

**SEEN AND HEARD**



“As always, everything in Singapore is perfect, so the organization and technical setup was perfect. There are total seven of us from Germany, plus six local Sirona representatives from Australia, China, India, Bangkok, etc. The talks and customers we’re having here are very high-level, with very intense discussions. We showed the new treatment centre – the new TENEO. Good feedback, the latest high-end treatment centre. Overall, it was a quality show with very intensive high-level discussions here.”

**- Mr. Jörg Vogel,  
Vice President of International Sales,  
Sirona Dental GmbH**

Mr. Jörg Vogel  
from Sirona Dental Systems



“We have on display a mix of products, the NobelReplace – the world’s most used implant; and the NobelActive – the next generation implant; and the NobelProcera Scanner – the state of art scanner. We also had a Procera Launch Night, where over 200 people attended. We were very happy with the response.”

**- Mr. William Hong,  
South East Asia Manager,  
Nobel Biocare**

The Nobel Biocare booth at FDI World Dental Congress



“The response for the international trade was very positive, there’re many customers coming here, so that’s good. Good response to our products – we had a new product, Cavex ImpreSafe a disinfectant for alginate-, silicone- and polyether impressions, to introduce, and the response was exceptional. The unique feature of this product is that it kills bacteria, fungi and viruses in only three minutes with no surface distortion”

**- Mr. Wim H. Buitenkamp,  
Area Manager Overseas,  
Cavex Holland BV**

Mr. Wim H. Buitenkamp from Cavex Holland BV