Dear reader,

Do you remember sending your first e-mail? I see myself in 1995 sitting in a dark basement in my first year at university, exchanging short messages with a friend next to me, on a 486 PC that was state-of-the-art at the time. Since then so much has changed. What is just fooling around back then has become an everyday commodity that most of us cannot imagine living without.

Some experts have claimed that the Internet is one of the most significant inventions of the last 50 years and, indeed, some projects have changed our lives to various levels. With the Internet, it has never been easier to access and share information all around the world within just a few seconds. Today, we are able to buy goods or talk to people around the globe with just the click of a mouse. Giants like Google offer so many services that we can hardly escape them in our everyday lives.

However, in dentistry, especially in dental publishing, the race for revolutionary projects is still on. Many publishers, including ourselves, have long underestimated the many possibilities that the Internet has to offer, sometimes because we were afraid of neglecting our print offers and therefore, our main business model for the last 100 years. But this is changing. Dentists have often been conservative when it comes to adopting new technologies but now the age structure is shifting in many countries, making way for a new generation of dentists who have grown up with Internet technologies and are open to many opportunities.

With our new website and the DT Study Club online education platform, both successfully launched in early March, Dental Tribune is driving to take the lead. On these platforms, we do not only offer advice, but also help you to stay ahead in the profession but also a number of tools that will give you the chance to interact with colleagues and international experts. We invite you to join us in this endeavour.

Daniel Zimmermann
Managing Editor
Dental Tribune International

Dental care in Australia

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Managing Editor
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Australia.

The sunny side of life

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The famous German philosopher Friedrich Nietzsche once said, “We have already gone beyond whatever we have ever envied for.” Have we already overcome the current global crisis that dominates the media? If you happen to visit the 55th IDS in Cologne in Germany this year, you would have been under the impression that this was the case. The floors and booths were crowded, filled with happy faces, and the show broke records in all respects.

In spite of this, the main topic at the assembly of the international dental manufacturers (idm) in Cologne was the present shifting in the finance markets and possible effect on the future. After the gloom at the Chicago Midwinter Meeting in February, the founders of the Dental Trade Alliance from the US were particularly surprised by the positive feedback at IDS. The monetary mood and facts, however, are two sides of the coin and apply to any prognosis in the dental sector.

Manufacturers of consumables have reported stable or marginally increasing sales figures, in the area of capital goods, however, manufacturers of equipment, such as practice fittings, dental units, imaging devices, and CAD/CAM, as well as manufacturers of dental implants have noticed a clear purchase restraint in purchases and cut backs in staff in order to cope with current market circumstances. In addition, companies that focus on dental technology have noticed the shift of the time-consuming and high-cost production of dentures to countries where labour and material costs are cheaper.

Markets will not grow if the services offered are too expensive. Competence and knowledge especially will be required to plan for the future. But the future is complex and cannot be managed by knowledge alone. Hans Zoellner, the executive director of the Intelligent Partnership with ethics gives rise to a socially responsible trade. Persistence, hesitation, know-it-all or daring do not elicit the desire to undertake new ventures. Only something completely new will give rise to new values and prosperity.

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Planning for the future

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