Participants attend courses in glass-enclosed workshops at the Greater New York Dental Meeting

During its record-breaking 84th annual session, the Greater New York Dental Meeting (GNYDM) attracted 57,854 registrants from all 50 states and 123 countries. The GNYDM is the largest dental congress and exposition in the United States, and its organizers feel an obligation to exhibitors and attendees to excel in hosting a conference that showcases the latest products and procedures modern dentistry has to offer.

Dr. Robert Edwab, the Greater New York Dental Meeting’s executive director, insists that new and innovative programs are constantly created and developed to ensure that the GNYDM delivers the best conference possible. To that effect, multiple new programs were instituted at the 2008 meeting.

Among the numerous new programs, and perhaps one of the most successful endeavors of 2008, was the addition of four glass-enclosed workshop classrooms. These “glass classrooms” were constructed with walls made of plexiglass so that anyone walking by on the exhibit floor could easily look in and see the dental products being used inside the workshops.

To gain the maximum amount of exposure, these classrooms were strategically placed around the exhibit floor and the educational courses ran throughout the day during normal exhibit floor hours. All four classrooms ran simultaneously and covered a broad spectrum of up-to-date, hands-on procedures including: endodontics, implants, restorations, veneers and composites.

In 2008, the exhibit floor was already jam-packed with dentists, potential product buyers, distributors and manufacturers, but the glass classrooms gave exhibitors one more reason to be excited because of the extra traffic this attracted. “We want our valued exhibitors to recognize our continued support and financial investments made to benefit their companies,” Edwab stated. With this rare opportunity for their products to be seen in action by everyone walking the exhibit floor, numerous companies jumped at the chance to have their merchandise showcased during the workshops held in these unique classrooms.

Both exhibitors and workshop participants alike were thrilled with this new addition to the already impressive array of programs, products and services available on the exhibit floor. During these workshops, attendees were able to try out the most innovative technologies and learn from some of the world’s most acclaimed health care professionals. Many of the products showcased in these classrooms were brand new, state-of-the-art tools and afforded participants the unique opportunity to be able to touch, feel and experiment with these devices and gadgets, some of which have not even been released to the general public yet.

With the huge success of 2008’s glass classrooms, plans for two additional glass-classrooms are already well under way for 2009. Be sure to check the Web site, www.gnydm.com, for information and updates on this year’s glass classrooms and all the other exciting new programs offered at the 2009 meeting.

Remember, there is never a preregistration fee. Mark your calendar for Nov. 27 to Dec. 2 and come be a part of the excitement of the 2009 Greater New York Dental Meeting and experience all that New York has to offer! For additional information, please contact the Greater New York Dental Meeting at 570 Seventh Ave., Ste. 800, New York, N.Y., 10018-1806; Tel. (212) 598-6922; Fax (212) 598-6954; e-mail info@gnydm.com.

IADR’s Williams calls out for excellence and impact in research

By Javier Martínez de Pison
DT Latin America

President-elect of the International Association for Dental Research (IADR) Dr. David Williams has asked colleagues to focus on conducting research that has practical impact for global oral health. In his speech during the IADR’s 87th General Session and Exhibition in Miami he said that the profession has a responsibility to ensure the continuation of research.

“But in Europe we have a new mantra: Excellence with Impact,” said Williams in his conference titled, Global Uncertainty and Global Challenges, which was attended by 5,000 researchers, including a large contingent from Latin America and Asia.

Dental schools, as well as presidents of the FDI World Dental Federation and national dental organizations.

The president-elect said researchers have a challenge as the torchbearers of global oral health. “We are well aware that the global burden of oral disease is immense and our leadership in these issues is essential.” He added that dental caries is one of the most common chronic diseases worldwide while periodontal disease affects up to 15 percent of the population and oral cancer is the eighth most common cancer worldwide.

“We need fundamental research to improve our basic understanding of the diseases which concern us,” explained Williams. “But we also need to deliver ethical, effective, evidence-based care. We need effective prevention as well as more effective treatment, and we need to establish the kind of workforces that are appropriate in different global settings. And all of this without forgetting about the links between oral and systemic health, and the implications this could have for general health and wellbeing.”

In addition, IADR’s current president, Dr. J. M. ‘Bob’ ten Cate of the Netherlands, asked for an International Year of Oral Health within five years to bring oral health to the attention of a large audience.

The IADR’s 87th General Session and Exhibition in Miami was held from April 1–4. Future meetings will be the World Congress on Preventive Dentistry in Phuket, Thailand, September 7–10, and the IADR General Session and Exhibition in Barcelona, Spain, July 14–17, 2010.

DT
Review

IDS Cologne flourishes despite economic trouble

After five days, the 33rd International Dental Show (IDS) at the Cologne convention center closed with an increase in exhibitors, visitors, and exhibition space. More than 1,620 exhibitors, an increase of 4.5 percent, from 57 countries took part in IDS 2009.

With foreign participation at 65 percent and a more than 10 percent increase in international exhibitors, the IDS broadened its significance as a global trade and communications platform even further. The 6.9 percent growth in visitor numbers was achieved via domestic and international visitors.

Dr. Martin Rickert, chairman of the Association of German Dental Manufacturers, said, “The 33rd International Dental Show gave us, above all, the positive signal we were looking for. Our projections about a positive development in dental markets have been outstandingly confirmed. I am certain that this IDS will serve as a lasting impetus for the international health care market along with it.”

With more than 1,100 presentations, new products and advancements, the International Dental Show 2009 once again demonstrated its potential as an international innovations platform. According to Rickert, this was made up of three main trends.

First, natural teeth are being kept for as long as possible through early and comprehensive diagnostics and minimally invasive treatment methods. Second, if dentures are necessary, they should look as natural as possible and offer the highest esthetics and functionality. Finally, the digitization and networking between practice and laboratory increase efficiency in the economic production of dentures.

For Oliver P. Kuhrt, managing director of Koelnmesse GmbH, IDS 2009 was a superlative event: “The IDS is the prime example of a successful world trade fair and a magnet for the dental industry. It combines all the elements necessary for successful business and is a global communications, trade, innovations and product platform all rolled into one,” he said.

IDS takes place in Cologne every two years and is organized by the Gesellschaft zur Förderung der Dental-Industrie GmbH (GFDI), the commercial enterprise of the Association of German Dental Manufacturers (VDDI) and staged by Koelnmesse GmbH, Cologne.

“It is good news that in spite of the turbulence in the financial market, the dental industry and the health economy can, overall, sustain as solid markets,” Rickert said during a press conference in Cologne.

“IDS has confirmed its status as the leading international trade show in dentistry. We are certain that the show’s outcome will give positive signals for the global dental market and international health markets as well,” he added.

Please visit english.ids-cologne.de for information about this event.

Preview

Montreal welcomes dentists from around the world

Following a record-breaking attendance year in 2008, more than 11,000 delegates are expected to attend the 58th annual Journées dentaires internationales du Québec (JDIQ) to be held in Montreal, Canada, from May 23–26.

Canada’s largest annual meeting, JDIQ has grown exponentially in recent years. With more than 3,500 dentists in attendance from all corners of the world and 225 exhibitors occupying 100,000 square feet of exhibition space, this year’s meeting will be better than ever.

Featured speakers this year include Dr. John Kois discussing “Interdisciplinary Treatment Planning,” Dr. Stanley Malamed presenting “Medical Emergencies in the Dental Office,” Dr. Henry Gre million lecturing on “TMD pain,” Dr. Harald Heymann on “Adhesive/Esthetic Dentistry” and Dr. Terry Tanaka speaking on “Prosthodontic Problems,” just to name a few.

In addition, there will be workshop presentations on composite resins, rotary endodontic systems, periodontal and oral surgery and the Invisalign system. All lectures are CERP approved for continuing education credits.

A multicultural city, Montreal is the second largest city in Canada and the largest French-speaking city in the world outside of France. Blending its French accent with that of many other ethnic communities, Montreal charms its visitors with its Euro-American ambiance. Montreal is definitely the place to be this Memorial Day weekend!

For more information, please visit www.odq.qc.ca and click on “Journées dentaires internationales du Québec.”

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