As a leading manufacturer in crown, bridge and implants, Nobel Biocare has recently launched a campaign in promoting aesthetic dentistry. At this year’s Sino-Dental in Beijing we had a chance to talk with the Nobel Biocare Asia Ltd. management team: Vincent Yuen, Regional Director; Jameson Wu, Marketing & Activity Director; Steven Shi, Country Sales Manager China and Alice Chan who is in charge of China and Taiwan marketing.

Congratulations on the establishment of your new Shanghai office.

Vincent Yuen: Thank you. Our Shanghai office will start to operate in July and will become the headquarters of our China operation. It will house our office as well as our training center for mainland China.

How many people are going to be involved in this new center?

Vincent Yuen: We have 15 people in China, the Shanghai Office will house sales, marketing, operation and finance departments, so that would be about eight people for a start in Shanghai.

How are the local dentists reacting to your World Tour?

Vincent Yuen: Since applying for a permit to enter Hong Kong is not an issue anymore, our World Tour becomes extremely attractive to the Chinese dentists. Every day at the exhibition we have people enquiring and signing up for the World Tour in Hong Kong. Maybe Alice could talk more about the activities regarding the World Tour.

Alice Chan: We are also conducting a poster competition in conjunction with the World Tour where we will invite participants from universities and clinics from across Asia. Of course, they will need to submit their articles by July 21st. The winners will go to the Hong Kong World Tour to participate in the World Tour program, fully covered by Nobel Biocare. This is a worldwide campaign and we strongly encourage Chinese dentists to participate.

Jameson Wu: We can see from the program that the World Tour is a platform where both international and regional speakers share the podium to present the latest concepts in providing patients with beautiful teeth now. We are also constantly on the look-out for the next generation of speakers, opinion leaders and skilled technicians and clinicians. The poster award and competition provides an excellent opportunity to this end.

In your new training center in Shanghai, are you also going to offer a similar program?

Vincent Yuen: Absolutely. We believe that we could do a major part in training for the local dentists in this industry, that’s why we set up our training center in Shanghai. In each field and level we will conduct a training program for the local dentists. We offer a training program at advanced levels as well. We will also support advanced research collaboration with leading institutions in cutting-edge dental esthetics technology. We have hired a Regional Clinical Research Manager to be responsible for this project.

On the other hand, educating patients is also very important. You might have heard about our NobelSmile™ program. We have launched the program worldwide since April and pre-launched in Hong Kong/Beijing. We will be formally launching the program in September in Hong Kong, Malaysia, Singapore and China, respectively. I just received an article regarding the phenomenal development of implantology in China. One main issue is about training. In the article they believe that in the next 5 to 10 years the dental population will increase to 200,000. Implantology will play a major role in patient care. We couldn’t miss this opportunity.

Do you have any collaboration with Chinese universities?

Jameson Wu: This is a brand new start for us here in China. Every type of educational activity and program is within our consideration. Collaborating with universities will definitely be a part of our training programs. Our objective is to offer different types of programs, to ensure we have something for everyone. Instead of only offering courses in a fancy hotel, our training center will allow us to offer all kinds of courses all year long to fit the dentists at an individual level.

Vincent Yuen: We had a meeting just and I can tell you good news that we are going to have an online training program for our customers soon, in esthetics crown and bridge treatment.

You just mentioned patient education. It’s a huge challenge to many dentists worldwide. Do you have any special advice regarding this topic?

Vincent Yuen: I think they have to understand what the patient needs. I am a patient too, myself. The greatest fear of the patients is pain. We have to explain to them modern implant treatment is not painful. Secondly is making them see that they could get their beautiful teeth now, the procedure could be done in an hour. Finally, let them experience that with implants they could acquire a set of beautiful teeth and a beautiful smile. You want them to get rid of the fear, you want them to be comfortable and you want them to look good. If these massages could be sent to patients all over the world, dentists will have a very easy job in persuading patients to choose implant and get a beautiful smile.

Jameson Wu: Nobel Biocare is not only about dental implants; we offer a complete aesthetic solution from “root to tooth”. Whether you need to improve your existing teeth or you need to replace missing teeth. There are still many patients out there who do not know what their options are. That is what Nobel Biocare is going to do. Make patients understand what is possible, then refer them to our customers who use our concepts and products to provide beautiful smiles now for everyone.

Alice Chan is going to lead this campaign in China. The company is here in China now to support and develop the Chinese market to the next higher level.