental Tribune International GmbH. All rights reserved.

Dental Tribune makes every effort to report clinical information and manufacturer's product news accurately, but cannot assume responsibility for the validity of product claims, or for typographical errors. The publishers also do not assume responsibility for product names or claims, or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Dental Tribune International.

# WAUPS extends invitation to Korea congress on ultrasonic piezoelectric surgery

DTI

**DAEGU, South Korea:** The World Academy of Ultrasonic Piezoelectric Bone Surgery (WAUPS) is inviting dental professionals interested in the field to attend its next congress, which is to be held in Busan in South Korea from 1 to 5 May. It will be the largest event ever hosted by the organisation. The meetings on Jeju Island and in Gyeongju in South Korea and in Tokyo in Japan all saw an overall attendance of 700 each.

Congress Chairman Jung-Uk Heo has encouraged professionals to attend the congress, as it will be a great opportunity to exchange scientific information

and foster friendships. He said that early bird registration ends on 31 March.

To be held at the Haeundae Grand Hotel in Busan, the event will feature distinguished speakers of international repute from Korea and overseas. Among oth-

ers, the organisation has invited Prof. Dong-Seok Sohn, Chairman of the Department of Oral and Maxillofacial Surgery at the Catholic University of Daegu, to present as part of the scientific programme. Drs Cleopatra Nacopoulos (Greece), Domenico Baldi, Enzo Rossi and Ezio Gheno

(all from Italy), as well as Dr Eric Park (USA), are also going to attend as international speakers.

The programme will be complemented by a number of pre-congress courses and workshops. In addition, WAUPS will hold one of the largest dental

trade exhibitions in the field, presenting innovative products and offering discounts to registered participants.

The first international academy specialising in ultrasonic piezoelectric surgery, WAUPS was established in 2012. [D](#)

AD

## Women chew differently

DT Asia Pacific

**JECHEON, Korea:** In a comparison of bite size, grams of food ingested per minute, chewing power and total meal duration, among other factors, researchers from Korea have found substantial differences between the sexes for each parameter. While men took larger bites and ate faster, women chewed at the same pace as men did but gave more chews per mouthful, thus increasing their meal duration significantly.

The study included 24 men and 24 women. Using electrodes attached to the skin overlying the muscles of mastication, the researchers measured bite size, chewing power, chews per gram, the total number of chews, and other factors while the participants chewed a portion of 152 g of boiled rice.

The analysis found that bite size and chewing power were significantly higher in the male than in the female participants. Eating rate was also significantly faster in men than in women. Chews per gram were significantly higher in females than in males; however, chewing speed did not differ between the sexes. Therefore, meal duration was significantly longer for women than for men.

"The results of this study clearly showed that females take smaller bites and chew thoroughly with a weaker chewing power than males, while they consume the same amount of staple food," the researchers concluded. [D](#)

**e.max<sup>®</sup>**  
**IPS**

**LIFELIKE ESTHETICS –  
EFFICIENTLY PRESSED**



### IPS e.max<sup>®</sup> PRESS MULTI THE WORLD'S FIRST POLYCHROMATIC PRESS INGOT

- Monolithic LS<sub>2</sub> restorations showing a lifelike shade progression
- Exceptional combination of strength, esthetics and efficiency
- For crowns, veneers and hybrid abutment crowns
- Coordinated with high-precision Programat press furnaces
- Maximum cost effectiveness in the press technique



[www.ivoclarvivadent.com](http://www.ivoclarvivadent.com)

Ivoclar Vivadent AG  
Bendererstr. 2 | 9494 Schaan | Liechtenstein | Tel.: +423 235 35 35 | Fax: +423 235 33 60

**ivoclar**  
**vivadent**<sup>®</sup>  
passion vision innovation

# Dear Reader



Daniel Zimmermann  
DTI

By the time you read these words, I will again be at the International Dental Show, which is taking place from 10 to 14 March in Cologne in Germany.

A regular participant since 2005, I have watched the event grow into one of the largest dental industry showcases in the world, packed with all the latest tools and gadgets to make a dentist's heart rejoice. It is an irony that at the same time a new report has estimated that over two billion people around the world are suffering from untreated dental diseases, and it is predicted that the numbers will not improve significantly any time soon.

When one considers this in light of all the fancy technology for advanced treatment nowadays, it is clear that research and development should be directed into pursuing preventive treatments and products and that it is essential to invest in prevention. [DTI](#)

Yours sincerely,

Daniel Zimmermann  
Group Editor  
Dental Tribune International

Dental Tribune welcomes comments, suggestions and complaints at [newsroom@dental-tribune.com](mailto:newsroom@dental-tribune.com).



For quick access to our contact form, you may also scan the following QR code.



## The right number of dentists?

*A letter from Dr Rick Olive, Federal President of the Australian Dental Association, and Len Crocombe, Chairman of the association's Dental Workforce and Education Committee*

The article "Dental migration: A forgotten perspective" (*Dental Tribune Asia Pacific*, 11/2014, page 10) gives an interesting account from the migrating dentist's point of view. It discusses how to streamline dentist migration policy, but misses the main issue that the aim of immigration policy in countries such as Australia is to help ensure that Australia has the right numbers and mix of dental practitioners to address the oral health needs and requirements of its citizens. It should be asked whether it is appropriate that countries such as Australia, which can afford to train its own dental practitioners, be importing dental practitioners, many of whom come from developing countries with greater oral health needs and lower dental practitioner numbers.

A recent report from Health Workforce Australia that addressed the central question of "what is the right number in the oral health workforce and the right mix in the oral workforce to best meet

changing policy and demographic requirements to 2025?" found that there are too many dentists, dental hygienists, dental therapists and oral health therapists entering the workforce in Australia to meet current and projected demand.

### To quote from the report:

"Seven alternative planning projection workforce scenarios were developed, examining changes in demand, immigration, the number of graduates, productivity, an existing workforce supply in excess of demand, an existing workforce demand in excess of supply. All scenarios presented the same result—that across the projection period the supply of the oral dental workforce is projected to exceed the demand."

The worsening oversupply in the dental workforce is due to a number of factors: growth in the number of students graduating from Australian universities,

changes to international student visa conditions that allow students to remain and work in Australia, a significant increase in the number of dentists entering Australia through temporary and permanent migration pathways, ease of migration through the Trans-Tasman Mutual Recognition Agreement, and an increase in training numbers of allied dental practitioners.

Australian graduates and migrating dentists are now finding meaningful employment difficult to achieve. Several state governments have removed dentists from their Skilled Occupation List. For these reasons, the Australian Dental Association is seeking the removal of the occupations of dentist and dental specialist from the Commonwealth and remaining state governments and advises many dentists considering migrating to Australia to realistically assess their prospects of employment before they move to Australia. [DTI](#)

## Platform



Dr Sushil Koirala  
Nepal

At the end of 2014, the Asian Academy of Aesthetic Dentistry (AAAD), which is the pioneer aesthetic dental organisation in Asia, held its 15<sup>th</sup> biennial meeting and scientific conference in Foshan in China jointly with the Foshan Academy of Esthetic Dentistry. At the conference, Chinese clinicians learnt about the growing global trends and participants from other countries learnt about the rapid development of China in the field of aesthetic dentistry.

An international programme of this magnitude always helps to promote professional collaboration, friendship and opportunities to share knowledge and skills among clinicians and academics in the region. With the rapid development of information and communication technology, AAAD is now planning to launch an e-learning platform to provide the most cost-effective aesthetic dentistry educational opportunities to young dental professionals in Asia. This will be developed with the active participation of member countries' key clinicians and through joint collaboration with various like-minded professional academies, dental schools and dental experts, as well as dental companies around the world. [DTI](#)

### Contact Info

Dr Sushil Koirala is President of the Asian Academy of Aesthetic Dentistry and a regular contributor to *Dental Tribune*. Dr Koirala can be contacted at [drsushilkoirala@gmail.com](mailto:drsushilkoirala@gmail.com).

AD

**Sino Dental Peking**  
09.-12. 06. 2015  
German Pavillion

# PROMEDICA

Highest quality made in Germany

**Light-curing nano-ceram composite**

- highly esthetic and biocompatible
- universal for all cavity classes
- comfortable handling, easy modellation
- also available as flowable version

**Glass ionomer filling cement**

- perfect packable consistency
- excellent durable aesthetics
- also available as application capsules

**Temporary crown & bridge material**

- less than 5 min. processing time
- strong functional load
- perfect long-term aesthetics
- excellent biocompatibility

Visit [www.promedica.de](http://www.promedica.de) to see all our products

**Dental Material GmbH**  
24537 Neumünster / Germany  
Tel. +49 43 21 / 5 41 73  
Fax +49 43 21 / 5 19 08  
eMail [info@promedica.de](mailto:info@promedica.de)  
Internet [www.promedica.de](http://www.promedica.de)



Bio-Emulation™



Tribune CME



# Bio-Emulation™ Colloquium 360°

4-5 July, 2015, Berlin, Germany

## Mentors



Ed McLaren



Michel Magne



Pascal Magne

## Emulators



Akinobu Ogata (guest)



Andrea Fabianelli



Antonio Saiz-Pardo Pinos



August Bruguera



David Gerdolle



Fernando Rey



Gianfranco Politano



Jason Smithson



Javier Tapia



Jungo Endo



Leandro Pereira



Marco Gresnigt



Oliver Brix



Panos Bazos



Sascha Hein



Stephane Browet



Thomas Singh



Walter Gebhard (guest)

Details & Online Registration

[www.BioEmulationCampus.com](http://www.BioEmulationCampus.com)

Registration fee: 599 EUR +VAT



**ADA CERP®**  
Continuing Education Recognition Program



Tribune Group is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

Tribune Group GmbH is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing dental education programs of this program provider are accepted by AGD for Fellowship, Mastership, and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement.

Main Sponsor





# Implant survival as good in diabetics as in healthy patients

DTI

SAN ANTONIO, USA: Diabetic patients with poor glycaemic

control may be rejected as candidates for dental implants because the condition has long been associated with adverse

effects, such as slow healing and high infection risk. A new study, however, has shown that even patients with poorly controlled diabetes have a high success rate with implants after one year.

In order to evaluate the effects of glycaemic levels on implant-related outcomes, researchers at the University of Texas Health Science Center at San Antonio studied the data of 110 edentulous patients who received mandibular implant-supported overdentures.

The participants were divided into three groups: patients without diabetes, patients with controlled diabetes and patients with poorly controlled diabetes.

After a follow-up period of one year, the researchers found no significant differences between the study groups. Diabetic and non-diabetic patients had a nearly 100 per cent implant survival rate.

Participants with poorly controlled diabetes only required a longer period for the implant to heal before placing the dentures, explained Dr Thomas Oates, the interim Associate Dean for Research and Assistant Dean for Clinical Research at the university. He is also a professor and vice chairperson in the Department of Periodontics.

Overall, only two implants failed during the study period but were later replaced with new implants. These implants healed and did not fail over the course of one year.

The findings of the study indicate that the effects of hyperglycemia on implant therapy remain uncertain. In addition, they suggest that patients with compromised glycaemic control may gain important benefits from implant therapy with respect to dietary management of their diabetic condition.

However, more investigation is needed before drawing major conclusions, Oates stated.

Diabetes is one of the most common systemic conditions in the US. According to the Centers for Disease Control and Prevention, the number of Americans with diagnosed diabetes more than tripled from 5.6 million in 1980 to 20.9 million in 2011.

It is estimated that more than 90 per cent of patients with diabetes in the US have Type 2 diabetes. [D](#)

AD

## FDI 2015 BANGKOK

### Annual World Dental Congress

22 - 25 September 2015 - Bangkok Thailand

## Dentistry in the 21<sup>st</sup> Century

**Deadline for early bird registration  
15 June 2015**

**fdi**   **BANGKOK 2015**  
Annual World Dental Congress

[www.fdi2015bangkok.org](http://www.fdi2015bangkok.org)  
[www.fdiworldental.org](http://www.fdiworldental.org)

Creation: b...com • +33 (0)6 50 46 60 70

# Proven

Unrivaled innovation, thoughtful design, lasting integrity: A-dec 500 is based on decades of collaboration with dentists worldwide. Such cooperation has led to pressure-mapped patient comfort, robust integration of handpieces and technology to minimize reach, and a touchpad that provides single-point system control.

In a world that demands dependability, A-dec delivers a proven solution without a single compromise.



- Chairs
- Delivery Systems
- Lights
- Monitor Mounts
- Cabinets
- Handpieces
- Maintenance

Contact A-dec at +1.503.538.7478 or visit [a-dec.com](http://a-dec.com) to learn more.

©2014 A-dec Inc.  
All rights reserved.

# “It is our mission to simplify dental implantology”

## DTI visits the MIS headquarters and main production facility in Israel

DTI

MIS Implants Technologies is a global specialist in the development and production of advanced dental implantology products and solutions. The company, which started as a family-run business, was founded in 1995—a time when not many people understood the potential of dental implants, CEO Idan Kleifeld told Dental Tribune International (DTI) at a meeting at the beginning of 2015.

Since its beginnings, MIS has seen significant growth, especially within the past ten years. “Today, the company has succeeded in building a recognised global brand in the market and is the only non-premium company operating on a global scale,” Kleifeld said. Headquartered in Israel, MIS currently has operations in 65 countries worldwide, covering major dental markets, such as the US, China and Germany, through a well-established network of local distributors.

In 2009, MIS moved operations to a large purpose-built production complex located in a new high-tech industrial park in northern Israel. “Our location adds to our uniqueness. Israel is a country of high innovation and offers particularly favourable conditions for manufacturing, because of the quality of education and people’s high levels of motivation. Furthermore,



MIS headquarters (Photos courtesy of MIS, Israel)

DTI further learnt that MIS primarily produces for stock, as products must be shipped to local distributors within two working days. For increased efficiency, processes controlling quality, sterilisation, packaging and storage are largely automated. This allows MIS to produce over 800,000 implants per year.

The production site in Israel has a dedicated training centre with a fully equipped dental clinic for live surgeries. Kleifeld said, “We see education as an important tool to acquire new customers, es-

pecially in developing markets. It is an important driver in this business, and we offer doctors both fundamental and advanced training courses on MIS products and protocols.”

dentistry hub in Berlin in Germany, in order to meet the needs of its growing customer base in central Europe. The centre offers direct services provided by locals to local customers, bringing all MIS digital dentistry products together in one location. It is aimed at providing a comprehensive range of services to clinicians through advanced digital dentistry and CAD/CAM technologies that facilitate fast and accurate surgical implant procedures with reduced chairside time and greater predictability in outcomes.

“We are extremely excited about the opening of the new

MCENTER Europe facility, and especially proud to be able to offer MIS quality and simplicity in providing our customers throughout the region with highly accurate and efficient guided implant placement procedures and CAD/CAM solutions,” said Christian Hebbeker, MCENTER Europe Manager.

our mission to simplify dental implantology and, in order to become the preferred choice of dentists worldwide, we offer new and innovative products based on simple, creative solutions. Design and handling are made simpler, and all products are engineered to allow efficient, time-saving surgical



Production.— Right: MIS Implants Technologies CEO Idan Kleifeld.

salaries are much lower than in competitor countries, making manufacturing especially profitable,” he stated.

The MIS building in the Bar-Lev Industrial Park spans about 10,000 m<sup>2</sup> and has two production floors with 50 Swiss high-precision machines running 24 hours a day from Sunday to Friday. “The facility was designed and built for growth. In the near future, our automatic warehouse, which currently covers only half of its potential total area, will double in size,” Kleifeld explained.

pecially in developing markets. It is an important driver in this business, and we offer doctors both fundamental and advanced training courses on MIS products and protocols.”

In 2015, MIS will be introducing some important innovations. Only recently, the company officially opened its MCENTER Europe, the new MIS digital



## “We are set to become the largest global dental implant producer.”

procedures,” Kleifeld said. “With this simplified approach, we are set to become the largest global dental implant producer,” he added.

However, the “Make It Simple” motto appears to apply to more than the company’s products. The MIS philosophy defines almost all areas of the business (from human resources to production), and the organisational structure is simple and characterised by flat hierarchies. “Make it Simple” embodies the start-up mentality that remains vibrant in a company that has become one of the largest in the global dental implant market. 





# WCUPS 2015

World Congress of Ultrasonic Piezoelectric Bone Surgery 2015

**Beyond the Ultrasonic Piezoelectric Bone Surgery**

**1 (Fri)~3 (Sun). May  
Haeundae Grand Hotel, Busan, Korea**



Congress Chairman of WCUPS 2015  
**Jeong-Uk Heo**



President of WAUPS  
**Dong-Seok Sohn**

### Topics

Antiaging Therapy  
Stress Free Sinus Augmentation  
Minimally Invasive Ridge Augmentation  
Computer Guided Implant Surgery  
Computer Aided Implant Restoration

### Important Dates

Pre-Registration Deadline **March 31, 2015**  
Abstract Submission Deadline **March 31, 2015**  
Hotel Reservation Deadline **March 31, 2015**

### Invited Speakers (in alphabetical order)



Dr. Claudio Stacchi, Italy



Dr. Cleopatra Nacopoulos, Greece



Dr. Domenico Baldi, Italy



Prof. Dong-Seok Sohn, Korea



Dr. Enzo Rossi, Italy



Dr. Eric Park, USA



Dr. Ezio Gheno, Italy



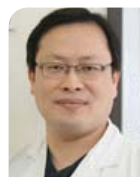
Prof. Giuseppe Cardaropoli, Italy



Dr. Hiroaki Wakai, Japan



Dr. Horia Barbu, Romania



Prof. Hyeon-Min Kim, Korea



Prof. Ioannis P. Georgakopoulos, Italy



Dr. Jim Yuan Lai, Canada



Dr. Jin Kim, USA



Dr. Seiichiro Kinjo, Japan



Dr. Seong-Joo Heo, Korea



Prof. Ziv Mazor, Israel

### WCUPS 2015 Pre-Congress Workshop

May 1 (Fri) 2015, Haeundae Grand Hotel, Busan, Korea

#### Workshop 1.

Minimally Invasive Sinus Augmentation using Ultrasonic Piezoelectric Bone Surgery, Autologous Concentrated Growth Factors and Autologous Fibrin Glue. : Hands on workshop and live surgery demonstration

**Prof. Dong-Seok Sohn**

#### Workshop 2.

Anti aging with your own blood

**Dr. Cleopatra Nacopoulos**

#### Workshop 3.

Immediate Implant Placement, Ridge Preservation and Vertical Bone Regeneration in the Easthetic Zone: reality & dogma. hands on workshop and live surgery

**Dr. Giuseppe Cardaropoli**

#### Workshop 4.

IPG-DentistEdu Technique: Sinuses Bone Augmentation without Sinus Floor Elevation

**Prof. Ioannis P. Georgakopoulos**

**For more information, please visit our website! [2015.wcups.org](http://2015.wcups.org)**