**DENTAL TRIBUNE Asia Pacific Edition**

**Business**

**BRIC dental implant markets to see rapid expansion**

**TORONTO, Canada:** According to a new report, the Brazilian, Russian, Indian and Chinese (BRIC) markets will be the fastest-growing dental implant markets worldwide in the next few years. It is believed that they will reach $1.5 billion in 2021 owing to the rising number of dentists learning to perform implant procedures and the increased importance of local low-cost competitors for the international dental industry.

“Price competition will be less prevalent in China than in Russia, India or Brazil,” said MRG analyst Jeremy South. “Chinese dentists place greater emphasis on brand names and premium products because it improves the appearance of their practices to patients. The majority of patients undergoing dental implant treatment in China continue to be part of a wealthy social class and they are more likely to request higher-priced brands. As a result of this trend, the aggregate selling price in China was more than double that of the other BRIC countries in 2012.”

MRG also stated that low-cost products will gain more importance as price competition intensifies worldwide. Although the increasing availability of low-cost products will make dental implant procedures more accessible to patients, this trend will ultimately impede revenue, MRG suggested. Therefore, international competitors, particularly in Brazil, will be looking to meet growing demand for implants by acquiring local low-cost companies to offer low-cost products alongside their premium devices. In 2012, for instance, Straumann acquired a 49 per cent stake in Neodent, a leading dental implant company in Brazil.

The report, titled “BRIC Markets for Dental Implants 2015,” can be accessed on MRG’s website.

**Glidewell and SHOFU partner**

**KYOTO, Japan:** In extending its portfolio of dental products to Japan, Glidewell Laboratories has recently granted SHOFU in Kyoto exclusive distribution rights for BruxZir Solid Zirconia and BruxZir Shaded. The materials, which are recommended for monolithic dental restorations, will be available to dentists throughout the country by the beginning of December, the US manufacturer said.

The partnership is Glidewell’s first entry into Asia’s largest dental market. Besides Japan, it currently distributes BruxZir Solid Zirconia in several other countries in the region, including Korea, where it was introduced to dental professionals late last year. The company also collaborates with dental laboratories in Australia, among others. Both dental zirconia restorations are becoming very popular in the USA, and we expect these new regions to contribute greatly to the growth of BruxZir Solid Zirconia. SHOFU has an excellent global reputation and an exceptionally strong presence in Japan through its wide range of proven restorative products,” a company representative told *Dental Tribune Asia Pacific*. She said that her company plans to extend its relationship with SHOFU in the years to come to grow its respective business.

In the beginning of December, the US company will provide devices for use in oral and maxillofacial surgery, among other applications.

In a press release, both companies said that initial collaboration will focus on bone morphogenetic protein-loaded scaffolds for use in orthopedics and in spinal fusion.

Therefore, a joint venture in Malaysia or Singapore is planned to seek investors to support the projects. Research activities will be jointly directed by the CEOs of both companies, Drs Anand Iyer and Margam Chandrasekaran. The financial details were not disclosed.

Formed in 1999, BSI began developing bio-compatible 3-D devices for use in the field of guided tissue engineering in 1999. Among other achievements, the company won the poster competition at the 2009 Annual World Dental Congress of the FDI World Dental Federation in Singapore with its presentation on Alvelac, a PLAGS and polyvinyl alcohol-based synthetic scaffold designed for the preservation of the alveolar socket after tooth extraction, which is currently available for dentists in India, Hong Kong, Taiwan and the UK. The company also has research partnerships with dental institutions in the region, including the Saveetha University dental school in Chennai in India.

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**Asian biomedical companies combine research activities**

**BANGALORE, India/SINGAPORE:** Indian Stelis Biopharma and Bio-Scaffold International (BSI) from Singapore have announced that they have signed a collaboration agreement that will see both companies combining research activities in the development of medicine- and stem cell-loaded devices for the treatment of various medical and dental conditions.

**Dental implants have been available in the country for a long time and many Brazilians seek this treatment owing to a high level of aesthetic consciousness in the society.”**

**“With regard to market expansion, however, MRG predicts that the less mature Russian, Indian and Chinese markets will have greater growth, with the dental implant market in China experiencing the strongest development.”**

Signed in late October, the new partnership is intended to begin this month and aims to develop devices for use in oral and maxillofacial surgery, among other applications.

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