**Dental Tribune International debuts new media**

At present, the publishing group—with headquarters in Leipzig, Germany, New York, and Hong Kong—has a worldwide net-work of licensed publishing houses in more than 90 countries. This year, two new branch offices will be established in France and India. Local issues of DTF publications are currently available in all relevant markets, including Germany, the U.K., Italy, Russia, China, Japan and the United States.

The DT Study Club, launched in conjunction with an online C.E. festi-val in March, has been de-signed as an online plat-form for advanced train-ing to be shared by dental professionals located anywhere on the planet. A panel of interna-tionally renowned experts has been assembled to give real-time, accredited C.E. training courses and that can respond immediately to queries submitted by partic-i pants. Should a particular course be missed, it can always be ac-cused later via an archive func-tion. Furthermore, the Web site provides various forums for dis-cussion, as well as product reviews using an audio-visual format. Membership in the DT Study Club is free of charge, so please visit www.dtstudyclub.com for more information.

**Chicago Midwinter Meeting shortened for 2010**

Fred Michmershuizen

Chicago, Il., USA: In 2010, the Chicago Dental Society (CDS) will move its annual Midwinter Meeting to the west building at McCormick Place and will shorten its meeting to three days. Exhibits and courses will open on Thursday morning and close on Saturday evening.

With the new facility in the west building, the CDS will also be able to house all courses and exhibits in one building. The 2010 event will be held from 25 to 27 February in Chicago in the US.

According to event organisers, the Midwinter Meeting was re-enthusiastically chosen as offering the best cost-to-value benefit of any dental trade show in the US, as evidenced by 66 per cent of exhibitors responding to a post-show survey. The soci-ety’s seven plans have already earned kudos from the Dental Trade Al-liance, which called CDS “one of the most forward-thinking” show organisers. “These changes will make the meeting even more cost-effective and convenient for our at-tendees and exhibitors,” said Ran-dall Grove, executive director of the Chicago Dental Society, in a press release after the 2009 meeting. Established in 1864, the Chicago Dental Society has more than 4,000 mem-

**Access Pharmaceuticals, Inc. in the US has signed product development and distribution agreements for MuBrida, a product for the treatment of oral mu-coal, with the Korean company JCOM & DONG—A Phar-maceuticals. The financial terms of the arrangement have not been disclosed.**

Johnson & Johnson in the US is sponsoring the Listerine Mobile Mouth truck in Malaysia. The project is part of the company’s Complete your Daily Oral Care with Mouthwash campaign, which is being conducted in conjunction with the Malaysian Dental Association.

**Business 11**

Teen orthodontic treatment align-ers worldwide. To date, the sys-tem has only been available in the US and Canada.

Henry Schein, Inc. has an-nounced the acquisition of Ortho Organizers, a privately owned manufacturer and distributor of orthodontics products with head-quarters in Carlsbad in the US, and subsidiaries in Australia and New Zealand. The terms of the trans-action have not been disclosed.

The dental companies Kura-ray, GlaxoSmithKline, Unilever and Procter & Gamble have been included in the 2009 Global 100 Most Sustainable Corpora-tions in the World list. Launched at the World Economic Forum 2005 in Davos in Switzerland, the annual Global 100 recognizes the performance of various com-panies in several social, environ-men-tal and strategic governance issues.

KCM Holdings Corp. in the US has formed CT Dental Canada in conjunction with Leonard Tan & Associates, CT Dental Canada has been awarded the sole right to import dental laboratory work for the Canadian & US markets from the CT International Dental Group in Hong Kong. CT plans to go public in both Canada and the US.

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Established in 1864, the Chicago Dental Society has more than 4,000 members in the Chicago area, making it the largest local affiliate of the Illinois State Dental Society and the American Dental Association. The society advocates for improving oral health care in the US and represents the interests of its members and the public they serve.

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HELSINKI, Finland: The Finnish dental equipment manufacturer Planmeca OY has signed another delivery agreement with the Prince Philip Dental Hospital (PPDH) in Hong Kong. The new dental units included in the delivery will replace the current dental equipment at the hospital’s paediatric department, the company said. The PPDH is a publicly funded teaching hospital that provides clinical teaching facilities for the undergraduate and postgraduate students of the Faculty of Dentistry at the University of Hong Kong.

With Horseley Co. Ltd., Planmeca's local distributor in Hong Kong, Planmeca has announced the provision of 33 Planmeca Universal dental units, 4 Planmeca Compact C independent carts, and 37 Planmeca Chairs, all equipped with LED-operating lights, to the PPDH. The installation will take place in July 2009.

“Such agreements demonstrate that even in the extremely competitive Asian market, it is possible to succeed by offering high-technology products of superior design,” states Jouko Nykänen, Director of Export Sales. “Our role is to encourage the customer to follow and appreciate the technical development. The Prince Philip Dental Hospital expects products and suppliers to be truly competent, which has led us to succeed in competing for delivery agreements.”

The first delivery agreement with the PPDH was signed in 1998, and the current agreement is the fourth. After installation, the dental hospital will have a total of 212 Planmeca dental units. In addition to PPDH, Planmeca said to have signed a delivery agreement with the University of Maryland in the US for 27 Planmeca Sovereign dental units, 1 Planmeca ProMax split X-ray unit, and Triangle Furniture Systems' cabinetry.

“The products that meet the needs of the customers and the ability to keep our promises are behind these renewed agreements; for us, these latest agreements are a clear signal indicating that the customer is satisfied with our products and services in the long run,” concluded Nykänen.

(Edited by Daniel Zimmermann, DTI)