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Newsletter 1/10

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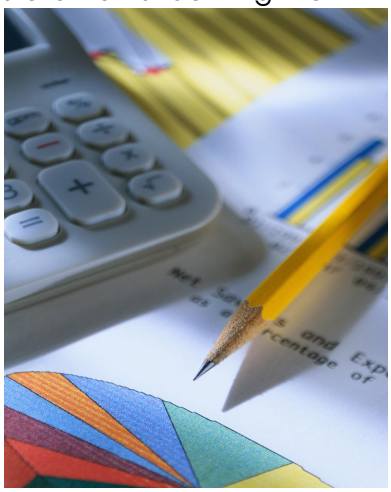
WORD OF THE PRESIDENT'S DESK

Dear European Collegues

In the name of myself and the entire ADDE-Board I want to wish you all a superb and fruitful business year but most of all a healthy 2010. During the New Year's holidays I thought upon the role of a distributor in our dental environment. An important issue towards our customers but also and now and then even more towards our suppliers. Find hereby some statements coming from the President's Desk.



Definition of a distributor

An entity that buys both non-competing and competing product lines, warehouses them and resells them to retailers or direct to the end user or customer. Most distributors provide strong manpower and support to the supplier or manufacturer's promotional efforts. Distributors usually provide their customers a range of services such as product information, estimates, technical support, after-sales services, and credit to their customers.

Why working with a dental dealer?

REASON #1: Good distributors go beyond just selling products. While it is true that you can virtually buy a product anywhere, an experienced distributor can help you to solve problems, plan the development of your business and help you to obtain results.

REASON #2: Professional distributors will have access to vast product research resources, including extensive databases of product information.

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REASON #3: Distributors are in tune with the trends, including the newest products, processes and so-called "hot" items. A qualified distributor can add creativity, innovation and imagination to the development of your business in your efforts to achieve your goals. Today, many impersonal web-based services shower the customer with a vast amount of products they wish to sell; only a qualified distributor will be able to adequately listen to what you as a customer want. By doing so, he will help you find the product or service that best fits your needs.

REASON #4: Your distributor is more than just a salesperson. Once a company uses a distributor, that relationship often continues for years—even decades. Your distributor is someone with whom you have worked someone you know and, more importantly, trust. In many cases, companies use the distributor as part of the creative team, even actively involving him or her in their marketing strategy and efforts. Furthermore, the distributor will give advice based on his desire to build a professional, long-term relationship, rather than seeking short-term profit opportunities.

REASON #5: Personalized service is the role of a distributor. When using online, web-based services or other low-cost distribution channels, your selection is what the providing entity determines to make available. When working with a distributor, your selection is determined by your needs and goals, enhanced by the experience, creativity and recommendations of that distributor who has your best and long-term interests at heart. No one will deny that an online customer is a faceless, nameless buyer. When working with a distributor, the customer possesses an identity, a specific and known background, with own needs. Your distributor has your needs in mind. Nowhere else, you will receive this kind of personalized, "hand-holding" customer service.

REASON #6: B2B-distributors can offer experienced advice.

REASON #7: Trained distributors can help you to save money in the long run. Through its long track record of experience with businesses of all types and sizes, a distributor can help you to avoid unexpected and unbudgeted costs, for example by quoting the total price up-front and pointing at possible "hidden costs".

How will the European Dental Dealer cope with the European crisis?

One thing is clear: the European dental distributors will not sit aside paralyzed but will make use of their well-known dynamism and strength to overcome these worrying times.

As a matter of fact, the most innovative ideas often emerge and take shape in times of "crises".

The dental care is a real, tangible need for all European inhabitants and hence a service which is both fundamental and irreplaceable to a modern society.

It will not be evident to face all the current issues but within the European dental retail trade we should take the first step and ask ourselves the following questions:

How can we do better?
What means do we have at our disposal to do so?
What are our tools and strengths?
How can we bring our most innovative ideas into action?

Until now, the world might have belonged to those who wonder "why".
But the future will undoubtedly belong to those who wonder "how".

Dominique Deschietere
President ADDE

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ADDE BOARDMEETING I/2010

The ADDE-Board held its first meeting in 2010 at the offices of the French dental trade association COMIDENT Paris. The agenda was mainly focused on internal aspects of ADDE, particularly the financial result for fiscal year 2009, the preparation of the next Annual Meeting and our recruitment campaign. But the main issue is the services catalogue of ADDE required from member' side. The expectations vary from one country to the other. However a general curiosity is increasing, to know what is happening on EU level regarding new regulation and legislation in the dental field. Of course ADDE has contacts in Brussels via the UEAPME membership. Nevertheless we need to observe and watch what is "in the pipeline" in order to defend the interests of our members and our branch.

May we repeat that ADDE is not a one-way-street. ADDE will enhance its observation activities regarding planned, drafted or already decided regulations. But your input is most welcome as well!

ADDE has prepared the lobbying event with Members of the European Parliament (MEPs). The meeting will take place May 5th, 2010 in Brussels. The goal is to inform the European politicians about the ADDE and FIDE roles, the European dental market and our current concerns and challenges. More than 100 MEPs and several representatives from the European Commission are invited to join this lunch-meeting. The date has been chosen during a European Parliament session and the ADDE Board hopes to welcome a good number of MEPs.

As already announced in the invitation for our Annual General Meeting, ADDE will have some new members, notably the federations from Hungary and Romania; in addition one dental trade company from Georgia joins ADDE as associate member. Hopefully several sponsor members may find the way to ADDE as well according to intentions declared those days.

The ADDE "cash cow" is our European dental market survey which is sold to an increasing number of interested people.

The leadership is determined to support marketing efforts from the ADDE general secretariat to enlarge the sales of our Survey not just for money reasons but also for giving some exposure to our organization by distributing this market report.

Survey Discounts 2010

The discount for orders from associations for their members is as follows:

- **10 : 05%**
- **25 : 10%**
- **50 : 15%**
- **100 : 20%**
- **150 : 25%**
- **250 : 35%**

Dr. U. Wanner, General secretary

EU-INFORMATION

- ***Exploratory Process on the future of the medical devices' sector***

This item had been officially launched by the European Commission, DG Enterprise and Industry. The medical technology industry and other stakeholders such as patients organisations, health professionals and others were invited to discuss pressing healthcare and industry challenges and concerns. The kick-off meeting took place last October followed by two additional sessions in Brussels. We noted three work streams, such as

- Challenges and opportunities for public health and medical technology developments.
- Balance between the patient's needs and financial stability.
- Competitiveness and innovation.

The aim of this multi-stakeholder exercise was to gather overview of existing public health and industrial challenges, to identify current dynamics of the industry (innovation) and highlight key topics of interest at

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European level which should result in a set of suggested themes of potential further reflexion for the newly elected Commission.

The result of those discussions will be published in a report by the EU-Commission.

- ***EU Draft of a directive for e-labelling***

This draft was developed by a working committee consisting of representatives of the EU-Commission, national authorities and industrial associations. The dental branch was represented by a FIDE delegate. The purpose of this drafted directive is to provide the instruction for use of medical products in an electronic form (CD, Web Site, e.g.).
The most relevant issue of the draft is revealed in article 3: "Instructions for use may be provided in electronic form if they relate to fixed installed medical devices or to implantable medical devices". From this it can be concluded that only a very limited number of dental devices are concerned by this directive.

The discussion regarding this draft of a directive is going on, mainly with the intention to enlarge the possibility to provide instructions for use in an electronic form to additional medical devices.

- ***EU-publications online***

Almost all EU publications have been digitalized and can be found (in any EU language) on www.bookshop.europa.eu/

Many of those publications are free of charge. This services provides a very interesting Web Site for everybody who wants to look for more EU-information avout specific items.

- ***How good is EU health care?***

The EU is supporting a new investigation into the performance of health care systems across its Member States. The EUR 3.99 million study will first be carried out in 7 EU countries, with more expected to follow during the project's 4-year lifespan. The EUROHOPE (European health care outcomes, performance and efficiency) project received EUR 3 million in funding under the Health Theme of the EU's Seventh Framework Programme (FP7) and is being coordinated by the Centre for Health and Social Economics at Finland's National Institute for Health and Welfare (THL).

- ***EU-funded researchers uncover origins of skin cancer***

EU-founded researchers have identified the cells that are at the origin of the most common form of skin cancer. Writing in the journal Nature Cell Biology, the researchers explain that basal cell carcinoma arises in the skin cells between hair follicles, and not in the hair follicles themselves, as was previously assumed. The findings not only shed light on the origins of skin cancer, but highlight the difficulties faced by researchers seeking to uncover the roots of other kinds if cancer.

- ***EU research identifies gene linked with Irregular heartbeat***

A partially EU-funded team of researchers has identified the location of a gene that may have an important influence on the risk of atrial fibrillation (irregular heartbeat). The study was published in the journal Nature Genetics. The researchers hope their findings will lead to the development of new and more specific drugs for the treatment of atrial fibrillation. The study was part of two EU-funded projects: ECOGENE (Unlocking the European Union convergence region potential in genetics), and OPENGENE (Opening Estonian genome project for European Research Area), which received EUR 1.09 million and EUR 1.33 million respectively under the Regions of Knowledge budget line of the Seventh Framework Programme (FP7).

- ***School-based exercise gives students major health boost***

Children can strengthen their fitness level and lose body fat if they participate in a structured physical activity programme, a new European research study has found. Presented in the British Medical Journal (BMJ), the study's findings could encourage schools across Europe to kick-start such programmes, effectively improving the health and fitness of youngsters and setting them on the road to a healthy adulthood.

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- **Health**

Researchers have discovered how old and damaged mother cells are able to produce healthy new daughter cells, a process which has been a mystery to scientists until now. The ground-breaking research was partly funded by the EU and is published in the journal Cell.

EVENTS

- ***Dental 2010 (Basel/Switzerland)***
  The largest Swiss dental exhibition covering more than 5'200m2 of exhibition space takes place May 27th-29th 2010 in Basel.
  The most modern exhibition Center in Basel with its attractive surroundings expects more than 7'000 visitors from Switzerland and the neighbouring countries. For further information: www.denalexpo.ch

- The next international Expodental will take place in Rome from October 7th to 9th 2010 in the new exhibition ground of Rome Fair. For further information please contact www.expodental.it.

- **All set for IDS 2011**

  There is still well over a year to go before the IDS once again drops anchor from 22nd to 26th March 2011 in Cologne. But already at this stage, Koelnmesse and the GFDI (Gesellschaft zur Förderung der Dental-Industrie mbH – Society for the promotion of the Dental Industry), commercial enterprise of the Verband der Deutschen Dental-Industrie e. V. (VDDI, Association of the German Dental Manufacturers), are gearing up for the 34th International Dental Show. The registration forms for the next edition of the world's largest trade fair for dental medicine and dental technology were mailed in mid-January. Even prior to this Koelnmesse had registered high demand for stand space. Following the extremely successful IDS 2009 with 1,823 suppliers from 56 countries and around 106,000 trade visitors from 136 countries, the organizers are once again expecting a similarly good result for 2011. "According to a representative survey, almost 90 percent of exhibitors at IDS 2009 are planning to participate again at next year's IDS", reports GFDI Managing Director Dr. Markus Heibach. "This is the best confirmation of the undisputed status of IDS as the world's leading fair for the dental world. To that extent, despite the still tense world economic situation, the indications for the further extension of this position are very good."
  22nd March 2011, the fair is exclusively open to the specialists of the dental trade and importers thus offering the opportunity for uninterrupted sales negotiations. Next year the International Dental Show will once again occupy Halls 3, 4, 10 and 11 at Koelnmesse, which corresponds to gross exhibition space of 138,000 m². In order to take account of the great influx of visitors, at IDS 2011, as is customary, the South, East and West Entrances at Koelnmesse will be open. In Terms of exhibitors, the organizers of the IDS are expecting more than 1,800 companies. In this connection Koelnmesse and the GFDI are not only assuming a very strong interest on the part of German suppliers, but also expecting an extremely high internationality once again. For IDS 2011 enquiries from many potential first-time exhibitors from abroad have been received. In addition, once again more than ten foreign group participations are expected.

- The World Dental Show 2010 is an initiative of the Indian Dental Association (IDA). IDA is the voice of dental professionals in India, dedicated to dental excellence with more than 50'000 members from 300 branches spread across 30 states in India. WDS 2009 is one of the world's largest annual dental exhibitions with 22'994 professional visitors and 375 exhibitors participating from 24 countries. This year WDS 2010

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is scheduled to be held in Mumbai from October 29th -31st, 2010 and it promises to be a highly focused and specifically designed dental-business event showcasing a comprehensive range of state-of-the-art products, services and innovative technologies that cater to the dental profession around the globe.

ECONOMY

Indian Dental Market

- The increase in the number of private dental hospitals and clinics, has boosted the demand for modern equipment, as they focus on higher-income Indian consumers and foreign dental tourists, often providing complete packages including their stay and treatment facilities.
- Several foreign companies are investing in the Indian dental market, India is becoming a manufacturing hub, supplying dental equipment and material.

- Moreover, some Indian companies produce under license of a foreign manufacturer and also run a parallel activity as trade dealers in importers.

Future of dental market in India

- The potential size of India's dental market is cast in the near future.
- India is expected to become the single largest country market for overseas dental products and materials.
- Every year there are 20'000 fresh graduates to enter the workforce with 291 dental colleges which is the largest in the world.
- The market for dental equipment and material has a large scope.
- The Indian dental care services market is estimated at about US $ 600 million and dental equipment and appliances market is around US $ 90 million, with a yearly growth rate of 10% p.a.
- Growth rates up to 20% are forecast for the dental technology market in the coming years.
- The Indian medical hardware market, which includes medical and dental equipment and devices, currently ranks among the top ten markets in the world and is estimated of US $ 1.4 billion a year.
- The total market for the Dental equipments and materials is estimated to be around US $ 50 million annually.

SOME FIGURES FROM FRANCE

Statistics reveal the following figures:

Inhabitants: 64.7 Mio. The life expectance is plus 2 month within 1 year (male and female).

Dentists: The total amount for dental treatment has reached Euro 9.4 billion in 2007. The forecast indicates again an increase despite of the economic crisis.

- The part of female dentists has again increased by 0.5% since 2008 and is now at 33.6%.
- The same trend can be recognized for orthodontists.
- France has one dentist per 1034 inhabitants in average.
- 17'500 dentists are working in a stand alone office (47% of the total number of independent dentists).

Jean Martin-Dondoz
ADDE Board-member

SHORT NEWS

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- Latvia is now promoting dental tourism to treat patients from surrounding countries as well as the US.

- Dental insurance companies in the UK reported a large increase in sales of policies in Scotland during 2009. There are currently over 80'000 individuals on the National Health Service's waiting list for dental treatments.

- Researchers at the University of Gothenburg in Sweden found that 28% percent of people who have dental implants lost supporting bone around the implant. The study may be downloaded at http:hdl.handle.net/2077/21187.

- 41% of the people in the 27 European Community countries have all of their natural teeth, according to a survey conducted by Eurobarometer.

- The National Health Service in the UK plans to build a new $7.3 million 'teach and treat' dental center on the grounds of Western Isles Hospital in Scotland. The site will include 7 general operatories as well as 5 teaching operatories.

CALENDAR OF ADDE-EVENTS

Board-meetings	22.04.2010	Vienna
	25.11.2010	Paris
Brussels meeting	05.05.2010	Brussels
EDBC-meeting	25.11.2010	Paris
TC-Meeting	22.04.2010	Vienna
AGM	22. & 23.04.10	Vienna

VIENNA!

Vienna, capital of Austria, is an old romantic imperial city, a city of history, music, art, politics, pleasure, fun and more.

But Vienna has a host of surprises for bon vivants and all those who prefer the more tasteful things in life as well.

ADDE is glad to organize this year with the hosting Austrian dental trade federation ODV the Annual meeting, to be held April 22nd – 24th , 2010.

You find all details and registration forms on the ADDE website.

Please do not hesitate to contact us for any additional information you may need about the Annual General Meeting of ADDE.

Vienna is worth a trip. We look forward to see you around the St. Stevens Cathedral soon!

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