



# STOMATOLOGY *St. Petersburg*

## 13<sup>th</sup> INTERNATIONAL DENTAL FORUM

### Official support:



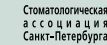
Committee on Public Health of the  
St. Petersburg Government



Russian Dental Association



Association of Dental Manufacture  
and Trade "Dental Industry" (RoSi)



Стоматологическая  
ассоциация  
Санкт-Петербурга St. Petersburg Dental Association

### Organisers:



primexpo



ITE GROUP PLC



ufi  
DENTALEXPO®

# 17–19 MAY 2010

LENEXPO EXHIBITION CENTRE,  
ST. PETERSBURG, RUSSIA

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

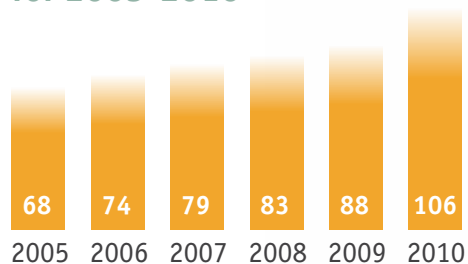
# POST SHOW REPORT



**Forum was attended by specialists from 12 countries:**  
Russia, Ukraine, Belarus, Tadzhikistan, Azerbaijan, Estonia, Slovakia, Belgium, Finland, Algeria, Lebanon, South Korea

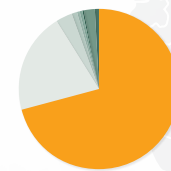


## Rate of development of Stomatology St. Petersburg for 2005-2010



This year, for convenience of the exhibitors and visitors, the organisers have prepared a list of the new products with descriptions (the list is online at [www.stomatology.primexpo.ru](http://www.stomatology.primexpo.ru)).

Geography representation, %



- 71,1- St.Petersburg
- 20,1- North-West Russia
- 3,4- Moscow and Central federal district
- 2,1- Abroad
- 1,0- Volga federal district
- 0,7- Rostov-on-the-Don and Southern federal district
- 0,7- CIS
- 0,6- Khabarovsk and Far Eastern federal district
- 0,3- Novosibirsk and Siberian federal district

**This year, the exhibition has once again demonstrated strong growth: 106 companies exhibited at the event (a 17% increase on last year)**



The following officials were present:

**Vladimir A. Kozlov**, Chief Maxillofacial Surgeon of the Committee for Health St.Petersburg Government, Member of the Russian Academy of Medical Sciences, Honoured Worker of Science of the Russian Federation, Professor

**Egor O. Danilov**, President of the Dental Association of St.Petersburg, Vice President of the Russian Dental Association

**Dmitry G. Pavlukhin**, member of the board, Dental Industry Association; CEO, ALVIK-MEDEXPRESS

**Ilya Brodetsky**, General Director, DentalExpo

**Irina Lubina**, Deputy Director, Primexpo ltd

**Tatiana Petina**, Director of Healthcare Exhibitions and Conferences Department, Primexpo ltd

At the opening ceremony, the speakers underlined the importance of the development of dentistry in light of the modernisation of the healthcare system, and noted that each year the exhibition grows further, becoming a forum that covers the most current issues in the dental industry.

The exhibition was officially opened by Mr. Vladimir A. Kozlov and Egor O. Danilov

**EXHIBITOR TESTIMONIAL:**

*"The most positive aspect of the exhibition was the number of visitors. Throughout the exhibition, there was huge interest in our products. I am pleased that the visitors were not only from St.Petersburg, but the whole of northwest Russia. Over 300 people visited our stand"*

*Victoria Petrova,  
Senior Manager,  
NORTH CAROLINA*



- The 15<sup>th</sup> anniversary International Conference for Maxillofacial Surgeons and Stomatologists, entitled "INNOVATIVE TECHNOLOGIES IN STOMATOLOGY" was successfully held on 17-19 May

**Organisers:**

The Ministry of Health and Social Development of the Russian Federation  
The Russian Academy of Medical Sciences (NWD)  
St. Petersburg Medical Academy of Postgraduate Education  
Russian Dental Association  
Primexpo ltd

**Chairman:**

Kozlov V. A., Chief Maxillofacial Surgeon of the Committee for Health of St. Petersburg Government, Member of the Russian Academy of Medical Sciences, Honored Worker of Science of the Russian Federation, Professor.

**Over 350 experts took part in the conference. 142 reports were presented to conference participants.** The conference featured specialists from 21 Russian regions, Germany, France, Ukraine, Azerbaijan and Uzbekistan.

- The 6<sup>th</sup> Scientific and Practical Conference: "TOPICAL ISSUES OF PEDIATRIC DENTISTRY AND PREVENTION OF DENTAL DISEASES" was held on 18 May

**Organisers:**

Moscow Medico-Stomatological State University  
St. Petersburg Institute of Stomatology  
St. Petersburg State Medical University named after Academic I.P. Pavlov  
St. Petersburg Dental Association  
Primexpo ltd

**15 reports were presented during the conference,** including current methods of prevention and minimally invasive treatment for tooth decay in children, the development of programmes to prevent dentoalveolar abnormalities in school age children, ways of improving the adaptation of children to dental treatment and much more.

**Over 140 specialists took part in the conference.**

22.4% of visitors are chief doctors and/or directors

59.3% exhibitors received 100-300 visitors to their stand.

16.1% exhibitors received over 300 visitors to their stand



• **On 17-19 May, the 4<sup>th</sup> Symposium "IMPLEMENTATION OF NEW TECHNOLOGIES IN DENTAL PRACTICE" was held alongside the conference**

*Organisers: Alvik-Medexpress, St. Petersburg Dental Association, Primexpo ltd.*

*With the support of: 3M ESPE, VDW, Astra Tech Dental, Voco, DiscusDental*

Over 200 specialists took part in the conference.

**On the first day, the following papers were presented by experienced dentists:**

- **"Choosing an adhesive system – the factor of success in the restoration of teeth"**  
T. Snegirova, Dental Physician, consultant for 3M ESPE, St. Petersburg (Russia)
- **"Direct and indirect restorations in aesthetic dentistry clinics"**  
A. Peshko, Dentist, official lecturer of 3M ESPE; member of the World Dental Federation (FDI); member of the European Society of Cosmetic Dentistry (ESCD); private dental practice, Kiev (Ukraine)
- **"The psychological aspects of whitening. Teeth colour and the types of pigments.**

**Recommendations for complicated whitening cases. The commercial value of the procedure for clinics"**

E. Vergizaeva, Dentist, expert at Discus Dental East, private practice, Moscow (Russia)

• **"Revolutionary technologies in endodontics. A comparative analysis of Mtwo ergonomic tools. Effective treatment of root canals by Mtwo machine tools"**

N. Busarova, lecturer at Moscow State Medical and Dental University; scientific consultant for VDW; physician teacher at the Institute for the Development of Innovative Dentistry, Moscow (Russia)

• **"Optical-aesthetic features of teeth and direct restorations"**

V. Grisimov, Head of the Laboratory of Optical Technologies, Research and Practical Centre of Dentistry, St. Petersburg State IP Pavlov Medical University, MD

• **"Universal methods for restoring the physiological model of teeth"**

A. Salova, Head Doctor at Aelita-Dent dental centre and Aesthetic Dent clinic, MD, St. Petersburg (Russia)

• **"Optical integration of the incisal edge using the concept of natural layers"**

L. Lobovkina, Doctor of the highest category at Medical Centre under the President of Russia, MD, Moscow (Russia)

**All exhibitors were satisfied with the quality of the visitors**



## On 18 May, the papers focused on implantology:

- **"Aesthetic and functional rehabilitation. Innovative methods of diagnosis and planning for a predictable result"**

R. Rozov, Chief Physician of the Rayden network of dental clinics; Orthopaedic Dental Surgeon; Assistant Professor, Department of Orthopaedic Dentistry and Materials Science, orthodontics course, St.Petersburg State IP Pavlov Medical University; G. Azarin, Dental Surgeon, implantologist, MD

- **"Rehabilitation of patients with severe atrophy of distal sections of jaws at aesthetically important areas"**

Firas Kiki (Moscow), CEO, Aesthete Dent dental clinic; President, Firadent Centre for the Training of Implantologists; since 1998, member of the American Association of Implantology; since 2004, member of the European Academy of Osseointegration (lecturer); since 2005, member of the Scandinavian Academy of Implantologists; in 2008, awarded the Russian Academy of Sciences silver medal for development of medicine and public health

- **"Gentle methods of bone grafting for reconstruction of the alveolar ridge**

### during implantation"

A. Vasiliev, Professor, surgeon of the highest qualification category, MD, St.Petersburg (Russia)

- **"The experience of using all-zirconia fixed structures based on implants in conditions of bruxism"**

S. Lobanov, Doctor of the highest category, Chief Physician, City Dental Centre clinic, PhD, St.Petersburg; D. Usikov, Chief Doctor, City Dental Centre clinic, MD

## Alongside seminar "AESTHETIC RESTORATION. TECHNOLOGIES OF

### EXHIBITOR TESTIMONIAL:

*"By participating in Stomatology, we gained information about the state of the market and again made ourselves known. I am pleased that the audience of the exhibition is professionals who have an interest in the products presented by us. I was happy with the number of visitors – there was a constant flow. We are ready to book a stand for next year"*

*Stanislav Grachev,  
Senior Manager for Sales and Marketing,  
HARIKO DENTA MED 000*

**96.6% of the exhibitors evaluated the number of the visitors as sufficient or more**



## THE FUTURE AND PRESENT" following topics were presented:

- "Pressing technologies and digital technology which complement each other and define the present and future in metal-free prosthesis"

Peter Dukart, Marketing Manager, dental technician and consultant, Ivoclar Vivadent, Germany

- "The bases for choosing materials for highly aesthetic all-ceramic restorations. How to determine the expectations of patients. Veneers and inlays"

I. Martianov, Assistant Professor, Faculty of Pediatric Dentistry, SPb MAPO; physician consultant for Ivoclar Vivadent, Ph.D, St.Petersburg

- "The fundamentals of building aesthetic restorations. Colour perception. Ideal proportions for restore colour and shape. Selecting colour for direct restorations"

S. Tikhonova, Assistant Professor, Faculty of Dentistry and Dental Care Organisations, Training Centre of the Russian President's General Affairs Department; repeat winner of the Dental Excellence Championship in the category "Aesthetic restoration"; consultant physician for Ivoclar Vivadent, Moscow (Russia)

## Several companies gave interactive presentations and master

### classes:

- "Working with the enamel-matrix protein Emdogeyn. Practical exercises on pig's jaws"

Y. Volkova, Dentist and Periodontist; Deputy Chief Physician at MEDI na Moscovskom clinic; Doctor of the highest category; Assistant Professor, Department of Dental Surgery, SPbINSTOM

Organiser: *PRIOMED*

- "Clinical possibilities of Easy Graft bone grafting material"
- "A revolution in aesthetic dentistry – the new Enamel Plus (Micerium)"
- "Dental instruments from SOLINGEN"
- "Rotary instruments from Meisinger"
- "Modern possibilities of piezo surgery in preparing bone tissue for implantation"
- "Instruments for bone grafting from Meisinger"
- "A revolution in aesthetic dentistry – the new Enamel Plus (Micerium)"

Organiser: *STOMUS*

- "HeraCeram and HeraCeram Zirconia – two facing ceramics with a unique SLS formula"; "Charisma Opal – a combination of practicality and creativity"

Organiser: *S.T.I. NORD*

- Master class "Long-term aesthetic success using nanocomposites: Features, benefits and prognoses"

S. Tikhonova, Assistant Professor, Faculty of Dentistry and Dental Care Organisations, Training Centre of the Russian President's General Affairs Department; repeat winner of the Dental Excellence Championship in the category "Aesthetic restoration"; consultant physician for Ivoclar Vivadent, Moscow (Russia).

Organiser: *DENTAL AV, IVOCCLAR VIVADENT*

- "Using LM instruments in dental practice"
- "Early orthodontic treatment using LM-Aktivator"

Organiser: *RAUDENTALL LTD*

- Master class on treating root canals with rotary driven nickel-titanium instruments.

- Presentation of the ENDOEST MOTOR APEX endodontic motor.

N. Batyukov, Head of the Department of Therapeutic Dentistry SPbINSTOM, MD

Organiser: *GEOSOFT*



On 17 May, a gala reception marking the opening of the forum was held in the restaurant "Kinza".

The organisers awarded certificates to the following companies:

For the best Debut at the Exhibition – **VALLEX M**

For the best Stand Personnel – **RAUDENTALL LTD**

For the most Ergonomic Stand – **NORTH CAROLINA; STOMUS**

For the best Stand Architecture – **S.T.I. NORD**

For the best Stand Design – **TECHNO-DENT-GRUPP**

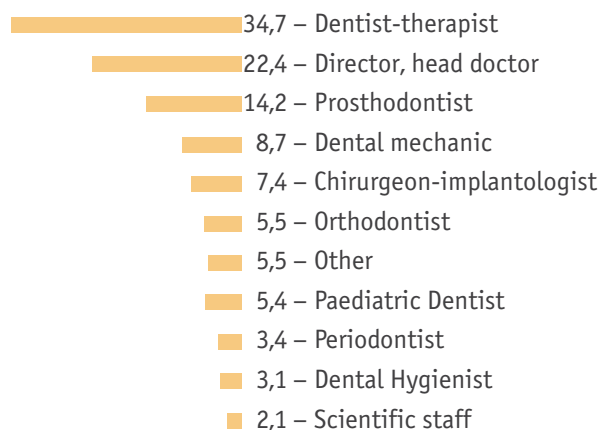
For the most Professional Presentation of the Company at the Exhibition – **ALVIK-MEDEXPRESS**

For the best Pre-Show Marketing – **DENTAL AV; PRIOMED**

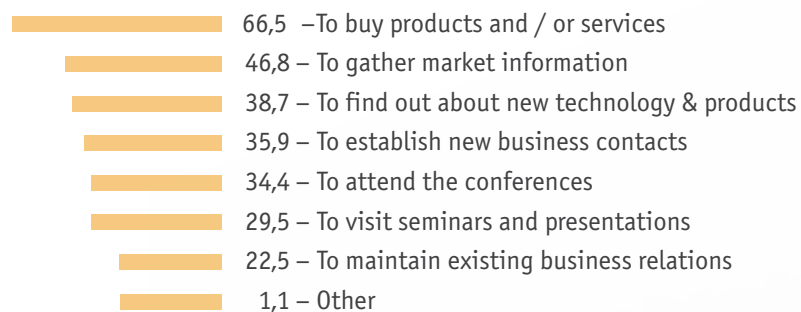
At the gala reception, a voucher for a stay at Sokos hotel in Finland, from Baltic Tours, was raffled. It was won by a representative of Procter and Gamble.



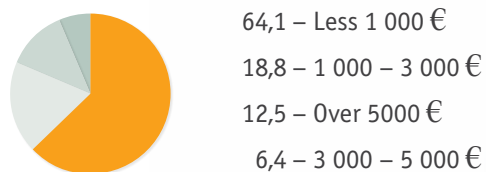
### Job title, %



### Main reasons for visiting the exhibition, %



### Planned level of investment for equipment and materials, %



### Exhibition sectors of particular interest, %



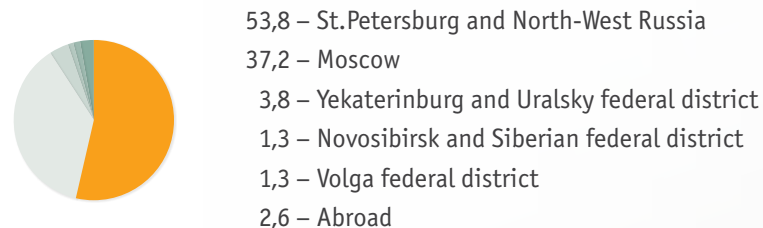
**85,5 % of visitors were responsible for or had an influence on decision-making in their company!**



Main reasons for exhibiting, %



Geography representation, %



**EXHIBITOR TESTIMONIAL:**

*"For us the exhibition was a wonderful opportunity to present new products, and monitor the business activity of competitors. We took advantage of a free opportunity offered by the organisers and held several master classes in the demo area. They attracted a lot of interest from professionals. At our stand, we had visitors from St. Petersburg and the Northwest Federal District, with some of whom we managed to reach agreements about cooperation"*

*Galina Storozhenko,  
Sales Manager,  
PRIOMED*

**88.6% exhibitors signed contracts during the exhibition**

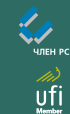


**STOMATOLOGY**  
*St. Petersburg*

**16-18 May 2011. Lenexpo, St. Petersburg, Russia**

**THE 14<sup>th</sup> ST. PETERSBURG  
DENTAL FORUM**

**The place to resolve  
stomatological  
issues!**



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