HKIDEAS: Shaping the future of oral health

A welcome message by HKDA Vice President and Chairman of the Organising Committee of the HKIDEAS 2015, Dr Nelson Wong

The Hong Kong Dental Association is proud to present the Hong Kong International Dental Expo and Symposium (HKIDEAS) 2015 which will be held on 7–9 August 2015. It will be a continuation of our commitment to foster advancement and exchange of knowledge and skills in dentistry.

It is now the fifth time we host HKIDEAS since it was launched in 2010. The theme of this year’s Congress is “Shaping the Future of Oral Health.” We are honoured to have attracted once again prominent figures from the field who will deliver stimulating lectures for the three-day scientific programme that will cover the latest trends in various specialties in dentistry, ranging from best clinical practices, aesthetics, implantology to endodontics, periodontics and other areas of interest.

Alongside the scientific programme, the trade exhibition offers a perfect opportunity for manufacturers and dealers to showcase their latest state-of-the-art products and devices to all the participants. We also believe the great diversity of attractions in Hong Kong will impress every participant, giving them memorable and interesting experiences.

I sincerely look forward to seeing you at the HKIDEAS 2015. Your participation will make this event another outstanding success.

Growing CAD/CAM abutment adoption vs increasingly popular discount implants

The various countries in the Asia Pacific region are all expected to demonstrate an increasing demand for dental implant treatments as a result of growing consumer awareness, the ageing population, growing accessibility (such as through the National Health Insurance Service coverage in South Korea), as well as greater product availability and other influencing factors. Traditionally, premium implant companies have dominated the dental implant market globally. However, in recent years, discounted implants have become increasingly popular, especially in the Asia Pacific region.

The growth of the discount implant segment will emerge at the expense of the premium segment and as a result is set to limit market growth for dental implant fixtures by lowering the market’s overall average selling price (ASP). In contrast, the final abutment market is set to experience an increasing ASP owing to the growing adoption of CAD/CAM abutments in the place of stock abutments. While commoditisation of stock abutments has greatly depressed the ASP of the final abutment market, growing adoption of CAD/CAM abutments is set to stimulate the final abutment market by pulling the ASP upwards.

Therefore, the dental implant market is set to grow in all four countries included in the Asia Pacific region in this report, namely Australia, South Korea,
Japan and China, despite varying pricing trends.

In the Asia Pacific dental implant market, consumer awareness, cultural tendencies and domestic regulations vary greatly. South Korea represents the most highly developed dental implant market as a result of being home to a number of global leading dental implant companies. This in turn has led to a high level of consumer awareness and early accessibility to a variety of dental implant products. However, the dental implant market in South Korea is also increasingly discount dominant and led by domestic implant producer OSSTEM IMPLANT and as a result demonstrated the lowest market growth rates relative to the discount and low cost global implant brands. For example, OSSTEM’s implant market share was recently calculated at 14.6 per cent currently to 2021.

In the dental implant market, China represents the second largest market for dental implant fixtures and final abutments in 2014. The market is set to experience double-digit annual growth rates in 2021. The discount market is set to grow at a compound annual growth rate of 21.7 per cent by 2021. However, the discount market is being increasingly utilised in the place of cheaply produced stock abutments. CAD/CAM development has been relatively rapid in the Asia Pacific region in recent years. A growing number of CAD/CAM milling centres have emerged to produce CAD/CAM abutments for the dental implant market. The overall region is set to demonstrate significant growth in the CAD/CAM segment for final abutments. In contrast to the dental implant fixture market, where discount products are gaining share, the overall final abutment market is set to demonstrate an increasing ASP CAD/CAM final abutments are relatively more expensive than stock abutments, which have traditionally dominated the market. The shift towards CAD/CAM abutments is set to be most significant in China. For the overall region, units of CAD/CAM abutments are set to grow at a compound annual growth rate of 22.1 per cent. By 2021, CAD/CAM abutments are forecast to represent 31.6 per cent of the overall abutment units in Asia Pacific.

Fig. 1: OSSTEM IMPLANT, a Korean discount dental implant company, led the Asia Pacific market for dental implant fixtures and final abutments in 2014. The company is expected to continue to capitalise on the growing popularity of discount implants.** Fig. 2: Growing CAD/CAM abutment market vs declining unit share of stock and custom cast abutments. (Source: iData Research Inc.)**

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The DTI publishing group is composed of the world’s leading dental trade publishers that reach more than 650,000 dentists in more than 90 countries.
HKIDEAS Hong Kong 2015—Floor plan

Registration: Hall 5F&G Concourse, Level 5, Phase 1, HKCEC
Exhibition: Hall 5G, Level 5, Phase 1, HKCEC

*The floor plan is subjected to change without prior notice.*
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Friday, 7 August

9:30–10:30
Periodontal medicine:
A New Frontier for Periodontology,
Hall 5F (Parallel Session A)
Speaker: Prof. Mark Bartold

Photodynamic Therapy
for Periodontitis,
Hall 5G (Parallel Session B)
Speaker: Prof. Michael Wilson

9:30–12:45
2nd Cross-Strait Forum
on Dental Service for the Elderly,
Meeting Room

New Trends in Oral Health Care
for the Elderly in Taiwan
Speaker: Prof. Chun-pin Lin

The Development of
Geriatric Dentistry in Hong Kong
Speaker: Dr Frankie So

10:30–11:15
Break

11:15–12:45
Managing Dentin Hypersensitivity
to Improve Quality of Life,
Hall 5F (Parallel Session A)
Speaker: Prof. Liang-Jin Seow

Towards Functional Foods
for Oral Health Care: Isolation,
Identification and Evaluation of
Food Components with Anti-caries
and/or Anti-gingivitis Activities,
Hall 5G (Parallel Session B)
Speaker: Prof. Michael Wilson

12:45–14:15
Lunch Break

14:15–15:45
Challenges in Modern Implant
Practice: The Multidisciplinary
Team Approach,
Hall 5F (Parallel Session A)
Presenters: Dr Alfred Lau & Prof. Nikos Mattheos

Restorations Utilizing
Bulk Filling Technique,
Hall 5G (Parallel Session B)
Speaker: Prof. Chooi-Gait Toh

15:45–16:30
Break

16:30–18:00
Challenges in Modern Implant
Practice: The Multidisciplinary
Team Approach,
Hall 5F (Parallel Session A)
Presenters: Dr Francis Chan & Dr James Chow

Digital dentistry:
Where do we stand?,
Hall 5G (Parallel Session B)
Speaker: Dr Maeng Myung-Ho

Saturday, 8 August

9:30–10:30
Augmentation procedures:
Simple and predictable?
Hall 5G (Parallel Session A)
Speaker: Prof. Bilal Al-Nawas

Conservative, conventional
and unconventional endodontics,
Hall 5G (Parallel Session B)
Speaker: Dr Patrick Tseng

11:30–12:45
Lunch Break

12:45–14:15
The Art of Smile,
Hall 5G (Parallel Session B)
Speaker: Dr Derek Mahony

14:15–16:45
Simplifying Root Canal
Preparation
—The Next Generation,
Meeting Room
Speaker: Dr Patrick Tseng

15:45–16:30
Break

16:30–18:00
Dental Role in Snoring
and Sleep Apnea,
Hall 5G (Parallel Session B)
Speaker: Dr Derek Mahony

Sunday, 9 August

9:00–10:00
Meeting the Challenges of
Infection Prevention and Infection
Control in Clinical Dentistry,
Hall 5F (Parallel Session A)
Speaker: Professor Laurence Walsh

10:30–11:15
Break

11:15–12:45
Meeting the Challenges of
Infection Prevention and Infection
Control in Clinical Dentistry,
Hall 5F (Parallel Session A)
Speaker: Prof. Laurence Walsh

12:45–14:15
Lunch Break

14:15–15:45
Clinical Challenges and Solutions,
Hall 5F (Parallel Session A)
Speakers: Dr Jeffrey Chang,
George Petekos & Edmond Fowx

15:45–16:30
Implant Treatment of the
Periodontally Compromised
Patient, Hall 5F (Parallel Session A)
Speaker: Prof. Saso Ivanovski
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