By Dental Tribune MEA/CAP/Mera

Dental Tribune MEA/CAP/Mera: Ivoclar Vivadent is known for Vision, Passion and Innovation. How do you portray the mission/evision to your big group of clients in Middle East?
Dr. Ibrahim Soubt: Passion – Our customers and employees are at the centre of our attention. They are the basis for all that has been accomplished by our company.

Vision – We anticipate tomorrow’s needs and tomorrow’s market. This is the strength on which we base our product development and planning and by which we define the direction in which our company will go.

Innovation – Our goal is to continually challenge every product and process to find better, more effective and efficient solutions. We search for innovations that create opportunities for our customers.

With the acquisition of Wieland, Ivoclar Vivadent offers a full solution towards dentists and dental technicians. What has this meant for your regional activities and how is the feedback?
Ivoclar Vivadent is one of the leading dental enterprises in the world with a comprehensive range of products and systems for dentists and dental technicians. All-ceramics are one of the core competences of the company. With the takeover of Wieland Dental, Ivoclar Vivadent strengthens its position in the field of all-ceramic product systems, as well as it will widen the array of unique CAD/CAM materials and equipments. We at Ivoclar Vivadent are very pleased to have Wieland Dental join the Ivoclar Vivadent Group.

If you look at the products offered by Ivoclar Vivadent, you can realize the uniqueness of its position, Ivoclar Vivadent understands the business process and offers products, technologies and innovations involved on each of the dentist and dental technicians levels, in other words from the impression of the prepared teeth, until the seating of the restoration in the patient mouth, wether this restoration is made of Composite, Metal, Ceramic, all ceramic processed conventionally or by CAD/CAM, all is done with high quality and highly coordinated products.

How would you best describe the level of Dentistry in the Middle East region?
It differs from country to country and even from city to city within a country, but I can say confidently that it is improved and still improving noticeably through the last decade, of course implementing the CE credit points as pre-requisite to get or maintain the license which led to the formation of different dental centers in the area, these educational events and educational centers are contributing largely to the improvement of the skills of dental technicians and dentists through wide variety of courses and seminars. Of course UAE and Dubai in particular are leading in this domain. In general I would say the level of dentistry in the area is good. In some countries the level is average or even below average in others is good and very good, so I just took the average of it all which is good.

Ivoclar Vivadent is well known for continuously educating its customers and potential clients. What are the most important education activities you organize and events you attend in the MEA region?
In order to answer this question properly we have first to describe the areas of strength of Ivoclar Vivadent:

- Direct Restoratives: which represent a traditional core strength of Ivoclar Vivadent, and a number of our restorative materials have been ranking amongst the leading products in the dental market for years, an example of those are: Tetric N Ceram, Tetric N Ceram Bulk Fill, IPS Empress Direct and Tetric N Bond universal, bluephase N and many others.
- Fixed Prosthetics: Inlays, onlays, veneers, crowns and bridges made of All-Ceramics ensure highly esthetic restorations becoming an integral part of dentistry, and Ivoclar Vivadent is the market leader with it’s IPS e.max and IPS Empress. Ivoclar Vivadent also offers metal supported crowns and bridges, cutting edge ceramic furnaces, and a coordinated range of cutting materials. And last but not least the CAD/CAM Technology equipment and materials.
- Removable Prosthetics: Ivoclar Vivadent meets the exact standards required by dental professionals in removable denture prosthetics, age and specific tooth molds are part of the range as well as the highly accurate devices and apparatus for fabrication of high precision dentures.

Coming back to your question regarding the dental education, which represent our 4th strength area, Ivoclar Vivadent is involved with high standards of training and further education, providing future oriented, practically relevant knowledge. Our International Center of Dental Education (ICDE) in Schaan is one of the most advanced education centers, comprising a variety of lecture rooms, laboratories, practice rooms and 2000 square meters lecture theater. Regional training centers across the globe contribute to the remit of the ICDE and assure a high level of knowledge about our high quality products, our training and educational courses are widely attended by dentists, dental technicians, opinion leaders, hygienists, dental assistants, dental students and dealers. In this process Ivoclar Vivadent has built up one of the largest networks for dental education. We always implement this knowledge of training in all our events in the area, and our courses are promptly booked 10-15 days after announcing them and this alone indicates the high quality of the educational events we provide.

Do you read the latest Dental Tribune news from across the world? What do you expect from Dental Tribune MEA as your regional media partner?
Yes, I do usually once it is published, I read through it in the evening using the Dental Tribune App for iPad. I expect from Dental Tribune MEA to continue the good job and to provide improvements continuously to the content. I would like to see a special section addressed to people in the dental industry whether they are manufacturers or distributors. I imagine that this section should contain: business analysis, M&A, Trends, etc.

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New Chief Production Officer at Ivoclar Vivadent

“Markus Heinz is a proven production expert, manager and leader”
- Robert Ganley, CEO Ivoclar Vivadent

By Ivoclar Vivadent

SCHAAN, Liechtenstein: Markus Heinz assumes production management of the company’s worldwide production.

Markus Heinz is the new Chief Production Officer of the Ivoclar Vivadent Group. He succeeds Wolfgang Vogrin, Dipl. Ing., from 1 July 2015, who will retire. Vogrin has headed up the production and logistics of the company since 2002.

Markus Heinz, who has comprehensive management experience, has been working for Ivoclar Vivadent since 1985. He took over the responsibilities for the global tooth production in 2002 and since 2014 he has also been responsible for the production site in Schaan/Liechtenstein. “Markus Heinz is a proven production expert and leader” comments Robert Ganley, CEO Ivoclar Vivadent, upon the nomination of the new Chief Production Officer. Within the context of his function 46-year-old Heinz will join the Corporate Management from 1 July.

Significant contribution to growth
Markus Heinz succeeds Wolfgang Vogrin, who will retire, Chairman of the Supervisory Board Christoph Zeller and CEO Robert Ganley have thanked Vogrin “for his contribution as manager to the rapid development of Ivoclar Vivadent on a global level”.

Above all, the build-up of the ceramic production center in USA as well as the expansion of numerous other production sites can be credited to Vogrin.

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