“We are now able to enter the second phase of expansion”

An interview with Jörg Brenn and Christian Brutzer, representatives of Ivoclar Vivadent in Asia

In the presence of 100 guests and partners from South East Asia, dental manufacturer Ivoclar Vivadent recently opened a new marketing office in Indonesia. Located in the western province of Banten, the office is intended to provide marketing support on both clinical and technical products to business partners in the region. The former general manager of Ivoclar Vivadent China, Jörg Brenn, will head the new operation. At the recently held FDI Annual World Dental Congress in Bangkok in Thailand, Dental Tribune had the opportunity to speak with Brenn and Global Region Head Asia Pacific Christian Brutzer about the new venture and how it will influence their company’s position and business strategies in the Asia Pacific region.

Dental Tribune: With the new office in Indonesia, your company has recently extended its marketing network to South East Asia. What was the incentive behind setting up a regional hub there?

Jörg Brenn: Besides having a large number of dentists and dental laboratories in Indonesia, the country also boasts a domestic market that is far more dynamic than any other market in the world. As the markets in Japan, Korea, China and India have become established, we are now able to enter the second phase of expansion and to venture into new territories. China, particularly, has developed to such an extent that it is now self-sustaining and can be entirely managed by local talent. This allows us to use valuable resources in other markets. We are extremely lucky to have someone like Jörg Brenn, who has 25 years of work experience in the region.

Jörg Brenn: Indonesia is at the point of development where China was 15 years ago. There is a similar optimistic spirit, even though it is on another level. The market has different characteristics. One can really feel a great deal of energy in the country, which may be fuelled by the new president, whose ideas have provided inspiration for many. While there remains much to be done, one can clearly see the economy moving forward. For example, many Indonesians went to Singapore for dental treatment in the past, but now the country has so many excellent clinics and dental practices that there is no longer any need for patients to go abroad. This has given the dental business in Indonesia greater strength and higher autonomy.

What challenges does the market in Indonesia pose compared with China?

Brenn: Indonesia is at the point of development where China was 15 years ago. There is a similar optimistic spirit, even though it is on another level. The market has different characteristics. One can really feel a great deal of energy in the country, which may be fuelled by the new president, whose ideas have provided inspiration for many. While there remains much to be done, one can clearly see the economy moving forward. For example, many Indonesians went to Singapore for dental treatment in the past, but now the country has so many excellent clinics and dental practices that there is no longer any need for patients to go abroad. This has given the dental business in Indonesia greater strength and higher autonomy.

Brenn: Indonesia is at the point of development where China was 15 years ago. There is a similar optimistic spirit, even though it is on another level. The market has different characteristics. One can really feel a great deal of energy in the country, which may be fuelled by the new president, whose ideas have provided inspiration for many. While there remains much to be done, one can clearly see the economy moving forward. For example, many Indonesians went to Singapore for dental treatment in the past, but now the country has so many excellent clinics and dental practices that there is no longer any need for patients to go abroad. This has given the dental business in Indonesia greater strength and higher autonomy.

As usual, we have adopted a middle- and long-term strategy for our business. The market is growing more dynamically than any other market in the world, even more than Latin America. In some countries, like China, we are currently experiencing deflation owing to previous efforts by the government there to slow down growth. Naturally, this has had an effect on dental services and the demand for materials and systems. However, we envision the private sector constantly expanding and this development will give us completely different opportunities in the years to come. We are seeing similar developments currently in India.

Christian Brutzer: When we developed our road map for Asia, we decided to implement it in small, well-thought-out steps. This strategy helped us to get through the financial crisis in 2008/2009 largely unharmed. As the markets in Japan, Korea, China and India have become established, we are now able to enter the second phase of expansion and to venture into new territories. China, particularly, has

Asia is still growing more dynamically than any other market in the world...

Jörg Brenn: Indonesia is at the point of development where China was 15 years ago. There is a similar optimistic spirit, even though it is on another level. The market has different characteristics. One can really feel a great deal of energy in the country, which may be fuelled by the new president, whose ideas have provided inspiration for many. While there remains much to be done, one can clearly see the economy moving forward. For example, many Indonesians went to Singapore for dental treatment in the past, but now the country has so many excellent clinics and dental practices that there is no longer any need for patients to go abroad. This has given the dental business in Indonesia greater strength and higher autonomy.

What challenges does the market in Indonesia pose compared with China?

Brenn: Indonesia is at the point of development where China was 15 years ago. There is a similar optimistic spirit, even though it is on another level. The market has different characteristics. One can really feel a great deal of energy in the country, which may be fuelled by the new president, whose ideas have provided inspiration for many. While there remains much to be done, one can clearly see the economy moving forward. For example, many Indonesians went to Singapore for dental treatment in the past, but now the country has so many excellent clinics and dental practices that there is no longer any need for patients to go abroad. This has given the dental business in Indonesia greater strength and higher autonomy.

As usual, we have adopted a middle- and long-term strategy for our business. The market is growing more dynamically than any other market in the world, even more than Latin America. In some countries, like China, we are currently experiencing deflation owing to previous efforts by the government there to slow down growth. Naturally, this has had an effect on dental services and the demand for materials and systems. However, we envision the private sector constantly expanding and this development will give us completely different opportunities in the years to come. We are seeing similar developments currently in India.

As usual, we have adopted a middle- and long-term strategy for our business. The market is growing more dynamically than any other market in the world, even more than Latin America. In some countries, like China, we are currently experiencing deflation owing to previous efforts by the government there to slow down growth. Naturally, this has had an effect on dental services and the demand for materials and systems. However, we envision the private sector constantly expanding and this development will give us completely different opportunities in the years to come. We are seeing similar developments currently in India.