



مؤتمر الإمارات الدولي لطب الأسنان و معرض طب الأسنان العربي UAE International Dental Conference & Arab Dental Exhibition

AEEDC® Dubai 2009 Final Press Report



AEEDC® Dubai 2009 Facts and Figures

- Deals worth 300 Million US Dollars over a period of 3 days
- 20,000 Trade Visitors from 113 Countries
- 6000 Professional Conference Delegates
- Official representation from 44 countries, Dental Departments of the Ministries of Health
- 700 Exhibitors from 65 Countries

"H.H. Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and President of the Dubai Health Authority Inaugurates AEEDC® Dubai 2009"

Dubai - United Arab Emirates, March 12th 2009. Mr. Abdul Salam Al Madani, Executive Chairman of AEEDC® Dubai and Dr. Burton Conrod, President of the World Dental Federation (FDI), had signed a memorandum of understanding on March 11th, 2009, on the occasion of the AEEDC® Dubai Night, at the Jebel Ali Golf Resort and Spa Hotel, in the presence of Dr. Tariq Khoory, Director of Dental Department at the Dubai Health Authority, and a number of local and international representatives.

The FDI represents one million Dentists Worldwide, and now the MOU will provide Continuing Learning Programs to dentists who are registered members of the FDI and AEEDC® Dubai. AEEDC® Dubai was granted an exclusive authorization in the Middle East and North Africa to employ this program.

Mr. Al Madani said "we are looking forward to be the Number One Dental Congress in the world by 2020, in our efforts to follow the steps of His Highness Sheikh Mohammed Bin Rashid AL Maktoum, Vice President of UAE, Prime Minister, Ruler of Dubai, to be the first always in all the events."

The Speech of His Highness Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance, President of the Dubai Health Authority was delivered by Dr. Tariq Khoory, Director, Dubai Dental Centre, Dubai Health Authority, on behalf of H.E. Qadhi Saeed Al Murooshid, Director General of the Dubai Health Authority, through which he warmly welcomed all to the AEEDC® Dubai Night.

Dr. Tariq Khoory on behalf of H.E. Qadhi Saeed Al Murooshid, stated that "The Dubai Health Authority has been supporting the UAE International Dental Conference and Arab Dental Exhibition – AEEDC® Dubai since 1996 and this is due to our commitment to the continuing medical education of the health professionals

in general and to the Dental Professionals in particular". He also added that "the Dubai Health Authority through its commitment to AEEDC® Dubai was successful in winning the hosting of the FDI Dental Meeting during 2007 where more than 31,000 dental professionals from all over the globe gathered in Dubai in one of the biggest events in the history of FDI and this was possible due to the commitment of all of you"

On behalf of the Dubai Health Authority, Dr. Tariq Khoory, registered his deep appreciation to the colleagues in the Dental Manufacturing Industry who had been instrumental in the growth and success of AEEDC® Dubai, the importance of Private Public Partnership was well demonstrated in the relationship that was prevailing. Dr. Tariq



*AEEDC® Dubai and World Dental Federation (FDI)
Signing memorandum of understanding*

Khoory assured all of the present that the Dubai Health Authority was committed to the growth and success of AEEDC® Dubai. He stated "this commitment is in line with the vision and the wisdom of H.H. Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President, Prime Minister of United Arab Emirates, Ruler of Dubai, His Highness taught us that "The word 'impossible' is not in leaders' dictionaries. No matter how big the challenges, strong faith, determination and resolve will overcome them" Dubai Health Authority with the support and commitment of all shall ensure that AEEDC® Dubai shall become the Number 1 Event by 2020.



His Highness Sheikh Hamdan Bin Rashid Al Maktoum, H.E. Qadhi Saeed Al Murooshid and Dr. Burton Conrod along with VIP dignitaries touring the exhibition hall



Dr. Burton Conrod, President of the FDI also said that "Dubai managed to impose itself as a strong competitor in holding high profile conferences and exhibition, especially after it has successfully been ranked fifth worldwide in Dentistry and Cosmetic dentistry, according to the International Dental Manufacturers. And in return, the Executive Director of the Greater New York Dental

Meeting, Dr. Robert Edwab, expected AEEDC will become the world's number one meeting in 2015, pointing out that the successes achieved by the AEEDC® Dubai Conference and Exhibition annually confirm that Dubai has become the focus of attention of international companies that manufacture dental equipments. He also said that the participation of the United States this year has been the strongest and the largest

in AEEDC® Dubai 2009, with the Greater New York Dental Meeting and the US Department of Commerce gathering the largest Pavilion with more than 1000 square meters and 100 companies. The American exhibitors were extremely satisfied with their participation in AEEDC® Dubai 2009, securing many fruitful deals and potential business leads, thereby achieving their mission of coming to Dubai. Dr. Edwab affirmed, "We are looking forward to support and develop this relationship to encourage more companies from all parts of the United States to participate in AEEDC® Dubai next year".



The President of WFLD and Executive Chairman of AEEDC Dubai signing an agreement to host WFLD 2010 Dubai Congress Memorandum of Understanding

On the Sidelines of the last day of AEEDC 2009 Conference and Exhibition, a press Conference was held chaired by Dr. Tariq Khoory, Honorary Chairman AEEDC® Dubai and Director of Dubai Dental Centre at Dubai Health Authority, Mr. Abdul Salam Al Madani Executive Chairman of AEEDC® Dubai, Prof. Norbert Gutknecht,

President, World Federation of Laser Dentistry (WFLD) and Prof. Toni Zeinoun, President of the WFLD, Middle East and Africa Division, Chairman of the WFLD Dubai Meeting, they announced that AEEDC® Dubai will be hosting the Preliminary Meeting for the World Dental Federation for Laser Dentistry 2010 Dubai Congress.

The meeting was attended for the first time by the Executive members of the Federation, and they discussed preliminary arrangements comprising scientific program constitution, in addition to planning for "the World Federation for Laser Dentistry Congress 2010" which will be held from 9th – 11th March 2010 at the Dubai International Convention and Exhibition Centre parallel to AEEDC 2010. The Congress will feature topics such as Physics of Laser and Biological Effects of Laser Light, Laser Types in Dentistry, Laser in Periodontist, Laser in Enzootics, Laser in Oral Surgery and Implantology, Laser in Cardiology.

Mr. Abdul Salam Al Madani, Executive Chairman of AEEDC® Dubai was very pleased to announce the affiliation of World Federation of Laser

Dentistry Congress and AEEDC® Dubai in 2010, he said; "This enormous event will open a new platform for the ever growing and robust City of Dubai to showcase the rich and traditional Arabian culture to global audiences and concurrently, reinforce business and education through international events like WFLD Congress and AEEDC.

AEEDC® Dubai 2009 concluded its Conference and Exhibition on March 12th 2009 at the Dubai International Convention and Exhibition Centre, where business deals accomplished during the past three days reached 300 million US Dollars. 20,000 trade visitors from 113 countries participated in the event. An approximate of 700 exhibitors from 65 countries fruitfully gained from the event and also contributed with their latest dental advancements. Most of the exhibitors renewed their contracts for next year, with bigger space and participation. Around 6000 professional conference delegates (from all specialties of Dentistry) attended the event, with an official representation of the dental departments of the Ministries of Health of 44 countries.

Words of Appreciation from the AEEDC® Dubai Exhibitors

"It is not the first time that we participate in AEEDC® Dubai, we have previous participations and a lot to come. AEEDC has established itself as a leading professional dental exhibition in the region, as it managed to provide unique opportunities for dental professionals and organizations to interact, share and exchange knowledge and expertise. Therefore, it is important for GSK to be present in such an event as it provides the Middle East Market with complete range of a well known oral care products".

- Mohammed Otaibi

Brand Manager, GlaxoSmithKline Consumer Healthcare - A World Leader in Oral Care



"We are proud to be part of the AEEDC regional congress, Middle East AEEDC has evolved to be The meeting where leading dentist meet to exchange latest research and technologies. We were excited by the number of delegates that visited our booth and got the chance to learn about our latest technologies and try our latest products. Crest Oral B was also happy to host the VIP dentists dinner during AEEDC® Dubai 2009, were dentists mixed work with pleasure and were introduced to other experts".

- Ihab Al Labban

Manager - P&G Professional Oral Health at Crest Oral B, Middle East



"We are delighted to be participating in the International Dental Conference & Arab Dental Exhibition. BUIDRE enjoys a standing as the Middle East's first Post-graduate Dental Institute that follows BU standards in dental research, education and specialized dental care and is complemented by the largest specialized comprehensive private dental centre in the UAE. We are looking forward to sharing expertise and building relations with other specialists and professionals in the market".

- Dr. Steve Morgano

Chief Academic Officer - Boston University Institute for Dental Research & Education (BUIDRE)



"We have a very positive impression; as a matter of fact we were quite shocked of the huge number of attendees during AEEDC this year, especially at this period of time. We were sure that the recession didn't affect the health and medical sector at all; on the contrary it is growing and fast. AEEDC was very busy this year; we succeeded in creating our brand image and support our dealers in this region. We made a good business this year, and we already booked for next year".

- Ari Pollari

Instrumentarium Dental /Finland

What is new in the 14th UAE International Dental Conference and Arab Dental Exhibition - AEEDC® Dubai 2010?



His Highness Sheikh Hamdan Bin Rashid Al Maktoum receiving the GCC & Regional Delegation



His Highness Sheikh Hamdan Bin Rashid Al Maktoum receiving the International Delegation

- The World Federation of Laser Dentistry – WFLD Dubai congress will be held for the first time in conjunction with the UAE International Dental Conference and Arab Dental Exhibition - AEEDC® Dubai. The WFLD represents an approximate of 2000 dentists globally which will form a part of the Dubai Congress in 2010 from March 9th- 11th.
- AEEDC® Dubai will host the Preventive Dentistry conferences which will be organized by the Ministries of Health, represented in the GCC (Gulf Cooperation Council.)
- Strategic agreement between AEEDC® Dubai and the Iraqi Dental Association, to host 500 Dentists and Dealers.
- Agreement between AEEDC Dubai and Iranian Dental Association to host 500 Dentists and 300 dealers.
- Agreement between AEEDC® Dubai and 44 members representing the Arab and Asian countries to invite, host and attract around 2500 top level Dental professionals, Dealers and Speakers from Member Countries.
- AEEDC® Dubai for the first time will invite the Head of the African Dental Association to be present as Observer at the Arab Asian Dental Meeting in 2010 – AADSM.
- AEEDC® Dubai has reserved 7 Halls with a capacity to accommodate 7000 delegates per day at the conference in addition to inviting 110 world renowned speakers.
- AEEDC® Dubai has been recognized and accredited by 44 countries which are member organizations of the Arab Asian Dental Scientific Meeting.
- Student Competition inviting and encouraging students from renowned colleges and schools of Dentistry in the GCC & neighboring countries.
- Dubai Health Authority – DHA certified and approved Live Surgery at the exhibition Hall along with ample of business opportunities for Dental manufacturers to demonstrate their products and concepts in a scientific manner.