

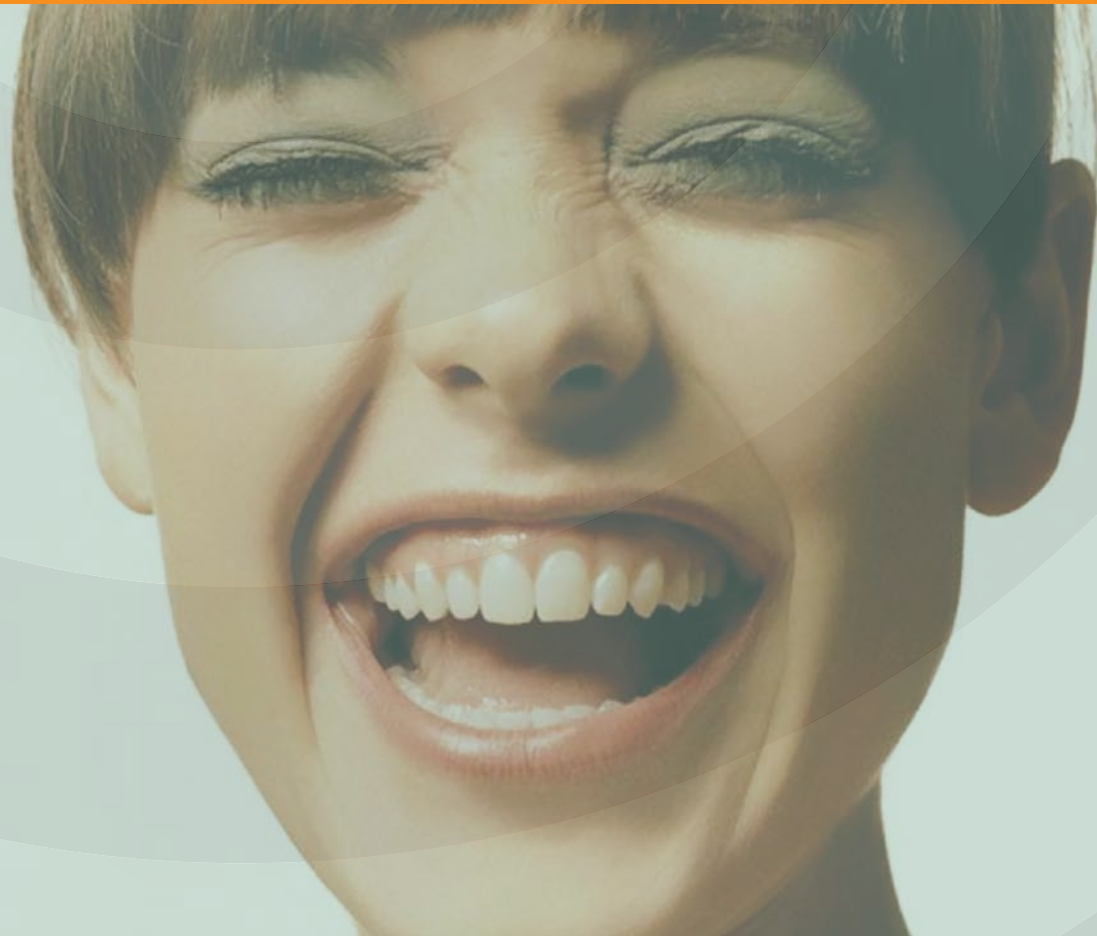


12<sup>th</sup> International Dental Conference and Exhibition

# STOMATOLOGY

## St. Petersburg

12–14 May 2009 Pavilion 5, Lenexpo Exhibition Centre, St. Petersburg, Russia



#### 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



DENTALEXPO®

# POST SHOW REPORT

## ABOUT EXHIBITION

The 12<sup>th</sup> International Dental Conference and Exhibition: Stomatology 2009, took place on 12–14 May, Lenexpo, St.Petersburg.

The STOMATOLOGY exhibition and conference are the largest spring forum in North West Russia for the stomatological industry.

This year, STOMATOLOGY confirmed its status, growing by 15% despite the difficult economic situation.

Over 80 companies took part in STOMATOLOGY 2009. Over 6,200 specialists visited the forum over three days. Exposition was presented at 2,600 sq.m.

New dental equipment and disposable materials from Germany, Switzerland, France, Italy, Spain, Belgium, Slovakia, Liechtenstein, Czech Republic, Denmark, Sweden, Israel, Japan, Brazil, Argentina, the USA, Pakistan, Taiwan, South Korea, and China were on display at the exhibition.

Russian producers from Moscow, St.Petersburg, Pskov, Yekaterinburg, Belgorod, Kazan and Sochi also demonstrated their products and services at STOMATOLOGY 2009.

## OFFICIAL OPENING CEREMONY

The following officials were present:

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

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

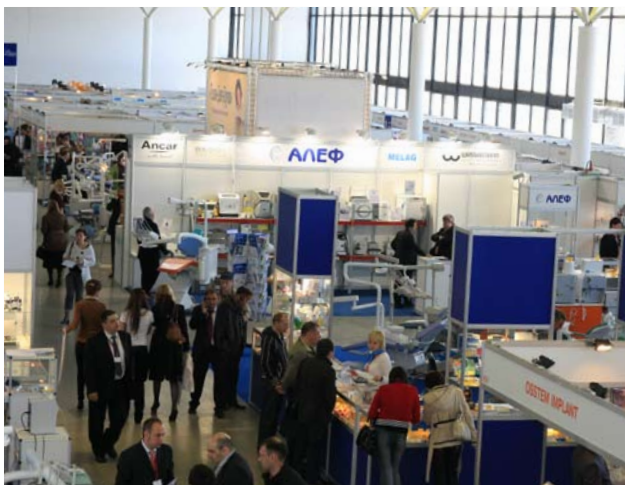
**Aleksander V. Tsimbalistov**, Head of the Department of Orthopaedic Stomatology of the St.Petersburg Medical Academy of Postgraduate Education, Professor, Doctor of Medicine;

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

**Iliya Brodetsky**, General Director, DentalExpo;

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

**The exhibition was officially opened by Mr. V.A. Kozlov, Chief Maxillofacial Surgeon of the Committee for Health of St.Petersburg, and Egor O. Danilov, President of the Dental Association of St.Petersburg, Vice President of the Russian Dental Association.**



**The 14<sup>th</sup> International Conference for Maxillofacial Surgeons and Stomatologists, entitled 'INNOVATIVE TECHNOLOGIES IN STOMATOLOGY'** was held on 12–14 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, Member of the Russian Academy of Medical Sciences, Honored Worker of Science of the Russian Federation, Professor. The organisers, chaired by V.A. Kozlov included: A.B. Tsimbalistov (Vice-Chairman), N.K. Artyushenko,, A.V. Vasiliev, D.Sh. Devdariani, P.P. Zhdanov, N.V. Kotova, V.V. Mikhailov, B.T. Moroz, S.S. Mushkovskaya, D.A. Mushkovsky, S.A. Popov, M.G. Semenov, A.V. Silin, I.V. Sharonov, F.I Shulman.

472 experts from Latvia, Lithuania, Azerbaijan, Ukraine, Belarus, Belgium, Poland, the USA, Germany and 23 Russian regions took part in the conference.

124 reports were presented to conference participants. During the conference, speeches were given by specialists from St.Petersburg, Moscow, Novosibirsk, Voronezh, Orenburg, Samara, Tver, Yekaterinburg, Izhevsk, Omsk, Krasnoyarsk, Nizhniy Novgorod, Yaroslavl, Makhachkala, Kazan, Krasnodar, Belgorod, Ryazan, Moscow, Leningrad and other Russian regions, as well as from Ukraine and Azerbaijan. 134 poster presentation programmes were also represented at the exhibition.



**The 5<sup>th</sup> Scientific and Practical Conference: 'TOPICAL ISSUES OF PEDIATRIC DENTISTRY AND PREVENTION OF DENTAL DISEASES'** was held on 13 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.*

*General partner: Colgate.*

*Partners: Procter & Gamble, Natussana, LM (Planmeca group).*

*Information partners: Journal 'Institute of Stomatology', Newspaper 'Stomatology Today'.*

13 reports were presented during the conference, including those addressing issues such as mass prophylaxis in children, androgenic prophylaxis in children, anaesthesia in paediatric dentistry, endodontic treatment in teenagers and many more. Over 100 specialists took part in the conference.



On 12–14 May, **'IMPLEMENTATION OF NEW TECHNOLOGIES IN DENTAL PRACTICE'** was held alongside the conference.

*Organisers: Alvik-Medexpress, Primexpo ltd.*

*With support from: 3M ESPE, VDW, Astra Tech AB*

200 specialists took part in the conference.

Over two days, the following reports were presented:

- 'Efficient use of X-ray machines in dentistry'  
**Pavlenko I.V.**, Vice-president of Association of Dental Manufacture and Trade 'Dental Industry (RoSI), director of 'Stoma-Dental' company, attorney of Legal Affairs (Moscow).
- 'Features of root canal treatment with MTwo tools. Errors while working. Error prevention. Nuances of the hot gutta-percha vertical condensation while using BeeFill and BeeFill Pack devices'  
**Kornetova I.V.**, Doctor of higher category, Doctor - adviser VDW, Head of stomatology and implantology department of International clinic MEDEM (St.Petersburg).
- 'New fiberglass RelyX Fiber Post and self-adhesive cement RelyX U100: end-to-end solution for superstructure of a tooth stump for direct and indirect restorations'  
**Ayupova L.G.**, stomatologist and therapist, clinic 'Stomatology 31' (Moscow), aesthetic restoration teacher for training center 3M ESPE.
- 'Innovation technologies for restoration of the dentes chewing group'  
**Salova A.V.**, chief medical officer of stomatology center 'Aelita-dent', chief medical officer of clinic 'Aesthetic-Dent', judge for All-Russia aesthetic restoration contest StAR, cand. med. science.
- 'Features of a patient X-ray examination before dental implantation'  
**Orlov V.N.**, roentgenologist of the computed tomography department of Pavlov Medical institute, roentgenologist, clinic 'ARTE-stomatology'.
- 'Dental implantation troubles and faults'  
**Vasiliev A.V.**, head of the Department of Maxillofacial Surgery of St.Petersburg Medical Academy of Postgraduate Education, Professor, Doctor of med. science.

- 'Basic rules and principles for successful treatment with applying of implants. Features of Astra Tech implant tooth replacement'  
**Stephan Ellner**, Astra Tech Dental AB adviser, prosthetist for Dental clinic Research center, the city of Kalmar, Sweden, Doctor of med.science.
- 'Team approach to orthopedic treatment. Modern aspects of prosthetics by means of nonmetal structures, recovery of a tooth stump, implant prosthetics'  
**Ordzhonikidze G.Z.**, chief medical officer, 'Ordzhonikidze and Senyuk' clinic, cand.med. science (Moscow).



**GALA RECEPTION TO MARK THE OPENING OF THE EXHIBITION AND CONFERENCE**

On 12 May, a gala reception marking the opening of the exhibition and conference was held in the restaurant of the 'Marriott St. Petersburg Vasilievsky Hotel'.

The organisers awarded certificates to the following companies:



*Best Architecture and Design of the Stand –*  
**TECHNO-DENT-GRUPPE**



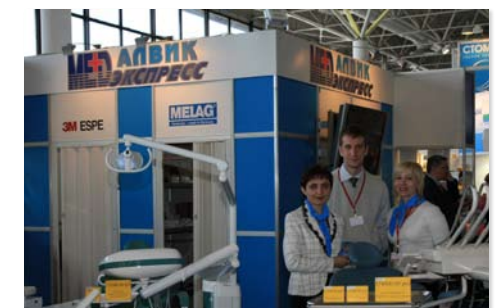
*Best Newcomer –*  
**PRIO MED**



*Best Ergonomic stand –*  
**JVM TRANZIT LTD**

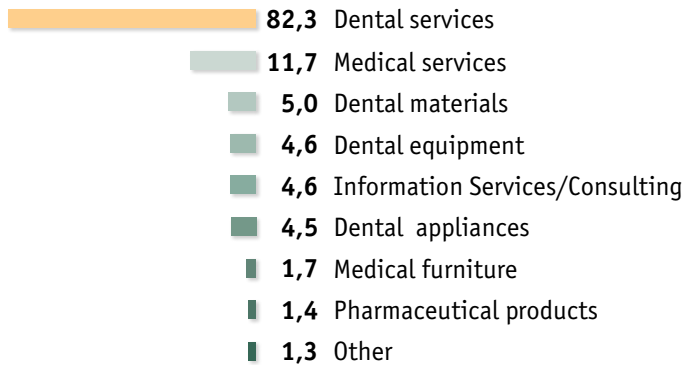


*Best Stand Personnel –*  
**KAVO DENTAL RUSLAND**

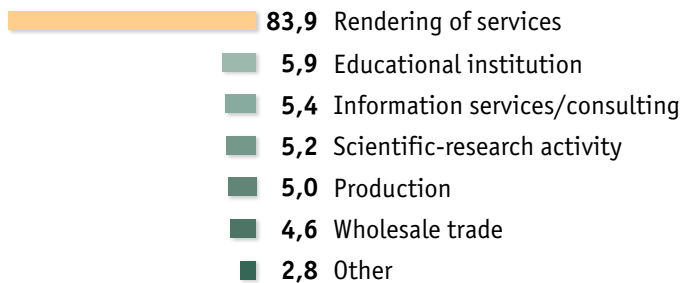


*Best Stand Personnel –*  
**ALVIK-MEDEXPRESS**

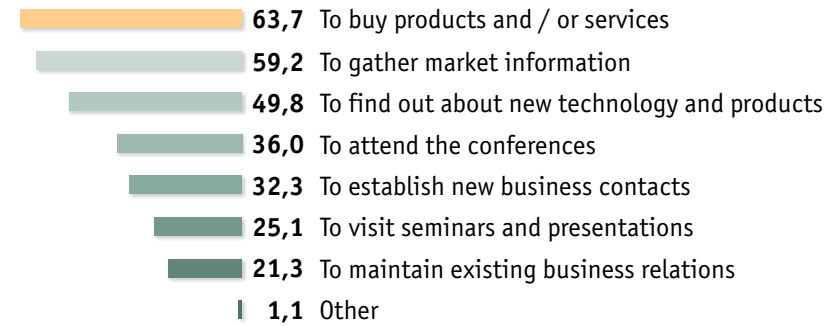
**Type of company, %:**



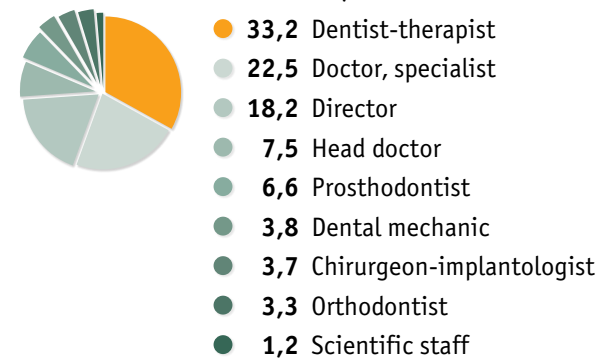
**Nature of business, %:**



**Main reasons for visiting the exhibition, %:**

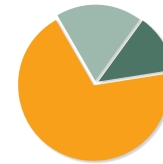


**Job title, %:**



85,6% of visitors were responsible for or influence decision-making with their company!

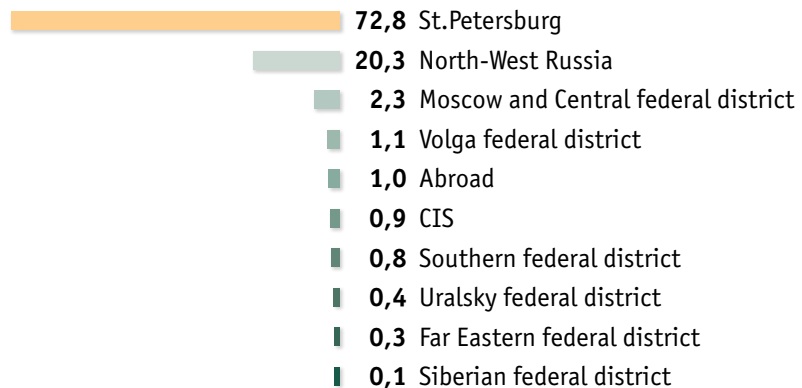
### Exhibition sectors of particular interest, %:



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

- 69,9 Up to 1 000 y.e.
- 18,7 Up to 3 000 y.e.
- 12,4 Over 5 000 y.e.

### Geography representation, %:

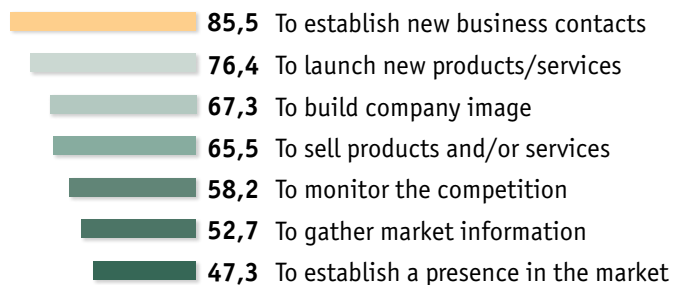


95,6% of the exhibitors evaluated the number of the visitors as sufficient or more

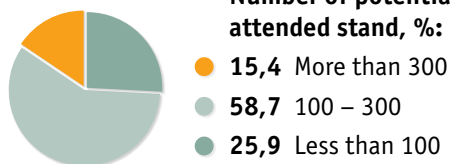


87,5% of the exhibitors appreciated the high level of exhibition

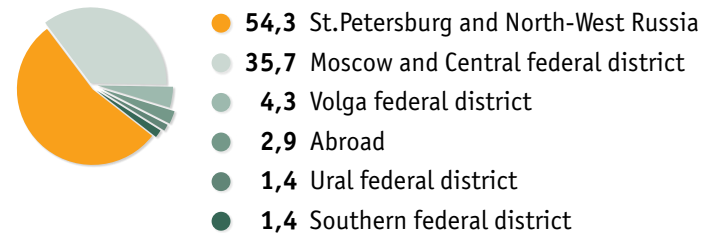
**Main reasons for exhibiting, %:**



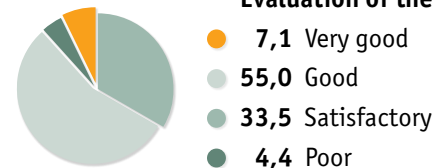
**Number of potential clients attended stand, %:**



**Geography representation, %:**



**Evaluation of the number of visitors to the show, %:**



87,5% of the exhibitors were satisfied with the quality of the visitors



'At the exhibition, we had many meetings with representatives of companies from Russian regions. We were able to see that there was interest in the KaVo brand and we made many useful contacts. The high quality of the exhibition was confirmed by the amount of foreign visitors to the exhibition. For example, our booth was visited by a delegation of doctors and dentists from Slovenia. This is a good indication and I want to note the high level of organisation of the exhibition'.

**Novikova Alena,**  
Head of Marketing and Advertising, KAVO DENTAL RUSSLAND

'We are a new company and our primary goal was access to the market, get to know our target audience and exhibit our American dental equipment. At the exhibition, we exhibited the price and quality we offer, and we had extraordinary interest from visitors. We also intend to take part in the exhibition 'Dental-Expo St.Petersburg' 2009'.

**Shklovskiy Aleksey,**  
Technical Manager, NMC, LIMITED

'We are participating in the exhibition for the first time. The main objective of our participation was to further market development, informing our customers and general promotion. This exhibition was very successful for us and our booth was visited by about 200 potential customers'.

**Storozhenko Galina,**  
Sales Manager, PRIOMED

'The main objective of our participation was to demonstrate our products, evaluate our competitors, search for new customers and improve our company's image. The exhibition was very successful for us and we were pleased with the competence of the visitors, which included dentists, engineers and other specialists'.

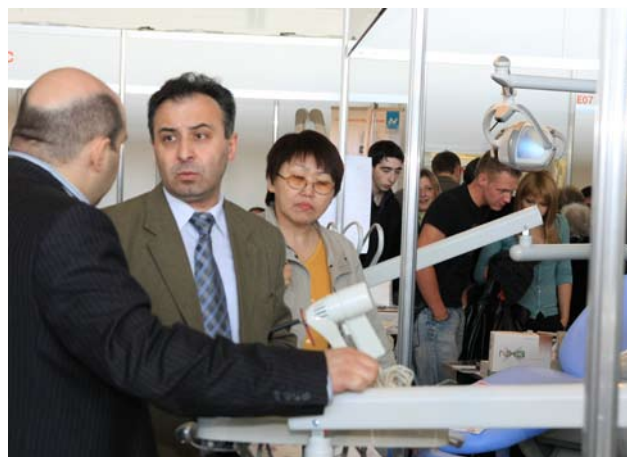
**Vedeneeva Maria,**  
Manager, TECHNO-DENT-GRUPPE

'The exhibition is a valuable resource for us. The main objective of our participation was to promote and advertise our company. We completed the task and were able to find a new dealer for our products'.

**Zubets Anton,**  
Sales Manager, OSSTEM IMPLANT

'For the first time, we are exhibiting together with the medical store – the distributor of our products. There were many useful dental contacts, many from the Murmansk, Kaliningrad and Leningrad regions. At the exhibition, we presented a new toothpaste with stannous fluoride – the result of 15 years of development, which was very popular among specialists. Our objectives: gathering useful contacts and increasing sales have been successfully fulfilled. In addition, we actively participated in the conference which was held alongside the exhibition. We also plan to participate next year'.

**Martynova Irina,**  
Area Manager, PROCTER & GAMBLE (ORAL B AND BLEND-A-MED)





# STOMATOLOGY

## St. Petersburg

*13<sup>th</sup> International Dental  
Conference and Exhibition*

**17–19 MAY 2010**

**Lenexpo, St. Petersburg, Russia**

[www.primexpo.ru/stomatology](http://www.primexpo.ru/stomatology)

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

**SEE YOU NEXT YEAR!**