FDI Congress officially opened in presence of Chinese and Hong Kong SAR officials

The Grand Hall of the Hong Kong Convention and Exhibition Centre saw its latest highlight yesterday, when the FDI World Dental Federation officially opened its centennial congress with an eye-catching traditional performance featuring a 100-foot long dragon dancing among a sea of lions and flags. The ceremony was attended by high-ranking officials from the Hong Kong Dental Association, the University of Hong Kong, among other institutions, as well as the Chinese and Hong Kong SAR governments, including China’s Minister of Health Zhu Chen, who also received the FDI World Oral Health Recognition Award, which was handed over by FDI President Dr Orlando Monteiro da Silva.

Chen, who has served in this position since 2007, is the first person ever to have received this award. According to the FDI, he was selected for his contributions to the development of dentistry in China, as well as his leadership in the education of new dentists and the establishment of new dental schools.

In his welcome speech, Da Silva congratulated Chen, saying that the challenges the minister has had to overcome in the People’s Republic of China are a good example of the challenges his own organisation is confronted with in its goal to improve oral health globally. With its “Vision 2020” document (see also page 6 of this edition), introduced at a special forum during the World Dental Parliament on Tuesday, Da Silva said that the FDI is able to provide not only a roadmap for the future of dental medicine, but also inspiration to the profession, preparing it for new and exciting partnerships in leading the world to optimal oral health.

“Vision 2020 demonstrates the FDI’s agility and determination to address issues such as the huge disparities in access to oral care between countries and within countries between urban and rural areas,” he commented.

Available for download from the FDI’s website, the document focuses on significantly improving access to oral health care worldwide by 2020 by expanding the role of oral health professionals and developing a responsive model for future dental education, among other things.

In addition, the federation has launched two new websites in Hong Kong, both for its Global Caries Initiative, developed jointly with Dental Tribune International, and for its noncommunicable diseases campaign with the World Health Professions Alliance. The latter aims to help professionals, including dentists, respond to the epidemic of noncommunicable diseases, such as cancer and respiratory disease.

This year marks the 100th time that the FDI has invited dental professionals to its Annual World Dental Congress and it is the second time that it is being held in Hong Kong. Thousands of dental professionals from the region and around the globe are expected to attend the event from Wednesday to Saturday, which has been organised in collaboration with the Hong Kong Dental Association.

Besides a comprehensive scientific programme, including a presentation on oral health in China by Dr Lingzhi Kong, Deputy Director-General of the PRC’s Centre for Disease Control and Prevention, in a special session today (11:30, room S421), the latest dental materials and equipment are currently on display at the World Dental Exhibition on Level 3 of the Hong Kong Convention and Exhibition Centre.

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Daily live education by DTSC

Live education sessions will continue today through the Dental Tribune Study Club Symposium at Booth K30 in the exhibition hall on Level 3 of the Hong Kong Convention and Exhibition Centre.

There, participants will again have the opportunity to learn about clinical issues in dentistry like the use of rotary dental tools, practice management and the use of CBCT. The sessions will be presented live by speakers and through webinar video conferences.

According to the Dental Tribune Study Club representatives, visitors who attend the free sessions will be able to earn C.E. credits. The event is supported by a number of prominent global dental manufacturers and institutions.

Since 2009, Dental Tribune International has been running the web-based e-learning platform Dental Tribune Study Club. Additional local language platforms are also available for Latin America (representing 350,000 dentists), Brazil (representing 200,000 dentists), China (representing 60,000 dentists) and various European countries. These platforms are experiencing steady growth in both local content and membership, and further international sites are planned for launch this year. Recognized as a ADA CERP provider, Dental Tribune Study Club aims to satisfy the educational needs of the whole dental team.

As official media and education partner of the FDI World Dental Federation, Dental Tribune International also develops and implements local e-learning platforms that ensure the highest standards in communication, education and the effective dissemination of research findings in close collaboration with national dental associations.

For more information, please visit www.dtsstudyclub.com.
Colgate-Palmolive extends oral health campaign

Bright Smiles, Bright Futures to benefit 10,000 preschool children in Hong Kong

As early childhood caries is prevalent among young children in Hong Kong, the company partnered with the University of Hong Kong to promote better oral health care in this age group. According to Dr Chun Hung Chu, Clinical Associate Professor in Community and Family Dentistry and Assistant Dean at the university’s Faculty of Dentistry, a recent survey of 10,956 preschool children receiving oral health treatment through the campaign revealed that about 40 per cent of those children were suffering from tooth decay. In almost all cases, the condition had been left untreated, he said.

“We are very proud to partner with the University of Hong Kong to continue Bright Smiles, Bright Futures in Hong Kong. With the support and expertise of the university’s scholars, our programme will help improve the oral health of preschool children through free education and prevention,” said Judy Chan, Associate Marketing Director at Colgate-Palmolive Hong Kong.

With the start of the new school year in Hong Kong, the manufacturer will be providing free training workshops for kindergarten teachers to equip them with adequate knowledge and skills in oral health care education. In addition, the company will be delivering oral health educational materials, including dental models, a cartoon video, posters, booklets, toothpaste and toothbrushes for children, to local kindergartens from next month onwards.

“Our aim is to make oral health care a part of the children’s daily routine in order to empower them to be responsible for their own oral health. The programme was thus designed to fit into the existing curricula of local kindergartens,” said Dr Marsha Bulles, Colgate-Palmolive’s Vice-President of Global Professional Relations and Marketing.

According to Chan, the first phase of the campaign, which was initiated in September 2010 and reached over 10,000 preschool children, was very well received. “Over 95 per cent of teachers from about 80 participating kindergartens, who were observed during the first phase, were very satisfied with the programme. They agreed that they had learned ‘quite a lot’ or ‘a great deal’ about early dental health care,” she said.

Colgate’s Bright Smiles, Bright Futures campaign has reached more than 650 million children in 80 countries since 1995. According to the company, it is among the most far-reaching, successful children’s oral health initiatives in the world. The programme was developed by Colgate-Palmolive in collaboration with an advisory board of international educational dental experts and tested with children and teachers in the classroom.

“For over 40 years, Colgate has been committed to delivering oral health education to children around the world. This commitment to giving children the tools they need to make good oral health a permanent part of their lives continues in the Hong Kong community through the Bright Smiles, Bright Future programme,” said Butler. “From the beginning, our company forged partnerships with different dental associations and institutions in order to raise standards of dental hygiene at the earliest possible age by teaching children the basics.”

According to Chu, the programme will run for another two years.
Professionals are leading a new global health agenda

FDI commits to important role of dentists in prevention and control of NCDs

Noncommunicable diseases (NCDs), such as cardiovascular disease, cancers, chronic respiratory diseases, diabetes, mental disorders and oral diseases, are a major concern globally because they represent a significant threat to human health and social and economic development. In 2008, NCDs were responsible for more than 60 per cent of global deaths and are expected to cause almost three quarters as many deaths as communicable, maternal, perinatal and nutritional diseases by 2020.

In urgently addressing the NCD challenges, now of epidemic proportions, governments have mandated the United Nations and World Health Organization to develop a global action plan. Furthermore, they have recognised that oral diseases (along with renal and eye diseases) pose a major health burden for many countries, share common risk factors with NCDs, and, therefore, can benefit from a common response and should be included in national NCD action plans.

Within this context, dentists have a significant role to play in NCD prevention and control, particularly regarding monitoring and risk assessment, and it is vital for the future of the profession to seek to strengthen and expand this role in order to contribute to and deliver positive health outcomes.

With regular, affiliate and supporting members in more than 200 countries, representing over one million dentists worldwide, the FDI has integrated this new role into its work agenda, demonstrating its commitment to prevention and control by leading the NCD campaign of the World Health Professions Alliance (WHPA). This campaign highlights the crucial contribution of health professionals to raising awareness about NCD risk factors and communicating messages of prevention. In the first phase, the FDI along with its WHPA partners developed and launched the NCD toolkit in 2011, featuring a health improvement card and modus operandi for both patients and health professionals.

Initially published only in print format, the NCD toolkit is now available online at www.whips-ncd-campaign.org, the campaign website. It features the interactive health improvement card and offers users the option to download their health report, as well as other information tools. The NCD toolkit is now in its evaluation phase through a pilot project in South Africa and the results are expected early next year.

The WHPA represents over 26 million health professionals—dentists, nurses, pharmacists, physical therapists and physicians—through over 600 national associations.

Information about the WHPA NCD campaign is available at the FDI Pavilion.

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www.aribex.com
Global oral health in the context of preventive/treatment interventions and materials

By Dr Peter Cooney, Canada

Canada recently completed an oral health survey that established the current oral health status of Canadians and, in addition to describing the needs of the population, it established a baseline to which the effectiveness of any intervention can be compared. This assessment, along with an in-depth understanding of the dental public health community and the particularities of a community, lays the necessary groundwork for determining the intervention approach to take.

In addition to understanding the needs of an individual or a population, it is also important to compare the reach, effectiveness and costs of an intervention in order to determine which intervention will have the greatest impact. For example, a community with a high incidence of caries and a viable central water supply may benefit from introducing water fluoridation. At a cost per person of $0.77 to $4 and a potential 20 to 40 per cent reduction in caries, water fluoridation is a cost-effective initiative for the appropriate community. A community without a viable central water infrastructure might benefit from a fluoride-varnish programme, which has a cost per person of $24 to $51 and a potential 23 to 87 per cent reduction in caries; however, this programme relies heavily on the availability and participation of dental professionals. All of the above-listed interventions have proven to be successful in individuals and in communities and can improve the oral health of a population; however, one intervention (or a combination of a few interventions) may be more suitable after an assessment of the situation.

In terms of treatment options, an understanding of the individual or community is also vital when making clinical decisions involving different dental materials. For example, when deciding between composite or amalgam fillings for treatment of caries, establishing the ease of access to a dental professional and the size of the cavity are key. Amalgam is inexpen- sive, durable, and relatively fast and easy to place. Composites may cost more, may not be as strong or durable in locations where they are subject to forces produced by chewing, and are often more difficult to place. In some remote communities with limited access to a dental professional, amalgam fillings may be the material of choice.

In summary, it is essential when making an intervention or treatment decision to evaluate and consider the results of a thorough needs assessment, the pros, cons and effectiveness of the proposed intervention, as well as the associated costs. This detailed planning from the outset will translate into health improvements in a population.

Dr Peter Cooney is the Chief Dental Officer of Canada. This morning, he will present a paper on dental materials together with Dr Gottfried Schmalz from Germany in Hall F of the HKCEC.

One out of five implant patients are likely to develop peri-implantitis

An interview with Dr Frank Schwarz, Germany

This afternoon, the German implantology expert Dr Frank Schwarz will be presenting a lecture on the successful treatment of peri-implantitis. World Dental Daily had an opportunity to speak with him about the condition and the latest treatment approaches.

Peri-implantitis seems to remain a huge clinical problem. What challenges does the condition pose to the dental community? Owing to the increasing number of dental implants placed, post-implant complications will gain relevance in the future.

How many patients are estimated to be affected? According to the current consensus statement by the European Association for Osseointegration, one out of five implant patients are likely to develop peri-implantitis. Similar estimates concerning mucositis are lacking.

Experts say that the number of implant treatments will increase above average in the next few years, particularly in Asia. What consequences will this have on the dental community in the region regarding peri-implantitis? Besides the need for more research activities in this important field, measures have to be implemented to assure quality, as well as educational standards for dentists who want to offer implant treatment. We must also consider the importance of iatrogenic factors, which can promote peri-implant infections.

A number of treatment methods for peri-implantitis are available. Considering the latest research findings, which of these are likely to have the most successful clinical outcome? In general, surgical procedures seem to have an advantage over nonsurgical treatment approaches.

Is there one effective method of treatment or is it a combination of different methods that ensures long-term success? For a successful therapeutic outcome, the responsible factors have to be taken into account. The configuration and morphology of peri-implant bone defects, which have been considered to be of lesser importance, seem to play a very important role actually.

New implants and implant surfaces promise even better osseointegration. Will this have an effect on the development and treatment of peri-implantitis? New implant modifications have to be studied and assessed with regard to these aspects.

What are the most promising treatment approaches, in your opinion? I will give a comprehensive review of them in my FDI lecture on Thursday.

Thank you very much.
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Come visit us at FDI Hong Kong Booth E02/04
A vision for education in the field of oral health

By Dr Orlando Monteiro da Silva, FDI President, and Prof. Denis Bourgeois, Chair of the FDI Development Committee

The FDI World Dental Federation salutes and strongly supports the World Health Organization’s ongoing initiative to develop policy guidelines on scaling up and transforming health professional education and training.

It is also keen to provide advice and input into this WHO process, which in itself is part of an ongoing worldwide reflection on the future of health care and health economics.

The FDI, representing nearly one million dentists worldwide, is currently undergoing its own reflections consolidated by the FDI’s highly active participation in public health campaigns, most notably its work with the World Health Professions Alliance in the fields of counterfeit medicine and, more recently, noncommunicable diseases (NCDs).

A ROADMAP FOR THE PROFESSION

The NCD campaign, which involved high-level advocacy within both the WHO and the UN, has made a significant contribution to the FDI deliberations over the past few months, which have yielded a draft policy document titled “Vision 2020”, set to provide a road map for the profession during the next decade.

In it, education is presented as a multifaceted process, with a whole of society approach, involving the health professional, health authority and patient. The vision comprises a review of current approaches and curricula—although not specifically mentioned, this could be matched by parallel strategies to develop oral health literacy among the teaching profession, in the interests of school health and prevention programmes, as well as among members of the general public. It further comprises an advocacy component to emphasise the crucial role of oral health in general health and ensure the appropriate allocation of resources to dental training and education. What is required is a sustainable economic environment to educate, train and retain oral health-care workers in adequate numbers for places and settings where a need has been identified.

ROLES AND RESPONSIBILITIES

With this in mind, “Vision 2020” places under review the roles and responsibilities of the oral health-care workforce and their educational and training needs, bearing in mind the widely variable and inequitable access to care. It goes without saying that national authorities, with their unique insights into local needs, retain ownership of national procedures, standards, and educational requirements and qualifications.

In this new collaborative model, the fully trained dentist takes a leadership role, supervising a team of assistants, hygienists, therapists and technicians, as well as primary-care workers, community nurses, and, within certain settings, educators. He/she would also provide adequate training and delegate specific tasks as deemed appropriate.

This more collaborative approach to oral health care will be further fostered by state-of-the-art information and communication technologies—and mobile technology in particular—which will also improve access to expert knowledge for all, in urban and remote areas, in developed and developing countries alike.

A RESPONSIVE MODEL

This is a dental education model responsive to evolving trends and needs in both oral and systemic health, oriented towards patient care and integrated services, with a focus on transformative learning as a means of fostering critical thinking and equip ping dentists for team leadership.

The model would ensure absolute compliance with the non-negotiables of the dental profession, in particular at an average of 17 years—in implementing the results of research into daily practice.

LOOKING TO THE FUTURE

Our vision is that by 2020 young dental graduates will benefit from responsive, dynamic and modular curricula whose content will reflect state-of-the-art knowledge and technologies that can be used to provide optimal oral health care and provide learners with extensive critical-thinking and problem-solving foundation for a career based on lifelong learning and continuing professional development.

Furthermore, sustained educational and communication efforts will have greatly improved the effective, rapid translation of research findings into daily practice. State-of-the-art use of information and communication technologies, and of mobile technology in particular, will have fostered a more collaborative approach to oral health care, as well as improved access to expert knowledge for all, in urban and remote areas, in developed and developing countries alike.
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FDI Booth 588
The Finish manufacturer Planmeca has added a new Cephalometric Analysis module to its Romexis software that is intended to bring benefits to orthodontic planning and treatment by providing flexible and easy-to-use features for creating cephalometric analyses and composing superimpositions of 2-D cephalometric images, facial photos and images of the dental arch.

According to the company, the Planmeca Romexis Cephalometric module renders routine analyses fast and easy. An analysis can be performed in minutes and the results are displayed and shared effortlessly, it said. During a treatment process, superimposing patient images from different time points can be also used for follow-up purposes. The novel concept also offers possibilities for customising the analysis and software properties in order to meet different professional needs and requirements.

“We believe that with the Planmeca Romexis Cephalometric Analysis module, we can serve our orthodontics customers better than ever,” Ms. Heliania Puhlin-Nurminen, Vice President of Digital Imaging and Applications division at Planmeca Oy, stated. Planmeca Romexis is a comprehensive software used by medical and dental professionals for acquiring, viewing and processing 2-D and 3-D images.

For more than four decades, Abrasive Technology has been recognised as one of the world’s leading manufacturers of super-abrasive grinding wheels and tools but perhaps nothing defines the company’s commitment to precision more than its dental products — most notably its Two Striper diamond dental instruments. In fact, the company says to have taken extra steps to ensure that these products are not only safer, but better balanced and easier to use.

AT’s founders developed a unique diamond bonding process called P.B.S. that makes it possible to manufacture grinding tools that are superior to other products on the market, the company said. The process is said to increase productivity and part consistency simply because it will last longer, cut faster, run cooler and load less.

According to the company, the process is one of the most effective and innovative bonding processes in the industry. It’s a science that the company said to have helped to transform itself — and a craft that it’s working every day to perfect.

Through continuous innovation, product development and enhancement, Abrasive Technology aims to meet the most demanding specifications and solve the most challenging applications. From disks and trimming wheels to instruments and files, its dental products epitomise high quality, attention to detail and superior craftsmanship and makes them a number one choice in the industry.

For more information about the company’s line of products, FDI visitors are invited to a Dental Tribune Study Club Symposium session at booth K30 inside the exhibition hall.

New ortho planning tool for Romexis

For more information, please visit www.planmeca.com

World-leading instruments

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DTI partners with Medical Tribune Japan

Dental Tribune International, the largest publishing group in dentistry, has joined forces with Medical Tribune Japan, a leading publisher in medicine and dentistry, in order to extend its broad range of media and educational services to Japan.

The recently formed partnership includes the establishment of a Japanese language online edition of "Dental Tribune Japan", targeted at more than 60,000 dentists with weekly news in the local language sections of www.dental-tribune.jp, as well as regular distributed e-newsletters and dental educational programmes to be held in close cooperation with the global e-learning platform Dental Tribune Study Club.

Dental Tribune Japan will also be the official representative for all publications and services of the Dental Tribune International portfolio in Japan. It is inviting Japanese dental professionals, including researchers, dentists, dental technicians, hygienists and dental industry representatives to submit abstracts, articles, product reviews or other editorial contents. In addition, the Dental Tribune Japan management and editorial team will be available for feedback and discussing future collaborations here at the FDI Annual World Dental Congress in Hong Kong.

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Based on the principles of modern adhesive technology, BeautiSealant from SHOFU wants to be a more simple and predictable dental sealant. According to the company, it completely eliminates the need for a conventional phosphoric acid etchant while establishing a durable chemical bond with the tooth structure. Being a member of SHOFU’s Giomer family of restoratives, BeautiSealant is also a fluoride releasing pit and fissure sealant based on S-PRG technology. It seals deep grooves and fissures, while providing all round protection especially during the caries-prone years through the sustained release and recharge of fluoride.

BeautiSealant’s accompanying self-etch primer has dual adhesive monomers that penetrate the pits and fissures for an effective chemical bond to the sealant while minimising any damage to enamel. For long-term stability and retention, the formula is HEMA-free to prevent the occurrence of hydrolysis at the bonding interface.

A non-drip, fuss-free syringe design and an extra fine 27 gauge needle tip allow precise delivery of the smooth, bubble-free sealant without the hassle of overfilling the grooves, the company said.

BeautiSealant is available as a set and refill.

SHOFU INC., SINGAPORE
www.shofu.com.sg
Booth B12/C3

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I W&H’s new Proface light probe is supposed to enable direct visual detection of caries in opened cavities and minimise the risk of caries recurrence.

According to the Austrian company, it enables selective treatment during caries excavation based on Fluorescence Aided Caries Excavation (FACE).

This method works in the way that violet light is applied to the opened cavity where porphyrins, metabolic by-products left by the bacteria in infected dentine and not visible to the human eye, fluoresce red while healthy tooth substance fluoresce green.

Diagnostic goggles with special filters also enhance this effect, the company said.

With Proface, dentists will also have more information in regard to treatment decisions in Caries Profunda.

Access to the treatment site is optimised by the probe’s new slender design which was developed to guarantee flexible and painless application. W&H said that with ProFace success of caries excavation can be assessed at a glance and at any stage of the process.

By assisting dentists with selective, minimally invasive excavating, it substantially contributes to maintaining the patient’s healthy tooth substance, they added.

W&H, AUSTRIA
www.wh.com
Booth G22/26
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According to VITA, the user-friendliness and performance of the VITA Easyshade Advance was improved with a newly developed software, that combines the precision of electronic measurement data with the principle of visual and standardized shade recognition. The results will ensure reliable reproducibility for dental restorations since they cannot be impaired by external influences such as ambient light or the user. Moreover, measurement data can be more easily interpreted with the device which leads to less errors and a better communication between dental practices and laboratories. Dental patients will receive a perfect shade result at one go regardless whether restorations are fabricated using conventional procedures or dental CAD/CAM, the company said.

Tooth shade measurement with VITA Easyshade Advance results are displayed in accordance with either VITA SYSTEM 3D-MASTER, VITAPAN Classical A1-D4 or VITABLOC shades.

VITA ZAHNFABRIK, GERMANY

www.vita-zahnfabrik.com
Booth G16/H19

Esthetic CrossRef

Whip Mix has announced the market launch of its Esthetic CrossRef centered bite record that, according to the US company, will enhance communication between practitioners and dental labs by accurately recording the patient’s midline and horizontal plane. In addition, it will enable labs to do a final check of completed crowns or veneers by removing the upper bite material and placing the lower impression on the articulated models, the company said.

Esthetic CrossRef comes in packages of 20 (vertical and horizontal bars & arches), and with 2 Nasion Extenders.

Besides the Esthetic CrossRef, Whip Mix has also its UltiRock Premium Die Stone as well as its Denar Mark 300 articulators on display. The new series, consisting of three models (Mark 320, Mark 330, and Mark 340), is supposed to bring a new standard of interchangeability with factory set accuracy within 20 microns.

Based in Louisville, Ky. in the USA and Dortmund in Germany, the company has been manufacturing and distributing products for dental practices and laboratories since 1919.

WHIP MIX, USA
www.whipmix.com
Booth E06

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For more details see summary SLActive® Scientific Studies.
Sopro is presenting its latest development in the field of intraoral imaging exclusively to visitors of this year’s FDI Annual World Dental Congress. Officially available since June, the SOPROCARE dental camera is supposed to complete the company’s market-proven range of SOPRO devices that include such recognised products such as SOPRO 617, SOPRO 717 first and SOPROLIFE.

According to the company, the new camera uses light induced autofluorescence for improved assessment of a patient’s oral health and for the early recognition of dental diseases like periodontitis. In PERIO mode, one of three modes, the device is able to highlight gingival inflammation as well as old and new dental plaque. In addition, enamo-dentinal caries from stage 1 (ICDAS II) can be detected (CARIO mode) as well as the stability of micro lesions and their progression monitored (DAYLIGHT mode).

Sopro said that the new device is minimally invasive compared to conventional methods of diagnosis and enhances communication through the fact that results of the clinical assessment can immediately demonstrated to and discussed with the patient.

ACTEON GROUP, FRANCE
www.soprocare.com
www.sopro.acteongroup.com
Booth L16/M17

NOMAD Handheld X-ray

When US manufacturer Aribex introduced the first handheld dental X-ray system in 2005, the aim was to create an inherently safe X-ray device that could be held during radiograph exposure. Two models exist that are available to clinicians around the world (varies by jurisdiction).

NOMAD Dental weights 4 kg and features a pistol-grip design, with rechargeable NiCd battery. It generates sharp, clear images with digital sensors, conventional film, or phosphor plate systems.

The next generation NOMAD Pro, available since 2008, weighs only 2.5 kg and has a rechargeable Li-poly battery in the handle. It also features a full colour LCD user interface, preset exposure settings, and additional time-saving features in a sleek design. Each model is capable of taking hundreds of diagnostic-quality radiographs with a single charge.

According to Aribex, the NOMAD allows the operator to remain chairside with the patient during radiography. With the handheld X-ray system, not only can the operator stay in the room, they can also reassure anxious patients (including children). This makes the device a first choice for the treatment of special needs or sedated patients. It also shortens procedure time and reduces mistakes and retakes, the company said.

More than 30 independent evaluations and scientific studies have concluded the Aribex systems are both effective and safe — made possible by patented shielding on the X-ray source and the leaded acrylic backscatter shield on the collimator cone, which protects the operator from reflected radiation.

“The NOMAD has forever changed the way that dental radiography is performed,” said Dr Clark Turner, Aribex founder and CEO. “With over 10,000 units now currently in use, it has become a staple in dental operato-

ARIBEX, USA
www.aribex.com
TWL DENTAL
Booth E13

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W&D
FDI Hong Kong, 29 August–1 September

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NOVOCOL, CANADA
www.novocol.com
Booth E02/04

At its ISO-certified facility in San Jose, CA, in the US, Suni Medical Imaging manufactures two lines of digital x-ray sensors, SuniRay and Dr. Suni Plus, as well as a broad line of OEM sensor products and components. In addition, the company distributes SuniCam II, a lightweight, ergonomic intraoral camera. According to Suni, the SuniRay digital x-ray sensor offers high flexibility owing to an integrated USB module and a powerful software package that allows practitioners to use it with any Windows or Mac OS computer and all practice management systems. It has rounded corners for increased patient comfort and is available in two sizes for different anatomic requirements.

Since its creation in 1995, Suni Medical Imaging has gained a leading position in the digital radiography market, pioneering the development of digital sensor technology for dental clinical applications, and is best known for designing and manufacturing sensors for many of the early leaders in this field. In 2002, however, the company added its own brand of high-quality sensors and intraoral cameras to its product portfolio.

Suni says that its corporate culture is built on three basic principles—technological innovation, continuous improvement and exceptional customer service. Headquartered in Silicon Valley, the company’s team of design engineers is credited with a number of firsts, including the world’s thinnest intraoral sensor and the “best overall value for price” in the sensor marketplace.

Looking to the future, Suni announced that it will continue to focus relentlessly on developing products that simplify the lives of dental practitioners while providing the ultimate in clinical care for their patients.

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www.suni.com
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There is probably no other date in Hong Kong's recent history as significant as 1 July. On a stormy Tuesday night back in 1997, millions of people took to the streets in unprecedented celebrations when the People's Republic of China finally took over control of the territory after 156 years of British rule.

While the handover was considered a fresh start by many Hong Kongers, it definitely marked Britain's final act as a colonial superpower. In the joint declaration signed with China already in 1984, however, both parties had agreed to leave the colony's existing economic system untouched for another 50 years. Owing to this component of the Sino-British declaration, Hong Kong was able to become the economic powerhouse we know today.

With a populace of slightly over seven million people, the former colony now produces a gross domestic product higher than those of states like Denmark and Portugal. It is also considered one of the most important international financial centres. According to global management consulting firm McKinsey, its stock exchange, already among the world's top ten when it comes to capitalisation, attracted the most capital in the world for the second consecutive year in 2011. While the government recently had to cut growth forecasts owing to the global economic slowdown, consumption in the city remained stable owing to a sound job sector and increases in income.

Similar to its economic success, the city has transformed itself into a first-class travel destination, making tourism a major source of income. Boosted by attractions like Hong Kong Disneyland, which was opened in 2005, and major events like the recently held International Dragon Boat Championships, it sees 42 million visitor arrivals per year, a number currently only exceeded throughout the Asia Pacific region by Malaysia and mainland China.

“These results certainly underline Hong Kong’s status as a preferred international travel destination and as Asia’s world city,” said James Tien, Chairman of the Hong Kong Tourism Board, in August. “We have already planned the launch of a series of mega events in the coming months to

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further enhance Hong Kong’s appeal and provide our tourist partners with different business platforms. According to Tien, highlights this year will include the Hong Kong Mid-Autumn Festival, which will take place in September/October and will see a giant lantern erected at Victoria Park on Hong Kong Island, among other things.

Owing to increasing competition from Hong Kong’s greater brother in the North and countries like Taiwan, the board which operates under the HK government, already began strategising Hong Kong’s development as a tourist destination in the late 1990s. As a first step, travel restrictions within China were eased through the Individual Visit Scheme almost a decade ago. Since then, travel between mainland China and Hong Kong has skyrocketed to over 15 million visitors per year.

Funding for the Mega Events Fund has also recently been extended until 2014. The financial assistance scheme, worth hundreds of millions of HK dollars, was established in 2009 in order to give non-profit organisations the means to host their meetings and events in Hong Kong.

As well as its large share of Chinese visitors, the city attracts millions of visitors from around the globe, of which many have decided to stay. Therefore, the city’s cultural and culinary scenes is as diverse as in any other major city in the world. With two 3-star and seven 2-star restaurants, Hong Kong now offers greater culinary excellence than London or San Francisco. Just last month, two Michelin starred French-Italian chef Philippe Leveille announced the opening of a new Italian restaurant called l’Altro in the Central District.

Hong Kong is also the third largest art market after the US and China, drawing thousands of visitors to its International Art Fair held every year in May.

Despite its receptiveness to foreign influences, however, the city has never forgotten its Chinese roots, which will become important in 2047, when Hong Kong’s guaranteed autonomy expires. Although relations with the motherland are close, observers are questioning whether the city, which is largely dependent on trade, can maintain its economic vitality over the next 30 years alongside a prospering China.

Until then, at least Hong Kong is likely to remain Asia’s premier global destination.

The Hong Kong Tourism Board provides more information on city tours, sights and events. Its main visitor centres are located at the airport (arrivals level, Terminal 1) and at the Peak Piazza (between The Peak Tower and The Peak Galleria).

RESOURCES

www.discoverhongkong.com
www.timeout.com.hk
www.lonelyplanet.com/china/hong-kong
www.fodors.com/world/asia/china/hong-kong/
www.diarygrowingboy.com (HK food blog)
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Further information at wh.com
FDI SOCIAL PROGRAMME

HONG KONG NIGHT
Venue: Harbour Cruise – Bauhinia (North Point Ferry Pier), 18:30 – 23:00
One of the best ways to enjoy the breathtaking vistas of Hong Kong is from the water. This night cruise will allow participants to enjoy the sunset from its 360-degree open deck while dining on a wide selection of appetite-whetting food from a cosmopolitan buffet. Later in the evening, guests can dance to their favourite music performed by a live band. Dress code is casual.

For more information please visit the FDI pavilion in the exhibition hall.

EXHIBITION

“THE MAJESTY OF ALL UNDER HEAVEN: THE ETERNAL REALM OF CHINA’S FIRST EMPEROR”
Venue: Hong Kong Museum of History, 320 Chatham Rd. South, daily 9:00 – 22:30, admission is HK$10
Celebrating the 15th anniversary of the establishment of the Hong Kong Special Administrative Region, the Hong Kong Museum of History is currently exhibiting the largest display of relics from the Qin Dynasty. On display are 120 historical artefacts, including original terracotta warriors, horses and chariots. The exhibition’s highlight is a multimedia presentation in the lobby of the museum that brings the period of China’s first emperor to life through state-of-the-art digital projection technology.

SHOPPING

TEMPLE STREET NIGHT MARKET
Venue: Temple St., 17:00 – 24:00
A visit to the night market at Temple Street is worth it for the atmosphere alone. The place, centred around the Tin Hau temple, is your standard outdoor market experience mixed with lots of oddities like fortune-tellers, low-quality Cantonese opera performances and foods difficult to identify from one of the many street hawker stalls.

MUSIC AND THEATRE

THE FUTURE SOUNDS OF HONG KONG MUSIC FESTIVAL: CHOCHUKMO
Venue: Shouson Theatre, Hong Kong Arts Centre, 20:15
www.hkac.org.hk
Hong Kong indie rock does not get any more authentic than this band. Relatively new to the city’s music scene, Chochukmo independently released one major album in 2009 titled The King Lost His Pink (referring to the band’s former habit of wearing shirts of this colour during performances).

Their musical style, called math rock, can be described as an mishmash of punk and rock mixed with flamenco chords and dubstep tunes. Time Magazine recently called Chochukmo “The most charismatic band to have emerged in southern China in recent years”.

Tonight they will be performing a concert at the Hong Kong Arts Centre as part of the Future Sounds of Hong Kong Music Festival.
Henry Schein, Inc. congratulates the FDI World Dental Federation on its extraordinary work to lead the world to optimal oral health and the occasion of the 100th FDI Annual World Dental Congress.

Henry Schein is proud of our long-standing partnership with the FDI World Dental Federation. We have been privileged to participate in the development of Vision 2020, and look forward to continuing to partner together to “help health happen.”

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<td>Myles Holt, Director of the Australian Academy of Dental-Facial Aesthetics (AADFA)</td>
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<td>Success Factors in Dental Offices: Efficient Treatment Protocols</td>
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<td>Overview and Comparison of Clinical and Diagnostic Aspects in Volume Tomography</td>
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<td>Success Factors in Dental Offices: Efficient Marketing and Communications</td>
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<td>The Role of Dental Health Professional in the Global Epidemic of Tobacco</td>
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<td>Success Factors in Dental Offices: Efficient Practice Management</td>
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<td>Saturday, September 1</td>
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<td>Success Factors in Dental Offices: Efficient Staff Management</td>
<td>Pascal Steichen, Practice Management Expert</td>
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<td>13:00 P.M.</td>
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Useful information

**ORGANISERS**
FDI WORLD DENTAL FEDERATION (BOOTH K16/125)
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SWITZERLAND

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- Wednesday, 29 August: 10:00 – 18:00
- Thursday, 30 August: 10:00 – 18:00
- Friday, 31 August: 10:00 – 18:00
- Saturday, 1 September: 10:00 – 16:00

**VISITORS ACCESS** is absolutely free.

**CONGRESS REGISTRATION**
Onsite registration is possible from Tuesday, 28 August, to Saturday, 1 September, 7:00 – 18:00. Fees range from CHF330 (US$337) and CHF600 (US$613).

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At booth K16/125 in the exhibition hall, visitors will be able to find more information about the FDI, its 112-year history, as well as its diverse programmes and activities.

**OFFICIAL LANGUAGES OF THE CONGRESS**
- English
- Mandarin (specific sessions only)

**CERP**
Delegates who have registered for the congress are eligible to receive continuing education points (20 points maximum) by attending scientific sessions during the meeting.

**PRESS AND MEDIA**
Free copies of the Worldental Daily congress newspaper will be available onsite and provide visitors with the latest news, as well as information about the congress, new products and what to do in Hong Kong.

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  Admiralty, Phone: +852.2103.8788
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  26 Garden Road, Hong Kong,
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www.GlobalCariesInitiative.org

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FDI’s Global Caries Initiative (GCI), launched in 2009, seeks to unite a broad alliance of key influencers and decision makers behind a common goal: to effect fundamental change in health systems and individual behaviour to realize the overarching vision to stop caries by 2020.
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