Swedish Nobel Biocare partners with German University

Berlin dental school to join university network in the US, Europe and Asia Pacific region

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LEIPZIG: Nobel Biocare is extending its worldwide University Partner Program. During a press conference in January, the Swedish dental manufacturer signed an agreement with the Charité University Medical School (Charité UMS) in Berlin. According to Dr Andrej Kielbassa, Dean of the Department of Periodontology at the Charité UMS, the partnership will incorporate implantology and CAD/CAM procedures into the dental curriculum and offer financial support as well as academic exchanges between the school and other programme members based on Nobel's in-house based educational tools. An independent Academic Advisory Board will make sure that the school is able to reach the goals of the partnership and keep its education free from corporate interests, Dr Kielbassa said.

As one of the largest medical facilities in the country, Ber- lin UMS is the 23rd dental school to join Nobel’s University Partner Program. Recently, it announced plans to become one of the most advanced and modernized service providers of medical care in Europe by 2010. The partnership with Nobel Biocare is seen as a major step in achieving this goal.

“We strategically focus on the newest trends in research and dental education,” explains Prof Martin Paul, dean of the school. “By joining the Nobel Biocare network, we hope to offer our current and future students an advanced dental curriculum in a more international environment that gives us the possibility to share knowledge and experiences with 22 other universities around the world.”

Nobel Biocare is one of the largest providers of aesthetic dental solutions worldwide. In the last quarter of 2007, their sales revenue increased by 8% to 142.3 million Euro. Since 2005, the company has finalized partnership agreements with eight US universities and claims to educate 25% of all dental students in implantology. ‘The main goal of implant procedures is to provide implants and CAD/CAM solutions. In the Asia-Pacific region, the University of Sydney, Ho Chi Minh City, and six Chinese dental schools belong to the network,’ said Mats Gottlander, Nobel Biocare vice president for the Middle Eastern area. To facilitate the exchange of information between the schools, Nobel Biocare has developed a number of e-Learning tools that also provide information about clinical procedures and studies that can be downloaded to mobile devices like an iPod.

Executive Vice President Mr Robert Gottlander said that the new partnership with the Charité UMS is a major achievement for his company. He also said that they are in talks with other universities, but he did not reveal any details. “We have noticed a huge discrepancy between the number of implant treatments being offered to the society today,” he told the press. “But if the top dental schools change their curricu- lum, it will definitely have an effect.” Mr Gottlander expressed his hope that through the University Partner Program implant solutions can become an integral part of dental curricu- lurn’s worldwide in the next 10 years.

IMOLA: The Italian Cefla Dental Group has announced the acquisition of Victor Medical Equipment, a Chinese-Taiwanese joint-venture specialised in the production of high quality dental units like the AM9208 and AM8050. According to company officials, the acquisition will strengthen Cefla’s local presence in China, and to its strategic expansion into potential growth markets, products and technologies. There will be significant investments in the Eastern China-based production site in Suzhou, and the development of a product range based on the existing Victor brand that will be specifically designed to respond to the needs of dentalists in the area whose choice of equipment is based on long-term reliability, quality materials and outstanding value for money, the company says.

Cefla has consistently increased its dealings within the Chinese market through the Anthos Distribution, a joint venture set up more than 20 years ago, and a recognised supplier of advanced dental equipment to the country’s major hospitals. “This recent acquisition brings us much closer to our Chinese customers,” states Eros Nammi, Managing Director of the Cefla Dental Group. “We are now an established local presence and will be able to serve the market with the same degree of professionalism and quality as we offer all our European customers.”

The Cefla Cooperative, which consists of four business divisions, increased their consolidated revenues by 18% to 327.9 million in 2006 despite a rather difficult external business context. The company also closed the fiscal year 2006 with a profit of 5.1 million Euro, up by 18% compared to 2005 results. Cefla considers itself a global player in the dental market. They supply integrated treatment centres for dental sur- geries and have production sites in seven European offices in Italy, Europe and the United States. Following the launch of the company’s third brand for high-tech imaging technology, Mky Ray in 2007, Suzhou Victor Medical Equipment will become the fourth name in Cefla’s brand portfolio.