

FDI 2009 leads world in optimal oral health

Attracting a large international audience, the FDI World Dental Congress 2009 (2-5 Sept) concluded on a highly positive and upbeat swing, giving optimism to many in the industry, and renewing hopes for third quarter 2009 and upcoming 2010.

Held at the Suntec Exhibition and Convention Centre, the recent FDI World Dental Congress is hosted by the Singapore Dental Association (SDA) for the second time in 19 years. The prestigious event was expected to attract 10,000 delegates from around the globe. Chairman for the 2009 Local Organising Committee (LOC), Associate Professor Teo Choo Soo, said, "Singapore is at the heart of Asia's fast-growing economies and a globally recognised education hub. It is also known for its well-developed convention facilities and its infrastructure for life sciences and clinical research."

"The FDI Singapore was a resounding success and best exemplifies the strong Singapore characters. There was strong support from all quarters, from the Faculty of Dentistry and the Health Promotion Board to various institutions both in the statutory and private sectors. We have received numerous compliments from the FDI delegates. I must also thank all our tireless and wonderful volunteers without whom we would not have recorded such a great success," said Dr. Lewis Lee, president of SDA.

During the four-day run of the Congress, there were more than 230 domestic and international exhibitors from 30 countries, displaying their products, services and latest technologies and equipment on a total exhibition space of 3,978 square metres. A total of 1,780 international and 914 regional dentists, hygienists, technicians, therapists, dental assistants, nurses and auxiliaries, further contributed to the strong showing at this high-profile global event. A strong exhibitor lineup from major industry players further augmented the FDI World Dental Congress as the world leader in oral health care. Companies such as Sirona Dental GmbH, GC Asia Dental, Planmeca Oy, Colgate-Palmolive, KaVo, and Nobel Biocare, muscled their economic presence in high-level business discussions and meetings.

Indeed, the FDI World Dental Congress 2009 proved its international appeal, drawing exhibition visitors from 119 countries. A peak in attendance from most G-20 major economies, i.e.: Germany, the United States of America, Korea, China and Singapore; while domestic attendance from the ASEAN region remained at a healthy percentage.

Exhibition trade visitors accounted for approximately 68 per cent of total attendance, of which ASEAN countries and the G-20 major economies made up for most of the attendance and conference participation. Emerging trends were also indicated in preventive oral health care, implants and aesthetic dentistry.



"FDI is a very good opportunity for us to meet with our partners and sharing the latest technologies with dentist from all around the world. Singapore is still an excellent platform to enhance Coltene Whaledent presence in South East Asia. For this show, we are promoting a unique composite, the SYNERGY®D6 with Duo shade technology focused on simplifying dentist's life without neglecting the aesthetic and AFFINIS, the first worldwide autoclavable impression material, so that's very unique."

**- Rodolfo Frei,
Director Asia, Pacific,
Coltene/Whaledent AG**

Michael Nordahl (L), President & General Manager, Emerging Markets & Business Development, and Rodolfo Frei (R) from Coltene/Whaledent AG