STOMATOLOGY
St. Petersburg

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

THE 14th ST. PETERSBURG DENTAL FORUM

SHOW REPORT

Organisers:

With the support of:

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WWW.DENTAL-EXPO.COM
For many years, Forum has been recognized as an authoritative platform for the effective promotion of innovative technologies and developments in the world of dentistry. This is a significant and important international event widely known among the leaders of dental health organisations and leading dentists not only in Russia but abroad also. The scientific and business program is deserved a special attention. It covers all the major sections of dental care: current preventive measures, use of the new generation dental materials, advanced system of teeth preparation, endodontic problems and maxillofacial surgery, aesthetic restoration, teeth whitening problems and prostheses.

Vladimir D. Wagner,
President of the Dental Association of Russia
For the first, within the Forum, the meeting of the leader’s of dental services in the North-West Federal District was held, «PROBLEMS OF DENTISTRY AND ORGANISATION OF DENTAL CARE IN THE CURRENT CONDITIONS» with the participation of Mr. O. Yanushevich, Chief Dental Officer of the Health Ministry of Russia, and Mr. V. Wagner, President of the StAR.

The meeting was held on May 17th.

Organiser:
St. Petersburg Dental Association.

Mr. E.O. Danilov, President of St. Petersburg Dental Association, opened the meeting. He emphasized the event importance and recalled that the last North-West Region Leadership Dental Services Forum under the auspices of StAR was held five years ago.

The keynote at the meeting was made by Mr. O. Yanushevich, the Chief Dental Officer of the Health Ministry of Russia. His speech was devoted to the work of dental institutions in the CMI, the qualifying characteristics of professionals, changes in state and municipal health facilities.

The report was discussed by President of Russia Dental Association V. Wagner, Chief Dental Officer of the Health Committee of St. Petersburg B. Moroz, Chairman of StAR Section “Roentgen diagnostics in dentistry” M. Chibisov, Chief Dental Officer of the Pskov region Health Committee T. Yakovleva, Dean of Dentistry Faculty of Pavlov State Medical University A. Yaremenko.

Forum has already become a traditional event for dentists from the Northern Capital and regions. The extensive exposure and high level of academic programmes every year support the keen interest to the exhibition and scientific conferences. Today, it’s not enough the medical literature only to keep abreast of innovations and inventions in this area, and that the exhibition is an excellent opportunity to see all new products and get detailed expert’s advice.

Mr. O. Yanushevich, Chief Dental Officer of Russia, Rector of Moscow State Medical Dental University, Honored Doctor of the Russian Federation, Professor.

THE MEETING WAS ATTENDED BY MORE THAN 80 PROFESSIONALS REPRESENTING DENTAL ORGANISATIONS OF ST. PETERSBURG, KARELIA, ARKHANGELSK, VOLOGDA, THE LENINGRAD, MURMANSK, NOVGOROD AND PSKOV REGIONS
The 16th international oral surgeons and dentists conference, «New Technologies in Dentistry»

Conference was held on May 16th – 18th

Organisers:
Department of Health and Social Development of Russia,
Russian Academy of Medical Sciences (RAMS)
St. Petersburg Medical Academy of Postgraduate Education
St. Petersburg Dental Association

Chairman:
V.A Kozlov, Chief Maxillofacial Surgeon of St. Petersburg Health Committee, RAMS Corresponding Member, Honored Scientist of Russia, Professor.

Kozlov’s testimonials:
The forum which traditionally brings together the Russian and foreign dental industry leaders, invariably becomes an important event in the calendar of St. Petersburg business life. Within the forum working years we are holding an international maxillofacial surgeons conference «New Technologies in Dentistry», and we are pleased to note that interest of professional students to the event increases every year. This year, as always, we have tried to make the conference programme maximally saturated, to consider all the most important issues and problems which the experts face in their daily practice, to provide the most authoritative opinion of professionals.

Mr. V. Kozlov, Chief Maxillofacial Surgeon of St. Petersburg Health Committee, RAMS Corresponding Member, Honored Scientist of Russia, Professor.

THE TOTAL NUMBER OF BUSINESS PROGRAMME VISITORS WAS MORE THAN 1050 PROFESSIONALS FROM 34 CITIES AND 10 COUNTRIES (FRANCE, ESTONIA, ISRAEL, USA, LATVIA, LITHUANIA, KAZAKHSTAN, AZERBAIJAN, UKRAINE AND RUSSIA).
The 5th Symposium «NEW TECHNOLOGIES IN DENTAL PRACTICE»

Simposium was held on May 16th – 17th

Organisers:
company Alvik-Medexpress, St. Petersburg Dental Association, Primexpo
With the support of companies:
3M ESPE, VDW, Discus Dental, Astra Tech, KaVo

The first day covered presentations of the dental industry leaders:

- “Working features of adhesive systems of different generations”,
  Ms. T. Gustareva (Snegireva), MD, 3M ESPE consultant.

- “New trends of the modern endodontics. RECIPROC-tools for the root canal machining. Use of ultrasound at different stages of endodontic treatment”,
  Ms. I. Kornetova, Doctor of the highest category, VDW consultant-physician, Head of the Department of MEDEM International Clinic.

- “The aesthetic and functional (biomechanical) restoration of destroyed teeth”,
  Ms. E. Ustinova, Dental Therapist, Head of clinic Raiden.

- “Modern aspects of the new generation dental materials”,

- “Minimally invasive techniques of teeth hard tissue preparation”,
  Ms. A. Salova MD, dental center «Aelita-dent>, Chief Medical Officer, «Aesthetic-Dent>, Chief Medical Officer.

- “The role of bleaching in the oral integrity rehabilitation. Clinical and emotional aspects”
  Ms. E. Vergizieva, Dentist, Discus Dental East physician and expert, private practice, Moscow.

The symposium was attended by about 230 experts

TESTIMONIAL

Our company has set a goal to establish as many contacts with the visitors as possible. We are glad with the results. For us, the exhibition participation is a guarantee of the future contracts. This exhibition really promotes the sales growth. Due to the annual participation we are keeping in touch with our clients. Exhibition “Stomatologiya” has affirmed all our expectations again.

Ivan Koshkin, Sales Manager
The second day was devoted to the modern features of implantology:

- “Basic Principles of tasking out high-precision molds when working with different systems of dental implants”
  Mr. S. Balabonnikov, Dentist, implantology, co-author of the book «DentalImplantology» edited by S. Ivanov, author of more than 20 publications (Moscow).

- “Dental implant planning based on CT data using static navigation systems”
  Mr. P. Yudin, (Moscow), Ph.D., Professor, member of the Academy of dental implant, Scientific Director of consulting and diagnostic center «3D-diagnosis on Novoslobodskaya» (Moscow), Founder and Director of Dental Clinic Carat (Novokuznetsk).

- “Osteoplastic operations on the alveolar ridge for preparation for dental implantation”
  Mr. A. Vasileiev, Professor, MD, Surgeon of the highest category, St. Petersburg.

- “Rehabilitation of patients with fully edentulous: diagnosis and planning. Predictions, results, complications and solutions”
  Mr. F. Kiki, President of FireDent Centre, EstetDent Clinic Chief Medicine Officer, Member of the European and the American Academy of Osseointegration;
  Mr. P. Dudnikov, Member of the Academy of the Scandinavian Association of Orthopaedic Physicians, AstroBalt International Congress lecturer, AstroTech consultant physician, EstetDent Clinic Head of the orthopedic department;
  Mr. E. Antyuhin, Dentist, Surgery, Implantologist, Deputy Head of EstetDent Clinic surgery department, Member of the Academy of the Scandinavian Association of Physicians Implantologists, author of numerous publications and articles.

- “Clinical evaluation of remote results of prosthetics with implant structures. Prevention and treatment of mucositis, perimplantitis”
  Mr. R. Rozov, dental clinics chain RAIDEN Chief Medicine Officer, PhD, dentist-orthopedist, Assistant Professor of Materials and Prosthodontics department with a course of orthodontics in GOU VPO Pavlov State Medical University, St. Petersburg;
  Ms. V. Artiukhova, «Raiden Nevski» Clinic Chief Medicine Officer, Periodontist;
  Mr. G. Azarin, (St. Petersburg), «Raiden» Clinics chain Chief Surgeon;
  Mr. K. Klimets, «Raiden» Clinics chain Senior Dental Hygienist.

TESTIMONIALS

Annual participation in exhibition “Stomatologia” is a good opportunity to our company for communication with the clients from Saint-Petersburg and Northwest region. Once again, we have demonstrated ourselves and established new business contacts. We consider the show to have been very effective.

Saule M. Umbetaliya, Manager

Company SMK has taken part in the show for 6 times already. We have noticed more visitors, positive dynamics, the organisers work in the right direction. The volume of the exhibition sales has exceeded the autumn project sales by 40%. Participation in the show is the major way for our company to find new buyers, to attract new clients.

Marina V. Degtyaryosva, General Director
On May 16th the 6th Scientific Conference «Actual issues in childhood dentistry and prevention of dental diseases» was held

Organisers:
Moscow State Medical and Dental University
St. Petersburg Institute of Dental Postgraduate Education
St. Petersburg Pavlov I.P. State Medical University
St. Petersburg Dental Association

14 reports were presented at the conference. Experts discussed the clinical efficiency and safety of modern means of prevention of dental diseases, cross-bite correction in childhood, less invasive methods of children dental caries treatment, the role of endogenous methods of caries prevention, and more.

Training seminar «Secrets of successful direct restoration of anterior teeth. Modern methods of aesthetic rehabilitation» was held on May 16th. Speakers: Svetlana Tikhonova, Assistant Professor «Dentistry and dental care organizations” Training Centre of President of the Russian Federation Office, repeated winner of the Excellence Dental championship, category “Aesthetic restoration”; Ivoclar Vivadent physician consultant, Moscow.

69.6% of visitors came to the exhibition to buy products and/or services

Organiser: company “Dental AB”. They considered the rules for composite material selection, the concept of color in dentistry, features of the preparation of modern direct restoration, and more.
Traditionally, the dental industry’s leading companies carried out training seminars on the demo venue. Within the forum, 30 workshops and 16 seminars were held by participating companies and the admitted dental industry professionals including Dental AB, H-Sella, North-West Medical Company, VALLEX M, RauDentall, ARKOM, Implay-Med, Picasso and many others.

24.8% visitors are the Chief Medicine Officers and/or top-managers

TESTIMONIALS

This is the largest dental event in the region. We have held some events on the demonstration venue due to the free service by the organisers. Our presentations have provoked the professionals keen interest. Taking into account that the spring was saturated with dental events, exhibition “Stomatology” has been held successfully. The organizers’ work is on the highest level. This year, our company has taken part for the first time, but next year we would like to increase our display stand.

Alexey N. Sharov, Regional Manager

The annual exhibition participation is a great opportunity for our company to meet the industry experts, to establish new contacts, to present the novelties to the visitors. This year, the forum has been very successful and productive for us.

Svetlana Kuznetsova, Executive Director
On May 17th, an official evening party was held on shipboard of The Gardemarin in honor of the forum opening.

On May 18th, the organisers presented the honorary diplomas to the participants:

**NORTH-WEST MEDICAL COMPANY, ООО**
For the best staff

**TESS CONSULT, ООО**
For the show best debut

**ALEF**
For the company professional presentation in the market

**RAUDENTAL, ООО**
For the company professional presentation in the market

**S.T.I.NORD**
For the best display stand architecture

**TECHNO-DENT-GROUP**
For the best display stand architecture

**ALVIK-MEDEXPRESS**
For the most ergonomic display stand

**PICASSO, ООО**
For the show best debut

**COMPANY ALVIK-MEDEXPRESS RECEIVED THE SHOW GRAND PRIX AND GIFT CERTIFICATE FOR 6 SQUARE METERS UNEQUIPPED AREA AT STOMATOLOGIA 2012.**
**STATISTICS: VISITORS**

**Visitor post status, %**
- 36,4 – Dentist-therapist
- 24,8 – Director, Chief Doctor
- 19,4 – Medical specialist
- 14,8 – Dentist – orthopedist
- 8,2 – Surgeon – implantologist
- 8,1 – Children’s dentist
- 7,1 – Dentist – orthodontist
- 6,8 – Dental mechanic
- 5,5 – Dentist – hygienist
- 4,7 – Dentist – parodontist
- 4,1 – Researchers
- 4,0 – Others

**Reasons of the show visit, %**
- 69,6 – Acquisition of goods/services
- 52,6 – Market information acquisition
- 48,4 – Acquaintance with the latest technologies and products
- 36,4 – New business contacts
- 34,8 – Seminars and exhibitor’s presentations
- 34,1 – Conferences
- 25,2 – Current business contacts support
- 0,9 – Others

**MНЕНИЕ**
Одним из самых положительных аспектов выставки является большое количество профессиональных посетителей из Санкт-Петербурга и регионов. Нашей основной задачей было продвижение новой продукции. Интерес к ней, как и ожидалось, был высок. Мы очень довольны результатами проделанной работы. Участвуем каждую весну и будем продолжать сотрудничество.

_Казачук Антонина Николаевна, менеджер КОЛЕЙТ_

**TESTIMONIAL**
Exhibition “Stomatology” has promoted new contacts for us. We have established a lot of business – relationships with the industry specialists. We are pleased to notice the excellent forum organizers’ work. Within the exhibition, our company attracted the keen interest of professional visitors. We has been an exhibitor for the first time and we are going to participate next year.

_Alina Valieva, Manager_
Statistics: Visitors

Show sectors interest, %:

- 55.8% – Filling material
- 45.2% – Anaesthesia materials
- 43.5% – Medical clothes
- 44.3% – Oral hygiene preparations
- 40.1% – Dental handpieces
- 39.0% – Therapy units
- 32.1% – Expendable items, gloves and masks, sterile packages
- 32.1% – Impression materials
- 27.9% – Cleaning / bleaching agents
- 27.4% – Disinfectants
- 25.8% – Surgical Instruments
- 23.6% – Surgical equipment and materials
- 22.9% – Stomatological furniture
- 22.5% – Orthodontia instruments and materials
- 21.6% – Steam sterilizers, sterilizing solutions and accessories
- 19.5% – Hardware
- 15.9% – Medical furniture and design
- 15.5% – Lab equipment and delivery
- 14.9% – X-ray equipment
- 14.5% – Dental alloys
- 12.7% – X-ray film
- 12.1% – Compact disks, materials
- 10.4% – Electrosurgical equipment
- 3.9% – Other

Visitors specialization, %:

- 84.6% – Dental services
- 11.6% – Medical services
- 6.2% – Dental materials
- 3.7% – Dental instruments
- 3.7% – Dental equipment
- 3.6% – Information / Consulting services
- 2.1% – Pharmaceuticals
- 1.1% – Medical furniture
- 1.1% – Other

Testimonial

Due to participation in St.Petersburg Dental Forum, we have established a great number of arrangements. The exhibition helps us to advise the specialists and to demonstrate the novelties on site. The visitors number increase every year. Exhibition “Stomatology” are always very effective for us.

Maksim Smorodin, manager
**The basic reason for the show participation:**

- 87.7% - New business contacts
- 80.7% - Presentation of new products and/or services
- 73.7% - Selling products and/or services
- 66.7% - Company image supporting
- 42.6% - The market information acquisition
- 37.2% - Making a name
- 35.1% - Competitors business activity researching

**The exhibitors' evaluation of the visitors' number,**

- 59.4% - Good
- 20.1% - Satisfactory
- 18.1% - Excellent

**The exhibitors' evaluation of the visitors' competence,**

- 63.0% - Good
- 31.4% - Excellent
- 5.6% - Satisfactory

**The exhibitors' geography**

- 56.3% - St. Petersburg and Northwest
- 32.1% - Moscow and Central Federal District
- 4.7% - Foreign countries
- 3.7% - Nizhni Novgorod and Povolzhie
- 2.0% - Ekaterinburg and Ural
- 1.2% - Novosibirsk and Siberia

**Number of the potential customers visiting the display stand,**

- 57.9% - 100 - 300
- 22.9% - Less than 100
- 19.2% - More than 300

**97.6% EXHIBITORS ARE SATISFIED WITH THE VISITORS NUMBER**

**TESTIMONIAL**

Company Geosoft manufactures and sells dental equipment. In connection with our activity, we consider exhibition “Stomatology” as the most effective channel for our products promotion. We have received many contacts with our potential customers who are ready to start cooperation right after the exhibition finished.

Evgeny Gofshtein, Commercial Director

**91.8% EXHIBITORS HAVE AGREED ABOUT COOPERATION WITHIN THE EXHIBITION**
The dental problem solutions is here!

STOMATOLOGY
St. Petersburg

15TH ST. PETERSBURG DENTAL FORUM
“STOMATOLOGY”

15TH - 17TH OF MAY
SAINT-PETERSBURG, LENEXPO

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See you next year!