**SHOFU: Fastest growth from China**

By DTI

SINGAPORE: SHOFU Dental Asia-Pacific attended the UAE International Dental Conference and Arab Dental Exhibition (AEEDC) in Dubai this year to introduce its new abrasives and restorative materials to professionals in the Middle East. The global dental materials and equipment manufacturer has been eyeing the region for a long time, but ongoing market restrictions remain a challenge. However, SHOFU is also targeting countries in Asia Pacific that promise stronger growth.

While trade show attendees from the Middle East expressed great interest in SHOFU’s materials and digital dental cameras, the company feels that the market conditions do not facilitate foreign investment. ‘Our meetings were good—although the fair could have been stronger. We met dentists and dental students from the UAE, Kuwait, Iran and Iraq. This is a big market, especially for Asian companies, but the market needs to open more to ease import and export,’ stated Patrick Loke, Managing Director of SHOFU Dental Asia-Pacific, during AEEDC. Given the company’s has touched despite SHOFU’s geographical proximity.

SHOFU finally established a new subsidiary in Singapore in 1980. Since then, SHOFU Dental Asia-Pacific has reached a number of milestones in the region. In 1985, SHOFU began operating in China with the establishment of a worldwide sales network and opened a production facility and sales office 20 years later. Back then, the country had only 50,000 dentists and fewer than 200 dental clinics to serve its 1.3 billion people—about 400,000 dental professionals would have been needed to provide adequate oral health care according to Western standards.

In the last decade, the Chinese government has invested substantially in dental training facilities and schools. The result was an increase in dental clinics that led to double-digit growth in relatively new market segments, such as dental implants.

Loke is very pleased with SHOFU’s sales in China. ‘We see the fastest growth coming from China. For the most part, China is now a fully developed country with huge opportunities to conduct business. We have experienced a double-digit increase in Chinese sales and the nation remains our most important market in the region,’ he said during AEEDC. ‘Other countries in the South-East Asian region are also developed but growth is slower. However, India is coming up. SHOFU will start operating in India soon. There is growing awareness regarding dental health there.’

SHOFU Dental Asia-Pacific’s booth at AEEDC Dubai 2016.

**New permanent resin cement**

By DTI

PARIS, France: Complementing its bonding range with TOTAL CEM, dental product manufacturer and restoration expert Istra Clinical, has launched a new self-etching and self-adhesive permanent resin cement.

The TOTAL C-RAM is particularly indicated for the cementation on enamel, dentine, metal, ceramic, porcelain, zirconium & composites and features a bonding strength that is 50 per cent superior to that of CIVMAR on zirconia, the French company said.

Straumann, Anthogyr partner

By DTI

BASEL, Switzerland/SALLANCHES, France: Straumann and Anthogyr have announced that they have entered into a new partnership that will see Anthogyr’s business activities in China being transferred to Straumann by the middle of the year. Furthermore, the Swiss dental implant company has acquired a 30 per cent stake in the French manufacturer.

The agreement, according to both parties, is to become effective by the end of March this year. Financial details of the deal were not disclosed.

Straumann said in a press release that the sales capabilities of the two companies are expected to provide the critical mass to compete and grow successfully in the premium segment, where they have already been active for a number of years.

In an effort to extend its leading market position, Straumann recently established a new country organisation and distributor network that is intended to cover all of the provinces of China. Anthogyr’s dental implant system has been registered in and is established in China, where it is positioned as a high-quality, attractively priced option, according to the company.