From Asia-Pacific to the Swiss Alps
Ivoclar Vivadent group celebrates strong business year in Far East

Claudia Saboiecky
DTI

SCHAAN, Liechtenstein: Me-
dia representatives from Aus-
tralia, China, India, Japan, Korea and Singapore accepted Ivoclar Vivadent’s invitation to travel to Schaan in the Principality of Liechtenstein for the 2011 Asia-Pacific Media Event. In addition to a media conference and a company tour, the manufacturer of material systems for high-
quality dental applications arranged a trip through the Swiss Alps on the famous Bernina Express.

Ivoclar Vivadent has always had a strong focus on Asia-Pacific and is committed to continuing to play a key role in the region’s fu-
ture development. The company currently runs six subsidiaries, a manufacturing site, and a mar-
keting and sales office, and em-

According to DENTSPLY, headquartered in York in the US, the transaction combines two of the fastest growing dental implant businesses, creating a strong global competitor with a number of the fastest growing dental implant businesses, creating a strong global competitor with a number of the fastest growing dental implant businesses, creating a strong global competitor with a number of

DENTSPLY acquires Astra Tech for US$1.8 billion

LONDON, UK/YORK, USA: American dental manufacturer DENTSPLY International Inc. has signed a definitive agreement to acquire AstraZeneca’s subsidiary Astra Tech, headquartered in Mold-

AstraTech, which recorded worldwide revenue of US$555 million in 2010, has two main business divisions: a dental divi-
sion, which is engaged in the re-
search, development, manufactur-
ing and marketing of dental implants, and a health-care divi-
sion, a business focused on med-
dical devices for use primarily in urology and surgery. The first ru-

Following a comprehensive strategic review, we believe this transaction represents an excellent outcome for Astra-

David Brennan, CEO of Astra-

Ivoclar Vivadent has adapted its product portfolio to take ad-
count of the needs of the Asia-Pa-
cific markets specifically. Ac-
cordingly, the company’s range includes the Tetric N-Ceram and Ti-Econom composites along-
side the Variolink N, Multilink N and Multilink Speed cements. By expanding its sales force, the company has been able to further build on its strong position and consolidate its regional market presence.

“The rapid development of the Asia-Pacific region will con-
tinue in the future,” Christian Brutzer, Sales Director for Asia-

From news report

AstraZeneca headquarters in London. The company recently sold its dental implant business to DENTSPLY (DTI/Photo courtesy of AstraZeneca plc, UK).