



Greater New York Dental Meeting Receives Award from US Department of Commerce for Promoting Exports

The United States Department of Commerce's International Buyer Program presented an award to the Greater New York Dental Meeting and its Executive Director Dr. Robert Edwab for their work in advancing the export of dental products and technology and for creating international trade opportunities.

The Certificate of Appreciation was presented during the November 2007 Greater New York Dental Meeting by US Department of Commerce's senior international trade specialist and project officer Ms. Carol Rudman, and signed by Mr. Israel Hernandez, Assistant Secretary and Director General for the U.S. Commercial Service, US Department of Commerce. Other members of the US Department of Commerce in attendance included Mr. Harvey Grossman, Ms. Jeanne Townsend, Mr. Gerry Zapiain, and Mr. Michael Grossman.

The Greater New York Dental Meeting (GNYDM) is the largest Dental Meeting in the United States. In 2007 there were 55,687 registrants, which included 16,602 dentists from all 50 states and 113 international countries. Seventeen buyer delegations were sent by US embassies and escorted by Commercial Officers to New York. The GNYDM is the only dental meeting and exposition that has no pre-registration fee. All members of the dental profession, including support dental support staff and their families are admitted free when they pre-register.

In addition, the organizers of the GNYDM have gone to great lengths to promote the export and sale of dental products manufactured in the US. They have visited other dental events and maintained exhibit booths there in order to attract dentists and potential buyers to attend the annual GNYDM which is held in New York City. In 2007 they were present at Dental Meetings in Sao Paulo, Brazil; Cologne, Germany; Dubai, UAE; Beijing, China; Moscow, Russia; Milan, Italy; Mexico City, Mexico; and Santo Domingo, Dominican Republic. In addition, they met with US Embassy officials in Moscow, Russia; Mumbai, India; Abu Dhabi, UAE; Ho Chi Minh City, Vietnam; and, Hong Kong, China.

By internationally distributing an export brochure that lists US companies wishing to export products, organizers of the GNYDM continue to promote exports. In addition, they have recently unveiled a unique B-to-B Web site for US Dental companies to visit that lists export business opportunities, market information, and market conditions in various countries.

In March 2008, the GNYDM and the US Department of Commerce are sponsoring a US trade initiative with the largest Dental Meeting in the Middle East, AEEDC Dubai. Organizers of the GNYDM have also filed the required documents for the largest Dental Meeting in China, Beijing Sino Dental in June 2008, to obtain US trade status. There are no fees required for US companies to participate in these international dental events. Potential exhibitors may send representatives to meet with prospective buyers of products, or they can take advantage of the assistance offered for the renting of booth space. The GNYDM will assist with providing any information on these events in the Middle East and China so US companies can survey these two potentially enormous markets.

"The Middle East has over 90,000 dentists and China has over 75,000. These two markets have the potential to increase US dental exports tremendously," says Dr. Edwab. He feels strongly that, as the organizer and sponsor of the largest dental event in the United States, the Greater New York Dental Meeting has an obligation to its exhibitors to not only attract potential buyers during its November meeting and exhibition, but to assist these companies with new markets and potential sales opportunities 365 days a year.

For additional information, please contact Dr. Edwab at (212) 398-6922. The dates for the 2008 Greater New York Dental Meeting are, Friday, November 28 to Wednesday, December 3, 2008. Exhibit dates are Sunday, November 30 to Wednesday, December 3, 2008.