W&H and Planmeca approach the Indian market together

By DTI

BANGALORE, India: European dental manufacturers W&H Dentalwerk and Planmeca have joined forces on the dental market in India. Comprising a shared office centre in Bangalore and a specialised customer service network, the collaboration between the two companies is aimed at exploiting synergies in offering a comprehensive and unique product portfolio to dental professionals in the country.

According to the companies, Bangalore was chosen in order to create a strong base for sustainable growth in the high-potential Indian market. Equipped with a state-of-the-art showroom and facilities for local customer support and service, the office centre, which began operating in November, will be an important contact point for Indian customers.

“With the local presence of our sales and service team we can establish a direct link to the Indian customers. This is an important basis to build up a good reputation and create confidence of our Indian users with the W&H and Planmeca products we sell,” said Raghavan Radhakrishnan, General Manager of W&H India and Planmeca India.

In addition to the institutional sector, particular focus will be directed towards the private sector, as the demand for innovative, high-tech solutions for efficient patient care is currently growing in India. “This is a terrific new dawn for Planmeca in India,” commented Planmeca Vice President of Sales Isko Nyykänen. “We are extremely excited about the country’s growing dental market and will utilise this new kind of grassroots partnership and partner support model to provide increasingly better customer experiences in India,” he added.

Commenting on the cooperation, W&H Managing Director Peter Malata remarked: “The collaboration with Planmeca, also a family-run enterprise with advanced technology, allows for synergies of two strong brands. The purpose of establishing a subsidiary in India is to be able to learn first hand the needs of dentistry in India. The sharing of office space and infrastructure by Planmeca and W&H will allow us to offer perfect solutions for dental clinics in India. This is what we strive for.”

GC celebrates 95th anniversary at fourth International Dental Symposium

By DTI

TOKYO, Japan: On 12 and 13 November, Japanese dental manufacturer GC Corporation hosted the fourth International Dental Symposium in Tokyo to commemorate the 95th anniversary of the company’s establishment and the 60th anniversary of the GC Membership Society. The two-day event, which included scientific sessions for dentists, dental technicians and dental hygienists, as well as hands-on courses, was attended by 6,931 participants.

Held under the theme “Advanced technology and knowledge will change the dental practice—Dentistry that supports and improves people’s lives”, the symposium comprised 23 sessions, which were presented by 85 prominent researchers and clinicians from various fields of dentistry. The scientific programme was complemented by four international sessions with lectures by 14 distinguished speakers, including Dr Javier Tapia Guadix (Spain), Dr Gianfranco Politano (Italy), Dr David Garcia Baeza (Spain), Dr Sreenivas Koka (US), Prof. Bart Van Meerbeek (Belgium) and Prof. Mark A. Latia (US).

At the opening ceremony, FDI World Dental Federation President Dr Patrick Hescot, Prof. Jukka H. Meurman, President of the International Association for Dental Research (IADR), and immediate past President of the IADR, Dr David Garcia Baeza (Spain), Dr Gianfranco Politano (Italy), Dr Peter Malata remarked: “The collaboration with Planmeca, also a family-run enterprise with advanced technology, allows for synergies of two strong brands. The purpose of establishing a subsidiary in India is to be able to learn first hand the needs of dentistry in India. The sharing of office space and infrastructure by Planmeca and W&H will allow us to offer perfect solutions for dental clinics in India. This is what we strive for.”