



١٥ عاماً من الإنجازات
15 years of achievement

مؤتمر الإمارات الدولي لطب الأسنان ومعرض طب الأسنان العربي
UAE International Dental Conference & Arab Dental Exhibition

**AEEDC Dubai
2011
REPORT**

The Premier Dental Gathering in the Middle East and North Africa



H.H. Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and President of Dubai Health Authority inaugurates the 15th UAE International Dental Conference & Arab Dental Exhibition – AEEDC Dubai 2011, on 1 February 2011 at the Dubai International Convention and Exhibition Centre.

The 15th UAE International Dental Conference & Arab Dental Exhibition – AEEDC Dubai 2011 under the theme “Delivering Science & Technology” concluded with an outstanding participation and achievements. AEEDC Dubai evidently proved to be the region’s most important meeting platform and business hub for international key industry leaders. This constant growth every year has led **AEEDC Dubai’s position as the 3rd largest dental event in the world.**



AEEDC Dubai 2011 Facts & Figures

- **850** exhibiting companies from **70** representing countries.
- **15** National Pavilions.
- **4** Exhibition Halls covering **28,000** square meter of exhibition space, a **15%** increase on last year.
- Approximately **27,000** dental professionals and trade visitors from **120** countries.
- Around **110** International and Regional Prominent Speakers.
- **4** Conference Halls.
- **20** Advanced Speciality Courses.

Event Overview

AEEDC DUBAI PRE-CONFERENCE ACTIVITIES

The Dubai World Dental Meeting – DWDM is an educational pre-conferences activity, which took place from 29 – 31 January 2011. There were **8** specialized courses, with topics covering Implantology, Endodontics, Orthodontics, Restorative Dentistry and Infection Prevention & Control. These courses offered a great opportunity for the specialists to learn from the prominent international experts the latest practices, research and techniques.

DWDM 2011 gathered participation of more than **300** specialists. The overall feedback from the attendees based on the course evaluation forms was excellent. The majority of the attendees met their expectations and educational objectives. The quality of speakers was extremely high and the information and techniques presented for each course was very topical and delivered very professionally.



AEEDC SPECIALITY MEETING 2011 (PERIO-IMPLANT)

A two-day speciality meeting was held from 30 - 31 January 2011 dedicated to Periodontology and Implantology specialists. Around **10** distinguished speakers shared their experience and current trends in these two major specialities in Dentistry. The attendees were satisfied with the entire program and quality of speakers.



**Visitor Analysis
Based on Visitor’s Survey**

96%

of visitors met their objectives visiting AEEDC Dubai 2011 exhibition.

94%

of visitors were satisfied with the quality of exhibitors and exhibits.

90%

of visitors achieved very good business deals throughout the event.

87%

of visitors were able to establish excellent contacts.

AEEDC DUBAI CONFERENCE

The AEEDC Dubai Conference is the most awaited and important scientific gathering in the region and other parts of the world due to its exceptional scientific program and activities. The conference played a vital part in the advancement of the Oral Health education of the dental community over the years.

A series of lectures, courses, workshops and other educational activities were held simultaneously from 1 – 3 February 2011 with participation from over **6,000** dental professionals. The conference program received accreditation from several prestigious accreditation bodies and this year INDEX Conferences & Exhibitions Organisation Est. has been approved as a provider of continuing dental education by the American Dental Association's Continuing Education Recognition Program (**ADA CERP**).

This excellent outcome would not be possible without the valuable contributions of more than **110** distinguished regional and international speakers. AEEDC Dubai has also established great scientific collaboration with International Association of Dental Traumatology - **IADT**, Engineer Abdullah Bagshan Research Chair for Growth Factor and Bone Regeneration this year and continual support from FDI World Dental Federation, Arab Dental Federation, Arab-Asian-African Scientific Dental Alliance - **AAASDA**, Executive Board of the Health Ministers Council for Gulf Cooperation Council States, GCC Oral Health Committee, Riyadh Colleges of Dentistry and Pharmacy - **RCDP**, Arab Academy for Continuing Dental Education - **ARACDE** and International Association for Orthodontics-**IAO**.



“ On behalf of IADT I just want to express my deepest thanks and appreciation for a very professional arrangement of our symposium in Oral Traumatology.

The symposium was a great success with so many people attending, the lecture rooms were crowded, and we had participants from all continents of the world.

I have truly enjoyed working with your organization in the past year and during the congress. ”

Prof. Lars Andersson

Professor Oral & Maxillofacial Surgery, Kuwait University
President of International Association for Dental Traumatology - IADT

The 2011 AEEDC Dubai Conference Featured Diverse Educational Activities:

IADT Symposium in Oral Traumatology

A specialized symposium was held for the first time in Dubai from 1 - 2 February 2011 in collaboration with AEEDC Dubai Conference. It was a unique chance for the specialists and general dentists in the region to meet and interact with the world experts, with outstanding experience in trauma research and clinic.

The Symposium in Oral Traumatology focused on lectures about basic trauma knowledge and new methodology based on recent evidence based research.

The two-day IADT Traumatology Symposium was extremely well attended.



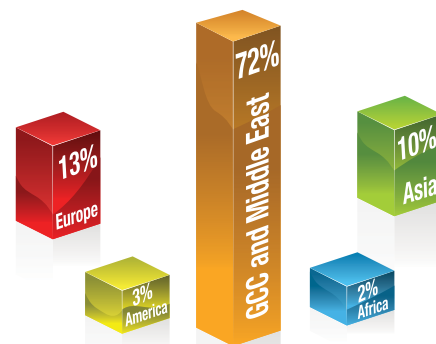
The **CAD/CAM Forum** discussed the Optimization of Esthetics, Strength and Predictability of CAD/CAM Restorations in Clinical Practice.



The **Micro - Computed Tomography (Micro - CT Forum)** presented an overview and better knowledge and Training advice on how Micro - CT can be used effectively.

5th GCC Preventive Dentistry Conference

A specialized conference related to Oral Health Prevention and Treatment was held on 3 February 2011 during AEEDC Dubai Conference. The attendees were provided with presentations on the importance of oral and dental primary health care with emphasis on the preventions of oral diseases. It also highlighted the oral health promotions and preventive programs in the region, which was shared by the experts from the Dental Health Services.



AEEDC Dubai 2011 Visitors and Participants Representation of Country Participation

GCC and Middle East	72%
Europe	13%
Asia	10%
America	3%
Africa	2%

AEEDC Advanced Speciality Courses

The “AEEDC Advanced Speciality Courses” covered advanced and updated theoretical and methodological approaches, and systematic and comprehensive knowledge on the main and current theories in regards to different subjects of interest. It will also enhance the practical expertise of the dental specialists and build a knowledge platform among qualified specialists across the globe; and the opportunity to gain extra CME points.

Around **20** advanced courses in different specialties were conducted by **14** International experts. Many new concepts were introduced during the specialty courses such as the “Essentials of Private Dental Practice”, “Hypodontics”, “Microscopic Dentistry” and “Dental Medical Emergency”.

Workshops

A series of workshops were presented by the companies.

Exhibition Highlights

Poster and Oral Poster Presentations

More than **70** of the best abstracts were short-listed out of **300** abstracts for "Poster Presentation Sessions" and "Oral Poster Presentation Sessions".

The presenters were from Algeria, Brazil, Egypt, France, Germany, India, Iran, Italy, Jordan, Kuwait, Lebanon, Malaysia, Pakistan, Poland, Qatar, Serbia, Spain, Thailand, Tunisia, UAE, UK, USA, and Yemen.

Poster Award Competition Winners

First Place:

Dr. Hormdee Doosadee (Thailand)

Poster Presentation Title: Anti-Inflammatory and Anti-Bone Resorption Effects of Streblus Asper Leaf Extract in Porphyromonas Gingivalis-Stimulated Human Gingival Fibroblasts

Second Place:

Dr. Ayesha Anwar (Pakistan)

Poster Presentation Title: Comparative levels of Serum/Plasma Concentrations of Thirteen Tumor Markers/ Carcinogens in Chronic Periodontitis Patients of Pakistan. A Link with Oncogenesis

Third Place:

Dr. Sanjay Saraf (Oman)

Poster Presentation Title: A Rare Case Report Manifesting Adenomatoid Odontogenic Tumour in the Wall of An Odontogenic Keratocyst.

“AEEDC is one of the most important meetings in the Gulf region. It brings a lot of science and most advanced technology in Dentistry in the region that can benefit a lot of dentists and patients who needs their care.”

Hom-Lay Wang
DDS, MSD, PhD - USA

AEEDC DUBAI EXHIBITION

AEEDC Dubai Exhibition is the pioneering and largest dental exhibition in the MENA region and recently recognized as the **3rd largest dental exhibition in the world.**

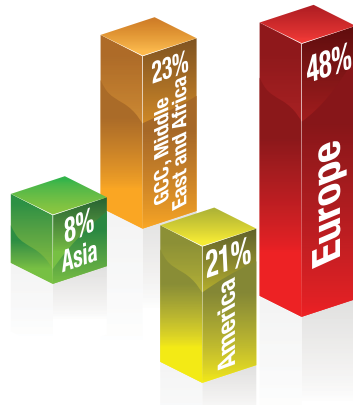
The overall space occupied in AEEDC Dubai 2011 exhibition was **28,000** square meters, with a **15%** increase compared to last year. This year, the number of exhibiting companies had reached to more than **850** companies from

70 countries. Approximately **27,000** dental professionals and trade visitors attended from **120** countries.

The exhibition put on display a comprehensive products, equipment and services, the dental trade visitors and professionals were satisfied with the information, services and latest innovations presented throughout the event.

National Pavilions at AEEDC Dubai 2011

- Brazil
- China
- Finland
- France
- Germany
- Iran
- Italy
- Japan
- Korea
- Russia
- Spain
- Sweden
- Switzerland
- United Arab Emirates
- United States of America



AEEDC Dubai 2011 Exhibition Representation of Country Participation

Europe	48%
GCC, Middle East & Africa	23%
America	21%
Asia	8%

Overall Satisfaction rating Based on Exhibitor's Survey



AEEDC Student Competition

There were 4 Universities in the competition this year namely Future University from Egypt, Kuwait University from Kuwait, Sana'a University from Yemen and Sharjah University from UAE.



Kuwait University
The winner of the
"AEEDC Knowledge Champion 2011"



AEEDC Dubai Awards

The AEEDC Dubai 2011 Awards recognized the significant contributions and achievements of both individuals and organisations to the Oral Health World. AEEDC Dubai 2011 was honoured to present these awards for the first time.



Winners of AEEDC Dubai 2011 Awards



"AEEDC Young Researcher Award"

Presented to
Mohammad Goharian
DDS, Research of
Mashhad Dental
Research Center
Iran



"Excellence in Clinical Product / Equipment Award"

Presented to
DENTSPLY
represented by
Al Hayat Pharmaceuticals
UAE



"Best AEEDC Dubai Booth Design Award"

Presented to
SIRONA Dental Systems
GmbH
Germany



"Best AEEDC Dubai Booth Activities Award"

Presented to
Osstem Germany GmbH

AEEDC VIP Dinner

AEEDC VIP Dinner was held 1 February 2011 at the Al Murooj Rotana. The evening gathering invited more than 200 distinguished speakers, guests and sponsors.

The traditional recognition ceremony was held during the AEEDC VIP Dinner.



AEEDC Dubai Night 2011 Honored by the Presence of H.H. Sheikh Majid Bin Mohammed Bin Rashid Al Maktoum, Chairman of Dubai Culture and Arts Authority



AEEDC Dubai Night was taken place at the Meydan Hotel on 2 February 2011. The evening get-together was also held in commemoration of the "AEEDC Dubai 15 Years of Achievement". The Executive Chairman of AEEDC Dubai and President of INDEX Holding, Mr. Abdul Salam Al Madani commenced the evening program with his welcome speech.

AEEDC Dubai Personality of the Year Award 2011



8th Annual Arab Asian African Scientific Dental Alliance

The 8th Arab-Asian-African Scientific Dental Alliance – AAASDA meeting was held on 2 February 2011 in conjunction with AEEDC Dubai 2011.

More than 60 Heads and Directors from the Dental Associations and Ministry of Health (Dental Department) have actively joined this unique annual scientific meeting. This year's meeting discussed essential points related to the improvement of Dentistry in the region and reviewed the scientific contributions of each and every member of the alliance in AEEDC Dubai 2011 conference. The members were encouraged to support the AEEDC Scientific Advisory Committee through recommending regional speakers to aid in the selection of future speakers in AEEDC Dubai Conference and to importantly support the Young Researchers in the region.

The membership of "America" was officially approved at the meeting.



An exceptional recognition ("AEEDC Dubai Personality of the Year Award 2011") was presented to Prof. Abdullah Al Shammery, Rector of Riyadh Dental Colleges and Pharmacy, KSA for his outstanding contributions to the Oral Health Profession.



"Fabulous job. I enjoy watching you make it grow."

Dr. Robert R. Edwab
Executive Director
Greater New York Dental Meeting - USA

"AEEDC is proven as the most successful dentistry exhibition and conference in the entire Middle East. We are very happy with the number of attendees and interest of the healthcare professionals to come across the region. Congratulations to INDEX and AEEDC team who make AEEDC a big success."

Noura Khayata
Professional Program Manager
Johnson & Johnson - UAE

"We cooperate since many years in the exhibition, which is very successful for the Italian companies and important because we have a very wide Italian Pavilion with many Italian companies. We see the exhibition grow and more successful every year. This exhibition especially is a reference all over the region, as our companies attract contacts and dealers from the neighbouring countries."

Gianfranco Berrutti
Directive Board
UNIDI- Italian Dental Industries Association - Italy



"AEEDC 2011 has put forward a new standard of care and raise the bar of education in all aspect of Dentistry. AEEDC not only a show but also its significant scientific program established a new frontier in the Dental education in the Middle East! I would like to congratulate Index for such marvelous service for our region which did not exist before."

Khalid Al Hezaimi BDS, MSc
Chairman, Eng.A.B. Research Chair
for Growth Factors and Bone Regeneration
Assistant Professor, King Saud University
Adjunct Clinical Professor, University of Southern California

The organizing committee expressed their warm appreciation and heartfelt thanks to all the supporters, partners, sponsors, speakers and exhibitors for their constant support and contribution to the success of AEEDC Dubai.