Booming dental industry drives IDEM Singapore

Organiser Koelnmesse announces changes for 2014 edition of Asia dental show

SINGAPORE: The International Dental Exhibition & Meeting in Singapore will be more integrated and even more comprehensive in future. According to figures of Koelnmesse, participation by dental professionals increased by 20 per cent compared to 2010, which was affected by air travel restrictions caused by a volcanic ash cloud in Europe.

Dreyer said that in order to facilitate this growth, his organisation is aiming at creating regional exhibitions to attract more buyers from key countries in South-East Asia to future meetings. For this year’s show, he said that Koelnmesse has been working closely with professional dental associations in countries like Thailand and Vietnam, who also brought more attendees to IDEM Singapore.

IDEM Singapore also collaborated with the Asia Pacific Students Dental Association this year. For the first time, fifteen students of dentistry from across the region were given the opportunity to come to Singapore and interact with exhibitors, speakers and attendees. Extra sessions moderated by Prof. Urs Belser, Switzerland, and Prof. Robert Boyd, USA, gave first-hand insights into the intricacies behind sophisticated patient treatment.

“We are looking for high-end clinics and the distributors selling high-quality products to them”

An interview with Sabine Nahme and Philip Y. K. Teng, Abrasive Technology

Global manufacturer Abrasive Technology has set up a new direct sales office in Singapore. Dental Tribune Asia Pacific spoke with Sabine Nahme, who was recently appointed to Abrasive Technology’s business development team, and Philip Y. K. Teng, the General Manager for Asia Pacific.

Dental Tribune Asia Pacific: Abrasive Technology is aiming at expanding into the dental sector, especially in Asia. How are you going to approach the market?

Sabine Nahme: Although we have covered many other areas like optical, medical and aerospace applications in the last decades, we actually started out in dentistry. Now we would like to focus more intensively on our dental business by expanding our own quality line, Two Striper, which is manufactured through a bonding process, to the Asian market.

I was recently hired to support Abrasive Technology’s international growth, and I will assist Philip with sales in Asia.

Philip Y. K. Teng: To do effective networking, we are attending trade shows, conducting webinars and seminars, and collaborating with highly respected clinicians. At IDEM, we have already made good contacts in Korea, India and Singapore.

What are your expectations of the Asian market?

Sabine Nahme: The East Asian market is growing every year. There are a couple of large markets, with the biggest in China. We are also expecting a large increase in sales in this region.

Philip Y. K. Teng: We are also very confident that we will be able to achieve this goal in a short time. How will you approach sales in Asia?

Sabine Nahme: At the moment, we are looking for high-end clinics and the distributors selling high-quality products to them, in particular.

Philip Y. K. Teng: We are looking for high-end clinics and the distributors selling high-quality products to them, especially in Asia.
US dental exports in Asia prosper
Greater participation at IDEM to support export initiative

SINGAPORE: Exports of medical and dental equipment from the US to the ASEAN region continue to increase. Imports of dental equipment to Singapore alone amounted to US$105 million in 2011, according to the latest figures from International Enterprise Singapore. Realising the potential that the city-state has to offer, more US companies than ever participated at the US pavilion this year, making them one of the largest groups of manufacturers from one single country at IDEM Singapore.

Vice-President of Sales and Marketing for Temrex Jackie Prather declared that the show was well staged and had good participation. “For Temrex specifically, IDEM was an excellent venue for meeting dealers and seeking expansion into new markets,” she commented. Prather said that, among others, Doc’s best, Temrex etching gels and TNE cement garnered the most attention during the event.

Also at IDEM Singapore, Whip Mix, based in Louisville, Kentucky, introduced its Kesthetic CrossRef, which allows the vertical and horizontal bars to be aligned after the bite-registration material sets. According to the company, the apparatus enables laboratories to do a final check of the completed crowns or veneers by removing the upper bite material and placing the lower impression on the articulated models.

With Traxodent, a retraction and hemostatic system used prior to impression taking, cementation, bonding procedures or wherever hemostasis and retraction is required, was on display. Manufactured and distributed by Premier Dental, it provides predictable tissue management for accurately detailed impressions with less retakes.

In addition, the company introduced its new value pack for its non-eugenol resin cement, Implant Cement, designed for implant-retained crowns and temporary cementation of provisional restorations for which long-term or increased retention is desired.

Commercial Counselor at the US Embassy in Singapore Patrick Santillo told Dental Tribune Asia Pacific that the increase in US companies is in line with the National Export Initiative introduced by President Barack Obama two years ago in order to double US exports worldwide over the next five years. He said that overall exports to Singapore have increased by an average of 15 per cent annually since the program was launched in 2009. “There are significant opportunities and we see a really high demand across the region for these kinds of products and technologies,” Santillo commented. “As the dental market here and throughout the South-East Asia region is growing, I consider our industry very well positioned.”

The US is one of the three leading suppliers of dental equipment to Singapore, alongside Japan and Germany. According to industry estimates, more than 56 per cent of dental imports to Singapore currently come from the US.

Hybrid CAD/CAM system launched at IDEM

SINGAPORE: A new high-end device for digital framework fabrication is now available to Asian dentists and dental laboratories with AmannGirrbach’s new Ceramill Motion 2 milling unit. The hybrid dental CNC machine was presented by the Austrian company to dental professionals from South-East Asia for the first time at IDEM 2012 in Singapore.

With Ceramill Motion 2, laboratories of every size will be able to digitally fabricate prosthetics and frameworks almost entirely in-house, AmannGirrbach said. Launched in dental markets earlier this year, the unit has a fifth axis for greater flexibility and wider range of indications that includes full-denture prosthetics, splints or occlusally screw-retained bridges.

Owing to its hybrid technology, the machine is supposed not only to be used both for milling and grinding but also for wet and dry milling processes of zirconia, among others materials.

AmannGirrbach announced to offer full support and training for the device through their new Singapore office that according to the company was set up in July last year in order to serve customers in Asia and Middle East region better.

“The mere fact that we can offer training and react to regional customer needs makes it easier for us to realize the idea of being a full-service provider,” Regional Director for the Asia Pacific region Judith Zwenger told Dental Tribune Asia Pacific in Singapore.

Zwenger said that the Motion 2 is supposed to help increasing revenues by 50 per cent this year. She added that it will be on display at more upcoming trade shows including those in Dubai, Beijing, Taipei and Hong Kong.
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An interview with Ultradent’s General Manager for Asia Pacific Nicolas Sondaz

Last year, the dental company Ultradent set up a new regional office for the Asia Pacific region in Kuala Lumpur in Malaysia. During IDEM Singapore, Daniel Zimmermann, Managing Editor of Dental Tribune Asia Pacific, had the opportunity to speak with Nicolas Sondaz, General Manager for Asia Pacific, about the company and its future plans.

Daniel Zimmermann: IDEM Singapore seems to be continuously expanding. What is your impression of this year’s show in view of business, as well as quantity and quality of visitors?

Nicolas Sondaz: We have participated in a number of exhibitions across the APAC region in the past and IDEM has always stood out in terms of organisation, as well as quality of visitors. This year, for example, we recognised increasing interest by dentists from countries like Indonesia, Philippines and Malaysia.

In our opinion, it is definitely the best event in the region for the industry and, therefore, we have already booked for 2014.

Many Western companies are managing their operations in Asia from Singapore. What was behind the decision for setting up your regional office in Malaysia?

While Malaysia does not offer all the safety aspects of Singapore, the country offers the perfect infrastructure for running a business. The cost of living in Malaysia is extremely competitive and network communication is up to Western standards.

Malaysians are also very friendly and easy to work with. The multicultural mix of the country is a breeding ground for talent. It is quite common for Malaysian people to speak six languages.

How has the new HQ in Kuala Lumpur changed operations of your company in the region?

Our regional office has helped us to be closer to our customers and anticipate their needs more actively. Most regional decisions are made on the spot, without having to run through lengthy reporting processes, which is still common in many other dental companies.

One of the accomplishments we are very proud of is our certified product training. Our distributors’ sales force goes through a full multilevel educational process (bronze, silver and gold). Each level entails a three-to-four day programme and provides the information necessary to help the sales representative become very good in the field. We have been running this successfully for the past three years and it has become part of our identity.

Last year, you also announced plans to expand the Kuala Lumpur office with administrative, marketing and support divisions. How far have you come in this respect?

Quite far actually. We have a new administration/marketing coordinator, who contributed to several key projects, including a Chinese product catalogue and website, which is a first in the history of our company.

We also hired an international regional manager, who will be responsible for the East Asia region. To respond to the growing demand for our VALO curing light, we will also be expanding our customer support with an after-sale service in Kuala Lumpur in the upcoming months.

You mentioned the VALO curing light. Which products have been the best received so far, and what are the main differences in the markets you currently serve?

While our Opalescence Whitening and Tissue Management techniques continue to be our bestsellers, demand for VALO, the only true broadband curing light with a wand-type design, has increased significantly. Our endodontic and restorative product range has also continued to do very well in the market owing to the recent launch of a new line of cement material.

The success of a product usually depends on factors like the purchasing power of dentists and the regulatory framework of the country, but the most important factor is the level of involvement of our distributors in promoting our line locally. Fortunately, we are blessed with one of the best distributor networks in the region. All our partners perform to their best and demonstrate their dedication to our brand via marketing, sales and education programmes.

Where do you see further potential in the future?

Last year, we opened subsidiaries in India and China and these are the countries in which we expect our biggest growth in Asia. Other markets with huge potential are Thailand, Indonesia and South Korea. Achieving market approval and penetration there will key to our future success.

Thank you very much for the interview.
Global Medical Implants takes on new markets
European implant manufacturer sets up in Singapore, Eyes markets in China and South-East Asia

Daniel Zimmermann
DTI

SINGAPORE: According to industry estimates, dental implants is going to be the largest growth sector for dental equipment in the years to come, particularly in emerging markets like China and India. With more and more companies entering promising markets in Asia, not only is competition increasing, but the range of products available to dental professionals desiring reliable tooth replacements is also increasing.

Global Medical Implants is the latest player to announce its upcoming market entry to the region. Operating from a new office in Singapore, the company intends to fill a gap with its moderately priced and scientifically supported range of dental implants.

“South-East Asia is a very price-sensitive region. While dentists in Western Europe commonly go for brand names, people here tend to look at every single dollar,” the Director of Global Medical Implants Asia, Javier Gamboa, told Dental Tribune Asia Pacific recently in Singapore. “Our advantage is that we can position ourselves as a quality European brand, while at the same time being able to offer prices that are competitive with those commonly charged by manufacturers from South Korea.”

As a spin-off of Spanish prosthetics manufacturer Ilerimplant group from Barcelona, Gamboa’s company has gained wide marketing and sales experience in Europe, Latin America and the Middle East during the last decade. Its implants are currently available in Germany, Poland, Argentina and Dubai, among other countries. GMI’s titanium-based product range, comprising three brands (Phoenix, Insider and Frontier), is claimed to offer high stability and good osseointegration through a self-developed surface called Advanced Double-Grip, which combines a white corundum micro-bubble treatment with acid etching for maximum contact between implant and bone.

“Clinical studies on our implants found a success rate of over 98 per cent, which is quite remarkable,” Gamboa said. “As they are also compatible with most other brands available on the market, they offer professionals a lot of versatility in terms of clinical use.”

Gamboa commented that Singapore was considered a good testing ground for the company’s expansion into South-East Asia owing to its favourable market environment, which promotes medical research and innovation. GMI next intends to expand into Hong Kong, which, according to Gamboa, offer similar market conditions to Singapore, as well as the Philippines. During the latest IDEM in April, much interest was expressed by dentists from Vietnam, Malaysia and Indonesia, which the company intends to target after establishing itself in Singapore.

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New mectron device premiers in Asia Pacific

The Italian dental manufacturer also said to have developed a customized enzymatic solution called ENZYMEC® that efficiently removes organic residues from parts like the hand piece, tubings or inserts.

Launched at IDS 2011 in Germany, the PIEZO.SURGERY® touch is supposed to offer intuitive controls through an improved hand piece and a black coloured glass touch screen resembling those of state-of-the-art electronic devices such as smartphones. With the recent market launch in Asia, the device will be widely available for dental surgeons throughout the region except in Japan and China, Regional Manager Norbert Emmerich said.

Mectron introduced the very first generation of its PIEZO.SURGERY® device to dental markets more than 10 years ago. During the last decade, the surgical technique has become a standard in many clinical indications including dental extractions, endodontic and periodontal surgery, as well as implant site preparation.

The company says that many universities and experts have contributed in validating PIEZO.SURGERY®, making it the only evidence based technology for piezoelectric bone surgery to date.

Orthodontic offering extended by Leibinger

The product offering was completed by special combination instruments as there are two different types of ligature instruments; a band pusher and scaler, as well as a combined explorer and ligature instrument.

“South-East Asia is one of our most important growth markets and, therefore, being at IDEM is essential for getting in contact with existing and potential new clients,” said Chief Executive Officer Tina Leibinger-Toth. “For years, customers have been rushing to our booth in order to see and experience what new products we have to offer. We were able to establish plenty of new business contacts.”

“IDEM has been a successful show and therefore, we will most certainly come back again in two years,” Leibinger-Toth added.