Dear reader,

The year 2010 has been quite a mixed year for dentistry. There remains no doubt that the profession stands on the brink of a revolution with digital technology replacing more and more fields of work. On the other hand, dentists and the industry have been struggling to sustain their businesses due to the worldwide recession. In the US, for example, almost 10 million people lost their dental health insurance recently which could mean a potential loss of income for dentists of 10 billion US$ in the years to come. As a consequence, dentists in these regions have been very conservative when it comes to new investments, particularly in the premium sector where amortisation seems unlikely for the time being.

Hope for the dental industry now lies in Asia where a new middle class has formed that is financially able and willing to invest in their once neglected personal health. More and more manufacturers are recognising this potential and have been setting up local businesses. For Asian dentists this will not only mean better service but, up and foremost, a wider range of treatments options that they can offer to their patients. As one of the region's most acknowledged dental publications we will continue to provide you an comprehensive and independent insight look into all these exciting new techniques and developments.

Yours sincerely,
Daniel Zimmermann
Group Editor
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