W&H and Planmeca approach the Indian market together

By DTI

BANGALORE, India: European dental manufacturers W&H Dentalwerk and Planmeca have joined forces on the dental market in India. Comprising a shared office centre in Bangalore and a special- ised customer service network, the collaboration between the two companies is aimed at exploiting synergies in offering a comprehensive and unique product portfolio to dental professionals in the country.

According to the companies, Bangalore was chosen in order to create a strong base for sustainable growth in the high-potential Indian market. Equipped with a state-of-the-art showroom and facilities for local customer support and service, the office centre, which began operating in November, will be an important contact point for Indian customers.

“With the local presence of our sales and service team we can establish a direct link to the Indian customers. This is an important basis to build up a good reputation and create confidence of our Indian users with the W&H and Planmeca products we sell,” said Raghavan Radhakrishnan, General Manager of W&H India and Planmeca India.

In addition to the institutional sector, particular focus will be directed towards the private sector, as the demand for innovative, high-tech solutions for efficient patient care is currently growing in India. “This is a terrific new dawn for Planmeca in India,” commented Planmeca Vice President of Sales Iskuo Nykänen. “We are extremely excited about the country’s growing dental market and will utilise this new kind of grass-roots partnership and partner support model to provide increasingly better customer experiences in India,” he added.

Commenting on the cooperation, W&H Managing Director Peter Malata remarked: “The collaboration with Planmeca, also a family-run enterprise with advanced technology and knowl- edge will change the dental practice—Dentistry that supports and improves people’s lives”, the symposium comprised 23 sessions, which were presented by 85 prominent researchers and clinicians from various fields of dentistry. The scientific programme was complemented by four interna- tional sessions with lectures by 14 distinguished speakers, includ- ing Dr Javier Tapia Guaidix (Spain), Dr Gianfranco Politano (Italy), Dr David Garcia Barza (Spain), Dr Sreenivas Koka (US), Prof. Bart Van Meirbeek (Belgium) and Prof. Mark A. Latta (US).

At the opening ceremony, FDI World Dental Federation President Dr Patrick Hescot, Prof. Jukka H. Meurman, President of the International Association for Den- tal Research (IADR), and immediate past President of the IADR Prof. Marc Heft delivered congratulatory speeches. In conjunction with the scientific programme, a dental show was held on an underground level of the Tokyo International Forum. Featuring product experience booths and various seminars, the show was crowded with visitors throughout the weekend.

At the event, the company presented the GC Membership Society’s fourth International Den- tal Symposium Lab Work Award, a contest for dental technicians.

Next year, GC will once again celebrate both anniversaries with the MI World Symposium, which is to be held in Tokyo at the IP Tower Hall and Conference centre on 5 February 2017. The focus of the event will be future applications of MI Paste Plus, the company’s water-based, sugar-free dental topical crème containing RECALDENT and fluoride, in clini- cal dentistry.

GC celebrates 95th anniversary at fourth International Dental Symposium

By DTI

TOKYO, Japan: On 12 and 13 No- vember, Japanese dental manu- facturer GC Corporation hosted the fourth International Dental Symposium in Tokyo to com- memorate the 95th anniversary of the company’s establishment and the 65th anniversary of the GC Membership Society. The two-day event, which included scientific sessions for dentists, dental tech- nicians and dental hygienists, as well as hands-on courses, was attended by 6,951 participants.

Held under the theme “Ad- vanced technology and knowl- edge will change the dental prac- tice—Dentistry that supports and improves people’s lives”, the sym- posium comprised 23 sessions, which were presented by 85 prom- inent researchers and clinicians from various fields of dentistry. The scientific programme was complemented by four interna- tional sessions with lectures by 14 distinguished speakers, includ- ing Dr Javier Tapia Guaidix (Spain), Dr Gianfranco Politano (Italy), Dr David Garcia Barza (Spain), Dr Sreenivas Koka (US), Prof. Bart Van Meirbeek (Belgium) and Prof. Mark A. Latta (US).

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