offering working very closely with our Dealers and why doctors choose our company.

Starting with the inauguration of the Carestream Training Centre at Ajman University, can you elaborate on the plans for the Middle East?

Fritz Dittmann: The main plan is obviously growth. You have to grow sales and services side by side. With our huge install base in the Middle East we are represented in most countries in the region so our distribution channel is set, running and effectively working. We are working on constantly helping our dealers to facilitate better training and provide easier access to training to the end customer. That was the purpose of setting up the training centre here at Ajman University. The future looks fantastic, we have a product pipeline which is really exciting. Next year we are launching three new products of which one is very exciting and significantly high tech science. Fortunately the technology is becoming very detailed and the necessity to train and educate the end users to cope and work with the technological advancements is essential.

Dave Pullen: When we talk about the Middle East, we mention the continuous improvement and that is why we are here today. Regarding the Ajman University, I had no idea about its super organization. When I first arrived to Ajman University I said I was very impressed and that was even before meeting the people behind the magnificent organization. If you see the facilities and then meet the people, it is a great pleasure to work with such great people. It is not easy to invest in a training centre and we look forward to working with the University to improve the needs of the dentists.

Do you plan to focus on the Dental Technicians as well?

Fritz Dittmann: Initially the concept was to train the technicians here but we are extending this move due to the technological advancement and the demand for the dentist to be trained. When you talk about three dimensional imaging, dentists do not learn about this subject at university so there is a real need for training them.

When investing a hefty sum of money for a high technological state of the art training centre the dentists can take advantage of the full benefits. What we certainly did not want to have was someone buying new machine, spending money and just having the machine standing without being used which unfortunately happens sometimes in the industry.

Dave Pullen: The new system of Carestream is about restorative dentistry, taking digital dentistry and expanding it as we all know the future is digital. Making restorations and crowns is a big future for us. We are excited to be able to take an existing product like the CBCT image and turn it into an image from which you can make a crown. Recently our Research & Development team just passed the CSS500 which is the powder free scanner allowing dentists to scan the teeth without taking impressions. The future is very promising and the scanner is much simpler than other products available, we have seen the other products and the main goal of our R&D in Shanghai was to improve it and make it better. This is a resoration in 10 clicks. We have a couple of doctors in Florida, USA who are testing our answer some of the doubts which allows us to use the full spectrum and understand what the benefits are when using it to the maximun.

Why did you choose Ajman University as your partner?

Fritz Dittmann: We had three options, either use our office at Safa Park Dubai, Renting a new facility or work with a university. Considering our options we had to think about investing in the expensive equipment, have easy access for our customers and we needed to have a branded room with legislation to be able to take courses. Ajman University was the perfect choice and once we knocked on the door it happened immediately. Ajman is very close to Dubai, a thirty minute drive and once we met the people and visited the location we were convinced this was the place for our Centre. The university also was planning to further enhance their Research & Development so the vision is a good fit for both parties. What we certainly did not want to have were our units just standing around in a room, invest a lot of money and just use them during training courses. This is a great joint venture and the university gets very high technological equipment which they can use as a training aid. At the same time we can showcase it to potential customers and we are showing it here today, more than 250 people with over 100 doctors and more than 10 speakers from 5 different continents.

What support do you provide to your clients?

Edwina: Education is the main driver. This symposium is a snapshot of what our customers have experienced and achieved. We have a large number of distributors of our products but also education. One of the core advantages of Ormco is our education arm and we are showing it here today, more than 250 people with over 100 doctors and more than 10 speakers from 5 different continents.

First Ormco MENA Symposium attracts 250 loyal users to Dubai, UAE“

“First Ormco MENA Symposium attracts 250 loyal users to Dubai, UAE“

"It dealt with the latest advances in Orthodontics." - Dr. Dalia El-Bokle

Practice is our Priority” which represents our commitment to provide products but also education. One of the core advantages of Ormco is our education arm and we are showing it here today, more than 250 people with over 100 doctors and more than 10 speakers from 5 different continents.

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What are your plans for the coming year 2014?
It started in 2013 with the opening of our Dubai office where we hired Tarek Haneya in the capacity of Area Sales Manager for the region of Middle East & Turkey. We are planning more resources for the area and momentarily we are in the final stages of planning our education program for the full year. The program will include courses on different levels and here at the 1st MENA Symposium we have made a start to a long number of symposiums to come in the near future. Ormco worldwide applies the same strategy which has proved to work successfully and corresponds to what orthodontists are looking for today. The orthodontist does not just want to buy brackets but learn about them, “It was great event for the Middle East and North Africa Orthodontist.”

What about competition in the region? How do you compare yourself to them?
I would say Ormco started really to be present one year ago when we opened the office; you have to work and feel every day in the region if you want to be successful here. We have several competitors from low-end to high-end. One of their advantages is the fact they have been present here for a long time but our strengths is if you look at our market share worldwide and how we perform in Europe, Asia or in the USA, we apply a working strategy which delivers to the expectations of the customers and we firmly believe that the middle east orthodontists will be pleased to work with us. Ormco is known as a brand, we do not have any issues with brand loyalty, we are one of the companies which is very well known in Orthodontics so we just need to make the things happen here.

Do you plan any activities with students in the region?
Of Course! Part of the education using journals and newspapers such as the Dental Tribune, being present at the main conventions and meeting customers, that’s why we are here. I think it is one of the first occasions in the history of Ormco in the region where we are really starting to show what we are best at. How do you plan to create awareness for Lythos in the coming year for the region?
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“Numerous clinical cases were presented that clearly demonstrated the advantages of self locking braces.”
- Dr. Dalia El-Bokle

“Education is a catalyzer of the digital technology with the key being Insignia – we don’t want to sell a scanner but provide a tool that help people achieve and use insignia helping them have a customized appliance for all general and specific patients.

How do you plan to create awareness for Lythos in the coming year for the region?