

today

04
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exhibitors list included

UAE International Dental Conference & Arab Dental Exhibition Dubai - 4-6 February 2020



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AEEDC Dubai 2020 set to continue its legacy of exceeding expectations

Lectures, product demonstrations, scientific competitions and more.

■ The UAE International Dental Conference and Arab Dental Exhibition (AEEDC) in Dubai is the gateway to the emerging and far-reaching dental market in the Middle East, North Africa and South Asia (MENASA) region. Again in 2020, and for its 24th edition, a wide range of dental products, equipment and services will be showcased under the theme of "Education and Innovation Transfer". As one of the largest dental events in the MENASA region, AEEDC Dubai will host a number of practical and interactive activities that will run alongside the exhibition halls from 4 to 6 February.

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

Boasting hundreds of international companies distributed over nine exhibition halls and 16 national pavilions (the largest being China, Italy, Germany and South Korea), AEEDC Dubai Exhibition provides a platform to engage customers, demonstrate products, drive brand awareness, conduct face-to-face business and make sales. But the networking possibilities do not stop there: during the coffee breaks, luncheons and AEEDC Dubai Night activities, such as the gala dinner, the event organisers have allowed plenty of time for participants to exchange ideas and discuss the happenings of the day.

Tariq Khoory, AEEDC Dubai honorary chairman, said: "It is immensely satisfying to witness the phenomenal



success achieved by AEEDC Dubai over the past 20 years, which owes its tremendous progress to a rich scientific programme, top-quality conference sessions, scientific lectures, workshops, poster presentations, the participation of world's best scientific talent and more importantly the support of the global dental fraternity." He continued: "Keeping this in mind, AEEDC Dubai 2020 presents a comprehensive agenda featuring a number of highly specialised pre-conference courses such as Dubai World Dental Meeting and advanced speci-

ality courses to address the most critical topics in dentistry. In addition, high-profile international scientific gatherings, including AEEDC Dubai World Orthodontic Conference 2020, AEEDC Dubai World Oral and Maxillofacial Surgery Conference 2020 and World Federation for Laser Dentistry 2020 Dubai Congress, offer advanced dental training to attendees."

Elaborating on Khoory's comment, AEEDC Dubai Scientific Chairman Dr Nasser al-Malik explained that "as part of our efforts in the scientific committee, we have prepared an exciting conference programme keeping in mind all the recent advancements in oral healthcare while also addressing the newest digital frontiers and dental traumatology standards via many forums, such as the Digital Dentistry Society Forum, the UCL Eastman Dental Traumatology Forum and the GCC Preventive Dentistry Forum. Running parallel to the conference, AEEDC Dubai Exhibition will host an even larger number of companies, attracting more than 4,000 dental brands and companies from over 50 countries showcasing their newest and most advanced products in dental care with particular emphasis on quality and research in dentistry".

AEEDC Dubai is held under the patronage of His Highness Sheikh Hamdan bin Rashid al-Maktoum, deputy ruler of the Emirate of Dubai, minister of finance of the UAE and president of the Dubai Health Autho-

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AEEDC Dubai 2020

Opening hours

Exhibition

» 4 to 6 February from 10:00 to 18:00

Conference

» 4 February from 9:30 to 17:30

» 5 and 6 February from 9:00 to 17:30

Venue

Dubai International Convention and Exhibition Centre
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INDEX Conferences and Exhibitions



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Multibillion-dollar business deals sealed at AEEDC 2019

Throwback to last year reveals lucrative outcomes for dental industry.



■ The 23rd AEEDC was considered a success by exhibitors, participants and organisers alike. The three-day event, which was attended by thousands of people from 155 countries around the world, reaffirmed that the exhibition offers an ideal opportunity for companies to showcase their dental innovations, expand their businesses and seek potential collaboration opportunities.

Commenting at the conclusion of AEEDC 2019, AEEDC Executive Chairman Dr Abdul Salam al-Madani said: "We are indeed delighted to witness the successful completion of yet another edition of the AEEDC Dubai conference and exhibition, which has reached many milestones over the past few years and achieved a remarkable participation this year as well by renowned dentists, specialists and speakers from all over the world."

"On this occasion, I am happy to announce that AEEDC Dubai 2019 surpassed our expectations and completed business deals worth \$3.1 billion and this is largely due to the continuous growth of healthcare infrastructure in the GCC [Gulf Cooperation Council] region, massive investments in the regional healthcare sector and quick access to advanced medical technologies. Also, I would like to take this opportunity to thank our esteemed guests, speakers, partners, exhibitors, visitors, and the 1,500 ambassadors of AEEDC Dubai from the region and the world who are supporting AEEDC Dubai to rank first by 2020 as the world's largest dental conference and exhibition," Madani continued.

But it is not just the exhibition that made 2019 a stellar event in the Middle East, North Africa and South Asia region. With so many developments taking place in the field of dentistry, the board members and organisers recognise the need for world-class dental edu-

cation, improvement of skills and exchange of technical expertise with aspiring dentists and clinical practitioners. In this regard, AEEDC Dubai hosted the GCC Preventive Dentistry session, aimed at encouraging dental care among those living in the Gulf Cooperation Council region while also raising awareness about the need to maintain good dental hygiene, particularly among children.

In line with AEEDC Dubai's goal of raising the bar of excellence in dentistry in the region and inspiring the regional and global dental fraternity to reach new milestones, AEEDC Dubai Night, held on the last evening at the Grand Hyatt Dubai hotel, sought to recognise the unique contributions of the leading figures in dentistry in the region. The acknowledgement reflects the achievements of dental specialists and professionals who have laid the groundwork for a robust and stable oral and dental healthcare industry in the region. During the ceremony, AEEDC Dubai presented the AEEDC Dubai Personality of the Year Award to Major General Dr Raafat Riad, chief of the Egyptian Armed Forces' oral and dental healthcare services, for his outstanding contributions in the field of oral health.

For the first time at the event, a series of competitions and entertaining activities, named AEEDC Dubai Stars, sought to foster a competitive spirit among celebrity dentists, influencers, experts and industry professionals. The schedule included a panel discussion by experts, who shared their experiences, success stories, and lifestyle tips and tricks.

The expectations for a similarly successful event in 2020 are high. Madani stated in his welcome message: "I wish you all a great experience in Dubai and invite you to join our efforts in making AEEDC Dubai the largest dental gathering in the world." ◀



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Children with Down's syndrome have poorer oral health

Study compares 106 children with Down's syndrome with 125 controls in Dubai.

Improved medical care has led to a higher life expectancy for individuals with Down's syndrome, resulting in an increased need for dental care among this patient group. With reported incidences of one in 319 live births among UAE children compared with one in 602 live births among expatriate children, Dubai shows the highest prevalence of Down's syndrome in the Middle East and North Africa region. Hence, researchers from Hamdan Bin Mohammed College of Dental Medicine at Mohammed Bin Rashid University of Medicine and Health Sciences in Dubai have assessed the oral health status of Down's syndrome children in Dubai in order to provide proper care for them. They found that these children generally have a poorer dental health status than their peers.

For the evaluation, 106 Down's syndrome children and 125 children in the control group, aged between 4 and 18, were recruited from special needs centres and private and public schools in Dubai. A dental examination to record decayed, missing and filled teeth (DMF index) in primary and permanent dentition, as well as a simplified oral hygiene index and calculus index, was carried out. In addition, occlusal, dentofacial and

soft-tissue abnormalities, and erosion were assessed.

"The number of teeth missing, decayed or filled [in Down's syndrome children] was significantly higher than in healthy children in our sample," co-author Dr Mawlood Kowash, associate professor of paediatric dentistry at the university, told the newspaper *The National*. Overall, the mean DMF index in the permanent dentition was 3.32 for the Down's syndrome children, compared with 2.16 for the controls.

Regarding oral hygiene status, the researchers did not find a considerable difference between the two groups, whereas the calculus index was significantly higher among children with Down's syndrome. In addition, these children showed a significantly higher proportion of open bite (60.0 per cent compared with 11.2 per cent) and other occlusal problems and a higher prevalence of tooth erosion (34.0 per cent compared with 15.3 per cent) than the control group.

"People with Down's syndrome can have a lot of health problems, and the parents or guardians can become overwhelmed with that. Teeth can come at the bottom of the list,"



Researchers have found that children with Down's syndrome generally have a poorer health status than their peers and show a higher prevalence of dental caries.

said Kowash. According to him, the discipline of special care dentistry to treat patients with intellectual disabilities has not yet evolved in the UAE to the extent that it has elsewhere.

"So we have to raise awareness, we have to educate parents but also our medical colleagues, so these patients can be referred to us and we can treat them before cavities and other problems develop. Awareness

is very, very important," continued Kowash.

Despite the high caries rate among Down's syndrome patients, they had received more restorations and dental treatment compared with the control group, suggesting that Down's syndrome children had better access to dental care. Therefore, the research team recommends establishing "proper prevention and community oral healthcare programmes

that target special needs children in Dubai" and conducting further research in this field in order to gain a better understanding of the patients' oral health and treatment needs.

The study, titled "Oral health status among children with Down syndrome in Dubai, United Arab Emirates", was published in the May/June 2019 issue of the *Journal of International Society of Preventive and Community Dentistry*. ◀

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“Lasers should form part of every dental clinic’s armamentarium”

An interview with Dr Josep Arnabat-Domínguez, Spain.

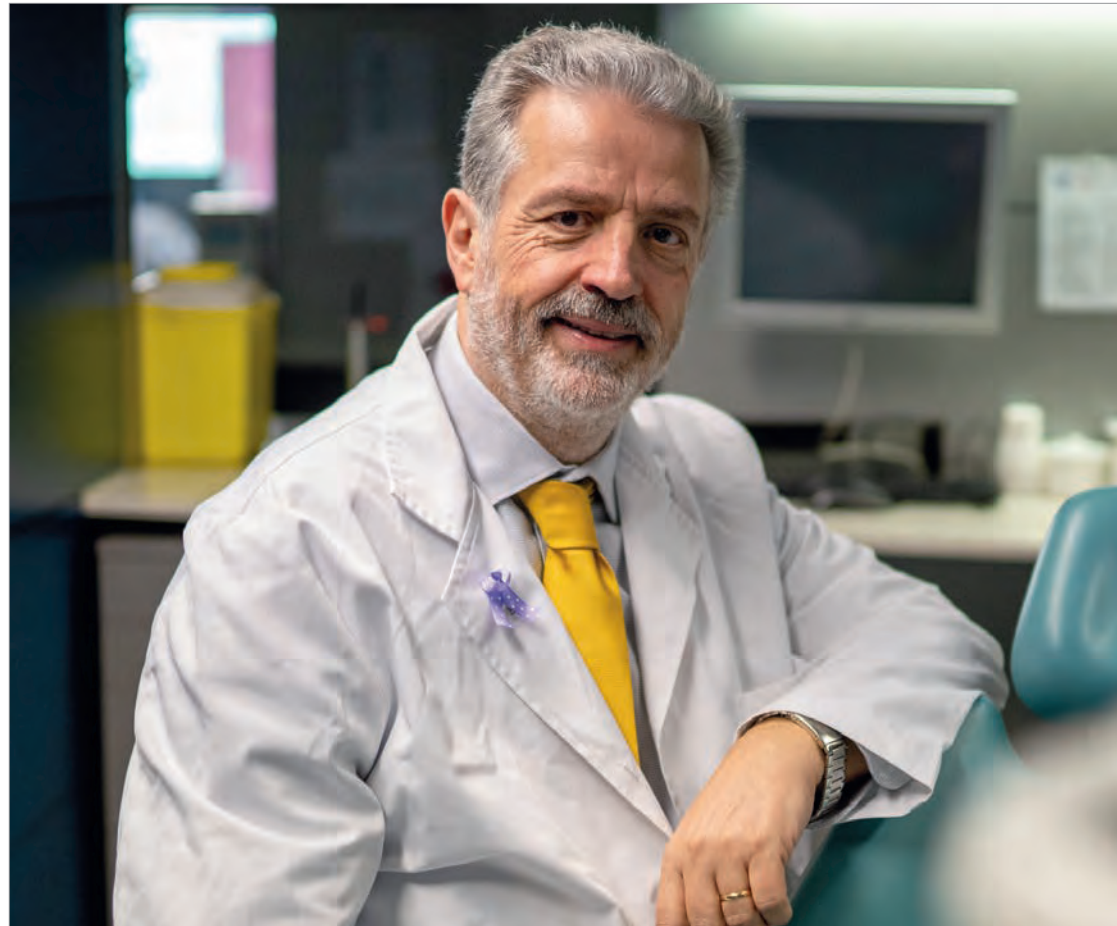
■ After graduating in medicine in 1981, Dr Josep Arnabat-Domínguez attended the University of Barcelona for two more years, completing his specialisation in dentistry. He has now been an associate professor at the university’s dental school for over 25 years, but performs the majority of his work at his private practice, which he opened more than 37 years ago and where he treats patients with dental lasers daily. As a founding member of the Sociedad Española de Láser y Fototerapia en Odontología [Spanish society of laser and phototherapy in dentistry], Arnabat-Domínguez is considered an active advocate in the field, and at AEEDC 2020, he will hold a lecture on laser-assisted oral and dental treatments.

Dr Arnabat-Domínguez, the title of your presentation is “Er,Cr:YSGG laser-assisted oral and dental treatments”. Why did you pick this topic?

The title of my lecture was proposed by the scientific committee, since we have been working with this type of laser for more than 20 years, both at the university and in our private practice in Barcelona. At the University of Barcelona, we have carried out various scientific and clinical studies that support the correct use of this type of wavelength for different dental treatments. That is why I think it may be interesting for congress attendees to be able to see in summary the different applications of this type of laser for their daily practice. We are going to show clinical cases in support of the applications, from various published scientific studies, in order to combine clinical experiences with the scientific evidence that has published in journals of a high scientific standard.

What do you think are the main advantages of the Er,Cr:YSGG laser? What are its limitations?

We have been able to assess the different advantages of this type of laser technology. This type of laser



▲ For Dr Josep Arnabat-Domínguez laser dentistry is the future. (Images: © Dr Josep Arnabat-Domínguez)

provides us with a wide variety of applications in dentistry, since it is a very versatile one and can be used in both hard and soft tissue in the oral cavity. The reduction in the amount of anaesthetic used and, in some cases, the possibility of performing some types of treatments without anaesthesia are advantages that must be taken into account. Soft-tissue treatments with the Er,Cr:YSGG laser have been shown to produce a decrease in pain and oedema, which is very important in the postoperative period, as it significantly reduces the need for analgesic medication. Also, owing to the laser’s bactericidal property, postoperative infections are usually almost nil and the healing of the

surgical wound, which is usually by secondary intention, is very effective. Like any technique, it has its limitations, since it is a laser that is absorbed very superficially and is little absorbed by haemoglobin.

What are the main objectives of your lecture?

The main objective is to give a general overview of the different applications of this type of wavelength in the most common treatments performed by dentists daily. Therefore, its applications in the field of conservative dentistry will be shown, covering the restoration of cavities in enamel and dentine in endodontics, for which we will present clinical

cases accompanied by our latest scientific work published on this topic. We will also cover the different applications in periodontics, as well in both soft-tissue surgery and periapical surgery, and finally, we will talk about the possibility of using this type of laser in implantology, both to perform the second surgical stage and to treat peri-implantitis.

Comparing dental lasers from when you started your career to now, what have the greatest developments been?

Since its beginnings in 1992, laser technology has improved a lot. I remember the first Er,Cr:YSGG laser that we were lucky enough to be able to use at the University of Barcelona: it was a laser with very different technical characteristics than today. Technological advances over time have resulted in smaller and much more efficient lasers than in the past; because of that, we have been able to increase the number of procedures that are performed with lasers in the dental field. The fibres through which the beam of laser light is transmitted have been improved, being much more flexible and manoeuvrable than before, as have the different tips and handpieces, which make it possible to reach areas that were previously inaccessible. The new radial and lateral emission tips have significantly increased the treatment results in different fields, such as endodontics, periodontics and implantology.

What kind of training is available for aspirant dentists to learn about lasers from the start?

Currently, Dr Antoni España and I together direct the master in laser

dentistry programme at the University of Barcelona. This master’s degree is offered within the framework of the European Union together with five other European universities, the University of Liège (Belgium), University of Parma and Sapienza University of Rome (Italy), Victor Babeş University of Medicine and Pharmacy (Romania) under the name of EMDOLA (European Master Degree in Oral Laser Applications). These six universities offer a coherent, up-to-date European joint study programme with the objective of sharing, increasing, collating and extending competencies in the field of oral laser applications. We have published more than 25 scientific articles in journals indexed in *Journal Citation Reports*, and we have given lectures and courses in various countries.

Is there anything else you would like to add?

Nowadays, lasers should form part of every dental clinic’s armamentarium. The advantages for our patients mean that, if we want to give the best possible treatment, the use of this technology is essential. Nowadays in modern dentistry, where there are many new technologies, lasers have a very important role. However, it is necessary for dentists who use these technologies to be well trained and have knowledge of what a laser is, how it works and what type of laser to use for each application, since not all lasers produce the same effects on different types of tissue. Furthermore, the same laser can produce different effects depending on the parameters that are used and the user requires knowledge of this. Training is fundamental to make proper use of laser to treat our patients. The industry has understood this demand and currently, together with various scientific associations and universities, different courses and congresses are being held to train all those dentists who want to learn how to use laser technology.

Finally, I would like to express my gratitude to AEEDC for hosting the World Federation for Laser Dentistry world congress at this event, at which the invited speakers will show to the dental community the new advancements, techniques and protocols that are currently being used in laser dentistry. ◀

WFLD 2020 DUBAI CONGRESS

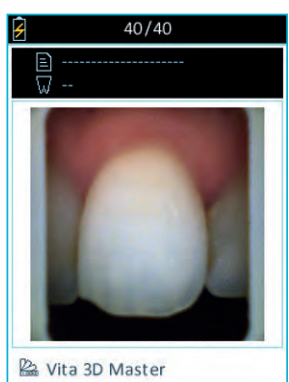
As part of the conference programme, AEEDC Dubai is collaborating with the World Federation for Laser Dentistry (WFLD) to showcase the latest research in the field of laser dentistry and to provide a learning platform for dental professionals. Please note that this conference requires separate registration.



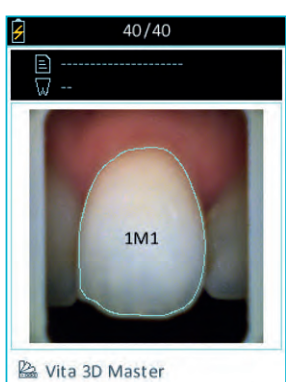
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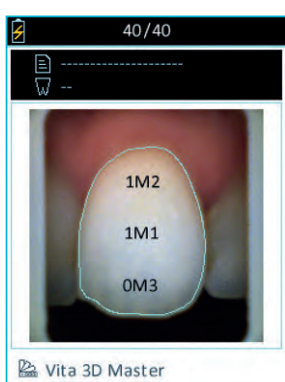
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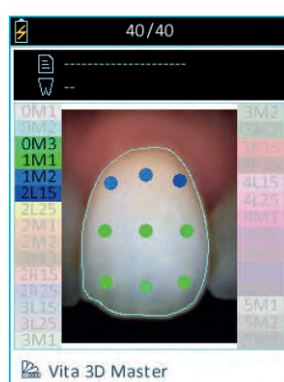
Polarized picture



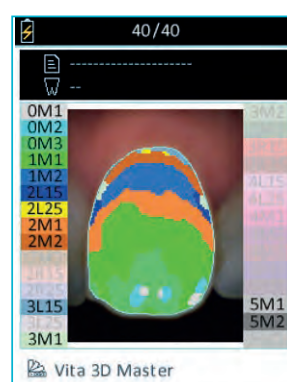
Overall shade



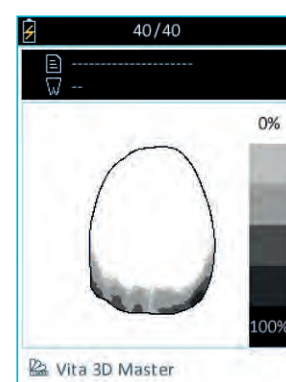
3 parts mapping



9 parts mapping



Detailed mapping



Translucency



Digital Dentistry Society leads in digital science and education

The digital revolution has begun.



■ At AEEDC Dubai 2020, the Digital Dentistry Society (DDS) is hosting a three-day congress that features 23 lecturers who will be sharing their knowledge about the entire digital workflow in dentistry. New technologies, like ceramic printing and bioprinting, and future technologies based on artificial intelligence will form the focus of the meeting and the protocol SCAN-PLAN-MAKE-DONE will be a topic of discussion.

The DDS believes that sharing validated and contemporary parameters and workflows will result in faster, more predictable and aesthetically improved results in digital dentistry. The mission of this non-profit society, which is currently run by DDS President Dr Carlo Mangano,

is to be a source of reference for digital dental technologies, to validate them through studies, to encourage their implementation in a coherent workflow and to spread knowledge about them through education.

In an interview with Dental Tribune International, former DDS President Dr Henriette Lerner explained that the partnership with AEEDC is very important for both parties: "The cooperation was born from the synergistic vision that there is a need for systematic education and for spreading technologies." Lerner went on to say that each major conference is a chance for exposure. She added that, as AEEDC is one of the largest platforms in the Middle East and Africa

region, DDS is "excited to partner with this big player". "Our DDS scientific vision is to target the research and implementation of current technologies, such as printing, bioprinting, artificial intelligence and machine learning. This is the future of our profession," she answered, when asked about the most exciting areas in the change from analogue to digital dentistry.

Besides board members from all over the world, the DDS network includes national embassies and partner societies in over 45 countries. Additionally, a wide network of active and honorary members helps with the provision of structured continuing education in the real and virtual world.

Furthermore, the DDS works in cooperation with Goethe University Frankfurt am Main on a part-time MSc. programme in esthetic dentistry (www.goethe-dental-school.de/master-programs/msc-in-esthetic-dentistry) and on an MSc. programme in dental technology (www.goethe-dental-school.de/mdt). The international programme has a multidisciplinary focus and offers advanced academic training in the field of dental technology. It is a 120 European Credit Transfer System part-time programme, taught entirely in the English language.

The official DDS journal is *BMC Oral Health*, a free-access journal with an impact factor of 2.0. More resources and information on join-

ing the society can be found at www.digital-dentistry.org. ◀

LECTURE INFORMATION

Lectures at AEEDC cover a variety of interesting topics in digital dentistry, such as CBCT, digital implantology, and digital technologies and biomaterials. The DDS forum will take place on all three congress days in Hall A from 9:00 to 16:45. To view the full programme please visit www.aeedc.com/conference-program-day-1 or scan this QR code.



Dental profession to be localised, says Saudi labour minister

First phase will target localisation of a quarter of institutions.



■ Saudi Arabia's Minister of Labour and Social Development Ahmed bin Suleiman Al-Rajhi has announced a decision, taken in partnership with the Ministry of Health, to gradually localise the dental profession in the country. This is planned to happen in two stages.

The first phase will target the localisation of 25 per cent of the institutions with effect from 26 March 2020, and the second phase will target the localisation of 30 per cent of the institutions with effect from 20 August 2020. *Arab News* reported that the ministry's spokesperson, Khaled Aba Al-Khail, said that the decision to localise the dental profession would apply to institutions

where the number of expatriates exceeded three dentists.

The decision is in line with the initiative to localise professions, one of the ministry's projects in partnership with the Ministry of Health, the Council of Saudi Chambers, the Saudi Commission for Health Specialties and the Human Resources Development Fund. According to the news outlet, "the aim is to provide suitable job opportunities for citizens in vital disciplines". It stated: "Al-Khail pointed out that the ministry would take all necessary measures to ensure the institutions' commitment to implement the decision".

This is not the first time that doctors in Saudi Arabia have been affected by such a law. In 2017, government hospitals were forbidden to hire more expatriate doctors, as too many Saudi medical professionals were unemployed. ◀

◀ The decision to gradually localise the profession in two stages affects thousands of dentists in the country. (Image: © Solis Images/Shutterstock.com)

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“Dentistry in the GCC region has developed more in the last five years than ever before”

An interview with Dr Mohammad Dashti, Kuwait. By Kinga Mollov, Dental Tribune MEA



♦ The GCC is a regional political organisation comprising the energy-rich Gulf monarchies Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates.

■ Dental Tribune MEA recently had the opportunity to meet for a conversation with Dr Mohammad Dashti, president of the Kuwait Dental Association (KDA), and asked him about his new role and the KDA and its future plans.

Dr Dashti, congratulations on your presidency. Could you tell our readers more about your background and your experience as a dental professional?

I completed my PhD in oral and maxillofacial surgery in 2016, MSc in 2009 and BDS in 2005. I currently work in the Kuwait Army Hospital and am the general manager of 32 dental clinics. I joined the KDA in 2006 as a member of the social committee and thereafter was head of the scientific committee, treasurer and then general secretary, and am now president of the association.

Could you please tell us about the KDA and what it stands for, its major activities and who it represents?

The KDA is the only association that represents dentists in Kuwait. All dentists working in the country should join it to facilitate their work in the country and to participate in its scientific activities and share in the benefits thereof.

The KDA has been active since 1974. How has it developed since its foundation?

The KDA has developed scientifically and in many other related fields, especially in the last ten years, and this has been noted socially and in the media.

What motivated you to accept your appointment as president of the KDA?

I had been a board member of the KDA for quite a while already and my colleagues' decision to choose me to represent them as president will, I hope, place me in a better position to serve the profession well.

As general secretary of the KDA you were actively involved in the association. What has changed since you became president?

Firstly, I changed the way we deal with any matter related to dentistry by communicating with dentists and the ministries to solve it. I now focus more on our scientific activities and am working on new guidelines for our profession.

Our readers are interested to learn more about the KDA's plans for the future. What are your main goals, and what does the association wish to achieve?

As I mentioned, we are now focusing more on our scientific programmes. We have weekly scientific activities, such as lectures and workshops, and have started working with CAPP [Centre for Advanced Professional Practices] to increase our scientific activity. Our main conference is held every two years in November—the next one will be this year—but we are planning to hold it yearly. We have also begun to organise the first

Kuwaiti dentists' conference. The idea is to have a conference with all the speakers being from Kuwait only.

How do you view dentistry in the Middle East, particularly in Kuwait and the Gulf Cooperation Council (GCC) region? What are some of the key notable indicators we should be aware of?

Dentistry in the GCC region has developed more in the last five years

than ever before, to the extent that we can be compared to countries in Europe and America and indeed worldwide. In Kuwait, we have many achievers in the dental field and a good dental culture and have attracted many patients from different countries. Our aim in the KDA is to increase dentists' knowledge and experience by organising more scientific activities, and I believe that we will develop even more in the future. ◀



♦ The economy in Kuwait is thriving and so is the dental sector.

GSK and Neopharma launch first batch of UAE-made medicines

Emirate strives to become regional hub for pharmaceutical manufacture.



♦ The launch was attended by representatives of GSK, Neopharma, the British embassy and the Abu Dhabi Department of Health, among others.

■ GlaxoSmithKline (GSK), a global healthcare company, and Neopharma, a leading global pharmaceutical company based in the UAE, have launched the first locally produced batch of medicines. The aim of the partnership is to create manufacturing opportunities in the UAE.

The partnership, announced in April 2019, established Neopharma as GSK's third-party manufacturer for handling the secondary packaging process (the final manufacturing stage) for six of GSK's most prescribed medicines in the UAE. This first batch includes 35,000 packages of medicine manufactured at Neopharma's plant in Abu Dhabi, and these are to be readily available to UAE patients within the next few weeks.

Sameh el-Fangary, GSK vice president and general manager for the Gulf

cluster, said: “We are delighted to see the outcomes of our partnership with Neopharma already yielding results. As a result of this collaboration, the batch will reach UAE shelves two months earlier than planned. This is the most recent example of GSK's commitment to ensuring a continuous supply of our high-quality, safe, and reliable medicines for patients in the UAE to access.”

Dr B.R. Shetty, founder and chairman of Neopharma, added: “It is wonderful to witness another landmark moment in our collaboration with GSK. We are delighted to partner with GSK to be able to provide local patients better access to medicines. By manufacturing the medicine locally, Neopharma has reinforced its commitment to maintaining global quality and manufacturing standards that are complying with stringent regulatory requirements.” ◀

Application process simplified for dentists looking to work in Dubai

Dubai Healthcare City announced changes.

■ According to the Dubai Clinical Services Capacity Plan, the demand for dentists in Dubai is expected to increase by 156 per cent by 2025. In a bid to avoid a significant shortage of skilled professionals, guidelines for general dentists from several countries who would like to work in the city have been amended.

Currently, Dubai Healthcare City accepts dental healthcare professionals from more than 100 countries. Dentists who are interested in working in Dubai are required to pass an online examination, have at least three years' work experience and possess the necessary English competency. In the new guidelines, general dentists who have been certified by the Joint Commission on National Dental Examinations in the US, the Australian Dental Council, the National Dental Examining Board of Canada or the Dental Council of Ireland are now no longer required to sit the previously mandatory examination.

Speaking about the new guidelines, Dr Ramadan al-Blooshi, CEO of Dubai Healthcare City Authority-Regulatory, explained that simplifying the application process for general dentists is a major benefit. "A general dental practitioner is trained to deliver a range of services, procedures, and treatments, while a specialist covers a narrower field. Having a healthy number of general dentists within our ecosystem allows for the availability of faster appointments with less waiting time, helping create a better patient experience."

A 2017 study titled "National survey of the oral health status of schoolchildren in Dubai, UAE", it found that the prevalence of caries in the 5- to 6-, 12- to 15-, and 15- to 17-year-old age groups was high, and the researchers consequently recommended that a well-structured prevention programme be put in place to combat the issue. In 2018, the Dubai Health Authority launched DentOral. As part of the initiative, a comprehensive health education programme for the public, and schoolchildren and their parents on how to look after their teeth through proper brushing, a healthy diet and regular visits to the dentist was implemented. However, as awareness grows, so too will the demand for dentists and the workforce related to the industry.

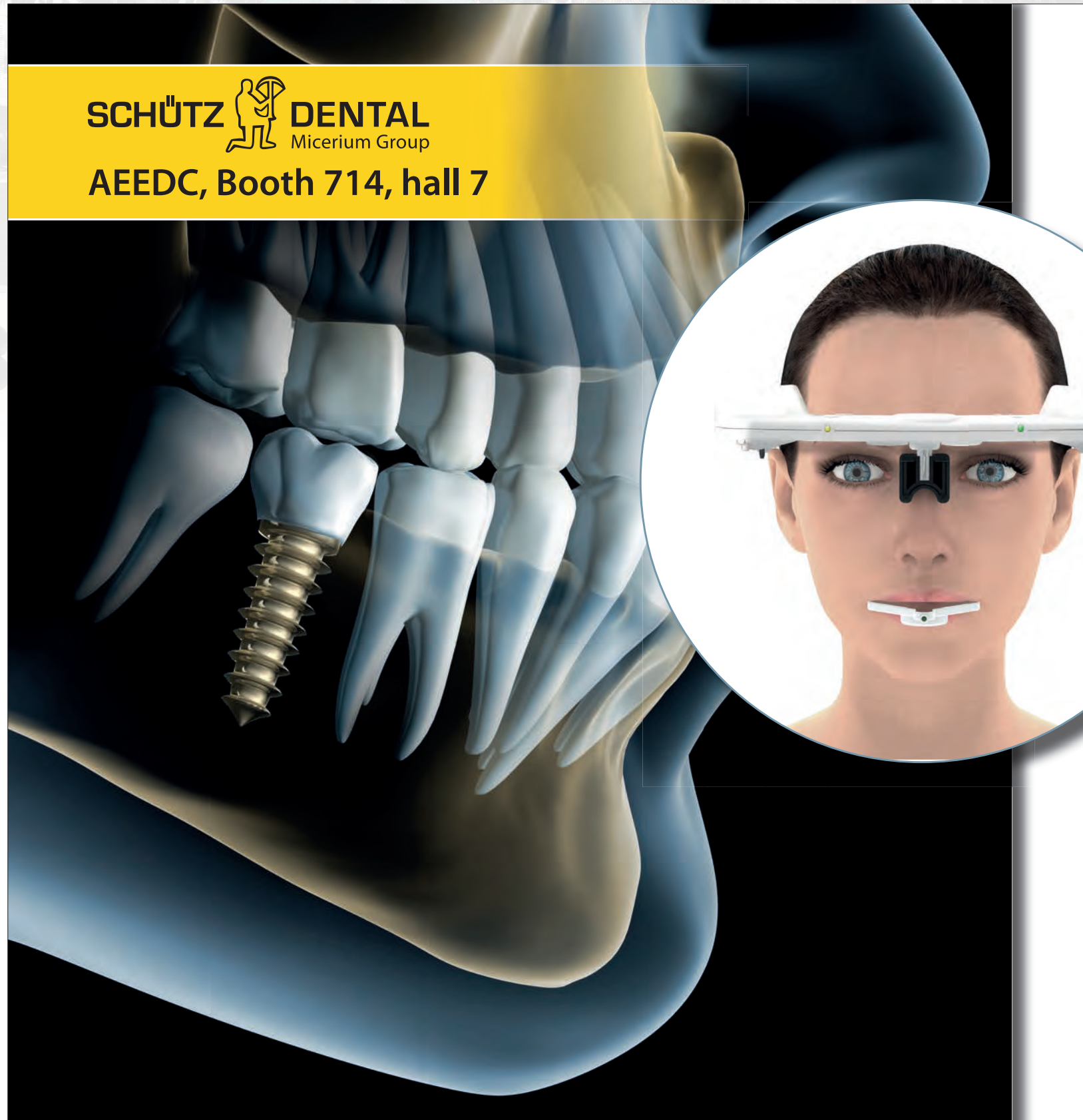
In a 2018 study titled *Future of Work*—the Global Talent Crunch, management and consulting firm Korn Ferry predicted that the global skills shortage could result in unrealised annual revenue of US\$8.452 trillion by 2030. In the study, it was predicted that all European Middle Eastern and African markets would experience skilled worker deficits by 2030, resulting in unrealised output of US\$1.906 trillion across the region.

In the study, Yannick Binvel, president for the global industrial market at Korn Ferry, said that the talent crunch that is predicted to hit places like the Middle East is a political prob-

lem too. He explained that equal opportunities to learn and develop need to be offered to everyone, and whether individuals choose to employ such opportunities is the critical factor. ◀



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