New platform for better oral health in Europe

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BRUSSELS, Belgium: The Platform for Better Oral Health in Europe has put forth targets for improved oral health and the launch of a Europe-wide consultation on priorities for achieving better oral health by 2020. At a recent roundtable discussion during a meeting of the European Parliament, the targets were presented to EU policymakers and to a representative panel of public health stakeholders and professional associations.

The platform was established in response to the call to action submitted by members of the European Parliament to the then European health commissioner John Dalli in 2010. It promotes a common European approach towards education, prevention and access to better oral health care in the continent. Part of a European-wide call for input, the proposed targets focus on three key priorities: data-collection systems, preventive policies, and education and awareness. According to the platform, the targets will serve as a basis for benchmarking EU member states’ progress towards increased prevention of oral diseases and improved oral health in Europe by 2020. In addition, the targets are expected to inform the joint action on chronic diseases, which will be launched in 2015 by the European Commission and EU member states. Platform members will actively coordinate with European institutions to ensure the collection, validation and dissemination of good practices to address common risk factors, prevent oral diseases, promote oral health and facilitate data collection.

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Agreed-upon targets will be announced in 2014. The consultation, which runs until December 2013, will seek to involve public health stakeholders and professional associations across EU member states in helping to further refine and focus the proposed targets. Following the conclusion of the consultation, the agreed-upon targets will be announced on World Oral Health Day 2014, along with key benchmarks and scorecards against which to better measure the state of oral health in all EU member states.

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Market in Europe increases with more sales achieved online

Claudia Jahn
OEMUS MEDIA AG
COLOGNE, Germany: Overall sales of dental equipment in Europe increased last year, according to a market study presented by the Association of European Dental Dealers (ADDE) and Federation of the European Dental Industry (FIDE) at IDS in Cologne. Sales of consumables remained at the same level in 2012, it also found. In contrast to the steadily declining number of direct sales, email and web sales increased continuously in nearly all the countries examined. Among these, Denmark was ahead of France and Great Britain as the fastest growing dental market in Europe.

With respect to 2012, it was found that despite a slight increase in the number of practicing dentists in Europe, the number of dental technicians has not grown. The number of dental practices and labs has actually decreased, signaling a nearly uniform trend toward consolidation across the continent.

While the number of graduates in dental medicine in Europe declined significantly in comparison to 2011, the same was considerably higher in the US. Nevertheless, the ratio of practicing dentists to patients remained unchanged.

FIDE and ADDE have been collaborating since 1998 and together publish an annual market study of the European dental industry. Along with figures on customers and end-consumers, the report also covers sales values for the main product categories such as dental equipment, consumables, implants and CAD/CAM, as well as data on distribution channels, information about current European VAT rates and their influence on the dental market.

(IDS 2013 surpasses expectations)

DTI
COLOGNE, Germany: According to the latest statistics, an estimated 125,000 visitors from 149 countries and 2,058 exhibitors from 56 countries attended the world’s largest dental show in Germany in March. The organizers noted growth in the number of international participants in particular. About 68 per cent of exhibitors and 48 per cent of visitors came from outside Germany. Overall, they reported a 6 per cent increase compared with the event two years ago.

“Owing to the high internationality of the event and the distinct discretionary buying power of the visitors, we expect positive effects for the current business year and sustainable development on the national and international dental markets,” said Dr Martin Räckert, Chairman of the Association of German Dental Manufacturers (VDI).

Despite the apparent return of winter last week, the show was very well attended from the first day onwards by dental professionals, dental technicians, and representatives of the dental industry and academics. In particular, exhibitors noted an increase in the number of visitors from emerging dental markets, such as China, Russia and Brazil. In addition, more people from Japan, Turkey and Ukraine attended the show than before.

The organizers observed that visitors and exhibitors showed particular interest in CAD/CAM systems and digital workflow technologies. Innovations in prophylaxis and implantology attracted great interest too.

According to an IDS survey, 74 per cent of the participants were satisfied or very satisfied with the event. Owing to the comprehensive range of products and the numerous product innovations, almost 80 per cent rated the exhibition as good or very good. Overall, about 95 per cent of the visitors said that they would recommend the event to their business partners.

The next IDS will be held from 10 to 14 March 2015.

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(Edited by Daniel Zimmermann, DTI)