Swedish Nobel Biocare partners with German university

Berlin dental school to join university network in the US, Europe and Asia region

Danish Zimmermann

LEIPZIG: Nobel Biocare is extending its worldwide University Partner Program. During a press conference in January, the Swedish dental manufacturer signed an agreement with the Charité University Medical School (Charité UMS) in Berlin, according to Dr Andrej Kielbassa, Dean of the Department of Periodontology at the Charité UMS, the partnership will incorporate implantology and CAD/CAM procedures into the dental curriculum and offer financial support as well as academic exchanges between the school and other programme members based on Nobel’s Internet-based educational tools. An independent Academic Advisory Board will make sure that the school is able to reach the goals of the partnership and keep its education free from corporate interests, Dr Kielbassa said. As one of the largest medical faculties in Europe, the Charité UMS is the 23rd dental school to join Nobel’s University Partner Program. Recently, it announced plans to become one of the most modern and advanced service providers of medical care in Europe by 2010. The partnership with Nobel Biocare is seen as a major step in achieving this goal.

“We strategically focus on the newest trends in research and dental education,” explains Prof Martin Paul, dean of the school. “By joining the Nobel Biocare network we hope to offer our current and future students an advanced dental curriculum in a more international environment that gives us the possibility to share knowledge and experiences with 22 other universities around the world.” Nobel Biocare is one of the largest providers of aesthetic dental solutions worldwide. In the last quarter of 2007, their sales revenue increased by 8% to 142.3 million Euro. Since 2005, the company has finalised partnership agreements with eight US universities and claims to educate 25% of all dental students in the country. Nobel Biocare manufactures dental implants and CAD/CAM solutions. In the Asia-Pacific region, the University of Sydney, Ho Chi Minh City, and six Chinese dental schools belong to the network. "In the course of the agreement with Saudi Arabia joined the programme last November as the first dental school in the Middle Eastern area. To facilitate the exchange of information between the schools, Nobel Biocare has developed a number of e-Learning tools that also provide information about clinical procedures and studies that can be downloaded to mobile devices like an iPad. Executive Vice President Mr Robert Gottlander said that the new partnership with the Charité UMS is Beijing is a major achievement for the company. He also said that they are in talks with other universities in the US and China, but he did not reveal any details. “We have noticed a huge discrepancy between the high level of amount of implant treatments being offered to the society today,” he told the press. “But if the dental schools change their curriculum, it will definitely have an effect.” Mr Gottlander expressed his hope that through the University Partner Program implant solution AM9208 and AM8050. According to company officials, the acquisition of high quality dental units like the AM208 and AM8050. According to company officials, the acquisition will strengthen Cefla’s local presence in China, and is key to its strategic expansion into potential growth markets, products and technologies. There will be significant investments in the Eastern China-based production site in Suzhou, and the development of a product range based on the existing Victor brand that will be specifically designed to respond to the needs of dentists in the area whose choice of equipment is based long-term reliability, quality materials and outstanding value for money, the company says.

Cefa Dental Group takes a major step in achieving this goal.

TORONTO: The market for newly purchased dental computer-aided design and CAD/CAM systems in the US, Europe and Japan surpassed US$280 million in 2007. It will expand in response to patient and dentist demand for all-ceramic CAD/CAM-produced restorations, which are growing at the expense of metal-based restorations, according to a new report by the Millennium Research Group in Toronto, Canada. Improved technology will also foster the market’s growth by enabling manufacturers to raise prices in some segments of the market.

Dental labs are increasingly outsourcing crown and bridge computer-aided manufacturing production to milling centres. Accordingly, in the US, unit growth for scanners used in the outsourcing process will reach nearly 20% annually over the next five years. In Europe, this annual unit growth will exceed 20%. The more labs that can offer CAD/CAM restorations, the better,” says Chris Shuta, Millennium Senior Analyst. “This will allow more dentists to meet the increasing demands for custom-milled crowns and bridges.”

In Japan, the market for dental CAD/CAM systems remains very small, despite the size of the country’s population. Japanese dentists and laboratories primarily use non-CAD/CAM ceramics and metal-based restorations. Similar to other markets, however, as dentists become better educated with respect to the aesthetic and functional benefits of CAD/CAM restorations, the number of crowns and bridges made through the CAD/CAM process will increase. Millennium projects that this will drive a greater number of dental labs to incorporate the necessary technology to manufacture such restorations. Moreover, dentists will add chairside systems into their practice to facilitate increased CAD/CAM restoration placement with a quick turnaround.

The Cefla Cooperative, which consists of four business divisions, increased their consolidated revenues by 18% to $279 million in 2006 despite a rather difficult external market environment. They also closed the fiscal year 2006 with a consolidated net profit of $13.5 million Euro, up by 18% compared to 2005 results. Cefla considers themselves a global player in the dental market. They supply integrated treatment centres for dental surgeries and have production sites and sales offices in Italy, Europe and the United States. Following the launch of the company’s third brand for high-tech imaging technology MyRay in 2007, Suzhou Victor Medical Equipment will become the fourth name in Cefla’s brand portfolio.

Use of CAD/CAM dental systems projected to growth

From news report

The Italian Cefla Dental Group has announced the acquisition of Victor-Medical Equipment, a Chinese-Taiwanese joint-venture specialised in the production of high quality dental units like the AM208 and AM8050. According to company officials, the acquisition will strengthen Cefla’s local presence in China, and is key to its strategic expansion into potential growth markets, products and technologies. There will be significant investments in the Eastern China-based production site in Suzhou, and the development of a product range based on the existing Victor brand that will be specifically designed to respond to the needs of dentists in the area whose choice of equipment is based long-term reliability, quality materials and outstanding value for money, the company says.

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