



# NEWS

For Immediate Release

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## **DUBAI DENTAL MEETING OBTAINS U.S. TRADE FAIR STATUS Greater New York Dental Meeting to Sponsor the Event**

New York & Washington, D.C.

The U.S. Department of Commerce (DOC) has just announced that AEEDC, The Dubai Dental Meeting has obtained U.S. Trade Fair Certification. Acting as its U.S. sponsor, the Greater New York Dental Meeting (GNYDM) will work with the DOC's Trade Fair Certification Program to assist U.S. companies wishing to expand their sales opportunities in the Middle East region.

"It will be a great opportunity for the U.S. Dental Trade to expand their sales into the Middle East where there are over 90,000 dentists. The sales opportunities are tremendous, said Dr. Robert R. Edwab, Executive Director of the GNYDM.

The Dubai Dental Meeting is the largest Dental Meeting/Exposition/Convention in the Middle East with over 15,725 registrants from over 113 countries in 2006. There were 50 U.S. companies exhibiting in 2006. For the past three years there has been a double digit increase in attendees and U.S. exhibitors to this annual event.

Dr. Edwab reports that DOC's Senior International Trade Specialist, Ms. Carol Rudman, will coordinate DOC supported activities. She works throughout the year with the GNYDM and Commercial Officers from U.S. Embassies worldwide. AEEDC, the Dubai Government, and the U.S. Embassy Commercial Officer in the region will assist scheduling meetings with dental dealers, distributors, hospitals, clinics and manufacturers. In addition, the Dubai Government will participate in explaining the advantages of doing business in Dubai.

"In this global economy the United States, which produces the best products and technology in Dentistry, must be in the forefront of exhibiting throughout the world," expounds Dr. Edwab. He is so enthusiastic about this approval that after exhibiting in June at the Sino Dental Meeting in Beijing, the GNYDM has begun a similar process to partner with the DOC Trade Fair Certification Program, the U.S. Embassy in Beijing and the Beijing Dental Meeting to sponsor their June 2008 Exposition. In addition, working with FOLA, the Federacion Odontologica Latino Americana, the Dental organization that represents Dentists in South and Central America and Mexico, the GNYDM is developing a partnership to go into effect for the GNYDM's November 2007 Meeting.

Partnering with the USDOC, the GNYDM intends to offer its knowledge, contacts and assistance to any member of the U.S. Dental Trade industry. Dr. Edwab says, "We cannot stop expanding U.S. Dental Trade... today the Middle East...tomorrow China...and then South and Central America and Mexico. The potential attendees and Dental sales are endless"

Specific plans and information about the Dubai Trade Mission in March 2008 will be published over the next few months.

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