Dubai, UAE: Ritter Concept is known for offering 127 years of Dental Experience. The German owned and operated company has all their products ‘Made in Germany’ at the modern production facility located in Zwönitz (Saxony, East Germany). The company is known for a Leading Edge Design and High Level of Function. We interview the CEO of Ritter, Mr. Werner Schmitz to find out his thoughts on Dentistry.

**By Dental Tribune MEA**

The fastest growing markets worldwide

The Middle Eastern dental market is one of the fastest growing markets worldwide, “How does Ritter stand out amongst the highly competitive dental industry?” Ritter is able to benefit from a 127 year old history and the corresponding experience. Though we foster the old values of a still owner-managed company, combined with modern processes and products, in our daily work as well as in the relationship to our customers. Therefore the - let’s say Unique Selling Point - “owner-managed” is relevant for the company’s success. Most of the German companies are characterized by rational and economic intentions, which are dictated by the investors. Ritter’s understanding of a company’s philosophy is completely different and based on a mutual understanding and a fair and reasonable partnership. Ultimately I haven’t made all these efforts within the last 11 year in order to sell the company at a later point. I will rather pass it over to my family and children. The stability of values is not only reflected in our image, but also in our product range. Ritter does not use standard plastic components for the products but parts made from fiberglass, metal, aluminium, etc. The difference is obvious: Longevity, solidity and low needs for service or repairs. Paired with our flexibility and lean structures, Ritter is able to offer premium products at a very interesting price-performance to the users.

As of 1st of June 2014 Ritter signed a deal with Henry Schein for an exclusive cooperation for the Middle East. How has and will this help you to develop your presence here in the MEA region? Ritter is delighted to set up the latest sales and service approach with such a strong and internationally experienced partner like Henry Schein. We believe, that the mix of local background and knowledge of two global companies will be the gateway to success. Henry Schein Middle East LLC is based in Dubai directly. All customer requests can be handled locally, in a quick and flexible way. The technical engineers are specialised in the installation and service of dental equipment. Moreover Henry Schein provides a strong network of dedicated Henry Schein distributors in each country. The experienced Ritter Export Managers support all activities continuously. The customers receive a full-service spectrum of care. Also the upcoming tradeshows in Dubai represents a good opportunity to show our common strengths. We strongly believe that this partnership will create a wide range of synergies and services from which our clients will benefit.

What is your impression of the Middle Eastern Dental Market and level of Dentistry? In my opinion the Middle Eastern Dental Market is one of the fastest growing markets worldwide. Users emphasise on high quality aspects. Also the product design plays an important role. Practices in the Middle East are equipped in a very modern and innovative way and the users attach importance to provide first class dental treatments to their patients. To all these aspects, Ritter has the appropriate answer with a sophisticated range of products and services.

How do you educate your current clients and what are your plans in enlarging your client portfolios in the region? Ritter does not use standard plastic components for the products but parts made from fiberglass, metal, aluminium, etc. The difference is obvious: Longevity, solidity and low needs for service or repairs. Paired with our flexibility and lean structures, Ritter is able to offer premium products at a very interesting price-performance to the users.
For 2015 we worked out a joined marketing plan with our exclusive partner Henry Schein. This contains a wide range of activities, press releases and reports in dental newspapers, magazines and online media. On the ground we will provide information by the means of local showrooms and VIP clinics. These institutions will offer access for interested dentists to Ritter dental units and products. Also the user in the VIP clinics will share their experiences in daily work with Ritter products. Also trainings for dentists and technicians will be available in several local areas. For us it is crucial to provide direct personal consultancy and comprehensive local services to our customers.

In this IDS year, will there be major new developments for Ritter which we will see in the MEA region?

Of course we will present novelties in the fields of dental units, x-ray devices and compressor suction. We are more than proud to show our new and modern dental unit ARIA SR with outstanding design-opportunities and convincing qualitative aspects for every user. The ARIA SR will bring a new understanding of modern dental units into the practices worldwide. More detailed information about the new products will be presented during the tradeshow in Dubai in February and later this year during the IDS in Cologne in March. This means, the Middle Eastern countries will benefit from being one step ahead regarding the product launch. What do you expect from Dental Tribune Middle East & Africa?

For sure the Dental Tribune MEA offers a great platform of communication to us. Or expectation is to spread the message of the Ritter products, technologies, support and training services within the users in the Middle Eastern countries and to cover all informative aspects. In this regard we trust in the support of Dental Tribune MEA, which is always present on the pulse of events and happenings.

26th SDS Int’l Dental Conference was attended by over 3000 participants

13-15 January 2015, Riyadh International Convention and Exhibition Center, Riyadh

By Saudi Dental Society

The Saudi Dental Society recently held its most important and the largest scientific gathering in the Kingdom. The 26th Saudi Dental Society International Dental Conference with this year’s theme, “Innovative Digital Solutions in Dentistry” was held last 13-15 January 2015 (22-24 Rabi’1 1436H) at the Riyadh International Convention and Exhibition Center in Riyadh, Saudi Arabia. The conference was attended by over 3000 participants (dental specialist, dental technicians and assistants) from the various government and private sectors, universities, hospital and institutions.

The celebration commenced with an opening ceremony attended by highly distinguished guests led by the Prince of Riyadh and other dignitaries and guests.

The six scientific sessions featured lecture presentations given by 18 international keynote speakers from USA, UK, Germany, Switzerland, Sweden, Brazil, France, Spain, Netherlands, Lebanon, Jordan and Canada including 8 local speakers on various dental specialties. In addition to the 11 Continuing Education Courses and Workshops conducted during the three-day conference, two pre-conference workshops were given on 10-12 January 2015.

The highlight of the conference was the Research Award’s Competition for the Young and Graduate Dentists and Poster Presentation Competition. There were four presenters for the Young Dentists, six presenters for the Graduate Dentists and 127 posters offered the opportunity for other participants to present their research in poster sessions.

The scientific program was also complemented by 55 well-organized exhibitions of numerous leading medical and dental companies featuring the latest equipment, materials and devices in the medical and dental world.