exhibitors list included

today

UAE International Dental Conference & Arab Dental Exhibition Dubai · 7–9 February 2023

News

Republic of Korea, the guest of honour at AEEDC Dubai 2023. Over 130 South Korean companies to attend.

» page 8

News

Dentaverse is a new virtual reality platform that aims to create a meeting point for the global dental community.

» page 16–17

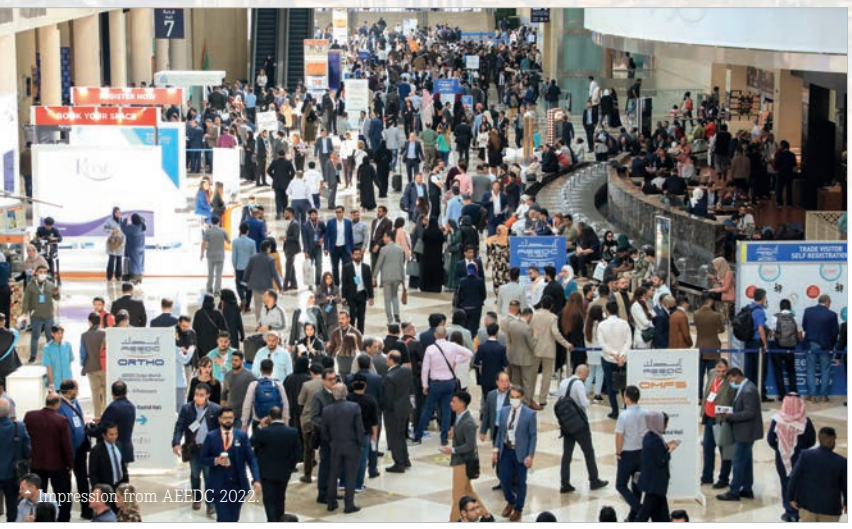
Products in focus

AEEDC Dubai 2023 Exhibition in Halls 1 to 8 of the Dubai World Trade Centre showcases the most current innovations in dentistry.

» page 18–32

Leading the dental world into the future

AEEDC welcomes international dental community for 27th edition



Impression from AEEDC 2022.

■ Since its inception almost three decades ago, the UAE International Dental Conference and Arab Dental Exhibition (AEEDC) has become the largest dental show in the Middle East, North Africa and South Asia region, and one of the most important events worldwide.

The three-day conference and exhibition will bring together oral health practitioners and manufacturers of oral care products from around the world, showcases the latest innovative technology and provide companies in

today ▸ page 2

Recent developments in the aligner market

Straumann Group reveals its plans for the Middle East

■ Having a clear vision of unlocking the potential of people's lives, Straumann delivers cutting-edge product innovations that are regarded as industry benchmarks and disruptive technological breakthroughs that are supported by long-term scientific evidence.

The clear aligner market in the Middle Eastern region is projected to grow to US$350 million (€285 million) by 2030. With more and more consumers being made aware of the benefits of correcting minor to major malocclusions, the clear aligner industry is only going to grow and has become the treatment of choice and convenience for patients of all age groups.

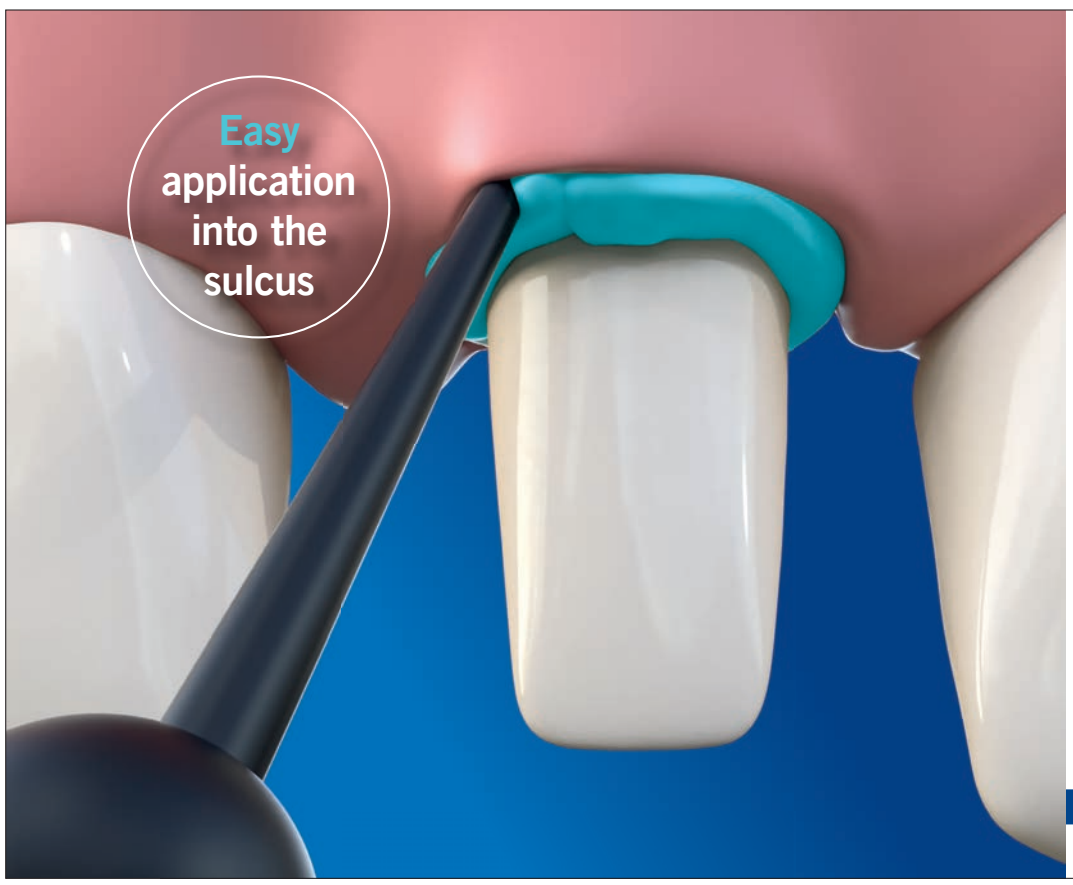
Education is of key importance when partnering with Straumann and ClearCorrect. Through a number of customised education plans and continual software and product innovations, Straumann continues to invest in the development of ClearCorrect to ensure that it is a truly consumer-and customer-centred product that can help millions of people across the world.

Michael Bender is the vice president and head of regional marketing and education for the central and Eastern Europe, Middle East and Africa region at Straumann Group.

In this interview, Michael Bender, vice president and head of regional marketing and education for the central and Eastern Europe, Middle East and Africa region at Straumann Group, talks about the company's latest innovations and its position in the global dental market.

today ▸ page 4

AD



VOCO Retraction Paste

THE CORD FROM THE CAPSULE

- **Thin cannula with flexible tip** – easy and pinpoint application into the sulcus
- **Viscosity Change** – paste consistency varies during application and sulcus widening
- **Good visibility** – contrasty to the gingiva
- **A clean product** – quick and easy to spray off

AEEDC DUBAI

Please visit us!
Stand No. 8A 06

VOCO GmbH · Germany · Freecall 00 800 44 444 555 · www.voco.dental

VOCO THE DENTALISTS

AD

ABACUS®

Preparation on a new level with multiple type of shapes.

A special multi diamond coating provides a high concentration of diamonds and ensures a cost-effective service life.

- Clearly defined escape channels for filings ensure removal of the ground particles and easy cleaning.
- The special coating on the instruments creates an exceptionally smooth surface between the diamond particles. This prevents the instruments clogging and makes them easier to clean and maintain.
- Three different grit sizes provide a choice to suit individual preparation techniques.

NTI New Technology Instruments

www.nti.de/dental/en/

NTI-Kahla GmbH • Rotary Dental Instruments
Im Camisch 3 • D-07768 Kahla/Germany
Tel. 036424-573-0
E-mail: export3@nti.de • www.nti.de

today ◂ page 1 "AEEDC 2023"

Impressions from AEEDC 2022.

the industry an opportunity to forge long-term deals and joint investments to serve the needs of local, regional and international markets. AEEDC Dubai 2023 will take place from 7 to 9 February at the Dubai World Trade Centre and is organised annually by INDEX Conferences and Exhibitions, a member of INDEX Holding. The orgaisers announced that over 4,800 international brands and more than 66,000 attendees from 155 countries are expected for AEEDC 2023.

Held under its theme "Education and Innovation Transfer", the 2023 AEEDC Dubai conference will present an extremely comprehensive scientific programme covering the latest advances in various specialties of dentistry. Some of the world's most distinguished speakers will share their expertise with the audience. For example, FDI president Prof. Ihsane Ben Yahya, will speak at the AEEDC Forum (8 February 15:30–16:15) about healthcare of the future and the importance of prevention. In his lecture (8 February, 14:00–15:00), Dr Simone Marconcini, an oral Surgeon and implantologist from Italy, will elaborate on the use of zirconia implants. *Please also see page 10 for an interview with Dr Marconcini.* AEEDC Dubai conference is being held in collaboration with the Dubai Health Authority. INDEX Conferences and Exhibitions is an ADA CERP-recognised provider and participants can earn up to 19.5 continuing education credits for attending the conference programme. In the fully booked exhibition halls, dental professionals will be able to see the practical aspects in various workshops. The latest innovations currently available on the market will be on display.

The Republic of Korea was officially announced as the guest of honour for the 27th edition of AEEDC Dubai. More than 130 South Korean companies are set to participate in AEEDC Dubai 2023. The Republic of Korea is a long-term partner and contributor to AEEDC and has been involved in the show for more than 15 years. "We have seen them grow significantly during this time and we are delighted to highlight their achievements this year," said Anas Al Madani, vice chairman and group CEO of INDEX Holding.

For the first time, AEEDC offered a platform for dental start-ups in 2022. Under the name AEEDC Dubai Stars, it provided newcomers in the industry with the opportunity to expose their enterprise to a global audience and accelerate their business. This year, AEEDC Dubai Stars will happen again in parallel to AEEDC Dubai. The show features key figures, celebrities, and influencers who share their success stories and insights along with several entertainment activities and competitions.

According to the organisers, last year's edition of AEEDC Dubai the most successful conference to that date. Despite the continuing challenges of the pandemic, the 2022 event attracted more than 66,000 participants from 155 countries and showcased over 4,800 state-of-the-art products from 3,600 major dental and public health companies in the field of oral hygiene and dentistry. The event featured a total of 22 official country pavilions. The exhibition and conference also included several dedicated training courses, workshops and student poster competitions showcasing the latest advanced research and breakthroughs in the dental field. The event generated a record-breaking US$3.9 billion in trade deals.

In a press release, Dr Abdul Salam Al Madani, executive chairman of AEEDC Dubai and the Global Scientific Dental Alliance and chairman of event organiser INDEX Holding, stated: "We are proud of the successes generated by the event over the years, which reflect the UAE's role in creating new opportunities for global industries and the support it has extended to the growth and innovation of the international medical sector."

Dr Al Madani explained that the volume of direct and subsidiary deals reaffirmed the event's importance to the global dental industry. "These deals, which were struck between participating companies, health institutions, clinics and hospitals, were driven by market demand for innovation and the growth in public and private sector budgets for serving health services and disease prevention requirements, especially after the challenges experienced by health and medical institutions during the pandemic," he explained.

All information concerning the event can be found on the free mobile AEEDC congress app (for Android and iOS) or on the AEEDC website, www.aeedc.com. ◂◂

AMANNGIRRBACH

ceramill® DRS
DIRECT RESTORATION SOLUTION

FOR DIGITAL TEAMPLAYERS.

The new dimension of united dentistry
in laboratory and practice.

AG.LIVE
PLATFORM
CASE SHARING

DRS CONNECTION KIT

Intraoral scanner, software and AG.Live Case Sharing for Same Day Dentistry

DRS PRODUCTION KIT

Up to 3-pontic bridges directly in the practice within one session

DRS HIGH-SPEED ZIRCONIA KIT

Sintering zirconia in just 20 minutes with 16 perfectly matched VITA shades

Available exclusively in selected markets for the time being.
Interested parties outside Germany please contact the responsible Amann Girrbach dealer.

Beirut | Lebanon I Tel +961 3133911
mea@amanngirrbach.com
www.amanngirrbach.com

www.ceramill-drs.com

today ◂ page 1
"Straumann Group"

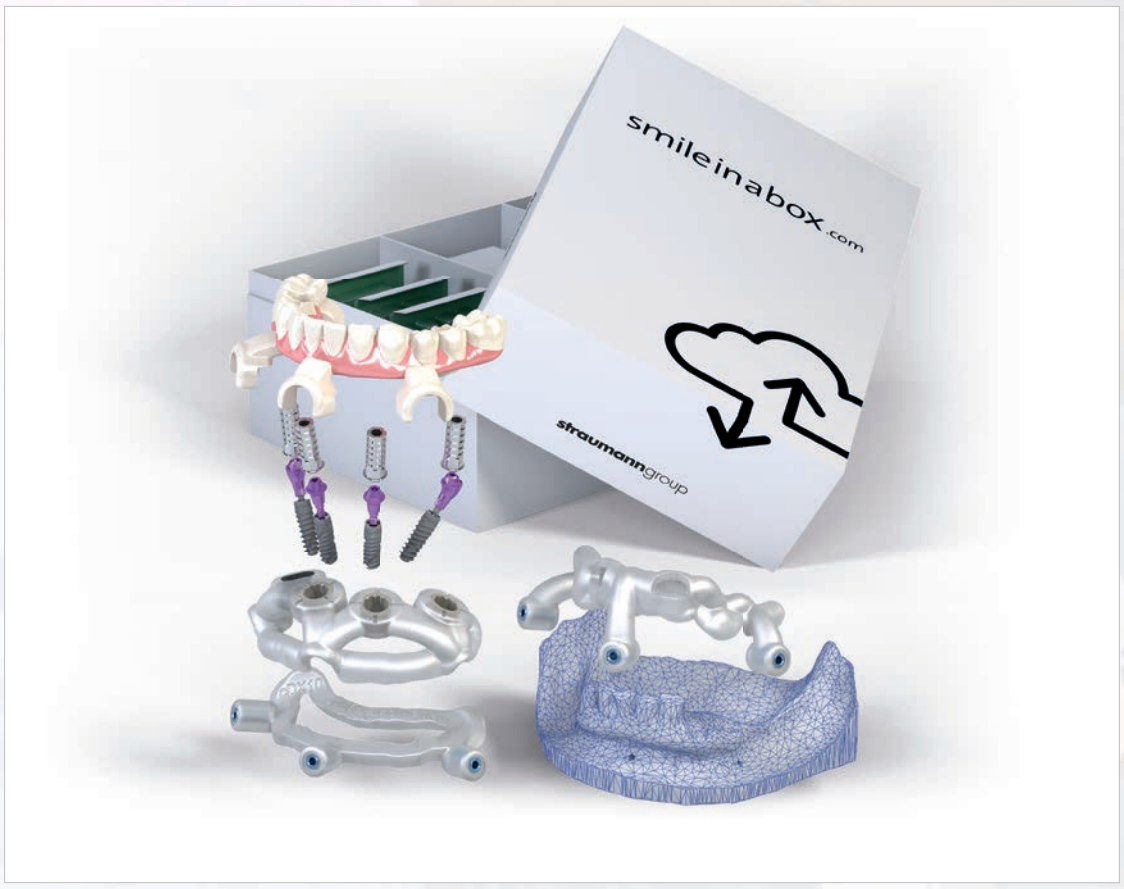
Mr Bender, how important is the Middle Eastern market for the Straumann Group?

The Middle Eastern market has always been, and still is, of the highest strategic importance for the Straumann Group. Since business potential and growth expectations are huge, we continuously invest in this area. Over the last couple of years, this region has been developed into a highly attractive dentistry hub that has gained a high reputation and that exerts a positive impact, especially on aesthetic dentistry. That is also one of the main reasons why we took the decision to hold our large and very successful aesthetic dentistry summit in January 2022 in Dubai. The event attracted more than 500 participants.

In recent years, a large number of dental professionals have moved to the Middle East, especially to the emirate of Dubai. This growing size of the market gives the region greater relevance. Peers can connect, exchange ideas and build sustainable communities in the region. During COVID-19, we have always been committed to keeping our strong presence and even increasing our investment in the Middle East, for example by participating in regional events such as AEEDC Dubai.

What are Straumann's latest innovations, and how are they supporting the dental practice?

We want to become the most customer-focused and innovative oral care company in the world. We want to stay at the forefront when it comes to delivering innovative solutions and treatment services for dental professionals.



^ Smile in a Box is a flexible digital treatment planning and manufacturing service.

Most recently, we have introduced the Straumann BLX and TLX lines with dynamic bone management, which have been specially developed to make immediate protocols achievable, predictable and minimally invasive in all bone types.

What is important about these two lines is that they benefit from the same endosteal design, which means the same drill set is used for both systems. This a true advantage for clinicians willing to further expand the variety of indications they cover, either using BLX, our new generation of bone-level implant, or using TLX, which enables them to take advantage of the proven benefits of a tissue-level implant that is now suitable for immediate workflows. These lines are fully integrated digitally, including for planning and for using CAD/CAM to fabricate restorations, enabling our customers to optimise their workflows.

A special highlight in implant treatment service is Smile in a Box. Smile in a Box is a flexible digital treatment planning and manufacturing service that helps dental professionals to grow and develop their dental practice. This offering drives value by improving patient acceptance and allowing access to digital dentistry without investing in additional hardware or software. Surgeons gain more efficiency by reducing chair time with immediate treatment protocols, and they increase the level of confidence in implant placement with a more predictable workflow using guided surgery. Smile in a Box lets you grow your business, no matter where you are in your practice development.

We are proud of our new treatment services and also proud of our new intra-oral scanner, Virtuo Vivo, which has one of the smallest and lightest handpieces currently available on the market. The handpiece, which weighs only 130 g, is ergonomically designed and has a pen-like grip, offering unparalleled patient comfort. The Virtuo Vivo replaces conventional tray impressions and, owing to the small scanner size, makes the patient experience more pleasant and acceptable. The Virtuo Vivo connects directly to Straumann Group services and solutions, such as coDiagnostiX implant planning software and ClearCorrect clear aligners, while staying a completely open system.

How is education going to contribute to the overall success of the company across the region?

It is our mission to be the benchmark for professional training and continuing development in implant dentistry. Together with our partners, we offer a comprehensive educational programme in all disciplines of implant dentistry and make the latest technology available. This education covers all relevant aspects of dentistry, including tooth preservation, implant-borne restorations, oral tissue regeneration, and digital workflows for all specialisations and on all skill levels.

We offer the opportunity to learn, meet, share, explore and grow, and we welcome everyone who is interested in the outcome of close and long-term collaboration with leading clinics, research institutes, universities, networks and communities—juniors, seniors, scientists, dental professionals and entrepreneurs of any age, sex, beliefs or nationality, in short anyone curious for more.

What makes Straumann different from other companies?

As a global leader in implantology with a legacy of more than 60 years in dental technology, Straumann is proud of its product innovations and technological breakthroughs and insists on the support of scientific evidence. Its breakthroughs have included the TL implant with its Morse taper connection in 1986 and the launches of the SLActive surface in 2005 and the Roxolid material in 2009. We stand for premium Swiss quality, precision and innovation. We deliver confidence in dentistry and are backed by the largest global scientific network in implantology, the International Team for Implantology.

A key benefit when partnering with Straumann is education. We provide clinicians access to a global network of peers and mentors as well as to an extensive panel of educational options in order to support our customers in developing their skills, growing and succeeding.

But that is not all, particularly considering evolving needs in this time of digital transformation. When it comes to digital dentistry, Straumann offers efficient and validated workflows, high-tech dental equipment and premium materials. This gives customers direct access to a complete ecosystem covering all stages of the implant workflow for a frictionless experience: data acquisition, planning, design, surgery and restoration. At all stages of the implant workflow, whether in-house or outsourced, our systems are modular, compatible with third-party solutions and truly tailored to support our customers in their journey. ◂◂

Editorial note: For more information, AEEDC attendees can drop by Booth 7B10 or visit www.straumann.com.

AD

today about the publisher — dti Dental Tribune International

Publisher and Chief Executive Officer
Torsten R. Oemus

Managing Editors
Claudia Duschek
Iveta Ramonaite

Editors
Franziska Beier
Jeremy Booth
Anisha Hall Hoppe

Copy Editor
Sabrina Raaff

Designer
Franziska Schmid

Production Executive
Gernot Meyer

Advertising Disposition
Marius Mezger

Dental Tribune International GmbH
Holbeinstraße 29, 04229 Leipzig, Germany
+49 341 48474-302 | +49 341 48474-173
General requests: info@dental-tribune.com
Sales requests: mediasales@dental-tribune.com
www.dental-tribune.com

today will appear at the UAE International Dental Conference & Arab Dental Exhibition—AEEDC in Dubai from 7 to 9 February 2023. The newspaper and materials therein are copyrighted by Dental Tribune International GmbH. Dental Tribune International GmbH makes every effort to report clinical information and manufacturers' product news accurately but cannot assume responsibility for the validity of product claims or for typographical errors. The publisher also does not assume responsibility for product names, claims or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Dental Tribune International GmbH. General terms and conditions apply; legal venue is Leipzig, Germany.

All rights reserved. © 2023 Dental Tribune International GmbH. Reproduction in any manner in any language, in whole or in part, without the prior written permission of Dental Tribune International GmbH is expressly prohibited.

3shape

simply.TRIOS 5

Intraoral scanning that simply makes sense

Hygienic by design for minimal risk of cross-contamination. Smaller and lighter than ever for next-level ergonomics. And a ScanAssist engine with intelligent-alignment technology that makes precision scanning effortless, every time.

"It is here that East meets West"

An interview with Anas Al Madani, vice chairman and group CEO of INDEX Holding

Anas Al Madani is the vice chairman and group CEO of INDEX Holding. INDEX Conferences and Exhibitions Organization, a member of INDEX Holding, is the organiser behind AEEDC.

■ AEEDC Dubai's organisers are thrilled to present a sold-out event which they hope will exceed the expectations of visitors and exhibitors. Dental Tribune International spoke with Anas Al Madani, vice chairman and group CEO of INDEX Holding, about the significance of the event, doing dental business in Dubai and the popular programme fixture AEEDC Dubai Stars.

"AEEDC Dubai has been growing every year and we feel that it has become the most prominent and important event in the dental industry."

What is the role of AEEDC Dubai in the international dental market?

AEEDC Dubai has become one of the world's most important international meeting points for the dental industry. It is here that East meets West. People from over 155 countries come together in Dubai to showcase the latest technologies and launch their products. Education is also a major part of the event. The conference theme, "Education and innovation transfer," is reflected in the comprehensive scientific programme. Organised by the scientific committee, the aim of the programme is to introduce and showcase the latest scientific and dental research for the benefit of dental professionals.

Why is it important for dental companies to exhibit at AEEDC Dubai?

AEEDC Dubai is the leading event in the region. In addition, those who exhibit or do business in Dubai gain access to major markets. This is owing to Dubai's strategic location, from which two billion of the world's inhabitants can be reached within a six-hour flight.

How has the COVID-19 pandemic affected the development of AEEDC Dubai?

The pandemic caused companies to realise the importance of events like ours. As a result, more companies are exhibiting. This year, exhibitor bookings increased by 20%-30% and we have a very long waiting list, owing to the exhibition space being sold out. Next year, we expect that the exhibition will grow by 30%. More people and companies are interested in coming to Dubai to explore business opportunities and AEEDC Dubai is playing an important role in that.

What can dental professionals expect from the scientific programme?

The scientific programme always includes new features. This year, digital dentistry will be a major focus. We have collaborations with Korean, Swiss, and Italian dental associations and many excellent speakers will be in Dubai with presentations relating to disciplines such as orthodontics, surgery, paediatric dentistry, and many more. We also have many hands-on workshops featuring in-person training.

The Scientific Committee will also hold the AEEDC Dubai Industry Symposia, a dedicated platform where leading experts and thought leaders share knowledge and present major advancements in cutting-edge innovative products and services. Here, we expect to focus on trends such as the expanding use of digital dentistry, and so much more.

What are the highlights of this year's event and what are you personally looking forward to?

There will be many important highlights. For example, this year's guest of honour is South Korea, a country that has been participating in AEEDC for many years. We are also showcasing Dentaverse, which is one of the latest innovations in dentistry relating to Web3 technology. In the area of digital dentistry, we will be highlighting developments in 3D-printing and scanning, and many other technologies that are of growing importance to dentists. In addition, we believe that this year's event will feature many product launches, and that there will be a record-number of deals made on the exhibition floor!

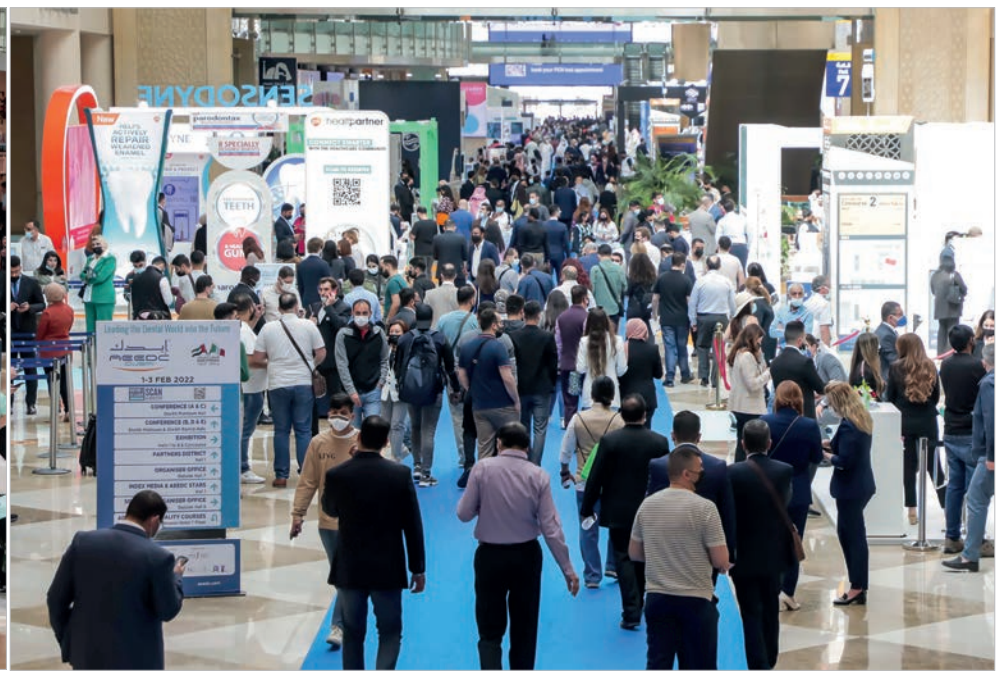
Please tell us about AEEDC Dubai Stars?

AEEDC Dubai Stars was created in order to bring some of the social elements of dentistry to the fore. Here, we look at how dentists invest in and promote their practices, including through the use of social media, and we highlight and address some of the challenges that dentists face in their daily lives. For example, the topic of physiotherapy comes to mind. Dentists spend a lot of time on their feet and it is important to talk about the types of habits that can be established to promote a healthy lifestyle and posture. Dentists also need to learn how to better handle their funds, and so we are holding some sessions related to investing.

Why do we refer to this as AEEDC Dubai Stars? This part of the programme often brings in some of dentistry's leading celebrities and influencers, including business advisors and physiotherapists.

Is there anything else about AEEDC Dubai that our readers should know?

AEEDC Dubai has been growing every year and we feel that it has become the most prominent and important event in the dental industry. It is a major meeting point for companies, dentists and researchers. Attending the event has also become a great social experience and dental professionals from all over the world gather at AEEDC Dubai with the aim of enjoying their time. AEEDC Dubai will continue to provide this international platform and enhance its offering so that the event can exceed the expectations of our customers and guests. ◂◂



VISIT US AT
BOOTH 7B10
Straumann®
at AEEDC Dubai 2023

Straumann® ImmediaXy™

Taking Immediacy to the next level.

With ImmediaXy, Straumann® offers an ecosystem of solutions that are designed to enable dental professionals to confidently and efficiently provide their patients with immediate temprization – whenever possible and clinically sensible, whether in single tooth, multiple teeth or full-arch cases. Discover how ImmediaXy™ can support you, for the benefit of your patients and the success of your business.

ADVANCED SURGICAL SOLUTIONS.

Straumann® BLX

- An implant system perfected for immediate treatments
- Dynamic Bone Management: An outstanding design concept developed for immediate protocols in all bone types
- Esthetic Ease Concept: A simple yet versatile portfolio with one connection for all diameters and under-contoured prosthetics for excellent soft-tissue management
- Full digital integration for an optimized workflow

Straumann® TLX

- The proven benefits of tissue level now available also for immediate workflows
- Peri-implant health: no microgap at bone level, immediate soft-tissue attachment preservation
- Simplicity & efficiency: Built-in emergence profile and simple soft-tissue management, clear view and accessibility of the connection, even in the posterior region
- Two neck shapes (straight and flaring) for more clinical versatility*

*compared to Straumann TL

A0053/en/A/00 01/23

straumann

South Korea announced as guest of honour

More than 130 South Korean companies to participate in AEEDC Dubai 2023

■ AEEDC Dubai has officially announced the Republic of Korea as the guest of honour for the 27th edition of the annual UAE International Dental Conference and Arab Dental Exhibition (AEEDC Dubai). The event is the largest international scientific dental conference and exhibition in the world.

More than 130 South Korean companies are set to participate in AEEDC Dubai 2023. Additionally, the event will welcome participants from 155 countries, will boast eight exhibition halls and will host seven major conferences at the Dubai World Trade Centre.

"South Korea, together with the Korean Dental Industry Association (KDIA), has been a long-standing friend and partner of AEEDC Dubai for more than 15 years now. It has made valuable contributions to the event, and we look forward to welcoming it as the guest of honour for the upcoming AEEDC Dubai 2023," stated Anas al-Madani, vice chairman and group CEO of INDEX Holding.

The partnership was announced during 2022 Seoul International Dental Devices Exhibition in Seoul in South Korea, which was attended Anas Al Madani (second to left), vice chairman and CEO of INDEX, representing the AEEDC Dubai organising committee. *(Image: © INDEX)*

South Korean companies have a long history of attending AEEDC Dubai that dates back to 2008. Only nine companies attended initially, but today, that number has grown significantly to over 130 companies participating annually and covering nearly 3,000 m^2 of stands at AEEDC Dubai.

"With the growth of the Korean dental industry over the past 15 years, we are happy that AEEDC Dubai has also grown into the world's largest annual dental conference and exhibition. We are very proud that the Republic of Korea has been chosen as the guest of honour at AEEDC Dubai 2023 and I think it would be an important example of the rising status of Korean dental brands in the global market. The KDIA will continue to support Korean dental brands and AEEDC Dubai to grow together," stated Hoon Taek Lim, chairman of KDIA.

South Korean dental companies have proved to be prominent players in the field, offering implants from notable brands such as Osstem Implant, Dentium, Neobiotech, DIO Implant, MegaGen, Dentis and IBS Implant as well as dental imaging solutions from brands such as Vatech and Genoray. Dental implant production reaches a value of approximately US$2 billion a year, and dental implants rank as the most important domestic production items in South Korea. Additionally, dental implant exports account for 9.5% of South Korea's total medical device exports, at approximately US$340 million (€318 million).

South Korea is also one of the leading countries in the world for medical device market size. Its production amounts to over US$11 billion, a figure that has nearly doubled within the last four years. The dental profession is one of most prestigious professions in South Korea, and more than 80% of South Korean dentists can perform implant surgery.

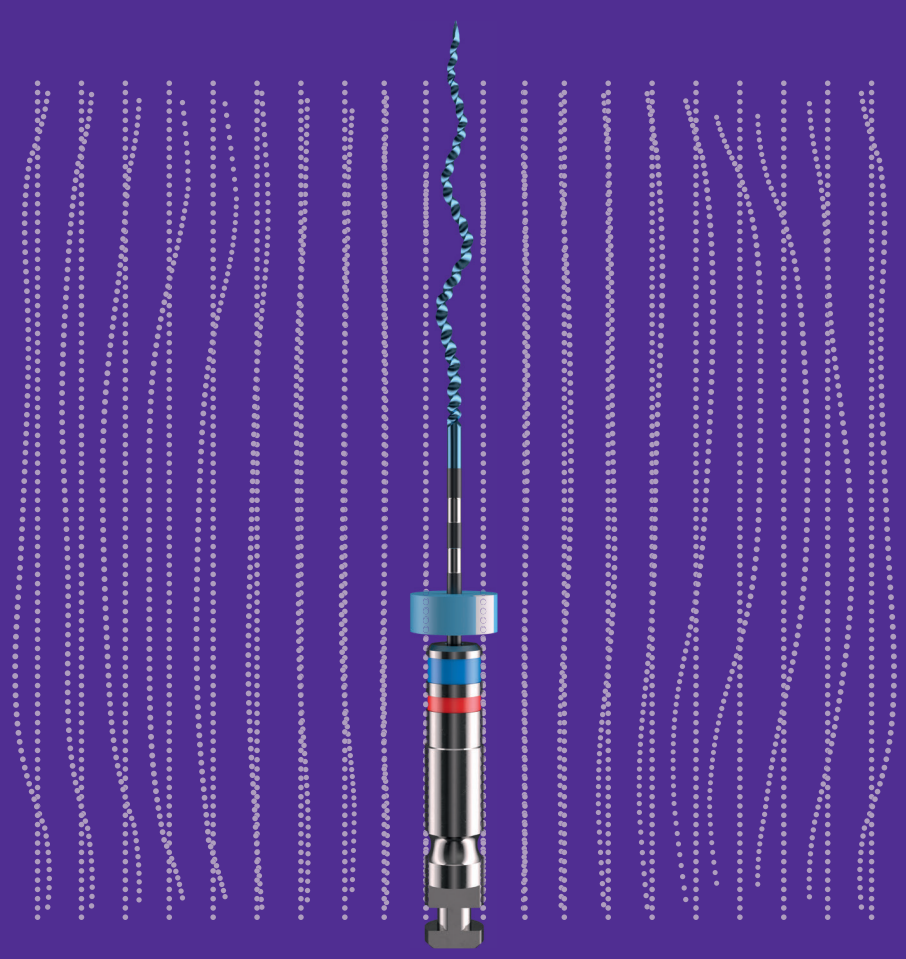
South Korea has stunning natural beauty, clear water and serene countryside, and it is also one of the top ten economies in the world by GDP. Within the last century, it has firmly established itself as an advanced, industrial economy. Now known for its strategy of export-led growth and large business corporations, it is also a major producer and exporter of electronics, telecommunications equipment, motor vehicles and dental equipment and devices. ◀◀

AD

FKG
swiss endo

XP ENDO® RISE

Rise With the One.
Just ONE shaping file for multiple canal morphologies.



www.fkg.ch/xp-endo-rise

Adaptive

VISIT US AT
BOOTH 6B10!

We are Implantology

Combined forces. Accelerated evolution.

Inspired to achieve excellence in oral reconstruction, we use our combined forces to accelerate evolution within global implantology. Since 2016, BioHorizons and Camlog have been strategically joining forces under the umbrella of the Henry Schein Global Oral Reconstruction Group.

biohorizons
camlog