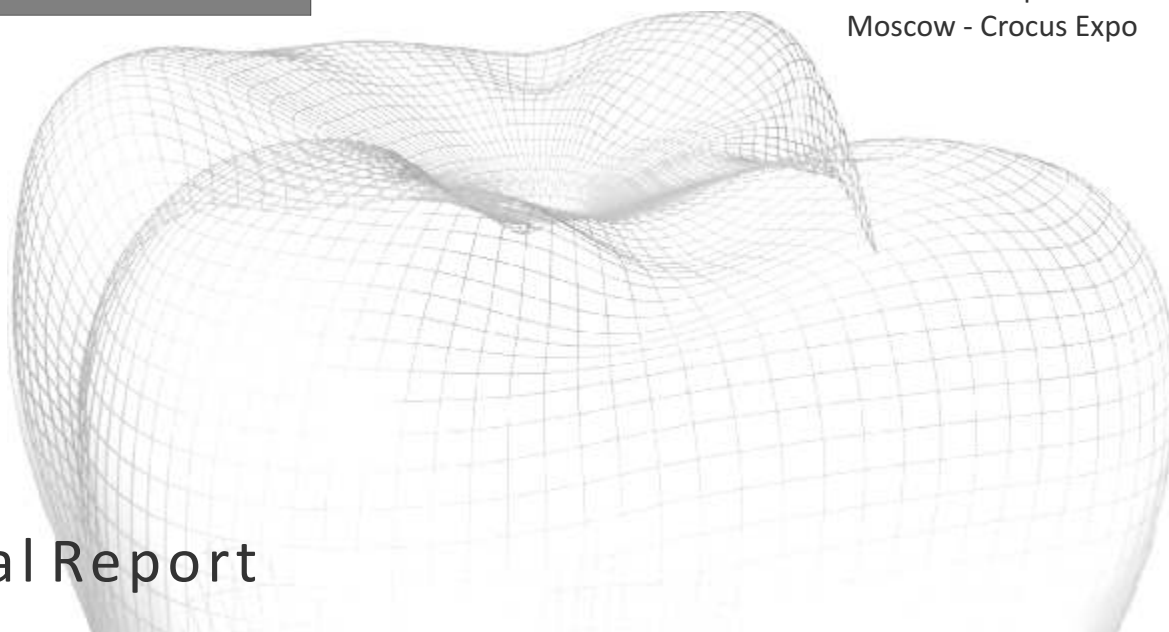




37th Moscow International Dental Forum  
International Exhibition

# DENTAL SALON 2015

20-23 April 2015  
Moscow - Crocus Expo



## Final Report

### *Dental Exhibition in the New Economic Conditions Dental Salon 2015 to confirm the willingness of Russian dental businesses to work in the new reality*

The 37th Moscow international dental forum and exhibition "Dental Salon 2015" - the main event of the first half in dentistry of Russia - finished successfully on April 23 at the IEC "Crocus Expo". Organizer - exhibition company DENTALEXPO - says the undoubted success of the event. In two exhibition halls gathered more than 390 companies from 21 countries of Europe, Asia and America. The exhibition occupied the area of 21000 sq. m.

#### Total number of participants

**28422**

Exhibition visitors:	<b>23165</b>
Exhibitor staff:	<b>4600</b>
Scientific committee and VIP guests	<b>97</b>
Organizer staff:	<b>89</b>
Press staff:	<b>84</b>
Gross exhibition space, sqm:	<b>21000</b>
Exhibitors (companies):	<b>392</b>



The opening ceremony of April 20 welcomed the following VIP guests: RAS Academician, prof V.Leontjev, Head Dentist at Ministry of Health of Russia, Rector of Moscow State University for Medicine and Dentistry Prof. O.Yanoushevitch, the President of Russian Dental Association, V.Sadovski, the President of Russian Dental Industry and Trade Association P.Dobrovolski, the President of sponsor "S.T.I.dent" A.Tabakov, the Head of Department of sponsor Colgate-Palmolive A.Koulyusov, Managing Director of exhibition company DENTALEXPO I.Brodetski.

Numerous presentations of new products of 2014-2015 were held at Dental Salon 2015, including products debuted at IDS 2015. Among the novelties there were decisions for CAD / CAM system, hybrid ceramic similar to dentine, composites, dental equipment of economy class, tips and their motors, sets for implant dentistry and anesthesia, scanners and devices for dental photography, cutting technology, tools, portable X-rays, dental paste and brushes, bleaching systems.

Traditionally top managers and consultants of world leading manufacturers attended the exhibition. For the Russian market is still keeps its importance and perspectives for the global dental industry despite the difficult political situation in the world.

*"...It is a demonstration and training on the exhibition stands, as well as the holding at the forum scientific-practical conference "Actual problems of dentistry" which build a good tradition and integrator of education, science and practice in dentistry..."*  
*Oleg Yanoushevitch, Chief Dentist at Ministry of Health of Russia, Honored doctor of the Russian Federation, MD, Professor, Rector of MSMSU*



As always, there were a lot of activities at stands. It is interesting to note that in addition to the presentation part of the exposition industry leaders increasingly offer visitors to attend training courses of both theoretical and practical direction that invariably increases interest of dentists. The exhibition demonstrated a high activity. In the first two days of the show exhibitors felt the serious pressure. The total number of visitors exceeded the figures of April 2014.

The program of the forum was as always various and rich. More than three hundred events of different level and content were presented to the participants of the Forum. According to a polling of visitors the interest to the educational part of the exhibition was very high - over 60% of visitors to combine attending of the exposure to the learning process.

*"...An important platform for the exchange of research and practical experience has traditionally been the DENTAL SALON in Crocus Expo, held in the framework of the forum with the support of all the leaders of dentistry in the country....."*

Anatoly Kulakov, Chief specialist in oral and maxillofacial surgery at Ministry of Health of Russia, Director of the Central Research Institute of Dentistry and Oral Surgery of Ministry of Health of Russia, corresponding member at Russian Academy of Medical Sciences, Professor

The main event of the Forum scientific program is the traditional Russian Dental Association conference "Actual problems of dentistry".



In general conference and exhibition passed in a business and positive atmosphere and aroused the interest of dentists and other members of the professional community, influenced the development of this profession for the patients welfare. Next 38th All-Russian scientific and practical conference of RDA "Dentistry of XXI Century" and XIV Congress of RDA will be held on September 28 - October 1, 2015.

Supporting program of the Forum was traditionally comprehensive. More than 300 events were represented to the attendees and almost all of them sparked interest of dentists. The events were promoted by RDA, DENTALEXPO, industry supported by Ministry of Health, Moscow University for Medicine and Dentistry, Central Institute for Dental Research and Dental Surgery,

Moscow State Medical University, Russian Academy of Science, Russian Medical Academy of Postgraduate Education, People's Friendship University of Russia, Russian Association of Digital Dentistry.

*"...Over the years, the exhibition and the forum have become important for the dental community. It is not only rich business program and an interesting exposition of the latest innovations in the industry, but also a meeting place for colleagues, a true celebration of representatives of the dental industry..."*

Pavel Dobrovolski, The President of Russian Dental Industry and Trade Association





All fields of dentistry were affected during the Forum, with particular focus on periodontology, dental innovations, implants, dental surgery, hygiene, dental laboratory, endodontics, digital dentistry.

The most strong attention attracted the first endodontic congress ENDOPOINT, held within the program of the Forum. More than 400 participants enjoyed presentations of TOP speakers from Italy.

Those dentist who could attend could participate at the event online. The option was provided by the general scientific information partner of the event - Dental Tribune Russia. ENDOPOINT received a very positive feedback and was launched as a continued project in endodontic education.

*"...I was happy to take part in the Congress of the international project ENDOPOINT. It was really a great scientific event, organized at the highest level. I was also struck by the scale of the Moscow exhibition. It's wonderful that there is a possibility to combine a large exhibition project with the major scientific events..."*

Silvio Taschieri, MD, DDS, University of Milan, Italy



Another interesting event held for the fifth time was Dental LAB - a conference for dental technicians and prosthodontists. Dental LAB is a industry supported event guided by the President of Association of Dental Technicians prof. S.Aroutyunov from MSMSU.

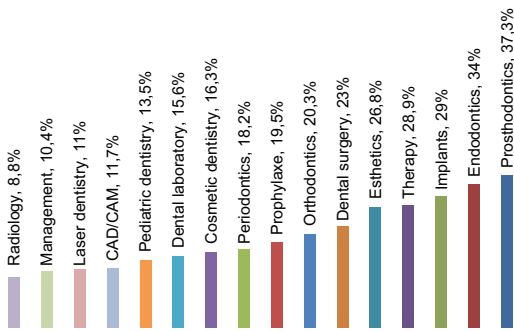
Among official events the most important were the Council of the Russian Dental Association and the meeting of Specialized Commission of the Expert Council of the Ministry of Health of Russia, where important decisions were taken regarding the future of the specialty of dentistry, especially considering the fact that since 2016 dentists and pharmacists will be the first in the new system of the Ministry with a new type of access to specialty - accreditation in lieu of certification, which is getting closer to the international system of postgraduate - CERP.



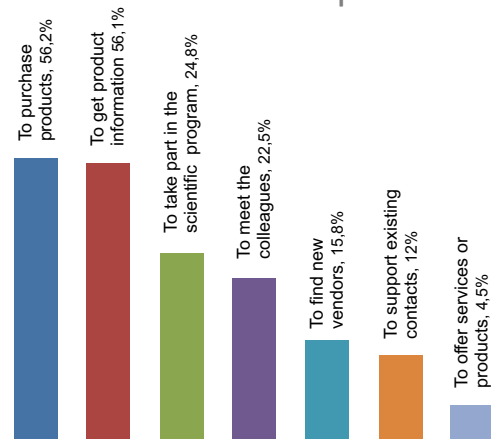


## Visitor Survey

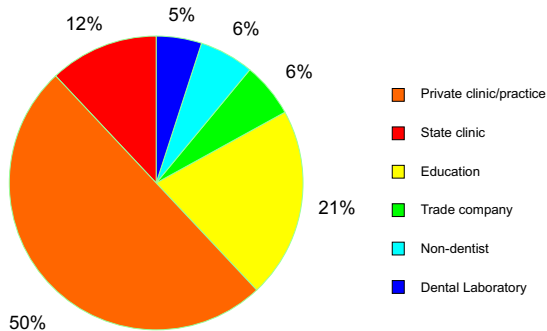
### Field of Interest



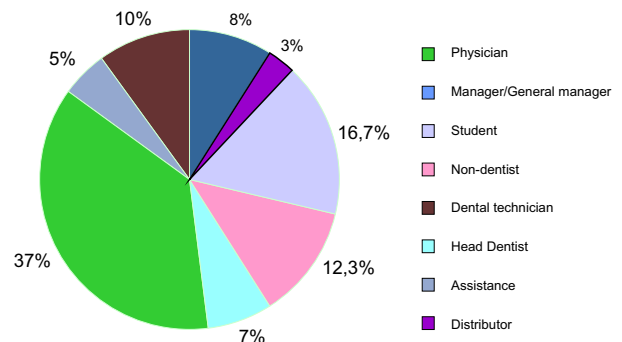
### Purpose of Visit

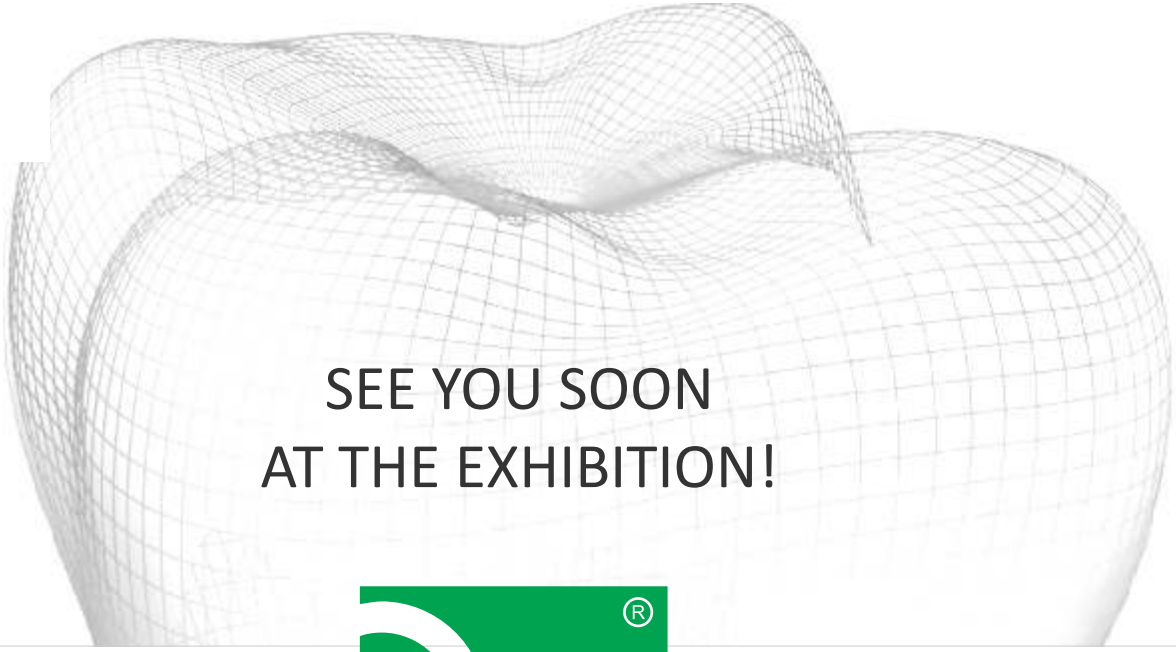


### Occupation



### Position





SEE YOU SOON  
AT THE EXHIBITION!



## DENTAL-EXPO 2015

September 28 - October 1, 2015  
Moscow - Crocus Expo

38th Moscow International Dental Forum and International Exhibition

[www.dental-expo.com](http://www.dental-expo.com)