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UAE International Dental Conference & Arab Dental Exhibition Dubai • 1–3 February 2022



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AEEDC welcomes international dental experts for 26th edition

Expertise and education to be shared at the 2022 trade show in Dubai



■ The UAE International Dental Conference and Arab Dental Exhibition (AEEDC) in Dubai is the largest dental show in the Middle East, North Africa and South Asia region. The event, organised by INDEX Conferences and Exhibitions, is to be held from 1 to 3 February at the Dubai World Trade Centre and will feature various scientific lectures and workshops and showcase a broad range of dental products and brands.

Under its theme “Education and Innovation Transfer”, the show is expected to attract more than 55,000 visitors.

Every year since 1996, the event has united stakeholders from across the dental spectrum, enabling them to advance their knowledge and network with like-minded peers. With every

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“The Straumann Group does not plan for short-lived success but plans long-term business strategy”

An interview with Charbel Saad, Switzerland

■ In the run-up to AEEDC 2022, Charbel Saad, area sales manager for the Central and Eastern Europe, Middle East and Africa region at the Straumann Group, spoke about the company’s strategy, future plans and priorities, and about new product launches for the Middle East and North African region.

Mr Saad, what is the big-picture strategy for the Middle East and North African region?

The Straumann Group is synonymous with training and education in the dental industry worldwide and in this particular region, and our entire marketing strategy is focused on this important factor. While implementing the restrictions caused by the pandemic, thanks to new media, we were able to continue supporting and educating our customers scientifically by means of a good number of



▲ Charbel Saad, Straumann Group.

webinars about the latest findings and treatment techniques. Also, our scientific partner, the International Team for Implantology, offered many webinars during the pandemic. Now that we are closer to returning to normal life and have fewer and fewer restrictions, we are offering scientific

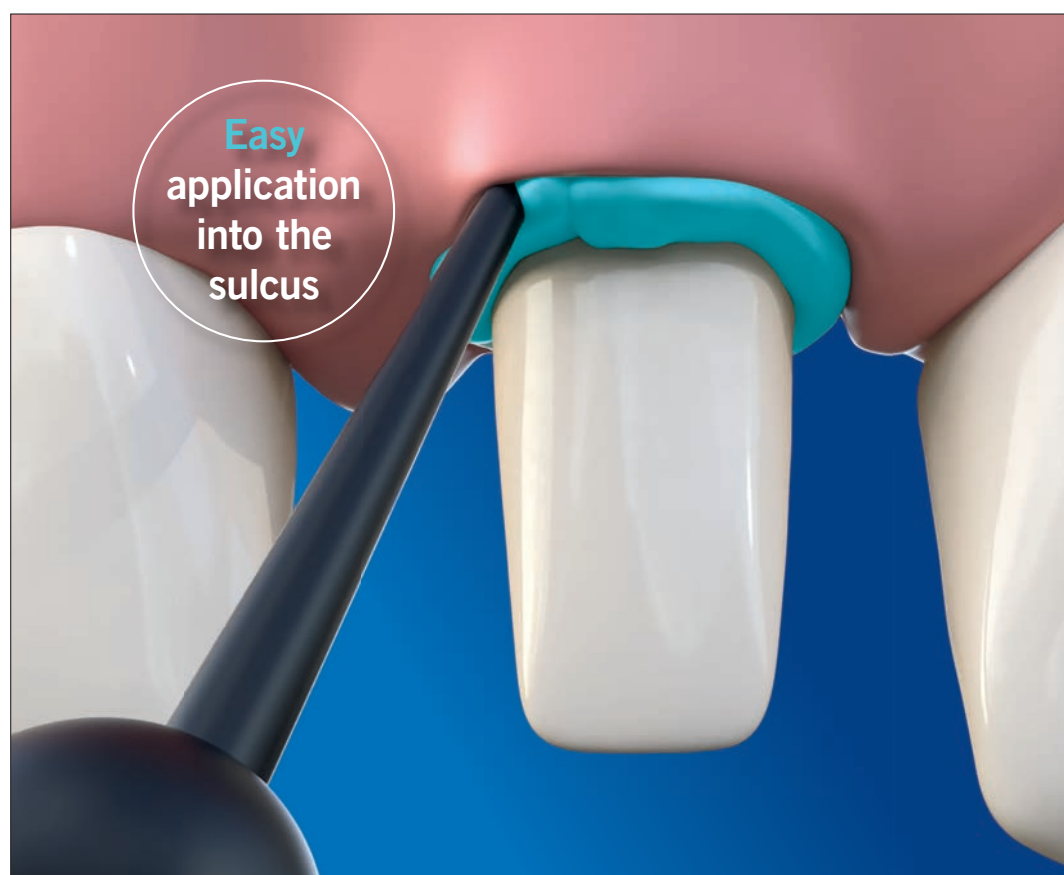
webinars in order to somewhat compensate for the physical courses that were cancelled or postponed at the height of the pandemic.

We will continue offering webinars, while at the same time, we will intensify our presentation of physical courses including hands-on ones. We believe that hybrid courses will be wanted more and more in the future because this concept provides more flexibility to dental professionals. However, we believe that, in some regions, such as the Middle East, physical courses cannot be completely replaced with online education.

What new brands have been launched and why?

We have already started with a limited market release for our

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today ◀ page 1 "AEEDC 2022"

edition, the organisers have aimed to go beyond the usual approach to continuing education. All scientific activities, including pre-conference courses, hands-on workshops, competitions and poster presentations, offer participants the opportunity to become better dental professionals and clinicians and to gain valuable continuing education credits.

The scientific programme will cover the latest advances and research in various specialties of dentistry, presented by more than 90 prominent speakers from around the globe. "In 2022, as always, we have endeavoured to cover the mainstream trending topics of the year in all the related facets of dental oral care, including surgery, restorations, dental hygiene and dental assistance, and we certainly hope to keep all participants busy, having allocated 6-8 conference halls for the transfer of world-class dental education," said AEEDC Dubai Scientific Chairman Dr Nasser al-Malik.

The organisers are pleased to be conducting the 13th edition of the AEEDC Student Competition, which provides a unique opportunity for all dental students to participate through their universities. Competing students will be challenged to engage with questions in various subject fields in dental medicine, including infection control, four-handed dentistry, implantology and oral surgery. In addition, AEEDC 2022 will feature a poster presentation. Participants in the competition will have the opportunity to present their posters in a digital format on TV screens.

today ◀ page 1 "Straumann Group"

ClearCorrect aligners and will launch the aligner business in more markets, benefiting from the experience we have gained in the markets that already promote ClearCorrect aligners. It is important for us to spread the message that the Straumann Group is not just bringing another aligner into the market but producing an aligner made in a superior material and thereby enabling the patient to benefit from a reduced treatment time and a long-lasting result. We want dentists and patients to place the same trust in our aligners as they do in our dental implants. The Straumann Group does not plan for short-lived success but plans long-term business strategy. We have been active in this region for more than 20 years. We have seen many companies come and go and have taken note of their marketing and sales strategies, learning that shortcuts are never the solution for a lasting business relationship.

This year, we also launched the TLX implant in countries where registration has been completed. The TLX is a tissue-level implant which is not only ideal for immediate dental implant treatment but is also an excellent solution for all other indications to suit the dentist's preferred treatment protocol including conventional placement and loading. Straumann is the world's only expert in tissue-level implants and the TLX is the best the industry can offer today.

In addition, we launched NUVO dental implants to cover further sectors of the dental implant market and to give more dentists access to the Straumann Group's dental implant offerings.

What are the Straumann Group's future plans for developing the region further?

I repeat my answer to the first question. There is no need to reinvent the wheel. The main motor of the Straumann Group's marketing strategy is continuous education and training. Practising dental professionals need to be updated, and newcomers need to be trained on a regular basis. This concept has proved itself in the last 20 years, and it will be continued and

The nine exhibition halls and 18 national pavilions of the AEEDC Dubai Exhibition are expected to accommodate 3,000 exhibitors, and their exhibitions will provide a platform for engaging customers, demonstrating products, driving brand awareness, conducting face-to-face business and making sales. Dr Abdul Salam al-Madani, executive chairman of AEEDC Dubai and of Global Scientific Dental Alliance, emphasised: "We have over 4,000 international brands [...] and 155 countries participating this year, and it truly amazes me how the event continues to grow and develop every year."

Dr Tariq Khoory, AEEDC Dubai honorary chairman, commented: "Welcome to the 26th annual edition of the International Dental Conference and Arab Dental Exhibition—AEEDC Dubai. We are extremely excited to be gathering again this year." He continued: "AEEDC Dubai continues to record remarkable growth regarding the number of dental experts gathering from around the world to share their expertise with one another. It is essential for everyone to maximise their knowledge and business growth potential. It is even more of a privilege that this year's exhibition falls within the tenure of Dubai Expo 2020, which will mean even wider exposure and the opportunity to gain unique insights. That is why we urge you to take full advantage of your stay in Dubai by benefiting from AEEDC Dubai and Expo 2020 simultaneously."

All information concerning the event can be found on the free mobile AEEDC congress app (for Android and iOS) or on the AEEDC website. ◀

adapted as we move ahead in the future. We hope that travelling will become easier again so that dentists have the opportunity to attend courses at our factories—at Medentika in Calw in Germany, where a new training centre has been inaugurated inside the high-tech factory, or at our factory and training centre at Anthogyr in Sallanches in France, or at Instituto Latino Americano de Pesquisa e Ensino Odontológico, our partner university in Curitiba in Brazil, where the Neodent factory is located.

How do you evaluate the current sales climate in the region?

We have had an exceptional 2021, with double-digit sales growth in most countries, which has been quite challenging for our production. We believe that this positive trend will continue in 2022, as the pandemic is better under control, although new virus strains keep emerging. I believe that humanity is learning to deal with the virus as it has done with other viruses for millions of years. In addition, more people have been vaccinated and are getting their booster shots, and the mortality rate is steadily decreasing. In the end, COVID-19 will be with us for quite a while, and we have to learn to live and deal with it.

What are the Straumann Group's priorities for the upcoming year for the region?

The Straumann Group's aim is to keep this region as a priority in its decisions. We have plans in place for training and education but these plans depend on the overall pandemic situation. In general, we were able to hold more courses and congresses in 2021 than in 2020, but again, not everything that was planned for 2021 has been implemented owing to the pandemic and the different national restrictions in individual countries. We are optimistic that we will increase our activities in 2022 compared with 2021, and here I wish I had a crystal ball to see into the future. ◀

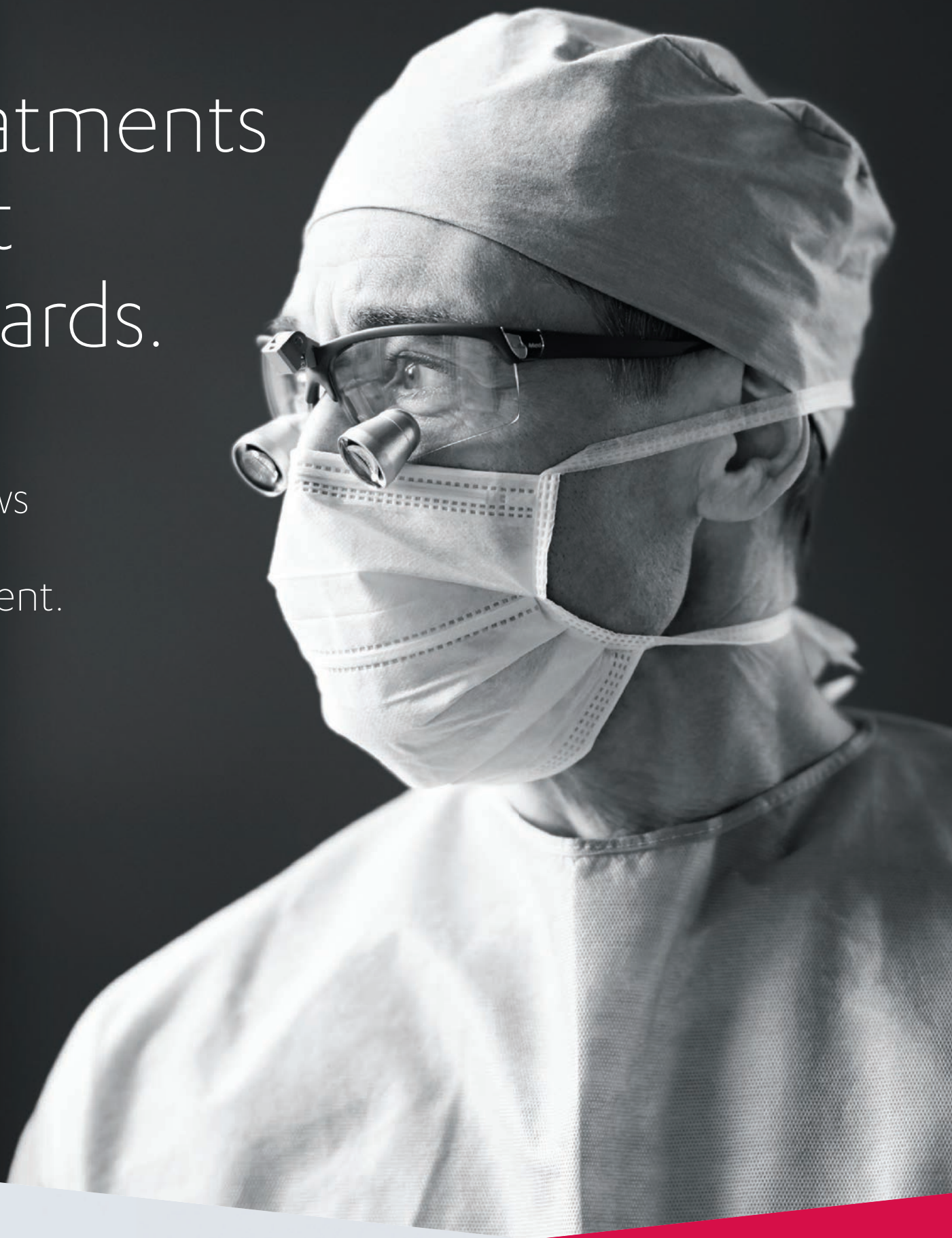
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Italy—Guest of Honour for AEEDC Dubai 2022

More than 50 companies will be exhibiting in the Italian Pavilion

■ Italy—known as il bel paese, the “beautiful country”—is officially the Guest of Honour for AEEDC Dubai 2022.

Over 4,800 international brands will be on display during AEEDC Dubai 2022 with pavilions from 22 different countries, the largest of these being those from Italy, the US, Germany, Brazil, China, France, Spain and South Korea. Speakers from around the world will oversee 208 scientific sessions and 14 workshops, and 15 Italian speakers will present topics related to dentistry and oral health.

As one of the leading nations manufacturing high-quality dental equipment in the world—and as a

country with an extensive history of supporting AEEDC Dubai—Italy is the number one supplier of dental equipment to the UAE, and has over one-third of the market share. Italian companies export dental hygiene products and special furniture for medicine, surgery and dentistry worth more than €15 million to the UAE annually.

Dr Abdul Salam al-Madani, executive chairman of AEEDC Dubai and of the Global Scientific Dental Alliance, and chairman of INDEX Holding—the staging company for AEEDC Dubai—commented: “We are extremely delighted to have Italy as the Guest of Honour this year. It continuously provides unlimited support to AEEDC Dubai and to the



UAE as a whole. Its innovative outlook on science and technology in dentistry has helped pave the way for improved methods of diagnosis and treatment. We're honoured to have it continue this success with us on a larger platform and we all look forward to its central presence this year.”

“Italy has long set an excellent example of dental innovations and exhibiting breakthrough technology for the betterment of dentists and patients alike,” said Dr Tariq al-Khoury, the honorary chairman of AEEDC Dubai.

“We are thrilled to have it as the Guest of Honour this year, for we know that it will lead the drive in sharing brilliant scientific data and innovation,” he added.

The Italian Dental Industry Association (UNIDI), which gathers together the best Italian manufacturers of equipment and consumables for dentists and dental technicians, has actively contributed to the growth of the Italian dental industry for over 50 years. UNIDI, which promotes “made in Italy” products, will be a significant presence during AEEDC Dubai 2022, representing more than 100 Italian companies that provide products that are compliant with the requirements laid out by the European Union.

Luigi Fanin, president of the Italian events and trade show organiser Promunidi, commented: “The Italian companies exhibiting here in Dubai showcase the best of our dental production. The UNIDI participation is the largest in AEEDC 2022 and demonstrates our determination to restart our sector.”

Italians have a long history of exceptional dental hygiene dating back to the Romans, who had very little access to raw sugar and maintained a well-balanced and healthy diet that included mostly fruits and vegetables. It continues to be obvious today that Italy shows evidence of good dental hygiene and that this has transcended into offering valuable scientific information and innovative technology to the world.

Apart from UNIDI, more than 50 companies will also be exhibiting in the Italian Pavilion, and support will be given by the Italian Trade Agency and the Italian Ministry of Foreign Affairs and International Cooperation. Key supporters for AEEDC Dubai 2022 also include the Dubai Health Authority, Global Scientific Dental Alliance, Arab Dental Federation and the Executive Board of the Health Ministers Council for Gulf Cooperation Council States. ◀

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SCANTIST 3D—discover the first 3D scan spray that evaporates automatically after 20 minutes

An interview with Dr Sebastian Gell, co-owner of Scanningspray, the company that developed SCANTIST 3D

■ When using even the most modern extra-oral scanners, it is usually necessary to use matting sprays to achieve great accuracy in digital models. With the aim of improving scan quality, a German company has developed SCANTIST 3D, a new 3D scan spray that was specifically developed for extra-oral CAD/CAM applications in dentistry. In this interview, Dr Sebastian Gell explains the main features and advantages of the spray, which allows, for example, accurate scans of transparent objects.

Dr Gell, could you please tell us more about the need for digitisation in dental laboratories?

Nowadays, the number of dental restorations such as prostheses produced by conventional means is continuously decreasing. The desire for restorations made of high-performance ceramics, which increases aesthetic demands and high-precision requirements, has led to the development of digital manufacturing processes using computer-aided design (CAD) and computer-aided manufacturing (CAM). Digitisation has therefore become an essential process in the fabrication of dental restorations in modern dental laboratories.

The surface of the scan object is digitised with the help of a 3D scanner, and a 3D model is created from the data obtained. The digital model

can then be compared with actual parameters and, in the event of deviations, changes can be made to the physical model. In the additive manufacturing process, digital models also serve as input data for a 3D print.

In order to ensure exact 3D scan results, it is often necessary to apply a coating to the scan object. How can optimal scanning conditions be achieved with SCANTIST 3D?

Three-dimensional scanning requires that light emitted by the scanner is reflected from the scan object back into the sensor of the scanner. In the case of a transparent or translucent surface, for example, the light passes through the surface instead of being reflected from it. As a result, the scanner is not able to capture the surface structure.

For this reason, it is often necessary to apply a coating before scanning objects that are transparent, translucent, reflective, shiny or highly structured with deep pockets. SCANTIST 3D forms a thin layer of white, homogeneous coating which eliminates reflections and other inhomogeneities and thus provides ideal conditions for optical scanning.

The handling is extremely simple and comfortable. SCANTIST 3D is applied evenly to the surface of the scan object at a distance of 5 to 10 cm.



▲ **Fig. 1:** Dr Sebastian Gell is a professor of business administration at FH Aachen University of Applied Sciences in Aachen in Germany. He is also a co-founder of Scanningspray, the company specialising in surface matting for optical 3D scanning that developed SCANTIST 3D. (Image: © Sebastian Gell)

SCANTIST 3D VANISHING directly, on the spot, without taking any costly precautions to avoid pigment-contamination. Overall, SCANTIST 3D eliminates the fundamental application problems of conventional 3D scan sprays and thus greatly increases efficiency and productivity within the digitising process.

This new scanning spray is free from titanium dioxide. Why is this important?

In a scientific opinion issued on 14 September 2017, the Committee for Risk Assessment of the European Chemicals Agency proposed the classification of titanium dioxide as a Category 2 carcinogen by inhalation. Based on this opinion, titanium dioxide has now officially received its carcinogenicity classification according to the EU Classification, Labelling and Packaging Regulation. The classification as a carcinogen by inhalation applies to mixtures in powder form containing 1% or more of titanium dioxide which is in the form of, or incorporated in, particles with an aerodynamic diameter $\leq 10\mu\text{m}$. This criterion is met by many of the sprays used for scanning containing titanium dioxide. Based on this drastic change, I expect that many dental laboratories will be looking for less harmful spray alternatives.

Is the product globally available, and how can technicians order it?

We are currently building our global reseller network. That is one of the reasons for us to exhibit at AEEDC 2022. Dental technicians can contact their usual sources and dental retailers and make them aware of SCANTIST 3D.

The spray cans are equipped with a special valve with a very fine nozzle. This makes handling easy and efficient, as the spray is applied with pinpoint accuracy and precision. The coating has a layer thickness of about $2\mu\text{m}$ and adheres to all materials, even to very smooth surfaces.

“SCANTIST 3D eliminates the fundamental application problems of conventional 3D scan sprays and thus greatly increases efficiency and productivity within the digitising process.”

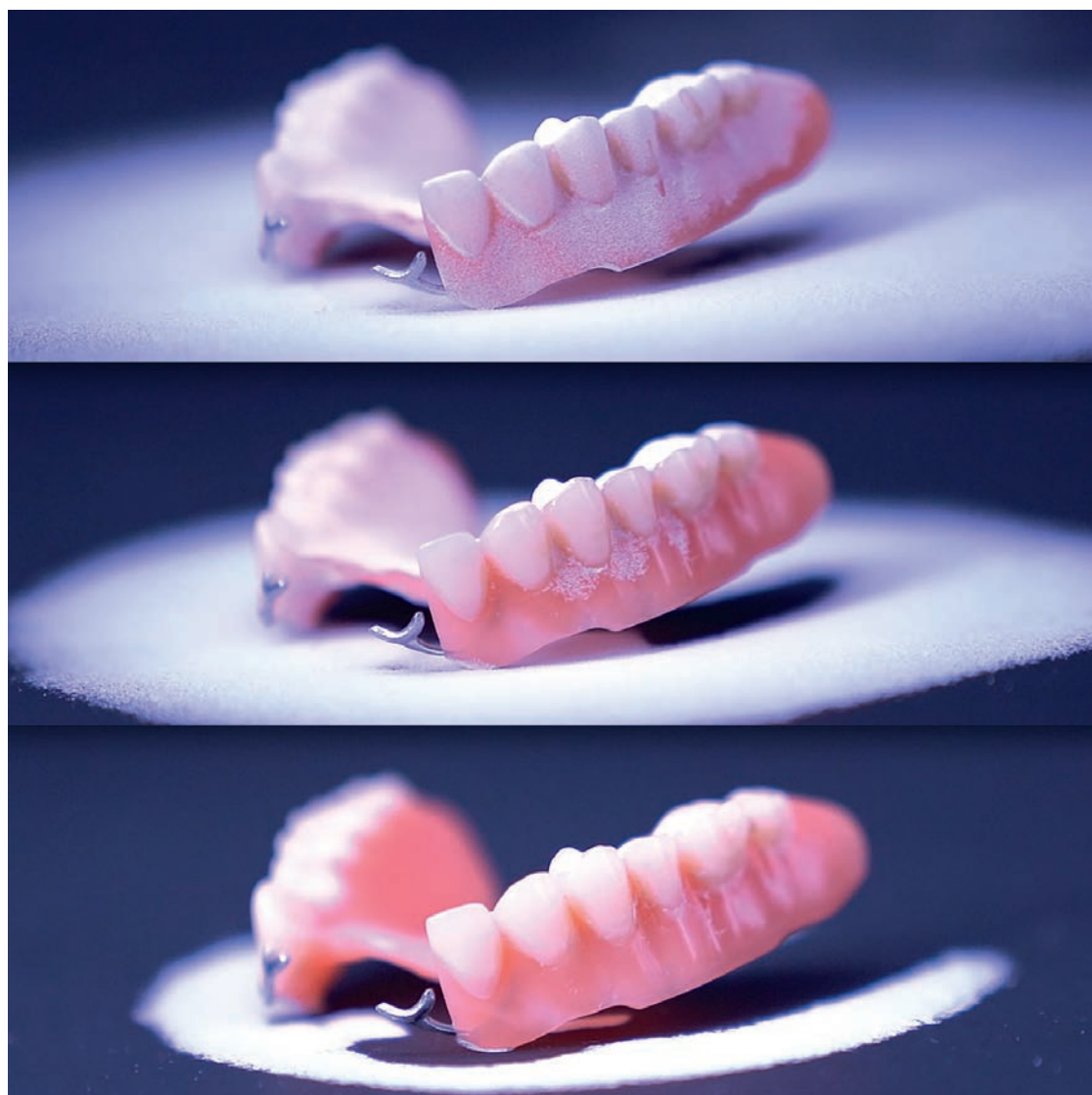
SCANTIST 3D is the first evaporating extra-oral 3D scan spray. Why is this a crucial advantage for dental laboratories?

Conventional extra-oral 3D scan sprays are based on ground white colour pigments. The disadvantage is that the applied coating must be removed again after scanning. The cleaning process is very tedious, costly and time-consuming. Unlike conventional sprays, the coating of SCANTIST 3D VANISHING evaporates about 20 minutes after application. The spray does not contain pigments and thus avoids the pigment-contamination of sensitive areas, such as laboratories, equipment and users. You can even apply

What can visitors to AEEDC 2022 expect to see at the SCANTIST 3D booth in Dubai?

We will do 3D scanning and will thus provide live demos of our spray, so you will be able to see that the spray really disappears by itself. We will also distribute free samples to interested parties. Dental professionals who would like to learn more about 3D scan sprays and about SCANTIST 3D VANISHING, in particular, can find our booth in the Start-up zone in Hall 1, Booth 1J. We are looking forward to everyone's visits. ◀

Editorial note: More information about SCANTIST 3D can be found at www.scantist3d.com.



▲ **Fig. 2:** Dental 3D scan sprays form a matt, white and homogeneous coating when applied. This reduces reflections and other inhomogeneities and thus creates excellent scanning conditions. (Image: © SCANTIST 3D)

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Degradation of composite materials

An editorial by Dr Maha H. Daou, Lebanon



■ The oral cavity is a complex and aggressive environment that affects the hard dental tissue and restorative materials. It contains different substances, such as saliva (water, ions, enzymes, proteins), plaque (bacteria, bacterial metabolic products—acids which decrease the pH value to 4.5), food and chemical substances (soft drinks which can decrease the pH value to below 2, acids from fruits, toothpastes, mouthrinses, fluoride, chlorhexidine, bleaching gels containing peroxides, drugs, vitamins), all of which can contribute to ageing of materials. Also, mechanical stress caused by biting (400N during chewing), forces arising from bruxism and other oral habits, and forces acting during toothbrushing can contribute to material ageing. In addition, chem-

ical or electrochemical factors and long-term mechanical loads act in the oral cavity synergistically, accelerating material ageing.¹

Ageing is the deterioration of a material as a result of a reaction with its environment that becomes more pronounced over time. If the changes in material properties are negative, this can be considered degradation. Ageing of materials is caused by internal (chemical, mechanical and physical) and external (light, temperature, humidity, stress during function, mechanical solicitations, interactions with other materials) factors.

The consequences of material ageing are loss of anatomical shape (abrasion or fracture) and marginal

fracture, decrease in aesthetic properties, decrease in mechanical resistance and durability, and release of the material components and their degradation products in the human body. Ageing of biomaterials is an important concern. It often manifests as a decrease in the normal performance of the biomaterial, physical degradation and subsequent release of substances, alteration of properties (aesthetics, hardening or softening, alteration of permeability, etc.) and impairment of functionality.

Resin composites are commonly used in restorative dentistry. However, these composites degrade in the oral cavity.^{2,3} The processes leading to the degradation of composites are thermolysis (decomposition by tem-

perature), oxidation (loss of electrons), solvolysis (decomposition by a solvent), photolysis (decomposition by light) and radiolysis (decomposition by ionising radiation). Solvolysis, or more specifically hydrolysis when the solvent is water, is the most investigated and most relevant biochemical degradation process, as it acts on the unprotected ester linkages in methacrylate-based resin monomers, polymers and coupling agents. By definition, hydrolysis is a chemical reaction during which water divides a molecule into two parts.

Resin composites have high failure rates.⁴ The main reasons for failure are secondary caries and fractures of the restoration.⁵ Concerns over their reduced durability and the prevalence of secondary caries have come to the fore, as well as concerns with respect to the safety of resin-based materials that might release chemicals like BPA, TEGDMA, bis-GMA and HEMA.^{6,7} The main problems with composite resins relate to shrinkage (hermeticity and adhesion problems), degradation in function (abrasion, dissolution and fatigue) and bonding to hard tissue (efficiency and durability problems).

Shrinkage can be decreased by masking the effects of contraction when using the layering technique in applying the composite resin and/or by modifying the behaviour of the composite through its composition, thus decreasing its polymerisation shrinkage. The latter has the advantage of reducing shrinkage stress, thus improving the clinical behaviour of the composite markedly.

One possibility regarding composite composition is to keep the linear dimethacrylates as the basis and

change the nature and proportions of the other components of the resin matrix—this is the option employed by products like els (Saremco Dental). By controlling the nature and proportions of the components of the resin matrix very precisely, it is possible to decrease polymerisation shrinkage optimally. ◀

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

At AEEDC Dubai 2022, Dr Maha H. Daou will be holding a lecture titled “Resin composite restorative materials: Properties, characteristics and clinical implications” on 1 February from 14:00 to 15:00 GST.



About the author

Dr Maha H. Daou is an associate professor and chair of the department of paediatric dentistry at Saint Joseph University of Beirut in Lebanon. She is also a visiting scholar at McGill University in Montreal in Canada. She owns a private practice exclusively specialising in paediatric and community dentistry.

Dubai investor ready to buy majority stake in largest Saudi dental chain

Healthcare investments in the kingdom are growing in appeal

■ A Dubai-based investment company is close to buying a majority share in Saudi Arabia's largest dental chain, according to media reports. The sale of ALMESWAK Dental Clinics, which runs around 85 clinics in 25 Saudi cities, indicates that healthcare investments in the kingdom are growing in appeal.

Bloomberg reported that Gulf Islamic Investments (GII) is ready to purchase a 70% stake in ALMESWAK for around US\$600 million (€530 million), citing unnamed sources familiar with the matter. The 70% stake has been owned since 2017 by private equity firm Jadwa Investment, and the remaining 30% of the shares are held by Emirati healthcare company United Eastern Medical Services.

Bloomberg reported in February that ALMESWAK shareholders had hired an investment bank to



explore a range of sale or stock-floating options for the dental chain. The prospective buyer, GII, is a privately held sharia-compliant company, and at least half of its investors are Saudi. It oversees more than US\$2 billion in assets and said in 2021 that it was interested in expanding in Saudi Arabia and India.

Saudi Arabia's dental industry is undergoing a reset after a drive for “Saudisation” of its dental workforce was confirmed in October last year. Saudi Arabia's Minister of Human Resources and Social Development wants at least 60% of jobs in selected healthcare specialties, including dentistry, to be held by Saudi nationals. Effective from 11 April this year, the Nitaqat Saudisation programme applies to all privately operated dental clinics in the country that employ three or more dental professionals. ◀

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