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



Editorial

Dr Ola B. al-Batayneh explains why children with special care needs must not be left behind.

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Dental products in focus

At AEEDC 2019, TePe is presenting its fit-for-purpose assortment of interdental brushes.

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Travel

Explore Dubai's mix of modern and traditional Arab culture with these sightseeing tips.

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AEEDC opens its doors for 2019 edition

Thousands of visitors flock to major MENASA dental event



* Yesterday morning, AEEDC opened at the Dubai International Convention and Exhibition Centre for the 23rd time.

■ Held under the patronage of His Highness Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and President of the Dubai Health Authority, His Excellency Humaid Al Outami, Director General of the Dubai Health Authority, officially inaugurated the 23rd AEEDC Dubai on 5 February

2019. As at previous editions, thousands of participants from around the world are expected at the annual event, themed "Education and innovation transfer".

The conference and exhibition run until Thursday, 7 February, at the Dubai International Convention and Exhibition Centre and feature a number of

intensive scientific activities, including pre-conferences, hands-on workshops, competitions, poster presentations and lectures. With its extensive programme, AEEDC 2019 provides opportunities for visitors to learn, grow and take new knowledge back to their practices. In addition

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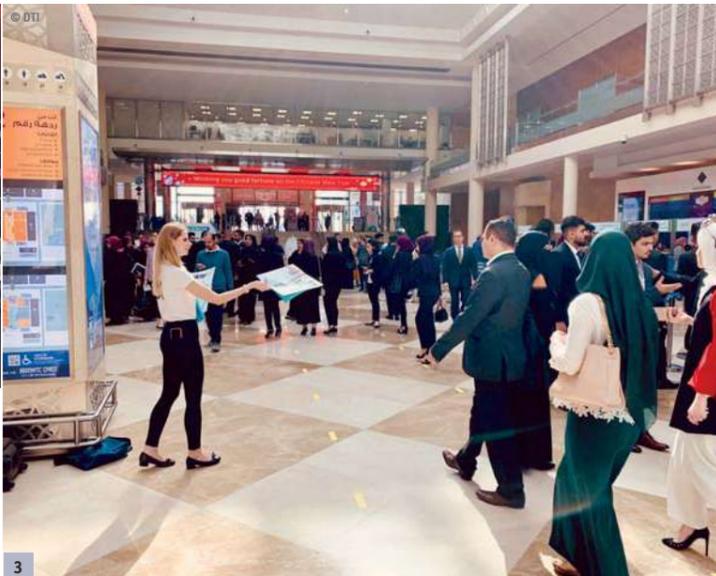


Fig. 1: Running parallel to the conference, AEEDC Dubai exhibition showcases the latest innovations in dental treatments. Fig. 2: Scientific activities, such as lectures held by national and international speakers, are a vital programme of every AEEDC event. Fig. 3: *today Show Dailies* provide comprehensive coverage of major dental events around the world. At AEEDC Dubai, copies of the newspaper can be picked up in the main foyer. Fig. 4: Drs Mohammed Naji, Majd Naji and Deema Basim (from left to right) met with Dental Tribune International at AEEDC 2018 to talk about the launch of the second season of *Smile Masters* on YouTube.

dition, participants can earn continuing education credits. AEEDC Dubai presents a rich diverse conference agenda touching upon a number of distinct areas of dentistry such as Aesthetics, Oral Pathology, Oral Medicine, Anaesthesia, TMD, Laser Dentistry, Prosthodontics, Paediatric Dentistry, Dental Emergency, Oral and Maxillofacial Surgery and Digital Dentistry among others, which will be helpful in enriching the knowledge of everyone attending the event.

The 23rd edition will witness also the launch of AEEDC Dubai Stars. This feature includes a number of panel discussions in which key figures, celebrities, and influencers from the dental industry will participate and share their views and stories. One of the prominent speakers at AEEDC Dubai Stars will be Dr Majd Naji, Member of the American Academy of Cosmetic Dentistry, Chairman of Liberty Medical Group and star of *Smile Masters*—a medical YouTube re-

ality show that has gone viral in the Middle East. The series revolves around Naji, his wife, Dr Deema Basim, and his younger brother, Dr Mohammed Naji.

Over the course of three days, internationally prominent companies and thriving local businesses will be showcasing their latest innovations, technologies and equipment at the event, which has become one of the largest in dental technology. According to the organiser, INDEX, “The AEEDC Dubai 2019 exhibition is the gateway to the emerging and far-reaching dental market in the Middle East, North Africa and South Asia region.”

In this regard, AEEDC Executive Chairman Dr Abdul Salam Al Madani said, “Credited as the largest dental event in the MENASA region and the second largest in the world, AEEDC Dubai has served as a benchmark for excellence in dentistry. The event owes its success to the consistent support of

the leading dental associations, companies, industry professionals and academicians, who understand the significance of this platform to announce their new initiatives and launch their latest technologies.” Al Madani also mentioned that the scientific activities at the event are as vital as the business side.

Commenting on the educational programme, AEEDC Scientific Chairman Dr Nasser Al Malik added, “This year’s edition features many exceptional educational activities and interactive sessions that will be running throughout the three days of the event in parallel to the conference and the exhibition. In addition to our usual lectures, totalling more than 170, and the participation of various regional and international keynote and prominent speakers at AEEDC Dubai, we have made many new collaborations with well-known dental bodies from the region and the world.” ◀



“Incorporate all future potential problems and complications in the treatment planning”

Interview with AEEDC speaker Dr Yasser Khabbaz, UAE

Dr Yasser Khabbaz is a consultant periodontist and implantologist at Ambulatory Healthcare Services in Abu Dhabi and runs a practice limited to periodontics and dental implants. After graduating from dental school, he completed a postgraduate residency programme in oral surgery at Damascus University in Syria in 2004. He then joined the graduate periodontics programme at Saint Louis University in Missouri in the US, where he obtained his Certificate of Advanced Graduate Studies in Periodontics and a Master of Science in Dentistry in Dental Implants. He practised in Houston in Texas in the US before relocating to Dubai to join the Boston University Institute for Dental Research and Education as an assistant professor in the Department of Periodontics. Khabbaz is a diplomate of the American Board of Periodontology since 2008 and very active in continuing education in the UAE as a speaker in the fields of periodontics and dental implants. Ahead of AEEDC 2019, Dental Tribune International spoke with him to find out more about his lecture at the event.

Dr Khabbaz, at AEEDC 2019, you will be presenting a lecture titled “Implants for the periodontal patient”. What can your audience expect?

Attendees should expect an overview of how periodontal disease can complicate implant treatment from the early stages of treatment planning to implant placement and restoration, ending with the long-term survival and



complications of implants in the periodontally compromised dentition. I am going to present many clinical situations where poor implant treatment planning was provided to periodontitis patients followed by clinical recommendations for proper management when dealing with implants for those patients.

What is the take-home message for your audience?

I usually classify treatment philosophies among clinicians providing dental implant treatment into two kinds. The first one is: place the implant first and deal with the problems in the future once they arise. Obviously, this is a short-sighted mentality and will cause many problems for the patient. The second treatment philosophy is: consider and incorporate all future potential problems and complications in the treatment planning before placing

the implants. This mentality is valid for all patients, but it is way more important for the periodontal patient and I hope the audience following my lecture will embrace this.

What are you personally looking forward to the most at AEEDC 2019?

I am looking forward to the periodontal symposium within the AEEDC scientific programme, which I believe is the first time that it is being presented

as a full day dedicated to periodontics at this event. I am hoping for it to be successful and to bring some much-needed awareness of this undervalued topic to dentists in our region. As per my observation, there are no regional periodontics speciality courses or conferences compared to orthodontics, oral surgery, endodontics, implant and aesthetic dentistry, considering it is a discipline that is related to all these disciplines closely. In addition, I am also excited, as always, for the great dental exhibition to see the latest materials and dental technologies.

Regarding future editions of AEEDC, is there anything you would like to see included or changed?

I have noticed drastic changes in the scientific programmes of continuing dental education events all over the world in the last two decades. They are now more focused on how to perform treatments such as cosmetic veneers, dental implants and root canal therapy, and I think this may stem from demand from dentists with the support of dental manufacturers. But, unfortunately, we are seeing less and less scientific content in those CE courses regarding diagnosis, aetiology, prognosis, oral biology or treatment planning. This is alarming because it is gearing our profession towards experience-based dentistry instead of evidence-based dentistry—which should always be the standard for any treatment administered.

Thank you very much for the interview. ◀

Special dental care for the “forgotten” children: An expert opinion

By Dr Ola B. al-Batayneh, Jordan University of Science and Technology

■ When I was invited to write this editorial, I was asked to pick a trending topic in paediatric dentistry. While there are quite a few current areas of focus in paediatric dentistry, such as early childhood caries and its prevention, silver diamine fluoride, molar incisor hypomineralization and aesthetic crowns, I chose the topic of my editorial because it addresses a neglected minority of the population. I think that, during my career as a clinician and academic researcher in paediatric dentistry, working with children that have special healthcare needs has been one of the most passionate areas of expertise I have come in contact with.

The American Academy of Pediatric Dentistry defines special healthcare needs as “any physical, developmental, mental, sensory, behavioural, cognitive, or emotional impairment or limiting condition that requires medical management, healthcare intervention, and/or use of specialized services or programs”.¹ This includes, although often forgotten, special dental needs and oral health needs in relation to dental caries, trauma and anomalies.

These children miss out on dental care from dental providers for many reasons. Based on my research in Jordan on dental trauma in children with special needs, reasons for parental barriers to seeking dental treatment can be summarised into the following: financial limitations, poor parental attitude and lack of dental awareness by parents, difficulty securing an appointment and lack of availability of dental clinics willing to see them. The last reason was the most significant when compared with a control group of healthy children.²

Based on these findings, I believe we need to improve training in dental schools and need programmes to teach students how to treat such patients, from behavioural aspects to special skills and techniques in their treatment. These patients are missing out owing to our educational systems and undergraduate curricula in part. However, our lack of time or enthusiasm to understand their needs and their lack of ability to assert their right to dental care also adds to the problem. These patients should not be forgotten, as they form a significant portion of the population. In the Hashemite Kingdom of Jordan, in 2010, there were 819,000 persons with disabilities among the total population of 6.5 million, constituting 12.6 per cent of the population.³ The most recent national statistics from the Higher Council for the Rights of Persons with Disabilities indicated that there were 40,259 Jordanian children aged 0-18 years with special healthcare needs who were diagnosed between 1990 and 2009.⁴

I am very grateful in this regard to my clinical supervisor in paediatric hospital dentistry at the Royal Children’s Hospital in Brisbane in Australia for putting me on track and involving me in a research project during my second-year residency on the oral health and barriers to those attending rehabilitation clinics. I have since then done considerable work in this field in dentistry, through community service, research and conference presentations.

In my private clinic at Jordan University of Science and Technology and at the outpatient clinic at King Abdullah University Hospital, both in Irbid in Jordan, nearly 16 per cent of the patients we receive are children with special healthcare

needs, including conditions such as cerebral palsy, neurobehavioral disorders (autism spectrum disorders, attention-deficit/hyperactivity disorder), Down’s syndrome, intellectual and motor difficulties, sensory impairments (vision, hearing) and developmental delays. The most com-

mon heart-breaking statement I hear is “nobody was willing to see our child”. The despair in the parents’ eyes is unfair. We need to do something about this! ◀

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





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Italian pavilion showcases advanced solutions

Twenty-six companies present solutions for the region's growing dental industry at AEEDC

Her Excellency Valentina Setta, Consul General of Italy in Dubai, and Gianpaolo Bruno, Trade Commissioner to the UAE, Oman and Pakistan at the Italian Trade Agency (ITA), officially opened the Italian pavilion at this year's AEEDC, which runs until 7 February at the Dubai International Convention and Exhibition Centre. For the

event, the ITA and the Italian Dental Industries Association (UNIDI) organised the participation of 26 leading companies at the pavilion.

Commenting on the offering at the pavilion, Setta said, "Among Italy's manufacturing sectors, the dental industry is one of the world leaders for volume of business, technological inno-

vation and exports. We have 26 high-calibre manufacturers of equipment and consumables for dentists and dental technicians exhibiting at AEEDC

Her Excellency Valentina Setta, Consul General of Italy in Dubai (fourth from right) and Gianpaolo Bruno, Trade Commissioner, ITA (third from right), with the ITA team at the opening of the Italian Pavilion at AEEDC.



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this year. The Italian dental industry generates a turnover of more than €720 million. Two-thirds of this figure represents equipment and instruments, and one-third consumables. Exports represent about 60 per cent of the total amount, and the Middle East is an important market for the industry. AEEDC is an ideal platform for Italian companies to network and create more awareness of their products and services."

Among the products that are rapidly gaining momentum in the global dental industry are digital technologies. Digital panoramic radiography is now common in dental practices, and CAD/CAM-based prostheses are also gathering pace. In this area, Italian dental companies are providing advanced technology solutions and products.

According to His Excellency Liborio Stellino, Ambassador of Italy to the UAE, who joined the fair after the opening, "The Italian dental industry is renowned throughout the world for avant-garde technological solutions and aesthetically superior designs. Investments made by the Italian dental industry in research and quality have helped the industry to establish a solid reputation among international dental professionals for reliability, quality and design. Italy is the ninth largest supplier of dental products to the UAE, and it has an enviable track record in the export of sterilising machines, surgical instruments and dental hygiene supplies to the UAE. Participating in events like AEEDC will allow Italian companies to widen their reach in the Middle Eastern market."

The participating companies are members of UNIDI, which requires adherence to specific technical standards and codes of conduct, as well as to specific requirements regarding the reliability and conformity of products to current Italian and EU legislation.

According to Bruno, "Continuous research ensures the safety and quality of 'made in Italy' brands, which are well known and appreciated in the global dental industry. At the Italian pavilion, you will find companies specialised in the design and manufacturing of technologically innovative materials for the most sensitive dental procedures. In the first ten months of 2018, Italian exports to the UAE showed a growth of almost 5 per cent compared with 2017. With events like AEEDC, we can continue to sustain this impressive growth level by bringing together Italian manufacturers and the regional dental industry to explore business opportunities."

The 26 Italian companies are showcasing the latest developments and products in the fields of prosthodontics, oral and maxillofacial surgery, laser dentistry, oral implantology, aesthetics, anaesthesia, orthodontics, dental hygiene, dental laboratory technology, cosmetic dentistry, craniofacial surgery and others.

The Italian pavilion is located at booth 4A07-4C21 in Hall 4. ◀

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“At ACTEON, our priority is to deliver more inventive and less invasive solutions”

An interview with Amer Samaneh, ACTEON Group

■ ACTEON General Manager for the Middle East Amer Samaneh has been active in the dental industry for more than five years now. Samaneh has a degree in biomedical engineering and an MBA and previously worked in the medical business, a background he says has helped further his understanding of the dental market, promoting products and helping customers. In an interview at AEEDC Dubai, Dental Tribune International spoke to Samaneh about how ACTEON aims to provide the best care and services to the Middle East and why the event is so important to the company's success.

Based on your previous experiences at AEEDC, how important is the Middle East and Africa region for ACTEON regionally and internationally?

AEEDC is the biggest dental show in the Middle East and Africa, with attendees from all over the world. As a company, ACTEON has always been

keen on exhibiting and demonstrating its innovative products while sharing clinical knowledge with visitors. Over the years, we have seen huge growth in the international importance of this show. Hence, for 2019, we have changed the way we deliver clinical messages. This year, we have well-known key opinion leaders conducting scientific lectures at the stand for three days straight. As always, visitors can test our products on-site to get a feel for the important technology we are providing for them and their patients. ACTEON in the Middle East represents 8 per cent of the total sales of ACTEON globally, and as this market is growing rapidly, I am confident in predicting that we will achieve the biggest market share in the future.



Personally, what do you look forward to the most and why?

For me, it is definitely the interaction with the clients—that is the

beauty of our business. Business progress is not easily achieved, and the true effort is to be in the field with my colleagues and to ensure business progress and customers satisfaction. I find that having frequent meetings with clients always yields new strategies or ideas, as well as feedback on the quality that we provide in this highly competitive market. At ACTEON, our priority is to deliver more inventive and less invasive solutions to meet users' and patients' satisfaction.

IDS 2019 is only a few weeks away. What products will ACTEON be specifically

highlighting at the event? Do you have any new product launches planned or other exciting news you would like to share?

I call IDS a “surprise show”. ACTEON will use the opportunity to highlight priority products such as imaging, specially X-Mind triumph, our piece of art, Piezotome Cube, and our top-quality manual instruments. Of course, the whole ACTEON portfolio will be exhibited, in an area of 500m². Certainly, ACTEON will have many new innovative products to show; I cannot disclose any of them just yet, but we are confident that they will be a big hit in the dental market and will emphasise ACTEON's commitment to providing high-quality, innovative and minimally invasive solutions. Also, I invite all dentists and dealers at AEEDC to our booth to try our products and meet with ACTEON experts.

Thank you very much for the interview. ◀

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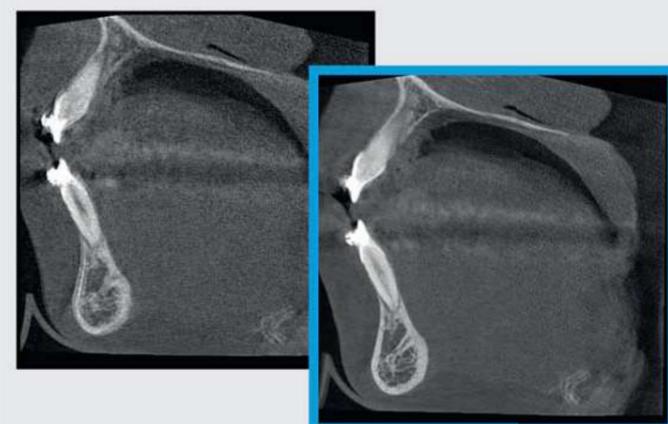
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| ASDI – Swiss Dental Industry | | CBCT Magazine | SRH21 | Dentcare Middle East Medical Articles | | Fonic Dental | SRH01 | Hongik Medical Systems | SRB09 |
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