2012 AEEDCDubaiDental Meeting Exceeds All Expectations

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U.S. Pavilion Sponsored by the Greater New York Dental Meeting and the U.S. Department of Commerce Promotes Sale of U.S. Manufactured Dental Products
Over 60 U.S. Companies Represented

The recently concluded 2012 AEEDC Dubai achieved its vision to be the largest dental event in the Middle East. This 16th annual session of the UAE International Dental Conference and Arab Dental Exhibition surpassed all previous records. In attendance were 17 national exhibiting pavilions with 900 exhibiting companies from 80 countries and over 28,000 attendees from 132 countries; a 15% increase from 2011.

In addition to the 3 day exhibition there was a 3 day scientific session featuring a vast array of 110 leading international and regional educators imparting the newest ideas, innovations, technological advances and state of the art materials to further worldwide dental healthcare.

![Figure 1](http://www.edentalmagazine.com/2012-aedcdubaidental-meeting-exceeds-all-expectations/...)

**Figure 1**

The opening ribbon cutting session was performed by His Highness Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and President of the Dubai Health Authority (figure 1); also in attendance was His Excellency Qadhi Saeed Al Murooshid, Director General of the Dubai Health Authority. Both of these esteemed leaders of Dubai entered the exhibit hall and greeted many of the international exhibitors. In addition, they visited the joint Greater New York Dental Meeting (GNYDM) – U.S. Department of Commerce (USDOC) exhibit booth (figure 2) in front of the U.S. pavilion.

![Figure 2](http://www.edentalmagazine.com/2012-aedcdubaidental-meeting-exceeds-all-expectations/...)

**Figure 2**

Dubai enjoys a strategic location and serves as the biggest re-exporting centre in the Middle East. Amidst its relentless development is an influx of significant regional and national conferences, conventions and exhibitions. Its low logistical and operational cost, international outlook and liberal government policies attract visitors and investors in a big way. It offers a kaleidoscope of attractions; from the tranquility of the desert to the awe inspiring buildings and modern landscape; from the sandy beaches to the lush green parks; from neighborhood shopping to ultra-modern shopping malls. Dubai is a city boasting a critical mass of world class companies, health institutions and professional and financial institutions, and the world’s tallest building (figure 3), indoor skiing, the largest golf course and a world renowned championship horse racing arena. Dubai has become a city with fabulous infrastructure, a major business center and dynamic tourist attractions.
Figure 3 Burj Khalifa, the tallest building in the world

Centrally located in front of the U.S. pavilion of exhibitors were the joint GNYDM-USDOC exhibit booths. This joint effort ensures that American made products are in the forefront when competing with dental products made by international competitors. Dr. Richard L. Rausch, General Chairman of the Greater New York Dental Meeting, commented that “this partnership provides better exposure of the U.S. Dental industry on a global scale and maximizes exhibitor-attendee interaction and networking experiences to produce greater sales opportunities.” As strategic partners in this endeavor, both the GNYDM and the USDOC are committed to helping U.S. manufacturers succeed in this global marketplace.

The AEEDC Dental Meeting contained 900 exhibiting companies on one floor in one of the world’s most modern convention centers. Dr. Abdul Salam Al Madani, Executive Chairman of AEEDC Dubai and Chairman of Index Holdings a conglomerate consisting of exhibition services, media productions, financial investment services and healthcare institutions personally welcomed all of the visitors to AEEDC Dubai. He stated “AEEDC Dubai has remained prominent on an international level as one of the largest and most popular dental events imparting knowledge and fostering new ideas, innovations and global networking.”

Dr. John R. Halikias, the Advisory Chairman of the Greater New York Dental Meeting, stated that “with over 70,000 dentists in the Middle East and over 90,000 dentists in China, the Greater New York Dental Meeting will continue to contribute a tremendous amount of time and financial resources each year for this Dubai Trade Fair and also for the one they sponsor in Beijing in June.”

Dr. Robert R. Edwab, the Executive Director of the Greater New York Dental Meeting was awarded the “2012 Personality of the Year” award by H.H. Sheikh Majid bin Mohammed bin Rashid Al Maktoum, Chairman of Dubai Culture and Arts Authority, His Excellency Qadhi Saeed Al Muroushid and AEEDC Executive Chairman, Dr. Abdul Salam Al Madani, for his contribution to the oral health profession, international trade and the support of AEEDC Dubai. (Figure 4)

Figure 4
Dr. Edwab said that “dental Meetings and Conventions are partnerships between the show organizer and dental trade.” He states that “the Greater New York Dental Meeting has a responsibility to its exhibitors to work 365 days a year, not just the 5 days of its event, to promote their products and increase their sales opportunities.” He believes that exhibitors must have the opportunity to maximize their investments when participating in dental events. The Greater New York Dental Meeting continues to be the largest Dental event in the United States in 2011 with over 53,000 attendees which include over 18,000 dentists from all 50 states and 127 countries.

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Meeting Dates: Feb. 5th – Feb. 7th 2013

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Meeting Dates: Nov. 23th – Nov. 28th, 2012
Exhibit Dates: Nov. 25th – Nov. 28th, 2012

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