

No. 4 / Cologne, May 2013

Dental industry is strongly represented at SINO-DENTAL 2013 in Beijing



German dentistry on display in China

Permanent Undersecretary Stefan Kapferer (Federal Ministry of Economics and Technology) emphasizes the importance of German-Chinese economic relations

70 companies from the German dental industry will participate in SINO-DENTAL in Beijing from 9th to 12th June 2013. Their presence at Asia's most important trade fair for dentistry, dental technology, research and education will be supported by the Federal Ministry of Economics and Technology (BMWi) in cooperation with the Association of the German Trade Fair Industry (AUMA), the Association of German Dental Manufacturers (VDDI) and Koelnmesse. Stefan Kapferer, Permanent Undersecretary at the Federal Ministry of Economics and Technology, will travel to China to attend the opening of the trade fair.

New materials, medical technology and biology — these are just three of the seven key industrial sectors at the heart of the Chinese government's development plans for the coming years. Against this background, SINO-DENTAL has continually developed over the past 18 years to become the most important platform for the international dental industry in the Asia region. The Federal Ministry of Economics and Technology stresses the importance of this event and emphasizes the excellent development of German-Chinese economic relations. Accordingly, the Ministry is sending Permanent Undersecretary Stefan Kapferer to the trade fair's opening ceremony. Together with representatives of the Chinese Ministry of Health, AUMA and VDDI, Mr. Kapferer will tour the trade fair in order to gain a personal impression of the excellent state of German-Chinese collaboration in the dental sector.

The German dental industry has been actively involved in China for two decades. It has been represented at SINO-DENTAL in Beijing for around ten years. This year 70 German exhibitors will present their products and services at the German pavilion under the shared slogan "Dental Technology from Germany". Most of the companies that are demonstrating the world-class expertise of the German dental sector on an area of 1,600 square metres will be small and medium-sized firms. The German dental industry will also stage a

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special show dedicated to innovation and research. A “Science Lab” in the form of a futuristic research station will be divided into two sections: a laboratory and a dental surgery. The areas of research and technology, dental medicine, and dental technology will be showcased here. A multitude of innovative products will demonstrate the close and successful cooperation between German universities, research laboratories and the dental industry.

The German Dental Day and the associated symposium that will be held at SINO-DENTAL will present future solutions in the field of dentistry to Chinese dentists. Two top-class researchers will be giving presentations at this event, which the Chinese Dental Association classifies as an advanced training measure. Both of these presenters are practicing physicians in the fields of oral and maxillofacial surgery and plastic surgery. The researchers in question are Prof. Stefan Schultze-Mosgau (University of Jena) and the lecturer Dr. Daniel Rothamel (University of Cologne).

Trade fairs such as SINO-DENTAL are excellent platforms for making new contacts and presenting products, technologies and services. After all, trade fairs are one of the most effective instruments for export marketing. That’s why in 2013 alone, the Federal Ministry of Economics and Technology — in cooperation with the Association of the German Trade Fair Industry — will participate in 270 trade fairs outside Germany all over the world. Forty-nine of these trade fairs will be held in China. In 2013, Koelnmesse is once again responsible for the preparation and implementation of the German national participation in SINO-DENTAL. Koelnmesse is also the organizer of the world’s largest and most important trade fair for the dental industry, the International Dental Show (IDS) in Cologne.

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