ADX14 Sydney
Date: 21–23 March, 2014
Organiser: Australian Dental Industry Association
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Strategic Partner:
• National Dental Foundation
Partner Associations:
• Australian Academy of Dental Sleep Medicine
• Australian Association of Practice Managers
• Australian Dental Association, NSW Centre for professional development
• Australian Dental & Oral Health Professionals Association
• Australian Dental Prosthodontists Association
• Australian Dental Association
• Oral Health Professionals Association
• Royal Australian College of Dental Surgeons
• Therapeutic Goods Administration
Media Partners:
• Dental Tribune International
• Dental Asia
• Bite Magazine
• Australasian Dentist

ADX booms in challenging times
Record numbers expected for Australia’s largest dental exhibition in Sydney

Despite another decline in sales of dental materials and equipment in Australia last year, the organisers of the country’s largest dental exhibition have reported that they have sold out all available booth space for this year’s ADX14, one month before the event. They also said that they expect a record number of dental professionals to attend the show, which will be held at the Sydney Exhibition Centre 9 & 10 Glebe Island from 21 to 23 March 2014.

Exhibitors will be showcasing the latest dental products from Australia and overseas at ADX14, including new materials and solutions for an improved workflow in dental practices and laboratories. According to the Australian Dental Industry Association (ADIA), which stages the biennial event, many of these products will be available to dentists in Australia for the first time.

In focus will be Dental CAD/CAM and new digital practice solutions, which have become common in many dental practices. Visitors will be eligible for discounts offered by several manufacturers for on-site purchases.

In addition to the industry showcase, the event will feature an extensive continuing professional development programme, which is supported by dental associations and suppliers of dental equipment from Australia and abroad. These seminars are free to visitors and will cover a wide range of dental topics, including oral surgery, implant dentistry and practice management. Well-known oral health care professionals from universities in Australia and other countries will give presentations on issues in aesthetic and preventative dentistry, such as restoration with new ceramic materials, over the course of three days.

“There is no mistake about it: this is the event that provides dentists and allied oral health care professionals with the best opportunity to see more, buy more and learn more,” ADIA CEO Troy Williams commented.

According to him, the upcoming ADX14 is shaping up to be the largest edition ever in the short history of the event, which has seen increasing two-digit participation since it was first held in 2009. The latest show in 2012 in Sydney attracted slightly more than 6,000 visitors, according to ADIA figures, which the association expects will be exceeded this year by a 17 per cent increase in attendees. In order to make it easier to join the event, discounted airfares, hotel rooms and car hire are on offer for interstate and international visitors, Williams said.

Dental equipment manufacturers and dealers in Australia currently face a challenging environment, as sales of dental products declined in the last fiscal year for the third consecutive year. The market value of consumables and laboratory products in particular suffered from the effects of the global financial crisis and cuts to public dental services made by the previous Australian government, a recently published report by ADIA states. Significant growth was only observed in the over-the-counter product segment, such as toothpaste and toothbrushes, which grew by almost 4 per cent in 2013. The total market for dental products, including over-the-counter products, was worth almost A$2 billion, according to the document.
**An industry in transition**

ADIA Chief Executive Officer Troy Williams on ADX14 and the state of the dental industry in Australia

Troy Williams: Last week, ADIA released the latest edition of the Australian Dental Industry Business Conditions Survey. This information allows our members to grow, create jobs and operate sustainably in Australia’s dental industry.

How would you generally describe the state of the industry right now?

Troy Williams (Photo courtesy of ADIA, Australia)

**Given that around 95 per cent of dental products in Australia are imported the industry is highly sensitive to currency fluctuations…**

The answer to that question takes only two words—not unlike. Australia’s largest dental exhibition attracts more exhibitors than any other event in the region, however this event is shaping up to be something special with all of the nearly five hundred booths

One of the most discussed issues in recent years was product regulation, previously overseen by the Therapeutic Goods Administration in Canberra.

With a new organisation taking over its responsibilities, what changes do you expect for the industry and will there be any benefit or disadvantage for providers of dental equipment?

At the end of January, ADIA held yet another meeting with the new Minister for Health, the Honourable Peter Dutton MP. As a result of this engagement, we believe that the Minister shares ADIA’s commitment to a regulatory framework for dental product that is based on a risk management approach designed to ensure public health and safety, while at the same time freeing industry from any unnecessary regulatory burden.

Over the coming twelve months, a major priority for ADIA is to support the transition to the Australia New Zealand Therapeutic Products Agency (ANZTPA), the proposed successor to supporting ANZTPA, as it offers considerable scope for dental product suppliers to grow their business.

ADIA is also actively engaged in negotiations to support the Trans Pacific Partnership (TPP) free trade agreement, viewing this as a viable pathway for realising the vision of a free trade area of the Asia-Pacific region. For manufacturers and suppliers of dental products, the TPP negotiations are exciting as it includes five of Australia’s top ten trading partners including the United States of America, Japan, Singapore, New Zealand, and Malaysia.

**What has been surprising is the strong interest in restorative products.**

The interest in the dental laboratory pavilion, a first for this series of exhibitions, allows dentists to review the work from the leading laboratories that manufacture their products in Australia. This pavilion will also show in Australia, in naturally that’s where most exhibitors come from. That said, businesses from New Zealand to the Netherlands are represented, as those from Peru to Poland.

Owing to the reconstruction of the Sydney Exhibition Centre until 2016, ADX will be held in another venue this year. Will this have any impact on visitors or exhibitors?

For those coming from outside Sydney, ADIA have partnered with Qantas to offer visitors discounted airfares plus the major hotels for discounted accommodation close to Sydney Exhibition Centre @ Glebe Island. These can be booked through the ADX website.

Visitors from outside Sydney may also take advantage of their visit to ADX14 Sydney and use it as an opportunity to see the harbour city and take part in activities such as climbing the harbour bridge, seeing a show at the opera house or going to the many beautiful beaches Sydney is famous for.

Will there be also opportunities for professional development and what will be the main topics discussed there?

The ADX14 Sydney dental exhibition is supported by an extensive free seminar program that includes free CPD from a variety of expert speakers. To make it convenient for visitors to participate, the program has been organised into topics of interest with seminars under each topic to be run in groups of times. These topics include implants, orthodontics, practice optimisation, prevention and a number of other dental subjects. Dentists are sure to be interested in topics specific to their profession and non-clinical professional skills.

Thank you very much.
ADX Sydney 2014 Show Preview

Useful information

Congress venue
Sydney Convention & Exhibition Centre
Darling Dr, Darling Harbour
NSW 2000
AUSTRALIA

On-site registration
Registration for ADX14 is free. Visitors can register online in advance through the ADX website.

Official languages of the congress
• English

Continuing education
The Continuing Development Programme at ADX14 has been approved by the programme sponsor and deemed to be clinical/scientifically based in accordance with Guidelines On Continuing Professional Development published by the Dental Board of Australia. Delegates who have registered for the programme can earn 60 minutes worth of CDP hours for each session they attend during the meeting.

Press and media
Free copies of the today international congress newspaper will be available daily during the congress, and will provide visitors with the latest news from the congress, information about new products and what to do in Sydney. Additional coverage will also be available on DTV’s news website, www.dentaltribune.com. You can also access the news feed directly by scanning the QR code below.

Passports and visas
All travellers other than Australian and New Zealand citizens need to present a valid travel document, visa as well as a completed and signed Incoming Passenger Card, including health and character declaration, to officers in immigration clearance. Anyone who arrives with a valid travel document, visa or authority to enter Australia, may be refused entry to Australia or delayed until their identity and claims to enter Australia have been confirmed.

An online form for requesting an invitation letter is available on the ADX website. For more details and immigration requirements, you may also visit the Australian Government Department of Immigration and Border’s website at www.border.gov.au.

Weather and climate
In late March, temperatures can still exceed 25 °C during the day in Sydney. The chance of rain is highest at that time of year, and the air can be very humid. Light and breathable clothing is highly recommended. Air conditioning is common in most public places.

Banking and currency
The legal tender is the Australian Dollar (AUD), which has an exchange rate to the US dollar of about AUD1.11 (as at 10 February 2014).

Most shops in Sydney accept all major credit cards. Banks are open from 09.30 a.m. to 4.00 p.m. on weekdays.

Foreigners are entitled to a tax refund for certain purchased items through the Tourist Refund Scheme, which can be collected at the custom offices at the airport.

ADX14 Sydney — See more, buy more and learn more

Australia’s premier event for all with an interest in dentistry is ADX14 Sydney. Over three days, it affords all dentists and allied healthcare professionals the opportunity to visit a world-class dental exhibition, and also take part in a dental skills program full of practical solutions and vital insights into the latest innovative products and patient care options.

ADX14 Sydney Key Features —
• World-class exhibitions featuring suppliers of quality dental products.
• Anticipated attendance of around 7,500 professionals from the dental community.
• Representatives from government, universities and other stakeholders within the Australian healthcare sector.

International visitors have access to tailored support services to help you apply for a visa and finalise your travel arrangements. Visit the ADX14 Sydney website to check out exclusive benefits on airfares and accommodation.

Use your attendance at ADX14 Sydney as a chance to visit the Sydney Opera House, climb the Harbour Bridge and visit the world-famous Bondi Beach. Why not take a quick trip to the national park to see kangaroos, koalas - all less than two hours away.

The ADX14 Sydney dental exhibition is organised by the Australian Dental Industry Association (ADIA), the nation’s peak body for suppliers of quality dental products.

ADX14 Sydney — See more, buy more, learn more.
www.adx.org.au

Airport transfer
A taxi ride to Sydney’s city centre is approximately AUD40 - 55. While it may be the easiest way to get around, there are plenty of other transport choices, like the Airport Link, which takes travelers to the city centre in only 13 minutes. It departs from the Domestic Terminal train station located directly between T2 and T3 Terminals and is accessible from within the terminals from the Arrivals level. A one-way ticket currently is AUD16.40 (price can be subject to change).

Request for further information —
Simply complete this form to learn more about the exciting opportunities at the ADX14 Sydney dental exhibition.

Contact person —

Business —

Portal address —

Telephone —

Email —

Send me information about —

[ ] ADX14 Sydney visitor
[ ] ADX14 Sydney exhibitor

Please return this form to —
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GPO Box 940, Sydney, NSW, 2001 Australia
E: info@adx.org.au

www.adx.org.au

Selling Field GlobalSynergy
ADX on Facebook
www.facebook.com/adx.sydney

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AUSTRALIA