SHOFU names Negoro president and partners with Mitsui

Fred Michmershuizen
DTI

NEW YORK CITY, NY, and SAN MARCOS, CA/UK/KYOTO, Japan: SHOFU is celebrating this year with a strategic alliance with Mitsui Chemicals and the introduction of a new president, Noriyuki Negoro, who became president of SHOFU on 25 June 2009, has worked for the company for more than 25 years. As a researcher, he developed such successful products as Solident and Ceramage, Katsuya Ohta, who held the position of president for the past nine years, will continue to serve as chairman, the company announced.

SHOFU Dental Corp. (SHOFU America’s) President Brian Melankos said, “I have every confidence in his grasp of the industry and in his ability to guide SHOFU in these globally challenging economic times.”

In addition to the changing leadership, SHOFU recently initiated a business and capital alliance with Mitsui Chemicals. The company, which revolutionised dental surgery with their development of new materials technology and enhance chemical products currently in development.

“Our goals remain unchanged, which include speeding up the development of new products and expanding our business globally,” Katsuya Ohta said. (Edited by Daniel Zimmermann, DTI)

European market shows minor growth

Daniel Zimmermann
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HONG KONG/LEIPZIG, Germany/GÜMLIGEN-BERNE, Switzerland: The 2009 dental market report released by the Association of Dental Dealers in Europe (ADDE) has indicated a slight increase of 0.6 per cent of total sales in the European dental market. According to the new statistics, sundries sales in the EU increased by 1.5 per cent, while complete equipment sales declined by 2 per cent. Metal implants saw the biggest increase with 7 per cent.

The results are on par with national statistics, Germany, for example, which has the biggest dental market in Europe with a volume of €3.8 billion, reported a slight increase in figures in 2007 but with declining trends in the domestic market. The Italian market, which was worth €1.1 billion in 2007, has seen growth rates drop from almost 10 per cent to 5 per cent despite an overall increase in production.

The ADDE market report has also revealed that the number of practising dentists in Europe has remained at 288,000, while the number of dental labs is declining. Furthermore, the usage of computers in practices continues to grow for both administrative and in-surgery activities, the report states. The number of new dental chairs installed in 2008 increased by 2.7 per cent.

The ADDE market report is published annually in collaboration with the Federation of the European Dental Industry. It aims to indicate trends in the European dental market over a period of five years. The 2009 report, which was presented at IDS Cologne in March, included figures from 15 countries, covering 2004 to 2008. The report is available at the ADDE main office in Switzerland.

Mectron expands in India

Bangalore facility to host new showroom for dental products

Fred Michmershuizen
DTI

HONG KONG/LEIPZIG, Germany/BANGALORE, India: The Italian manufacturer Mectron has opened a new production and administration facility in Bangalore in India. Inaugurated with a big opening night back in May, the facility will be under the direction of M. Radhakrishnan, a co-founder of Mectron’s India branch. The company, which revolutionised dental surgery with their development of piezoelectric bone surgery, currently distributes a number of well-known dental brands from Germany and Italy, such as Cavex, Eurodental, Heraeus Kulzer, KaVo, K-Driller, Schulth and Villa.

According to Radhakrishnan, initial planning for the new facility began in 2007. Bangalore was chosen to host the new facility because of its highly educated workforce and the nearby Bengaluru International Airport. With an economic growth of 10.5 per cent, the city based in southern India is one of the fastest growing economic centers in India and host of a number of important industries, such as IT and biotechnology.

The number of employees in the Bangalore facility will be increased from 4 to 60, Radhakrishnan said. Besides new offices and meeting rooms, the new building will feature a showroom to exhibit the company’s product range to its customers from India. “This investment certainly demonstrates a strong commitment to Mectron India’s distribution partners and shows the confidence Mectron has in the potential of the Indian dental market,” said Wolf Nartjes, Area Manager for Asia, Dental Tribune Asia Pacific.

Mectron has been active in India since 2004. It has also branches in Delhi and Mumbai.