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06-07 February, 2024

February 06, TUE

- 10:50~11:20(am)
- 14:50~15:20(pm)

February 07, WED

- 10:50~11:20(am)
- 14:50~15:20(pm)



Speaker Info

**Dr. Mina Moheb**

- Endodontist
- BDS , MSc October 6 University
- Bioceramics developer & researcher
- Endodontics private practice
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- Challenges & Successful Application Methods
- Application for various clinical cases
- How Hydraulics changed our practice.
- Saving Compromised teeth.



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1F03	1F06	19 18 17	15 14 13
1G04	1G 07 09	10 12	
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2D01	2D04	2D07	2D10
	2D06		
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2F01	2F05	2F07	2F10
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2G01	2G04	2G07	2G10
	06 19	2G09	2G11
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3G01	3G 04 06	3G07	3G10
3H01	3H 04 06	3H07	3H10
4A01	4A 04 06	4A 07 17	4A10
4B01	4B04	4B07	4B10
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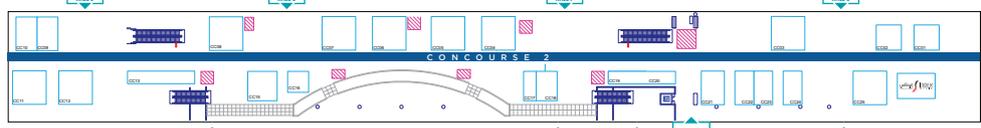
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# The Art of Leadership

Great leadership is essential to growing your business. Yes, because the business world is a highly competitive one and, regardless of the type of industry, entrepreneurs must make every effort to stay ahead of the competition. One of the areas that can really make the difference in your business is leadership. Having great, effective leadership is critical for the success of any organization. Great leaders don't just inspire their teams to work harder and achieve more, they also create a positive work culture that fosters growth and development. Moreover, great leadership could potentially double your business's profits.

People have a natural disposition to follow a leader. Regardless of your level of knowledge and experience in a particular field, you can achieve more if there is a higher authority you report to. This is because a leader provides guidance and helps you minimize potential threats that can affect your productivity. A leader doesn't need to be a senior colleague, but they can still improve your chances of success through effective mentorship, accountability, and delegation of duties.

From being able to direct employees to the right tasks, to keeping projects organized, adept leadership can go a long way yet, many organizations struggle to implement the right training. According to Zippia, a U.S. career and jobs website, 83% of businesses believe it's important to develop leaders at every level of the company, but only 5% successfully do. Furthermore, 78% of business leaders actively and regularly focus on engaging with their employees, but only 33% of employees report feeling engaged; 69% of employees say they would work harder if they felt their efforts were better recognized and only 48% of them view their company's leadership as "high quality."



While everyone recognizes the value of having strong leadership at every level of an organization, businesses struggle to find and develop leaders. Only 10% of people are natural leaders, and another 20% show some qualities of basic managerial talent that can be cultivated into high-quality leadership.

Leaders who possess and foster essential skills such as strong communication, collaboration, and motivation have, thus, the power to transform individuals and teams, driving them toward excellence and achievement.

But what is organizational leadership? Leadership is the ability to implement change by creating and communicating a vision to others. Strong leaders can create a vision for the company but, more importantly, they're able to help the team "catch" that vision, to communicate it effectively to their team, and then guide and support the team to make that vision a reality. Effective leaders must consider what's happening outside and inside their businesses. They must use the art of inspiring and motivating a group of people to achieve a common goal, lead their organizations into the future, anticipate and respond to internal and external threats, pursue opportunities that range from money makers to risky bets, handle crises quickly and assuredly.

Developing high-class leadership is essential for the success of your business. It is a vital management function that helps to direct an organization's resources for improved efficiency and the achievement of goals, it encourages innovation and creativity, and increases the productivity of your team. For this, *Infodent International* is dedicating a special column on "Business Improvement". We believe it is essential to learn how to communicate effectively and execute tasks. To be a successful leader, it is crucial to continuously develop your skills, to seek opportunities to grow and adapt. Whether you're already an organizational leader or hoping to become one, you can benefit from pursuing educational opportunities that enhance your leadership knowledge and abilities.

By investing in the leadership of your business, you could see your vision become a reality!



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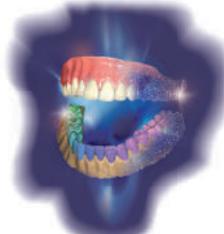
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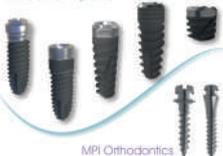
  
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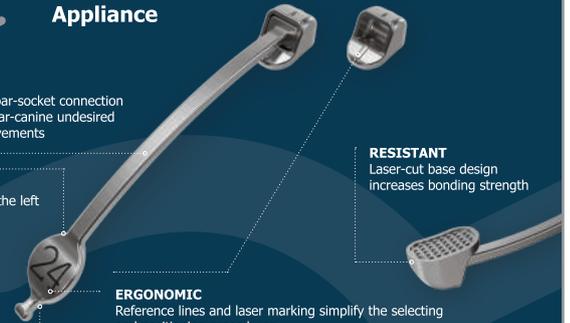
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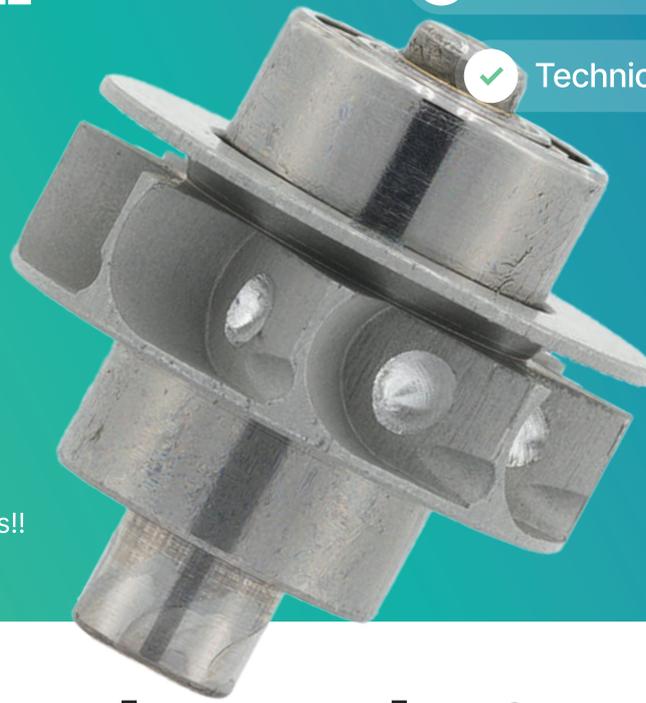
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### CONTACT



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i news AEEDC 2024

# DMP Dental: BRIGHT Temporary C&B



With more than 35 years of experience in dental material manufacturing DMP successfully supplies the dental market worldwide, achieving top quality and reliability through integrity, passion and commitment which are ingrained in DMP's culture. DMP is best known for BONASIL its broad range of silicone impression materials and for its BRIGHT line of aesthetic filling materials. DMP aims to create BRIGHT smiles and to provide the highest level of satisfaction, by closely cooperating with its customers and maintaining a high degree of flexibility for individual market needs.

DMP expands its BRIGHT Temporary Crown & Bridge family with the 10:1 and 4:1 delivery systems.

BRIGHT Temporary C&B is a self-curing, moldable composite designated for the construction of temporary crown and bridge restorations. It offers exceptional aesthetic results with optimal mechanical and physical properties. The simplicity of use makes it the ideal product to fabricate provisional restorations.

### SUPERIOR STRENGTH

The material is characterized by its very high flexural and compressive strength, allowing the fabrication of long lasting provisionals. This is achieved by using in the formulation organic monomers of highest quality together with glass fillers of ideal particle size dispersion. Moreover, the advanced technology keeps the water sorption at the lowest level possible in order to refrain provisionals from failure.

### EXCEPTIONAL AESTHETICS

The glass fillers included in the formulation contain a scientifically

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### SIMPLICITY & PATIENT COMFORT

BRIGHT Temporary C&B above all is defined by its simplicity in use. It has a time saving procedure due to its easy trimming, finishing and polishing because of the low inhibition layer. In addition, the ideal ratio of active ingredients

used in the formulation keeps the generated heat at almost zero levels, ensuring that no harm of the dental pulp occurs making it comfortable to the patient.

### More info:

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**DMP Dental** will be once again participating at the **AEEDC Dubai Exhibition** held on February 6th-8th 2024.

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# Create

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# NNN and Winsix Congress in the headquarter of the mother company Cefla



On November 4, 2022, the **NNN and Winsix Congress** was hosted by Cefla Company at the headquarters of Cefla in Italy, Imola.

The event drew the participation of 30 dentists from various corners of the globe, including the USA, Iraq, Lebanon, UAE, Morocco, Syria, Oman, Palestine, Turkey, Algeria, Spain, and Germany.

The congress featured presentations by five distinguished speakers specializing in various fields.

The proceedings commenced with a lecture by **Mr. Hisham Tinaoui**, the regional manager of the CEFLA Group.

Following that, **Dr. Majd Naji from the UAE**, Founder and CEO of **Liberty Dental Clinic**, a strategic partner in Dubai Health Experience under the umbrella of Dubai Health Authority, an advisory board member at the College of Dentistry in City University and Ajman University - UAE, and the Chairman of Liberty Training & Research Center, delivered his presentation on "How Minimal Prep. Veneers Can Enhance Your Practice".

Next, **Dr. Wesam Shafee from the USA**, former Clinical Associate/Assistant Professor at the University of Pennsylvania - School of Dental Medicine, Founder of Smile Care Dental Group, USA, and an international speaker, shared valuable insights on aesthetic practice, branding

oneself, and establishing identity in the dentistry field.

Subsequently, **Mr. Massimo Dozza from Italy** provided a presentation titled "How to Read CBCT X-ray", showcasing his expertise as an imaging specialist.

Finally, **Dr. Francesca Cattoni**, Consultant of aesthetic/prosthetics at **San Raffaele Hospital**, concluded the sessions with her lecture on tips and tricks in aesthetic dentistry.

All participants received certificates

and one year membership with NNN Dental lab.

The participants expressed their satisfaction with their involvement in the congress, highlighting their delight with the information received during the training. They commended the organization and the seamless execution of the sessions.

*NNN Dental lab is the only lab approved by FDA, CE and ACHS.*

NNN Dental is a German global brand with a clear objective of providing certified dentists with the best minimal-prep veneers, crowns, bridges, implants, surgical guides and more of dental prosthetic treatments adhering to the highest quality and aesthetic standards. The lab aims to offer patients their desired smile with minimal discomfort, no injections, and minimal drilling to the achievable extent.

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# market outlook

The ASEAN Economic Community saw the need to develop an ASEAN Digital Economy Framework Agreement that sets ASEAN's unified strategy to turn the region into a digital economic powerhouse. Negotiations for the Agreement are set to start in 2024.

By 2030, the region's digital economy is projected to top \$1 trillion. Last year alone, 25 new unicorns—companies valued at over 1 billion US dollars—were created in the region.

According to the UN, seven ASEAN Member States were ranked in the top 100 of the world's e-government development index 2022: Singapore (12), Malaysia (53), Thailand (55), Brunei Darussalam (68), Indonesia (77), Vietnam (86), and the Philippines (89).

There are already over 7,000 digital start-ups in Southeast Asia, 80% of which are based in Indonesia, Singapore, or Vietnam. A rising number are gaining coveted 'unicorn' status, attracting the eye of global investors, and joining the exclusive billion-dollar club.

Collectively, the region has become the largest adopter of Facebook anywhere in the world, and Jakarta, the capital of Indonesia, has earned the crown as the global Twitter capital.

By 2027, the IMF forecasts ASEAN's economy will be the 4th largest economy in the world behind only India, the US and China.

# Southeast Asia

## Riding the Wave of Digitalization

READING TIME  
5.33 min

**Author: Silvia Borriello**  
Editorial Director  
silvia.borriello@infodent.com

E-commerce, and the digital transformation of the economy have supported and undergirded Southeast Asia's impressive economic growth in recent years. The digital revolution has helped offset gale-force headwinds from the pandemic, the war in Ukraine, inflation, and supply chain imbroglios. Although the path to the region's \$1 trillion digital economy, by 2030, is grounded on strong social and economic fundamentals, greater support from governments is needed to foster a more sustainable digital ecosystem, to achieve the region's maximum potential.



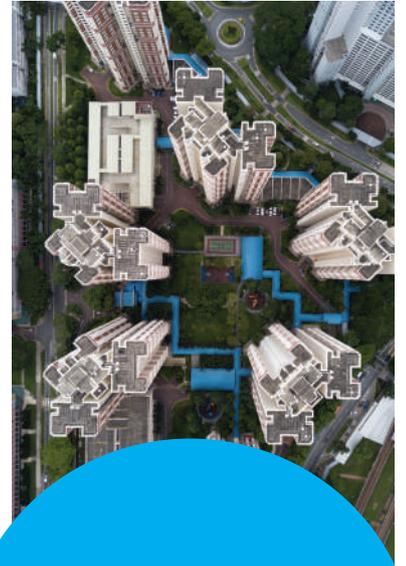
Population will grow from 680 Million to an expected 721 Million by 2030

POPULATION  
680 Million to 721 Million



Middle class will grow from 135 Million to an expected 334 Million by 2030

MIDDLE CLASS  
135 Million to 334 Million



Nearly 70% will live in urban areas by 2050

URBAN AREAS  
Nearly 70% by 2050

The rapid and unprecedented digital transformation is driven by rising disposable incomes, a strong start-up sector, Southeast Asia youthful, tech-loving populations and a generalized socio-cultural mind-set shift to digitalization. All in all, Southeast Asia's digital economy is grounded on strong social and economic fundamentals, and offline to online trends, which provides much to be optimistic about, especially as the region settles into its 'digital decade'.



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Digital transformation worldwide was already increasingly changing how companies make and offer their propositions and interact with their customers. But the COVID-19 pandemic has intensified this, with technology emerging as a critical means of resolving public health challenges and continuing to facilitate the new online consumer

landscape. This accelerated digitalization is disrupting the world's economy, making it one of the most significant growth engines for many developing nations.

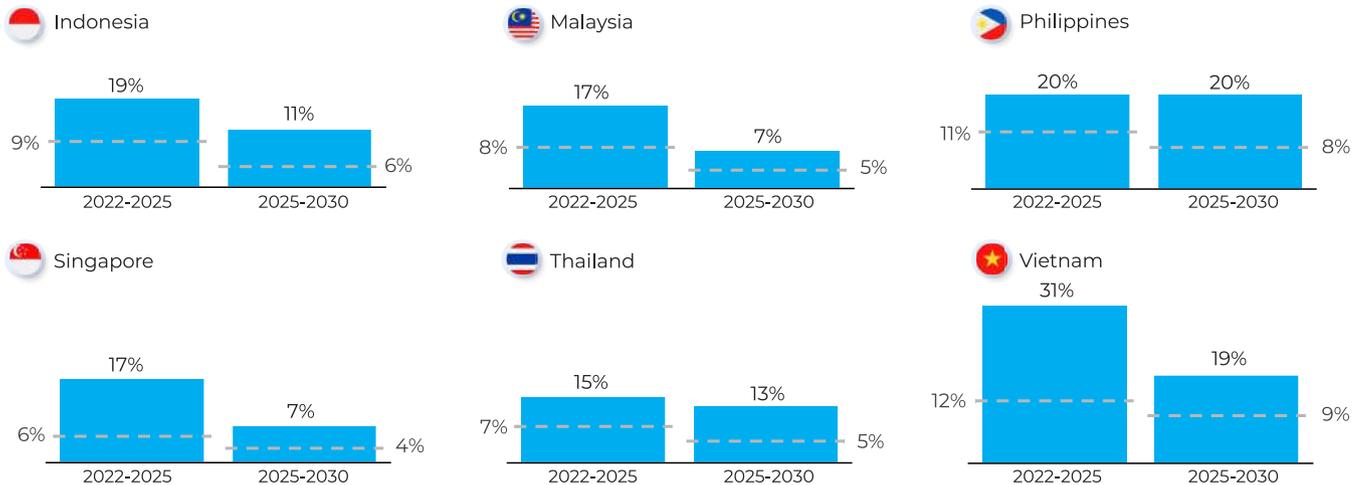
**Among them, the digital transformation of South and South-east Asia is opening a range of opportunities for its citizens, especially for younger generations.**

“ This accelerated digitalization is disrupting the world's economy, making it one of the most significant growth engines for many developing nations.



**Digital economy GMV growth vs GDP growth (%)**

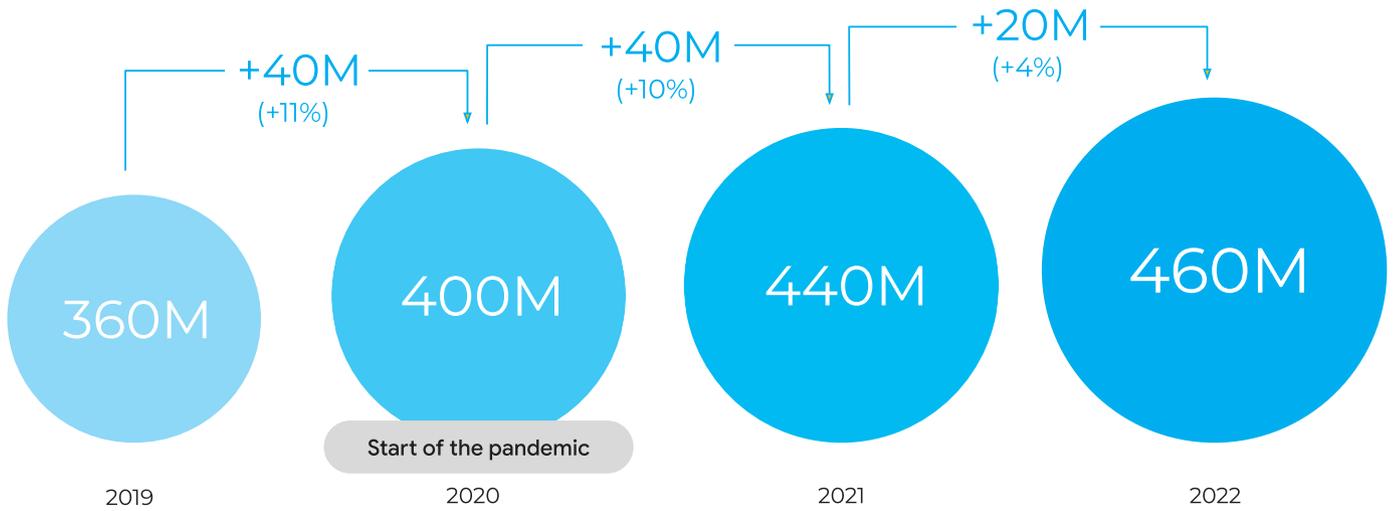
● Expected digital economy CAGR    - - - Expected nominal GDP CAGR



GMV= gross merchandise value. Gross merchandise value or GMV is the total value of the products sold, usually by e-commerce businesses and online retailers, over a certain duration. This metric is an indicator of a country/company's growth and gives an idea of its performance over time.

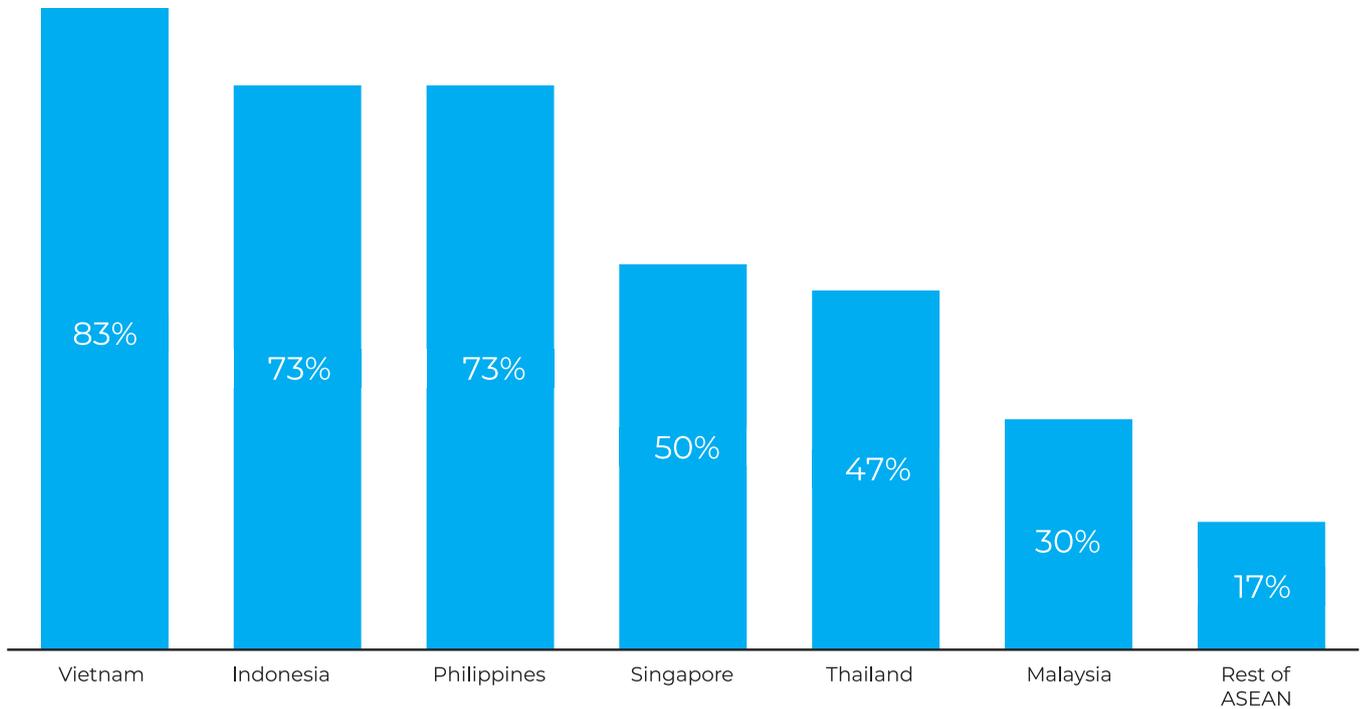
Sources: Bain analysis; GDP data from IHS, Central Bank, World Bank

**Total Internet Users in Southeast Asia (SEA)**



Graphic source: Google, Temasek and Bain, e-Conomy SEA, 2019, 2020, and 2021; Statista for 2022

**Expected increase in deal activity in 2025-2030 vs today**



“ Indonesia, Vietnam, and the Philippines are clear hot spots for growth and investments in the years ahead, driven by heightened digital saviness and affluence.” – VC

“ Singapore will continue to serve as a mature investment market, with a strong pipeline of attractive regional startups.” – VC

“ It's still early days for investments in the rest of ASEAN, where enablers for growth are not yet in place.” – VC

Graphic Source: Bain, Southeast Asia Venture Capital Investors Survey, Q3 2022

VC = Venture Capital Investors



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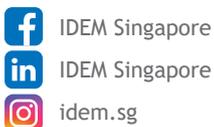
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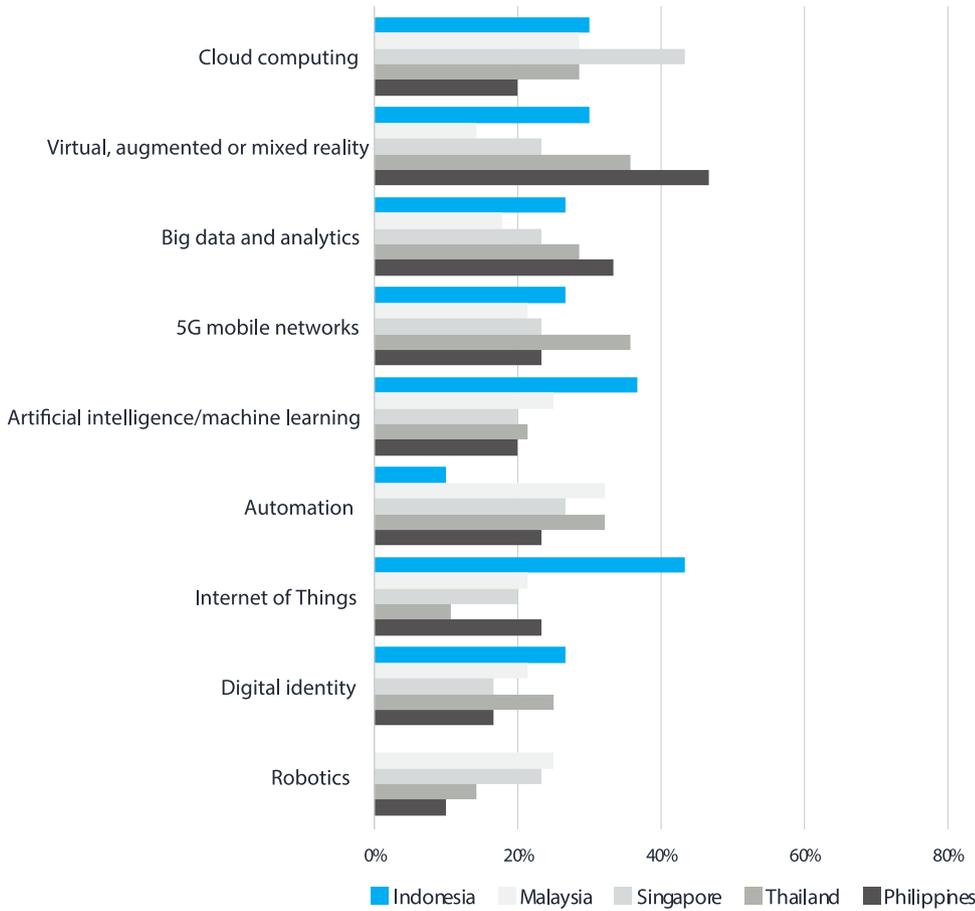
**Keeping up with innovation in society is a key motivator of digital transformation**

What factors chiefly motivate your organisation’s digital transformation strategy today? Select up to four.



**Perceptions around the benefits of using different technologies differ across South-East Asia**

Which of the following types of technology factor most prominently is positively impacting broad societal areas? Select up to three.



Graphic source: Survey “Digital Transformation in South-East Asia: Reaping the Fruits in government and society.”, conducted by Economist Impact and commissioned by Microsoft. - The Economist Group 2022



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Many Asian countries are even in the lead globally in certain sectors of digitalization. For example, the Philippines and Malaysia have become the top two countries in e-commerce retail growth, increasing by 25% and 23% per year, respectively.

According to the latest *e-Economy SEA Annual Report by Google, Temasek and Bain*, the digital economy in Southeast Asia's six largest economies (comprising Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam) is on track to be worth USD 600 billion, and hit 1 trillion by 2030. In 2016, the

first of these studies projected that the region's digital market, measured by gross merchandise value (GMV = total value of transactions), would be worth \$200 billion by 2025; it reached \$218 billion in 2023, two years ahead of projections, jumping 11% from the previous year, and is projected to grow 6% annually.

Although macroeconomic headwinds have implications on consumers, Southeast Asia has weathered global headwinds with more resilience, compared to other regions around the world. Consumer confidence started to rebound

“ Around two-thirds of people in Asia use mobile services, the most significant number of mobile phone users globally, and there is still room for further expansion.

in the second half of 2023 after falling to lower levels in first half 2023. **GDP growth is maintaining pace, and the digital economy is expected to grow two times as fast as GDP through 2030.**



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**Investors are increasingly spreading their bets in emerging countries and sectors and remain confident in Southeast Asia's long-term prospects and the opportunities they bring.** The UN-ESCAP (United Nations -Economic and Social Commission for Asia and the Pacific) reports that Asia is the fastest-growing region in the global e-commerce marketplace. Around two-thirds of people in Asia use mobile services, the most significant number of mobile phone users globally, and there is still room

for further expansion. The fastest growth rates are in Southeast Asia. Countries like Singapore (87%), Malaysia (83%), and Thailand (75%) have comparatively higher smartphone penetration. However, in the case of smartphone market growth, the Philippines has the highest increase: over 90%. Heavy smartphone penetration is inevitably facilitating digitalization in these regions and digital adoption continues to rise with 100 million additional internet users that have come online in the last three years,

” **From the urban-rural divide to low digital literacy, the region continues to grapple with challenges that could hold back that growth.**

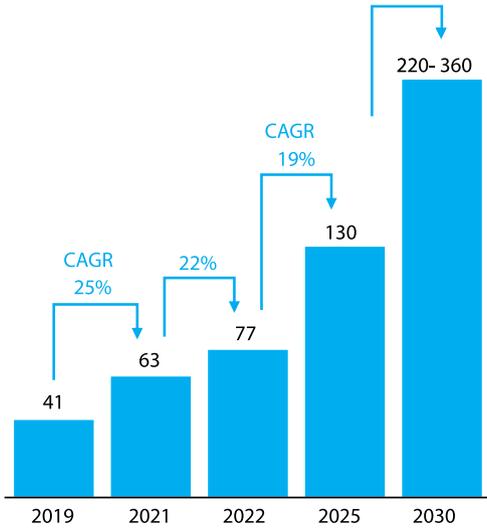
albeit at a slower pace than the steep acceleration seen at the height of the pandemic, with urban consumers driving the economy. **Singapore and Indonesia were leading investment destinations in 2022, yet again.**

**INDONESIA**

At ~22% YoY GMV growth, Indonesia's digital economy hits ~\$77B in 2022 and is on course to reach ~\$130B by 2025, driven primarily by e-commerce

GMV (\$B)

Overall digital economy

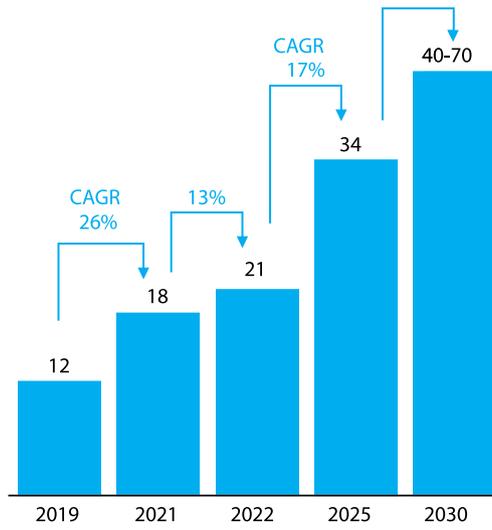


**MALAYSIA**

The digital economy continues pushing towards ~\$35B in 2025, largely fueled by ecommerce's S-shaped growth and online travel's U-shaped recovery

GMV (\$B)

Overall digital economy

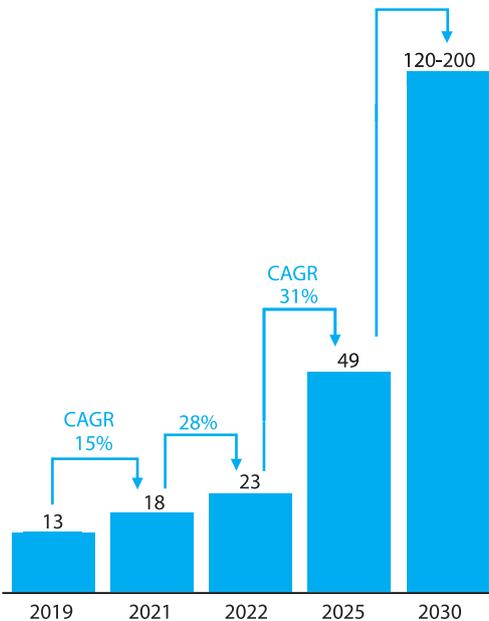


**VIETNAM**

The digital economy hits \$23B in 2022 and is on course for ~\$50B by 2025; the region's fastest growing market due to a booming e-commerce sector

GMV (\$B)

Overall digital economy

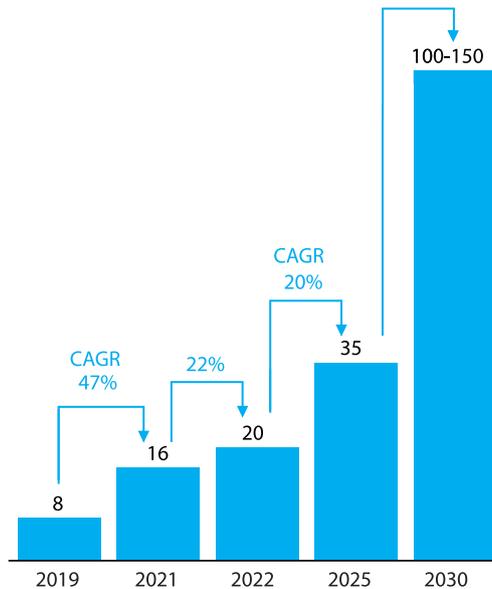


**PHILIPPINES**

The digital decade continues its upward trend at 20% YoY to reach \$20B in 2022, with e-commerce propelling it to \$35B by 2025

GMV (\$B)

Overall digital economy

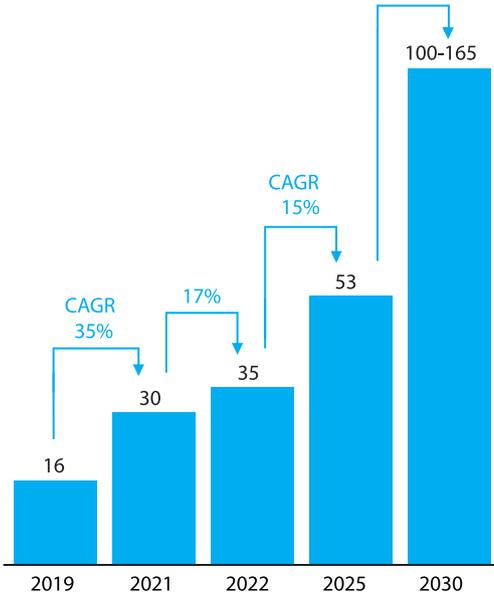


## THAILAND

Growing at ~17% YoY and expected to reach ~\$53B by 2025, the digital economy is fueled by e-commerce, but travel recovery will take time

GMV (\$B)

### Overall digital economy



Source: Bain analysis taken from Google, Temasek, and Bain & Co., e-Economy SEA report, 2019, 2020, and 2021; Statista for 2022



market outlook



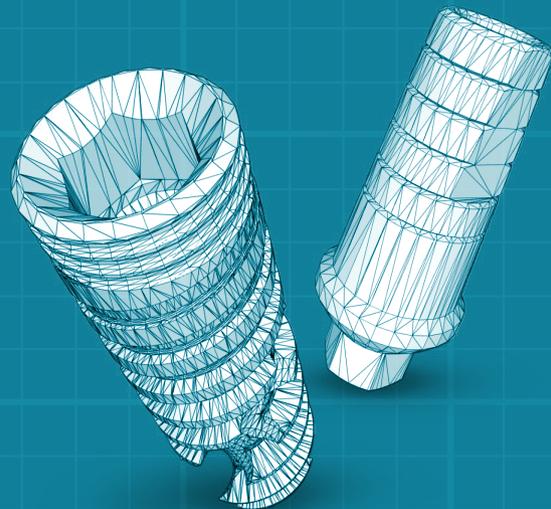
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**Vietnam, Indonesia, and the Philippines are most likely to attract more investors over the longer-term.** In addition, the region enjoys some of the cheapest and accessible devices, and data, in the world, with over 95% of Southeast Asia's internet users having access to LTE/WiMax connectivity.

Several are the factors that have contributed to the rapid growth in digital consumption in Southeast Asia. Firstly, a vast digital-native youth population and rising disposable incomes. Secondly, the rapid adoption of financial services accessible via smartphones is helping millions of people make digital payments. Thirdly, with such high mobile penetration, consumers regularly use e-commerce and social media sites to buy products and services. **McKinsey & Company estimates that the proportion of digital payments in Asia will be at 65% in 2024, against an average**

**of 52% globally, making the continent the world's consumption growth engine.**

Most governments in South and Southeast Asian countries have introduced supportive policies to boost the digital economy and infrastructure. The last 20 years have in fact seen a gradual digital shift also among public-sector organizations. **Covid-19 has served as a catalyst, resulting in significant increases in technology investment across public-sector agencies of all kinds, installing a significant digital-first mindset shift amongst its population.** Citizens and businesses have come to expect digital services from their government. The digital transformation of government organizations will have an impact across a broad range of areas in society.

According to a survey of senior-level employees from 150 government

organizations across Southeast Asia, conducted by Economist Impact and commissioned by *Microsoft - The Economist Group 2022*, 71.3% of senior-level employees say the pandemic has accelerated the pace of their digital transformation in their field. This wide acknowledgement has also resulted in a corresponding increase in investments in digital technologies, with nine in ten (90.7%) of respondents saying their organizations have increased investment in digital technology since the onset of covid-19.

ASEAN has the chance to be leader in the creation of new digital services and producing digital leaders; the path to a \$600 billion -1 trillion digital economy in 2030 remains geared on Southeast Asia's economic fundamentals. **Nonetheless, the digital divide across nations and within nations is the most compelling problem for the region's digital progress.**



# Poor Access And Rising Healthcare Costs Are Key Reasons For Healthtech Adoption

## HEALTHTECH CAN HELP TACKLE SEA'S CHRONIC HEALTHCARE PAIN POINTS

 <p>Emerging healthcare systems Indonesia (ID) Philippines (PH) Vietnam (VN)</p>	<p><b>Poor access to hospital facilities</b> ID, PH, and VN have between 1-3 hospital beds per 1,000 residents, compared to ~13 in Japan</p>	<p><b>Low insurance coverage for digital health services</b> Patients in ID and PH pay out-of-pocket for ~40% of digital health services (e.g. online pharmacy, tele-meds, self-diagnostics, wellness) compared to ~20% in Australia</p>	<p>“Healthcare accessibility is particularly challenging for suburban cities in emerging economies—digital solutions can help bridge this gap” – VC</p> <p>“Affordability is another problem, given the scarcity of medical resources—tech-based health services can lower these costs.” – VC</p>
 <p>Mature healthcare systems Singapore (SG) Thailand (TH) Malaysia (MY)</p>	<p><b>Lack of consolidated health records</b> Hospitals in TH and MY still operate in siloed databases, hindering patient and clinical data-sharing and efficiencies</p>	<p><b>Rising healthcare costs</b> In 2022, healthcare costs in SG and MY surged by ~9% and ~16% respectively, well above South Korea's ~3% rise</p>	<p><b>Rapidly ageing population</b> The number of people over 65 in these countries is expected to double by 2030</p> <p>“More mature markets are seeing growth in the aged population, which creates more pressure on the medical system—telemedicine can help alleviate some of that pressure.” – VC</p> <p>“While Singapore is progressively consolidating medical records across providers and platforms, there is significant room for improvement in Thailand and Malaysia.” – VC</p>

Source: Bain analysis

From the urban-rural divide to low digital literacy, the region continues to grapple with challenges that could hold back that growth. According to World Bank's 2021 estimates, except for Singapore, Malaysia and Brunei, the other Southeast Asian states have over 40% of their populations located in rural areas, furthermore, while ASEAN has a high internet penetration rate of over 70%, and most of its population own smartphones, this doesn't mean digital literacy.

**Furthermore, the different countries are at different stages of developing**

**their regulatory framework. Regulations often lag behind innovation and, as the landscape evolves, there has to be new, effective laws to areas like data and privacy protection.** Singapore and Malaysia fare well across several digital integration indicators, including data protection and cybersecurity, digital payments, as well as digital skills, innovation, entrepreneurship, and infrastructure readiness. Cambodia, Laos, and Myanmar have a lot to catch up with the regional digital integration efforts. Myanmar falls further behind all the other ASEAN states.

**Thus, greater government and institutional support is needed to achieve the region's maximum potential. These governments must ensure a conducive environment that will allow digital economies to grow in a way that is inclusive, sustainable, open, and secure.** They should foster a more sustainable digital ecosystem by promoting digital start-ups, removing entry barriers, developing human capital, and establishing national regulatory frameworks for the digital economy.

Among main sources:

-“Digital Transformation in South-East Asia: Reaping the Fruits in government and society” -survey of senior-level employees from 150 government organizations across South-East Asia, conducted by Economist Impact and commissioned by Microsoft- The Economist Group 2022

-Google, Temasek, and Bain & Co., e-Economy SEA report, 2019, 2020, and 2021; Statista for 2022 [https://economysea.withgoogle.com/report/?utm\\_source=sfmc&utm\\_medium=email&utm\\_campaign=REMINDER+-+Unlocking+Southeast+Asia%27s+Trillion+Dollar+Digital+Opportunity%2c+Jan+24&utm\\_content=1/18/2023](https://economysea.withgoogle.com/report/?utm_source=sfmc&utm_medium=email&utm_campaign=REMINDER+-+Unlocking+Southeast+Asia%27s+Trillion+Dollar+Digital+Opportunity%2c+Jan+24&utm_content=1/18/2023)

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-<https://www.worldbank.org/en/news/press-release/2021/07/28/ensuring-a-more-inclusive-future-for-indonesia-through-digital-technologies>

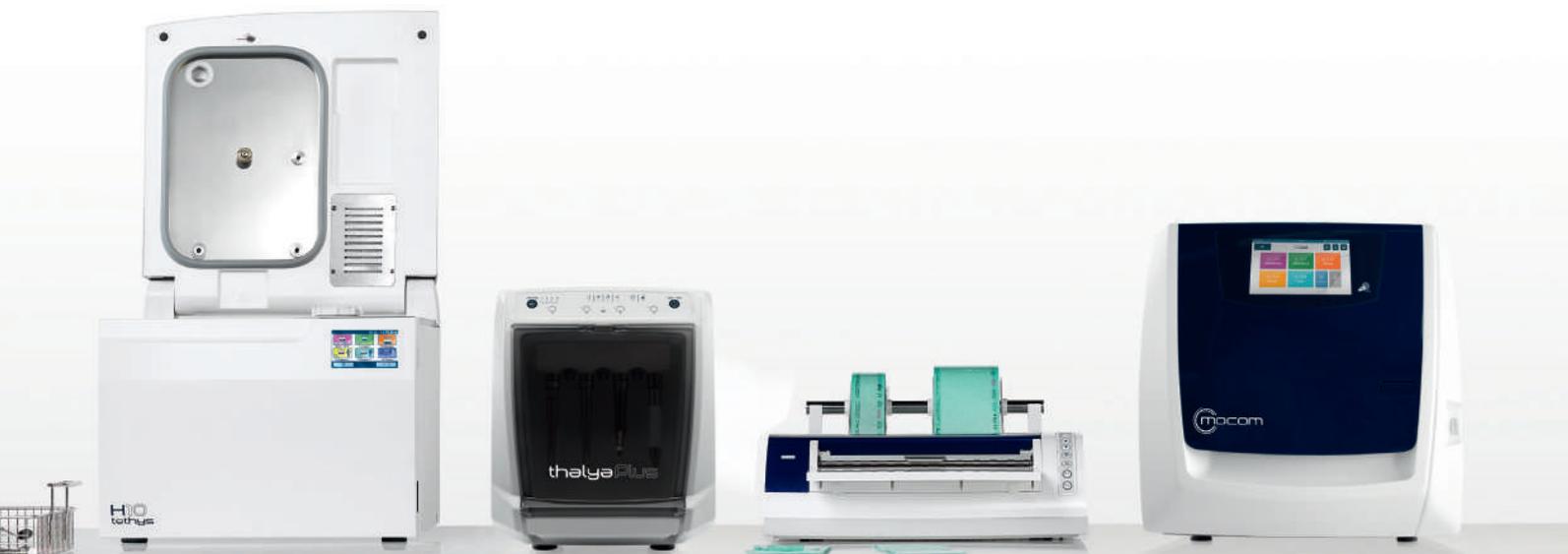
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-<https://www.cnn.com/2023/06/01/aseans-digital-economy-has-great-potential-but-roadblocks-remain.html>



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**hot topic**

# **SUSTAINABILITY in Glove Manufacturing**



” One company, SW Sustainability Solutions Inc., has been leading the change in product innovation and sustainable practice in the glove industry. Embracing sustainability in a holistic approach, they have transitioned their single-use gloves to become a sustainable solution by reducing waste when disposed of in landfills.



hot topic

In an age where sustainability has become a global imperative, industries increasingly embrace eco-friendly practices. One such industry where sustainability plays a pivotal role is the manufacturing of personal protective equipment like gloves. Hand protection is indispensable in various sectors,

including construction, healthcare, manufacturing, and more. As we delve into this world, it becomes evident that overall sustainability is beneficial for all stakeholders and businesses. Before we dive into the sustainability aspects of hand protection manufacturing, let's recognize the

critical role hand protection plays in ensuring workplace safety. From safeguarding construction workers' hands from heavy machinery to protecting healthcare professionals during medical procedures, hand protection is a linchpin in preventing injuries and accidents.

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### The Environmental Impact of Traditional Manufacturing

Historically, glove manufacturing was not always aligned with sustainability goals. Conventional manufacturing methods often lead to adverse environmental impacts. Resource-intensive processes, excessive energy consumption, pollution, and waste generation were commonplace in the industry.

Thankfully, the paradigm is slowly shifting. Sustainable alternatives and innovations in materials are now making their way to the forefront. These alternatives include using recycled and responsibly sourced packaging, biodegradable materials, biobased sources, and the development of eco-friendly production processes such as using thermal energy and biomass.

Ethical sourcing of materials also plays a crucial role in sustainable hand protection manufacturing. Manufacturers contribute to fair labor practices and environmental protection by ensuring that materials are sourced responsibly.

### Green Manufacturing

Single-use gloves have become ubiquitous in various industries where hygiene and safety are paramount. While these gloves are critical in preventing the spread of infections and ensuring safety, they also contribute to a significant amount of waste. This waste poses environmental concerns as these gloves are typically made from materials like latex, nitrile, or vinyl, which are not easily biodegradable. The reluctance to adopt more sustainable practices underscores the need for greater industry-wide commitment to eco-conscious innovation.

One company, SW Sustainability Solutions Inc., has been leading the change in product innovation and sustainable practice in the glove industry. Embracing sustainability in a holistic approach, they have transitioned their single-use gloves to become a sustainable solution by reducing waste when disposed of in landfills. Traditional gloves that take a hundred years to biodegrade take only two and a half years to decompose. In their approach to circular economy, an innovation to use bio-based liner for their general-purpose

knitted glove was their solution. Use of Forest Stewardship Council-certified materials is imposed on all recycled and responsibly sourced packaging materials.

Their comprehensive approach recognizes that environmental responsibility is just one facet of a complex interplay between people, planet, and prosperity. Much importance is given to the effect of their products on the health & safety of their users and the social impact of workers, communities, and factories.

### Benefits of Sustainable Hand Protection

Manufacturers adopting sustainable practices report cost-effectiveness in the long run. Sustainable materials and production processes often lead to reduced operational costs.

Additionally, using eco-friendly materials can enhance the quality and performance of hand protection equipment. This results in products that are not only safe but also durable and comfortable for users.

Furthermore, companies prioritizing sustainability tend to gain a competitive edge in the market. As consumers become increasingly aware of environmental issues, they are more likely to choose products from companies that share their values.

### Challenges and Obstacles

While the benefits of sustainability in glove manufacturing are compelling, it's essential to acknowledge the challenges and obstacles manufacturer's face during the transition. Initial investment costs for sustainable practices can be higher, and supply chain complexities may arise when sourcing ethical materials. R&D and innovation typically involve a lengthy development cycle. During this time, a company may not see immediate returns on its investment, which can be a concern, especially for businesses with short-term financial goals. Markets are dynamic, and consumer preferences can change rapidly. An innovative product or solution may not gain traction if it doesn't align with market demands or if competitors launch similar offerings first.

Industry standards and certifications related to sustainable manufacturing can be complex due to frequent

“ Hand protection is indispensable in various sectors, including construction, healthcare, manufacturing, and more. As we delve into this world, it becomes evident that overall sustainability is beneficial for all stakeholders and businesses.

changes or development of regulations. Adhering to these standards ensures that products meet quality and safety requirements; compliance can be a challenge.

Businesses that are primarily focused on profits fail to prioritize the interests of other stakeholders. The lack of a firm definition of their corporate sustainability goal results to a lack of accountability and stagnation.

### Future Trends and Innovations

The future of sustainable hand protection looks promising, with emerging trends and innovations taking center stage. Glove technologies, enhanced materials, durability, and innovation on performance are just a glimpse of what lies ahead.

Sustainability is no longer a choice but a necessity. Embracing eco-friendly practices yields cost savings, improved product quality, and a competitive edge. As sustainability continues to gain momentum, it is imperative that manufacturers recognize its significance and actively work towards a greener, safer, and more sustainable future. By doing so, they not only protect hands but also the planet.

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# Crisis Management

*This new and unique column addresses how business owners, company executives, and sales personnel can improve their communication and business skills to be more successful.*

*We have interviewed Dr. Robert Edwab on how to handle a business, or personal, crisis.*

**Welcome Dr. Edwab. It is so nice to speak with you today to discuss how people in the dental and medical industries can improve their talents and be more successful. Briefly, tell us about yourself for those that do not know you.**

**Dr. Edwab** – Hi Silvia. It is great to be here. I have been in the Dental and Medical field for over 40 years both as an Oral & Maxillofacial Surgeon in New York and as the former Executive Director of the onetime largest health-care event in the United States. Plus, I am a full Professor at the Jack Welch Management Institute Online MBA Program. That is why I feel I have so much to offer to help others improve and expand their talents.

**Let's begin with a topic you feel affects everyone throughout their careers, "crisis management".**

**Dr. Edwab** – A crisis could challenge us in our workplace and in our personal lives at any time. It could be as serious as something that could close our business down, severe enough to affect a personal relationship with a family member, or close friend, or something simple like sending an email to the wrong person. Following some basic principles could help prepare you, and everyone associated with a challenge, a potential solution and positive outlook for the future.

**I never realized handling a crisis, whether personally or at your workplace should be treated the same. Please tell us what to do.**

**Dr. Edwab** – First of all, act quickly. The longer you wait, the bigger the prob-

lem can get. If it is something you did or the company did, apologize sincerely and take responsibility. If something happened that was out of your control, explain what happened. Try to show the audience how important it is for you to find a solution by handling the problem yourself.

**Now I see what you are saying. By addressing the problem, yourself, you are showing how important it is to you.**

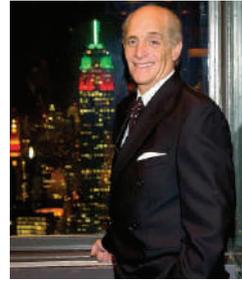
**Dr. Edwab** – Yes, and be compassionate and empathetic. Make your apology authentic and let your facial expressions and tone reflect how serious you are. Next, if it involves a large portion of your company, assemble a great team who can investigate and identify solutions. Make sure whoever is the spokesman for your company, whether it is you or your designee, answers questions honestly, consistently, and informs everyone that as soon as your investigation identifies causes and solutions, they will be immediately informed.

**How would you communicate?**

**Dr. Edwab** – If is one person offended, call them, or visit them. If it is a company challenge you might have to utilize many communication channels, i.e., social media, print, telephone calls, etc. Make sure all stakeholders internally and externally are kept informed.

**I can see that once everyone understands what happened, and they begin to trust you again, after demonstrating honesty and transparency, what is next?**

**Dr. Edwab** – Once you have deter-



**Dr. Robert Edwab**  
Successful Global Congress and Exhibitions Organizer; Professor, Jack Welch Management MBA Program; Numerous Board Membership Positions

mined what happened and why, you must introduce a solution to try and rectify the situation. The next and final step is most important; you have to learn from the crisis and make changes so the same crisis never happens again. The key is to learn and teach everyone so you can prevent a similar occurrence.

**What can a person or company leadership learn from a crisis?**

**Dr. Edwab** – The key is to reflect and learn. That will allow you to understand what happened, why it happened, and how it happened so you can use the knowledge and experience to prevent it from ever happening again.

**Thank you so much Dr. Edwab for your discussion on crisis management. I know we are all looking forward to our next interview and another topic so we all can become better leaders.**

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## 4<sup>th</sup> International Congress for Dentists and Dental Technicians.

The international event will be held in Palma de Mallorca, Spain, on 9th and 10th May, offering a high-level program and many opportunities to connect with the digital dentistry community. Among the leaders in the sector, we have interviewed prof. Dr. Guilherme Saavedra, Clinical Associate, from Brazil, who at Insights 2024 will be showing us how to create a perfect natural smile.

**Dr. Saavedra, you are a professor at the São Paulo State University and Faculty of Dentistry - Lisbon University. What do you like about teaching?**

Initially, I would like to thank you for the invitation to participate in this interview. Teaching is gaining significance! I love teaching because it is the most effective way to learn and overcome challenges. Being a teacher means being willing to share and always learn. The secret is: be willing to accept new challenges. We all want to have good results and success! I seek significance. Success is a fundamental ingredient in people's lives. Do you know the difference between success and significance? Success is the objective that meets your expectations. Significance is that you extend your success to other people. I seek to make a positive difference in this world. The method I use is PBL (problem based learning).

**In your dental practice, how do you choose the products you use?**

Products are selected based on the companies' concepts and philosophies. I love using products that are aligned with what I believe is best for my patients. The best thing is to make them smile. I work with few companies. exocad changed my professional life, broke paradigms.

**What role do the exocad products you use in the treatment play for you?**

The most important role: Integration: exocad products support decision making and the construction of a virtual patient. The future of my profession is in software. Because it is through them that we gather all the information, understand the problem (diagnosis), the limitations of the clinical case, simulate different solutions and most



**Dr. Guilherme Saavedra**

- *Clinical Dentist at Saavedra Digital Dentistry Academy*  
- *Associate Professor at Institute of Science and Technology – São Paulo*  
- *School of Dentistry, São Paulo State University – UNESP – Brazil.*  
- *Visiting Professor at the Faculty of Dental Medicine, University of Lisbon, Portugal – FMDUL*

importantly, we make the best decision with the patient's participation. It is a powerful form of communication and planning. The professional of the future needs to understand that we will live in the era of the dentist/intellectual technician. In the same way that during the construction of a building the engineer calculates the foundation and the architect defines the correct division of spaces, the construction will be carried out by a professional who only needs to carry out a technical work protocol. The most important thing is not who carries out the work, but who made the decision on what and how to do it. I believe that our profession is heading in this direction. The general

dentist is invading specialties such as orthodontics, implant dentistry, among others. Why does this happen? Because technology supports decision making and execution. It is common to see professionals with little experience performing procedures intended, in the past, for professionals with a lot of experience. This promotes an abrupt change in the job market. I don't want to say whether it's better or worse, but it's different. We live in a phase of constant change and the need to invest in continuing education. Anyone who manages to absorb all of this and adapt could have a fabulous result. Technology enhances our results, both good and bad! You just need to choose your path.

**If you had to choose an exocad product. Which would it be? Why?**

Do I really need to choose one? LOL. Couldn't it be at least 2?  
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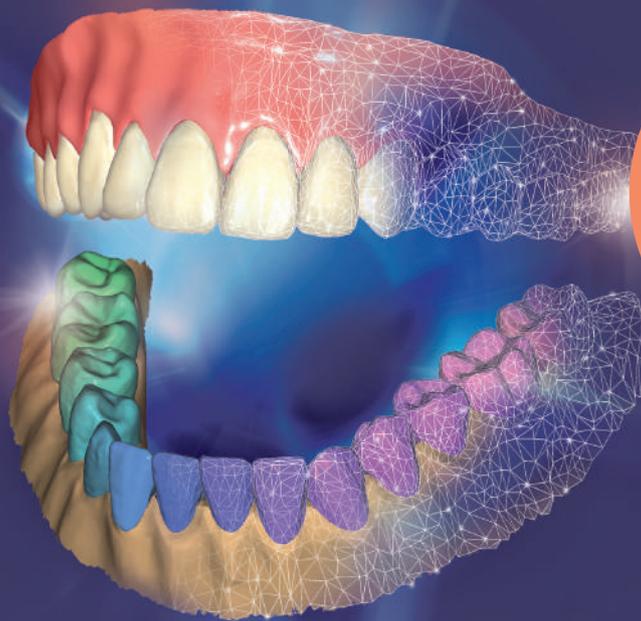


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# Germany's Dental Industry to be Guest of Honour at AEEDC Dubai 2024



Dubai, UAE – 03 October 2023: The global dental and oral health industry is set to make an extraordinary impact this coming year as it was announced that Germany's Dental Industry will be the Guest of Honour at next year's 28th edition of the annual International Dental Conference and Arab Dental Exhibition – AEEDC Dubai 2024.

The announcement was made on the sidelines of the International Dental

Show (IDS), the leading global event for the dental community – which ensures sustainable success as a platform for innovation and market trends, between the Association of the German Dental Industry (VDDI) and INDEX Conferences and Exhibitions, the organizers of the annual event AEEDC Dubai.

"I am very honored about this initiative, which will give the manufacturers

of the German Dental Industry the opportunity to tighten their contacts and business activities in this important regional target market and to be able to further expand them in many places. The VDDI has always been happy to support the AEEDC in Dubai for decades. This is a new milestone in our friendly cooperation" stated Mark Stephen Pace, Chairman of the Board of the Association of the German Dental Industry (VDDI). "I



From left to right: Dr. Markus Heibach (VDDI), Dr. Tarig Khoory (AEEDC Dubai), Mark Stephen Pace (VDDI), H.E.Amb. Dr. Abdulsalam Al Madani (AEEDC Dubai), Petra Pace (DENTAURUM)



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am very thankful for the tremendous support of our German Government represented the Federal Ministry for Economic Affairs and Climate Action (BMWK) and the of the AUMA – Association of the German Trade Fair Industry,” he added.

The news was received with positive response as AEEDC Dubai is known as ‘The Largest Annual Scientific Dental Conference and Exhibition in the World’ where more than 66,000 people from 155 countries attend. Last year alone showcased more than 4,800 brands from over 3,600 companies, and the 2024 edition is set to expand by nearly 30%.

Eng. Anas Al Madani, Vice Chairman and Group CEO of INDEX Holding, stated: “Germany has had a long-standing position within AEEDC Dubai as major contributors for innovative technology and enhanced treatments methods. We appreciate the valuable contributions they have made over the years and we are delighted to have them as our Guest of Honour of AEEDC Dubai 2024.”

AEEDC Dubai connects dental and oral care companies, manufacturers, and distributors from around the world to reach new business markets

” AEEDC Dubai connects dental and oral care companies, manufacturers, and distributors from around the world to reach new business markets and increase their networks.

and increase their networks. Having Germany’s Dental Industry as the Guest of Honour will further support German products to increase their market share and introduce new products to the world. The Guest of Honour position will place a major spotlight on German brands and products at AEEDC Dubai and highlight them throughout the exhibition for attendees to be aware of their contributions to the global dental industry which spans for more than 100 years.

Germany’s Dental Industry is known for their high-quality products as their turnover has increased by more than 28% to over 6.2 billion euros, where export markets have contributed significantly to this with a total of 4.1 billion euros, and expected to increase steadily over the next year.

AEEDC Dubai 2024 will take place on February 6th-8th at the Dubai

World Trade Centre and is organized annually by INDEX Conferences and Exhibitions Org. LLC. – a member of INDEX Holding. The event is supported by Dubai Health Authority, Scientific Global Dental Alliance, Dental Federation, Executive Board of the Health Ministers Council for Gulf Cooperation Council States, Gulf Health Council, Riyadh Elm University, Arab Academy for Continuing Dental Education, Saudi Dental Society, Saudi Orthodontic Society, Saudi Prosthodontic Society, International Association for Dental Research, The Greater New York Dental Meeting and Manitoba Dental Association.

**For more information, please contact:**

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**About VDDI**

Association of the German Dental Industry (VDDI) is part of a worldwide expanding healthcare market and holds a leading position within the international dental industry. VDDI’s business activities include more than 60,000 products in the field of fixtures and fittings, instruments, appliances, and materials, covering the complete spectrum of dentistry from diagnostics through preventive medicine to final restoration.



**About AEEDC Dubai**

AEEDC Dubai is an annual international three-day conference and exhibition specialized in dentistry which brings together oral health practitioners and producers from around the world, showcases the latest innovative technology and provides companies in the industry an opportunity to forge long-term deals and joint investments to serve the needs of local, regional, and international markets.



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# Philippines. Our Next Project: Sto. Niño National High School Dental Clinic



**DENTISTRY**  
FOR EVERY VILLAGE

With the construction of our charity dental clinic project at Arayat, Pampanga almost done, and set to open late February 2024, the Foundation staff has initiated yet another one. The next project "on the burner" will be at the Sto. Niño National High School at Iriga, Camarines Sur. The project was initiated in response to an urgent appeal from Jonathan Cabañes, a faculty member in charge of health issues at the school.

He wrote:

*"Sto. Niño National High School is a public secondary school located at the south of Iriga City, Camarines Sur, Philippines. The school catered the children of poor families, mostly are children of the farmers, construction workers, farm laborers, house maids, and other meager earning jobs. There are also Indigenous People (IP) learners in the school.*

*Sto. Niño National High School has a total population of 624 Junior High School and 124 Senior High School students and is continuously growing as evidenced by the 46% increase in the enrollment in the Senior High School over last school year's enrollment. Out of this population, the BMI Baseline Result revealed that 8% are wasted and severely wasted and 15% are stunted. A survey was conducted, and the data showed that most of the students cannot even afford to have a simple but nutritious meal for*

*their lunch. Thirty-Five per cent (35%) of the students revealed that they buy a One-Peso chitchirya (junk foods) for their viand coupled with a two-Peso soup offered by the karinderiya (store selling lunch) outside the school campus.*

*Even worse is because of poverty, dental and oral hygiene are being neglected hence frequent cases of toothaches, dental carries build-up and other dental and oral related issues becomes evident. While we have our division dentist, her service is only limited to dental extraction because we lack the dental chair set in our school.*

*The result of this study can now be linked to the poor academic performance of the students."*

The Foundations' decision to respond positively to the urgent appeal of Mr. Cabañes was done after the needs of the school were verified by Foundation through their representative based in Metro Manila, Dr. Amry Jane Chavez-Noza. Dr. Chavez-Noza investigated the situation and her reports indicated that indeed help is needed for the area.

The project, although very modest, consisting of a mere 37 square meter in size, when done will serve over 800 students from the high school as well as two nearby elementary schools within the immediate area. Arrangements had been made by the school administration for a rural health dentist to man the dental clinic at least two days a week. They also partnered with the Local Government Unit through the City Health Office and Provincial Government Unit through the Provincial Health Unit with regards to the supply of dental medicines and supplies. The same rural dentist visits the school monthly, but due to lack of equipment, she can only do dental extractions. The school administration is hoping with the clinic being



” The project, although very modest, consisting of a mere 37 square meter in size, when done will serve over 800 students from the high school as well as two nearby elementary schools within the immediate area.

build, she can do more procedures including oral prophylaxis, fluoride applications and restorative procedures and help reduced the dental related issues amongst the students that is ultimately connected to their poor performance in school. The school administration will allot space at their present building by expanding their present improvised dental room to create the necessary space required for the dental clinic and possibly a small medical office. They will also seek funding for the

remodeling of the space to build the dental per the specifications of the Dentistry For Every Village Foundation. The foundation will provide the necessary dental equipment to allow the dentist to enhance her services. The Foundation recently initiated a fundraising drive to seeking funds to purchase the necessary dental equipment for the project. Hopefully, construction of the project gets started by the late second quarter of 2024 with its opening projected for February 2025.

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**About us**

The Dentistry For Every Village Foundation, Inc. was founded in 2015 by Edgardo A. de la Vega, DDS, a practicing dentist in Canoga Park, California.

The Foundation, its donors and volunteers work to improve access to dental care to far out villages in the Philippines by building and donating fully equipped dental offices to responsible and established health care institutions who can run and manage a dental clinic and provide low cost and /or free dental care.

The Foundation also sponsors and funds “dental missions” to underprivileged residents of poor villages in the Philippines carried out by licensed local dental professionals who work as unpaid volunteers.

The Foundation also plans to award scholarships to senior dental students in the Philippines who are truly in need of funds to complete their course.

The funding for the Foundation is generated from donations and grants. Therefore, the activities of the Foundation are wholly dependent to these donations and grants.

[dentistryforeveryvillage@gmail.com](mailto:dentistryforeveryvillage@gmail.com) / [www.dentistryforeveryvillagefoundation.com](http://www.dentistryforeveryvillagefoundation.com)

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