Dubai, UAE, 31st March 2009 - awarded the champion of the and oral care, drug delivery tem s and a part of the technol -ference and Arab Dental Exhibition is an important dental scientific event that the students achieved, the primary focus of the in - for the students from the College of Dentistry of the University of Sharjah was awarded the champion of the UAE International Dental Conference and Arab Dental Exhibition (AEDC) 2009 Dental Students Quiz competition. The college was represented by five 4th year dental students: Amjad Hassan, Dina Saleh, Shikha Amir, Reem Abdullah, and Yasser Hamdon. The competition aimed at testing the knowledge of students in the dental and clinical sciences. The students from the College of Dentistry of the University of Sharjah performed very well and stand out significantly when compared to other dental schools in the region. According to Prof. Rani Samsudin, the Dean of Dental College, the curriculum of the Sharjah Dental College is a modern problem based and integrated curriculum that is able to develop students’ knowledge and skills to a high level and understand the science behind patient care. This new teaching – learning method has enabled the students to stand out significantly when compared to other dental schools in their fifth year (final year) students for the competition. The students won a trophy and a prize of AUD 1,000 for each one of them and they will receive a free admission into the conference AEDC 2010 next year. Besides the championship that the students achieved, the university is proud to have a noticeable participation during ADEE 2009, whereby seven faculty members from the college: Prof. Rani Samsudin, Dr. Saud Al Kawsar, Dr. Manal Awad, Dr. Aitza Hussain, Dr. Gopinath, Dr. Sohail and Dr. Krauss, have presented lectures, posters and free communications. The UAE International Dental Conference and Arab Dental Exhibition is an important dental scientific event that is able to answer the questions in response to the growing demand for healthcare in the GCC region, as a result of growing populations and an increase in medical tourism, with healthcare professionals in the GCC region expected to require 10,000 beds by 2025. Moreover, the value of the industry in the region is poised to increase fivefold from its current value of $11.9bn to $57.5bn over the coming years.

University of Sharjah Champions of the AEDC Dental Students Quiz

The College of Dentistry of the University of Sharjah was awarded the champion of the UAE International Dental Conference and Arab Dental Exhibition (AEDC) 2009 Dental Students Quiz competition. The college was represented by five 4th year dental students: Amjad Hassan, Dina Saleh, Shikha Amir, Reem Abdullah, and Yasser Hamdon. The competition aimed at testing the knowledge of students in the dental and clinical sciences. The students from the College of Dentistry of the University of Sharjah performed very well and stand out significantly when compared to other dental schools in the region. According to Prof. Rani Samsudin, the Dean of Dental College, the curriculum of the Sharjah Dental College is a modern problem based and integrated curriculum that is able to develop students’ knowledge and skills to a high level and understand the science behind patient care. This new teaching – learning method has enabled the students to stand out significantly when compared to other dental schools in their fifth year (final year) students for the competition. The students won a trophy and a prize of AUD 1,000 for each one of them and they will receive a free admission into the conference AEDC 2010 next year. Besides the championship that the students achieved, the university is proud to have a noticeable participation during ADEE 2009, whereby seven faculty members from the college: Prof. Rani Samsudin, Dr. Saud Al Kawsar, Dr. Manal Awad, Dr. Aitza Hussain, Dr. Gopinath, Dr. Sohail and Dr. Krauss, have presented lectures, posters and free communications. The UAE International Dental Conference and Arab Dental Exhibition is an important dental scientific event that is able to answer the questions in response to the growing demand for healthcare in the GCC region, as a result of growing populations and an increase in medical tourism, with healthcare professionals in the GCC region expected to require 10,000 beds by 2025. Moreover, the value of the industry in the region is poised to increase fivefold from its current value of $11.9bn to $57.5bn over the coming years.

5M Health Care moves to DHCC, inline with GCC region’s growing healthcare needs

Dubai, UAE, 31st March 2009 - 5M Health Care Division, a leading provider of medical and dental care, drug delivery and health information systems and a part of the technology company that produces thousands of innovative products for dozens of diverse industries announced today the relocation of its Health Care Business to Dubai Healthcare City (DHCC).

SM’s Managing Director for Middle East Africa Region, Irfan Malik explained the move, he said; “3M is committed to supplying innovative products and solutions that improve the quality of care provided by healthcare professionals in the region, and as such, we believe we can be most efficient in this by conducting our work from the new centre of regional healthcare expertise.”

5M Healthcare’s move comes in response to the growing demand for dental care in the GCC region, as a result of growing populations and an increase in medical tourism, with healthcare professionals in the GCC region expected to require 10,000 beds by 2025. Moreover, the value of the industry in the region is poised to increase fivefold from its current value of $11.9bn to $57.5bn over the coming years.

Looking ahead, the company aims to double revenues through organic growth and six strategic acquisitions within the next two years. 3M’s aggressive growth strategy is supported by the company’s new $1.1bn acquisition of Unitek, a leader in orthodontics. 3M’s orthodontics business will be integrated into its worldwide Health Care division, creating a more strategic platform for growth.

“3M’s commitment to our orthodontics business will continue as we integrate it into our portfolio,” said Irfan Malik, 3M Healthcare’s Managing Director for Middle East Africa. “Our goal is to continue to grow the business and create further value for our customers.”

By Daniel Zimmerman, Group Editor, Dental Tribune International

Dental Tribune debuts new media

By Daniel Zimmerman, Group Editor, Dental Tribune International

COLOGNE, GERMANY: Dental Tribune International (DTI) has expanded its presence on the Web. At the fifth licensee meeting in Cologne, just prior to the start of the International Dental Show (IDS), the company’s re-vaunted Dental Trib-une Internet presence was introduced. Dental Tribune is an online platform for advanced dental education and information Provide comprehensive design of the website, www.dental-tribune, provides everything at a glance on just one page, and in English. Additional Web sites for the more than 25 local editions in different languages will be available soon as well.

So what’s next for 3M Unitek?

Right now we are focusing on our new Lingual Orthodontics In-cognito, the braces on the inside of the mouth, revolutionizing orthodontics. The benefits of these braces are incredible. If you talk- ing about aesthetic orthodontics—then Incognito is truly an aesth etic phenomenon. We can make braces that are clear or ceramic, but when you actually have the braces on the inside of the tooth— I mean, that is as aesthetic as you can get. I think a huge driver there...

I think the opportunities in digital orthodontics in producing an appliance that really taps into technology that 3M already has... Digital Imaging... will be a very powerful over the next coming years.

We continue to spend a lot of time within education and dental practices and hospitals which is very important to 3M Unitek’s fu-ture development. The orthodontics industry is moving towards digital. Digital will become huge in orthodontics and here at 3M Unitek we are at the forefront of the develop -ments. At this symposium we will be doing a workshop on digital dentistry - we definitely will have more to say on the field of digital dentistry in the future, perhaps even at the next symposium.

I am very happy to be back this time – it’s a great time to come back – it’s very exciting. I remem-ber when first started at 3M, the little office in Switzerland with 10 of us – it’s absolutely incredible where we have come to – it really does get my heart in a way to see how strong the company is. Excit -ing times ahead – really exciting times. Thank you very much.

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Mr. Andrew Bennett
BDM for EMEA – 3M UNITEK

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