Stronger presence of FKG in Middle East

By FKG

Bringing business closer to its customers in the Middle East, FKG Dentaire announces today the grand opening in Dubai, United Arab Emirates, of its Middle East and Africa office, as well as a new FKG Dentaire Training Centre.

This new training centre will be supplied with advanced FKG Dentaire endo training material, such as endodontic sequences, microscopes and our latest product edition the FKG ROOTER: the only wireless motor with LED light, constant speed and perfect torque control.

The new office and training centre emphasizes the Management’s commitment to be closer to their customers who trust FKG Dentaire to deliver high quality products and the latest technologies in Swiss Made endodontic instruments.

This centre is also another step forward in promoting the Race range of instruments in the region and a further milestone towards FKG Dentaire’s continued growth and success.

These facilities will be used for events such as public courses, seminars, workshops and users groups and distributors meetings.

FKG Dentaire was founded in 1931. FKG Dentaire SA is today at the very cutting edge of development, production and distribution of dental products for dentists, endodontists and laboratories. Precision has always been central to FKG, and the company naturally made its base in «Watch Valley», home to most Swiss watchmaking and microtechnical companies.

FKG was given a new lease of life in 1994, when Jean-Claude Rouiller took up the reins. A CEO with a vision, he set out a strategy based on innovative products and the concept of machinery specially manufactured for the dental industry. Mr Rouiller also enlarged the distribution network to encompass more than 80 countries worldwide. FKG products are certified according to international norms and standards.

The Swiss Venture Club named FKG «Western Switzerland Company of the Year 2012», a reward for the company’s dynamism, high product quality, and its continuing innovation.

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