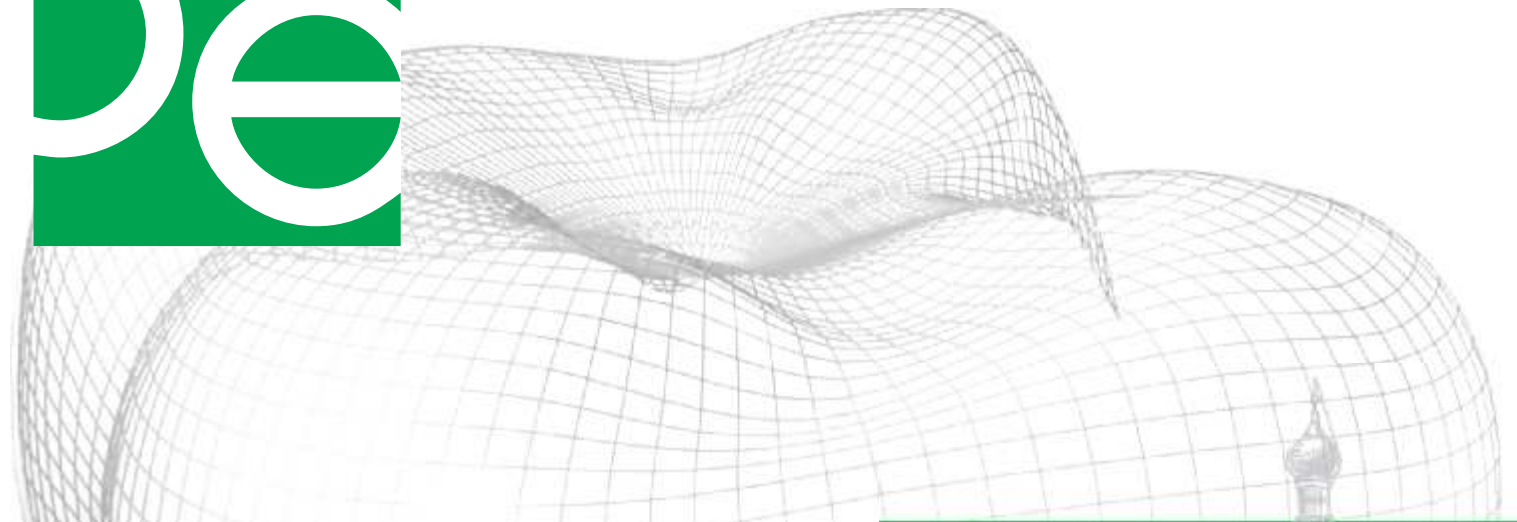


DENTAL-EXPO 2017

42nd Moscow International Dental Forum and International Exhibition
25 - 28 September 2017 | Moscow - Crocus Expo



POST-RELEASE

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42nd Moscow international dental forum and exhibition

DENTAL-EXPO 2017

NUMBERS AND FACTS



42nd Moscow international dental forum and exhibition was held 25-28 of September in the international exhibition center "Crocus Expo". This respectable event was supported by the Dental community and the Ministry of Health of the Russian Federation. Organizer of the forum and exhibition was the exhibition company "DENTALEXPO", strategic partner was the Russian Dental Association, the company S.T.I.dent that exclusively represents SEPTANEST® acted as a sponsor of the exhibition, sponsor of the electronic registration became the company DENTLMAN.RU.

The exhibition spread over 3 halls with the space of 25,4 thousand square meter. This year at the exhibition have been represented 502 companies, 5 united national pavilion of manufacturers from Russia, Germany, China, Korea and Pakistan, 63 new participants from Russia and abroad. The exhibition showed that, in spite of the sanctional policy and other political and economic issues, new foreign manufacturers, for example from the US, Portugal, Spain, continue to enter the Russian market, the number of participants from Germany, Korea and China are also increasing. Manufactures of dental hand instruments for surgery and orthodontics from Pakistan took part in the exhibition for the first time. Along with an increase in the exhibition space, there was an 8% increase of visitors' attendance. During 4 days 31465 people attended the exhibition and the total quantity

of participants of the Forum accounted for 37188 of representatives of the industry, science and practice in the dentistry. Therefore in 2017 "Dental-Expo" has made a new record in the size of the exposition and in the number of participants. The organizers of the exhibition have paid special attention this year to visitors' registration. Preliminary online registration and the usage of electronic systems let us minimize the queues at the registration desk in the lobby. To tell the truth, the number of visitors in the morning of the first day was so great that challenged even an experienced team of Expodat. By the way, the tablet computers of the Expodat system functioned perfectly on booths: having touched the tablet computer with a badge, a visitor got all the information about the products represented on the booth to the personal account.

In the early morning in the first day of the exhibition, before its opening, in a big Red Hall there was a traditional act lecture "Introduction to speciality", where about 600 students of dental faculties were present. The Lecture "Introduction to speciality" is held within the framework of the autumn "Dental-Expo" not for the first year, attracting more and more listeners. This remarkable initiative of the rector of the MSUMD professor O. Yanushevich emphasizes an innovative status of the main dental University of the country, where students get introduced to the latest achievements in the industry at exhibitions and meet the most successful specialists



649 Events



GENERAL INFORMATION

Annually the dental exhibition gets renewals bright booths with unusual design attract people with their decorative appearance and comfort. "Dental-Expo" is considered as one of the most beautiful and most visited exhibitions in the exhibition center "Crocus Expo".

Statistics of the visitors' survey shows the following trends: among all visitors the number of dental technicians and representatives of retail has increased. Motivation to visit the exhibition has changed significantly: there is a growing interest to buy at the exhibition, an interest towards events on booths and maintenance of contacts. But the most growing interest is to find new suppliers and meet colleagues, that shows a strong competitive environment and dynamics in the market of dental supplies. Visitors' field of interests to different directions in dentistry also has expanded. The fact that the interest to all directions has increased shows the intention of Russian dentists to expand practice. Especially high interest was shown in therapy, orthopedics, endodontics, management, dental laboratory, dental implantology. According to the statistical data, the most visited booth at the exhibition was Oral-B that moved to Hall №5.

At the exhibition were held awarding ceremonies of different contests. This year the winners of the contest "Gold crocodile 2017" became: in the nomination "General dental resources" Dental portal "StomPort", in the nomination "Best commercial website" online shop Dentlman.ru and in the nomination "Clinics" official website of the state autonomous health care institution

"Clinical dental polyclinic № 12" (Volgograd).

In the contest "For most interesting clinical case 2017" won Izhnina Ekaterina, dentist from the dental polyclinic of "The Kuban state medical university" in Krasnodar; postgraduate of the chair of orthopedic dentistry of the Sechenov University.

According to the results of the Russian Top List of dental clinics held by the expert dental journal Startsmile.ru with support of the publishing house "Kommersant", the winners in each category were identified. The first triplet of the category "TOP dental clinics which are not older than 3 years" included: 1. Center of implantology NKclinic, 2. Stomatology Alba Apex, 3. Dental clinic Saint-Dent Clinic. Winning places in the category "TOP chains of dental clinics" are the following: 1. Chain of dental clinics for children and adults "Veronica", 2. Chain of dental clinics "MEDI", 3. Belgravia Dental Studio. Winners in the category "TOP dental clinics which are older than 3 years" are: 1. Center of private dentistry of the doctor Levin, 2. German center of implantology, 3. Center of personal dentistry of Vladimir Novikov.

Scientific program

During the forum 624 scientific events were held, the main of which were XXXVIII Russian scientific-practical Conference of the Russian Dental Association "Dentistry of the XXI century", VI Russian-European congress for children dentistry, ORTHOPERIO 2017 - II symposium for orthopaedics and periosurgery, conference of the



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EVENTS

Periodontal Association of Russia and a scientific symposium "Endodontics Vs. Implantology".

The first event of the forum was a scientific symposium "Endodontics Vs. Implantology" (September, 24) in which participated the leading scientists in the field of endodontics and surgery professor of the Sechenov University Makeeva I.M., professor of the University of Milan, founder of the project "Style Italiano Endodontics" Dr. Fabio Gorni and professor of the University of Brescia, member of the project "Style Italiano Endodontics" Dr. Riccardo Tonini. The event was held like "a lecture + live view workshop".

XXXVIII Russian scientific-practical Conference of the Russian Dental Association "Dentistry of the XXI century" (25-27 of September) presented to

dentists a programme accredited according to the system of continuous medical education. Programme of the conference included symposia "Modern approach to the effective endodontic treatment", "Multipurpose approach to diagnostics and treatment of the patients with complicated diseases of the temporomandibular joint", "Opportunities of regenerative medicine in treating of patients with diseases of face and neck", "Legal explanation of the usage of dental implants in clinical practice", "Legal reality and medical foundations in practice of legal protection of dentists and medical organizations", "Implementation of innovative technologies, standards of diagnostics and treatment guarantee of a high quality of the ambulatory care", "Club of the managers of dental organizations "Technologies that increase

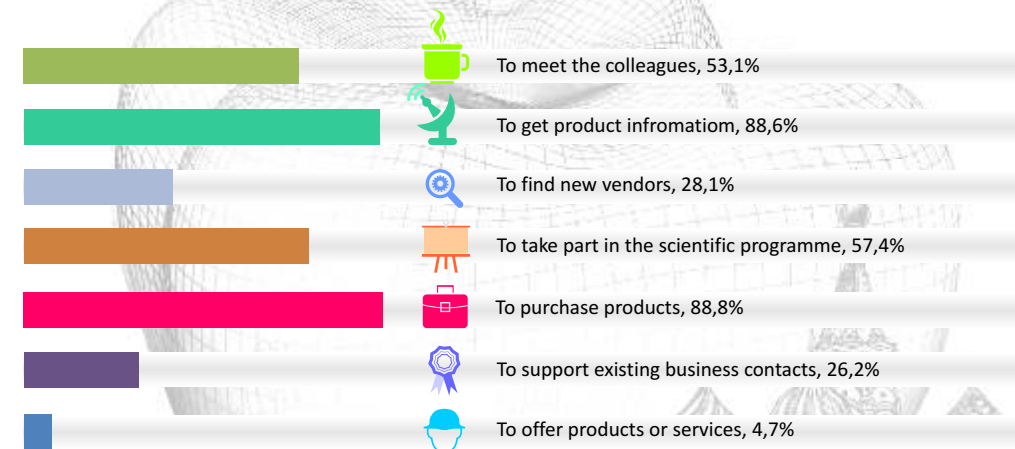
profitability of the organization. Experience exchange of the managers of Innovative Centers of the Russian Dental Association", "Physiological approach to the treatment of the temporomandibular joint syndrome", Clinic of preventive dentistry. Modern opportunities and economic effect", "Esthetics in the dental therapy: science and practice", 8th Russian symposium of the Russian Association of dental students "Dental heart of Russia 2017". Within the framework of the conference was held an unscheduled XV meeting of the Russian Dental Association, Council board of the Russian Dental Association, Meeting of the Specialist committee of the expert council M3 in dentistry. The conference of the Periodontal Association of Russia was also a significant event. More than 1500 specialists took part in

the work of the conference.

In the 2nd symposium for orthopaedics and periosurgery ORTHOPERIO 2017 (September, 25) the issues of restoration, prosthesis and surgery were review. D. Kompaniets, N. Brusov, A. Smolyakova, D. Vukhamadiev, Dr. Olivier Beurenault, Norbert Chianca and K. Klimenko acted as speakers at the symposium.

VI Russian-European congress for children dentistry (26-27 of September) stood out in participants' minds for interesting lectures of foreign and Russian speakers, among which were the lectures of Professor Mitsuhiro Tsukiboshi (Japan) "Children's autotransplantation of teeth" and "Planning of dental work with an injury", the lectures

Visitor survey. Purpose of visit





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EXHIBITION



therapy". Russian specialists of high class also presented their reports: Kiselnikova L., Drobotko K., Korchagiva V. and others. The congress attracted a record number of participants - 485.

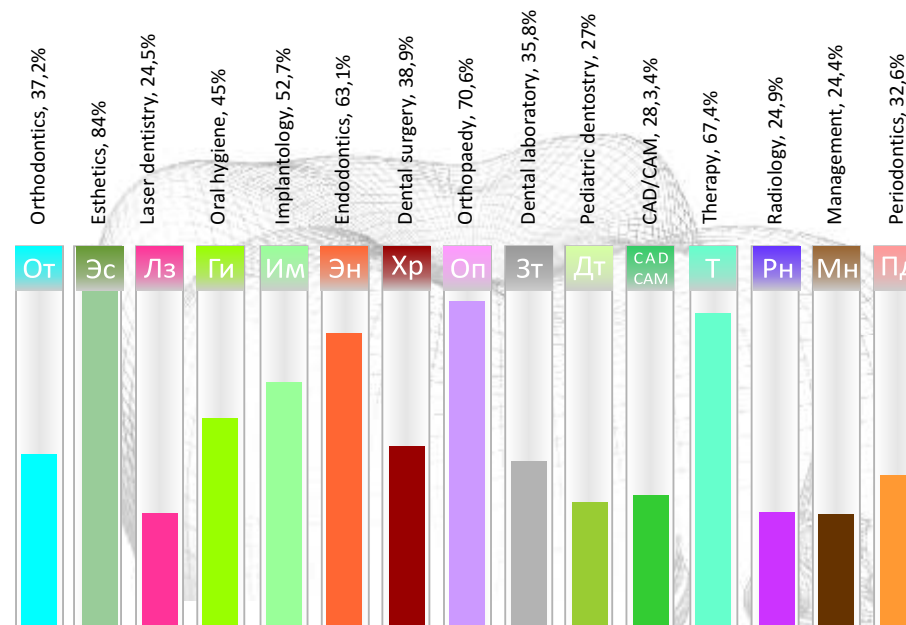
Charity

On the 25th of September at the exhibition "Dental-Expo 2017" in the international exhibition center "Crocus Expo" the Russian Red Cross and International fund of support of research and development and contribution to the field of prolongation of life "Life" with support of the exhibition company "DENTALEXPO" started a charity marathon "Exhibitions of Russia: I present a life 2017". The project is supposed to join the forces of all non-indifferent people to help Russian children with musculoskeletal system disorders and dento-facial diseases and also to help children, who need dental prosthetics. The charity marathon "I present a life 2017" is an unprecedented campaign that can lend real support to certain children. At the same time it is very important to attract attention of the people of all levels, businesses, mass media to important issues of help and support to the people who need it. For this reason the exhibition company "DENTALEXPO" has supported the start of the marathon and hopes that other Russian exhibitions will join this campaign.

of Maria Theresa Hosei (Great Britain) "Sedation in children dentistry: thorough analysis, complex approach and perspectives for the future" and Jack Tumba with a speech on the subject of "Advantages and risks of using fluorides in clinical practice of children prevention of caries". Serena Lopez Kazos represented France with the report "Children's zirconium crowns a new word in children dental

Dates of next exhibitions:
Dental Salon: 23-26 April 2018
Dental-Expo: 24-27 September 2018

Visitor survey. Fields of interest

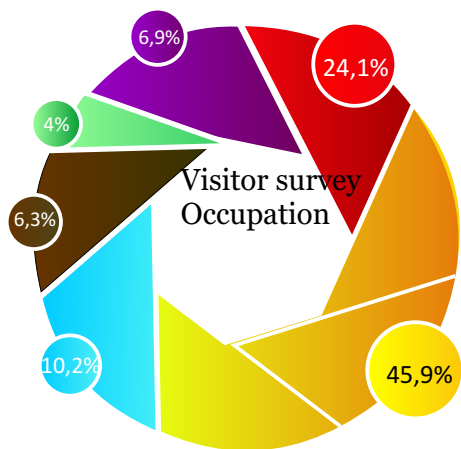
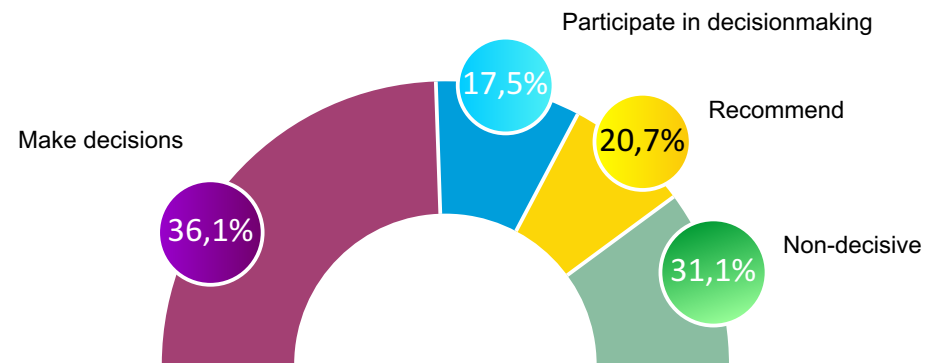




NUMBERS AND FACTS



Visitor survey
Purchase decision impact



- Private clinic
- Education
- State clinic
- Trade company
- Dental laboratory
- Non-dentics

Visitor survey.
Position

