



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

The leading and most popular dental event in the Middle East and the North Africa

## AEEDC Dubai 2008 Report



**"Tremendous Success at a Glance"**

***"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 2008"***

**T**he UAE International Dental Conference & Arab Dental Exhibition - AEEDC Dubai 2008, was held from 4<sup>th</sup>- 6<sup>th</sup> March 2008 at the Dubai International Convention and Exhibition Centre. This three-day event is highly acclaimed for its uniqueness and remarkable growth year after year. Held in cooperation with the Dubai Health Authority – DHA, AEEDC Dubai has established its identity and is known as the leading and the most popular dental gathering in the Gulf, Middle East & North Africa region, where the specialists and professionals of the Dental Industry avail an interactive platform for a healthy exchange of ideas and researches. AEEDC Dubai is considered a launching pad for innovations and new trends in the industry and has witnessed remarkable growth in the number of visitors and exhibitors.

AEEDC Dubai 2008 has concluded successfully with a new record of over **20,000** professional visitors and participants from **113** countries and **650** exhibitors from more than **60** representing countries. A complete new range of improved dental

products, services and technologies were launched and displayed at AEEDC Dubai 2008 indicating the significance of this exhibition for the dental industry and community.

The exhibitors, participants and visitors were very satisfied with the overall organisation of the event which made AEEDC Dubai 2008 another tremendous success. **90%** of the exhibitors have met their expectations and achieved excellent and profitable business deals. And more than **60%** of the visitors were involved in procurement transactions.

The exhibition provided an opportunity for dental professionals to gain the latest information, practices and technological advances occurring within the dental industry. Visitors and participants were highly satisfied with the range of

products and technologies displayed during the show.

This year, the exhibition of AEEDC Dubai has witnessed a **30%** increase in the exhibition space and **21%** increase in the total number of professional visitors and participants internationally and locally in comparison to AEEDC Dubai 2006. An increasing number of exhibitors have been observed forming national pavilions from Brazil, China, Finland, France, Germany, Italy, Japan, Korea, Switzerland, United Arab Emirates, and USA, which is an additional indication of the outstanding achievement of AEEDC Dubai 2008.

The exhibitors were able to reach their prospective consumers from the region. The quality and number of visitors this year was beneficial to all the exhibitors. **85%** of the exhibitors managed to generate new contacts and leads from the visitors, **70%** developed a new business line and gained very good business deals throughout the show, **23%** were able to find agents/distributors and customers within the region especially those exhibitors who participated for the first time.

**“** We retain AEEDC Dubai as one of the most important dental world fair and so we are very glad for having participated this year! Thanks to it now we are also known in the Middle East and this is very important for our laboratory.”

**Marco Dell'Olio**  
MDO di Marco Dell'Olio - odontoiatric didactics - Italy





# Highlights of AEEDC Dubai 2008



## PRE-CONFERENCE COURSES

**Dubai World Dental Meeting - DWDM** was held from 1<sup>st</sup> – 3<sup>rd</sup> March at the Novotel World Trade Centre Hotel.

The **Dubai World Dental Meeting** had offered highly specialized dental educational courses designed essentially to facilitate the needs of dental professionals and enhance their proficiency among the various specialities of dentistry. These continuing dental programs were accredited and recognised by the **Academy of General Dentistry**.

International lecturers enthusiastically presented on new procedures and techniques on a wide spectrum. The participants were able to achieve their learning objectives and were able to enhance their hands on experience.

## 5<sup>TH</sup> ARAB, ASIAN DENTAL SCIENTIFIC MEETING – AADSM



The 5<sup>th</sup> edition of the **AADSM 2008** was held on March 3<sup>rd</sup> 2008, at the Dubai International Convention and Exhibition Centre. This scientific meeting focused on subjects related to the advancement of Dentistry within the Arab and

Asian Dental community. The main agenda was to strengthen the cooperation between the Arab Dental Federation and the Asia Pacific Dental Federation. The meeting's underlying objective is to promote the Continuing Dental Education Programs through the means of conferences and exhibitions and to encourage a progressive interaction among the dental professionals and academicians of the Arab and Gulf regions with their Asian and Pacific counterparts.

The AADSM members who came from different regions and backgrounds have dedicated their efforts and contributed significantly with their varied experiences.

## WELCOME BREAKFAST HELD IN COOPERATION WITH THE GREATER NEW YORK DENTAL MEETING, U.S. COMMERCIAL DEPARTMENT AND THE US EMBASSY IN THE UAE

For the first time, AEEDC Dubai has obtained the U.S. Trade Fair Certification by the U.S. Department of Commerce (DOC). To commemorate this achievement and for a better understanding of the procurement procedures governing the Dental Industry in this part of the world, a welcome breakfast was organised exclusively for American exhibitors by AEEDC Dubai in cooperation with the Greater New York Dental Meeting, U.S. Commercial Department and the US Embassy in UAE. Well known speakers addressed the American Exhibitors about their experiences and providing the exhibitors a specimen of the dental enforcements within the United Arab Emirates.



## AEEDC DUBAI CONFERENCE

**AEEDC Dubai** conference has been recognised as one of the most important scientific platforms in the Middle East & North Africa. The scientific committee had successfully developed a very comprehensive scientific program covering the latest advancements and trends in various specialities of Dentistry. The three-day conference provided extraordinary opportunities for the dental professionals become part of interactive discussions with the experts and to witness the rapid progress in worldwide Dentistry and Oral Health. More than **40** prominent international and regional experts have shared their latest researches and accomplishments in Dentistry. The scientific program was accredited by the American Academy of Continuing Medical Education – ACCME.

In addition, around 20 scientific posters were put on display. The presenters were given an opportunity to present their posters and three out of twenty were awarded as best poster for this year. The three winners for best posters were Dr. Eiman Mostafa from Czech Republic (1<sup>st</sup> prize), Dr. Wael Sweleam from Saudi Arabia (2<sup>nd</sup> prize) and Dr. Momen Atieh from Saudi Arabia (3<sup>rd</sup> prize).

## 1<sup>ST</sup> CONTINUING DENTAL EDUCATIONAL PROGRAM FOR THE IRAQI DENTISTS

The first continuing educational program was exclusively designed and compiled to meet the needs of the Iraqi Dentists organised by AEEDC in cooperation with the FDI World Dental Federation upon the request of the Iraqi Dental Association which took place from 4<sup>th</sup> - 6<sup>th</sup> March, alongside AEEDC Dubai conference. These courses were sponsored by AEEDC Dubai and Dentsply Friadent. More than 65 Iraqi dentists have actively participated in this continuing medical program related on Dental Implantology and Surgery. These courses were very important to the Iraqi dentists, as the entire program served to be very beneficial for their scientific development and encouraged them to interact with internationally recognized group of experts.



## Social Event



### AEEDC DUBAI NIGHT

The **AEEDC Dubai Night** was held at the Endurance City, Bab Al Shams Desert Resort and Spa, on the 5<sup>th</sup> of March. A versatile venue combining the rich traditional Arabian Culture and the latest of modern amenities, played host to an impressive evening inviting all the special guests and distinguished dignitaries of the event. The evening was made even more interesting with the traditional Arabic dance (Ayallah and Yola), henna painting, camel and horse riding. A welcoming ambience with a natural backdrop of the vast stretch of desert, offered our guests memories that would last a lifetime.

**Mr. Abdul Salam Al Madani, Executive Chairman of AEEDC and President of INDEX Holding** marked the occasion with his welcome address. Mr. Al Madani announced with great pleasure the ongoing success of AEEDC Dubai and wholeheartedly expressed his gratitude to all the participants, exhibitors, speakers and invited guests who have constantly supported and dedicated their time and efforts to this annual dental gathering.



The **FDI President – Dr. Burton Conrod**, also expressed his gratefulness and congratulation first and foremost to **H.H. Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance, President of the Dubai Health Authority** for encouraging meetings of a high calibre and very educative in nature, to flourish in Dubai – UAE. He extended his appreciation to the organisers on the successful execution of AEEDC Dubai, just like the FDI Annual World Dental Congress, which was held in Dubai last October 2007. He also extended his heartfelt thanks to all those who have supported and contributed to make dental meetings in Dubai fruitful.

On this occasion, the Executive Chairman of AEEDC Dubai and President of INDEX Holding expressed his sincere appreciation to **Dr. Tariq Khoory** for his unwavering dedication and leadership for the past several years. A lifelong **Honorary Chairmanship** of AEEDC Dubai has been awarded to Dr. Khoory.

A token of appreciation was also awarded to all the members of the International Scientific Advisory Board – ISAB and representatives of various Dental Associations, who have rendered their support.



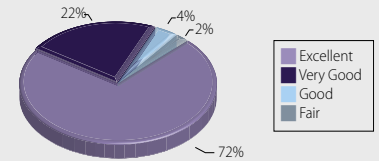
### A CERTIFICATE OF APPRECIATION WAS AWARDED ON THE LAST DAY OF THE EXHIBITION

**AEEDC Dubai Exhibition** concluded with the awarding of the Certificate of Appreciation to the exhibitors for their continuing support and outstanding contribution. The organising committee visited exhibitors stand by stand to personally express gratitude to the participating companies.

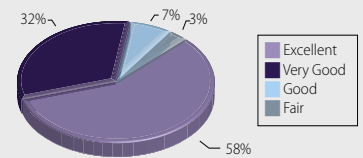
Once again, we proudly announce that the UAE International Dental Conference and Arab Dental Exhibition - **AEEDC Dubai 2009** will take place from **10<sup>th</sup> - 12<sup>th</sup> March** at the Dubai International Convention and Exhibition Centre. The majority of the exhibitors have booked their space from now and decided to increase their booth size for next year.

Based on the result of the exhibitor's questionnaires circulated during the show AEEDC Dubai was ended successfully. The overall organisation was excellent. The exhibitors and visitors were extremely satisfied throughout the show. This year we have maintained a very good numbers of highly qualified visitors and participants.

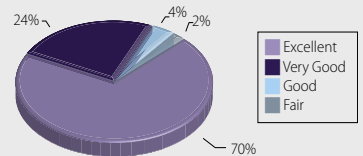
In general, how would you rate the success of UAE International Dental Conference & Arab Dental Exhibition?



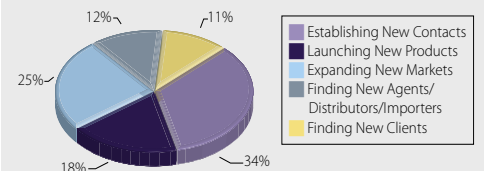
How would you rate the quality and quantity of the visitors?



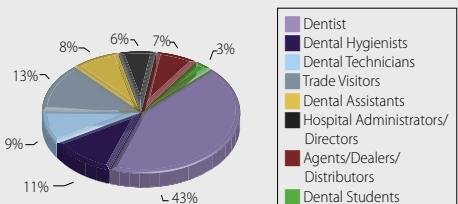
How would you rate the business you have generated during the three-day exhibition?



How beneficial did you find the exhibition towards the following objectives?



Participants & Visitors Breakdown



# AEEDC Dubai 2008 Feedbacks



“Our society DENTALVIA came as exhibitor at the late AEEDC March 4 - 6 with a full satisfaction for our first contribution”

**Serge Leclerc**  
Chairman - Dentalvia, France

“Thank you very much for excellent organisation.”

**Dezeng, Fan**  
AT&M Biomaterials Co., Ltd., China

“Congratulation for the success of AEEDC 2008 wishing you always success and more power; we will continue supporting you and pushing up AEEDC to be the largest dental exhibition on the world.”

**Prof. Abdullah R. Al Shammery**  
Dean - Riyadh College of Dentistry & Pharmacy



“Thank you so much for the kind hospitality while we were in Dubai. The AEEDC Meeting certainly is a good place to meet dentists from many countries and my meetings there were very productive. We also enjoyed making many new friends and having our first camel ride at the Gala Dinner!”

**Dr. Burton Conrod, President - FDI**

“Congratulations on a wonderful meeting! It was the very best yet! I look forward to representing New York University College of Dentistry at AEEDC 2009 and hopefully, at many more after that. I predict that AEEDC will become one of the largest, most important international dental meetings in the world. Congratulations again, and many thanks for your many kindnesses and generosity.”

**Dr. Howard I.A. Lieb**  
Special Assistant to the Dean, Clinical Associate Professor,  
International Project Coordinator, New York University College of  
Dentistry



“Many thanks. It was a very good exhibition and conference indeed.”

**Sid Rose**  
Area Sales Manager  
DIRECTA AB, Sweden

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