



ST.PETERSBURG

29-31 October 2013

Venue:

SAINT-PETERSBURG, Lenexpo

<http://dental-expo.primexpo.ru>  
<http://www.dental-expo.com/spb>

# DENTAL-EXPO SAINT-PETERSBURG

6<sup>th</sup> INTERNATIONAL DENTAL EXHIBITION

## POST SHOW REPORT 2013

ORGANISERS:



DENTALEXPO®

WITH ASSISTANCE OF:



Стоматологическая  
ассоциация  
Санкт-Петербурга



**DENTAL-EXPO ST. PETERSBURG 2013:**

**The innovation dental equipment and materials from 23 countries:**

Austria, Australia, Belgium, Great Britain, Germany, Israel, Italy, Kazakhstan, China, Korea, Liechtenstein, Malaysia, Pakistan, Russia, Slovakia, USA, Ukraine, Finland, France, Czech Republic, Switzerland, Sweden, and Japan.

**More than 100** leading Russian and foreign **dental companies**

Total exhibition space **Increased by 30%**  
 (The total area was 3355 m<sup>2</sup>)

Total number of visitors **Increased by 15%**  
 (Number of visitors 3270)

**EXHIBITION PROFILES:**

- Dental equipment and tools
- Dental materials
- Dental mechanical equipment and tools
- Supporting materials for dental laboratories
- Systems and tools for implant dentistry
- Materials and tools for graftless and maxillofacial surgery
- Orthodontic products
- Surgical instruments
- Dental drugs and medication
- Equipment, tools and materials for antiseptics and bacterial purification
- Dental anaesthesiology
- Disposable materials
- Medical uniforms
- Medical furniture
- Hygiene equipment for oral cavities
- Dental services
- IT in dentistry
- Diagnostic equipment and appurtenance

*'Annual holding of Dental-Expo St. Petersburg contributes to implementation of modern materials, further training of specialists, mastering of new technologies in the sphere of preventive treatment, diagnostics and treatment of dental diseases. Eventually all this contributes to quality improvement of dental services provided to the population'.*

**V.M. Kolabutin,**  
**Chairman of the Committee for Health Care of St. Petersburg**

*'There can be no doubt that the Dental-Expo St. Petersburg exhibition has become an important event over the last several years. The many years of cooperation between the Russian Dental Association and Dental-Expo St. Petersburg are bearing their fruit and we can see that the number of exhibitors is growing every year. Attendees include the representatives of state and private clinics which offer the opportunity for an important exchange of information. Specialists can interact, get to know new people, support their existing contacts and make agreements. The process is ongoing.'*

**V. V. Sadovsky, President of the Russian Dental Association**



*'The best way to solve the issues before the dental healthcare industry is discussion. Dental-Expo St. Petersburg and the events of the business programme give us the opportunity to have calm and considered discussions of relevant issues.'*

**E. O. Danilov,**  
**President of the Dental Association of St. Petersburg**

*'The annual staging of Dental-Expo St. Petersburg in Russia's northern capital is an example of the conscious desire of specialists to discuss current issues of the industry's development and to find optimal paths for solving existing problems'.*

**O. O. Yanushevich,**  
**Senior Consultant Dentist of the Ministry of Healthcare of the Russian Federation, Honoured Medical Doctor of the Russian Federation, Professor**



**THE FOLLOWING OFFICIALS WERE PRESENT:**

- **Vladimir Aleksandrovich Kozlov**,  
 Chief Maxillofacial Surgeon of the Committee of Healthcare of St. Petersburg, member of the Russian Academy of Medical Scientists, Honoured Scientist of Russia and Professor
  - **Vladimir Viktorovich Sadovsky**,  
 president of the Russian Dental Association
  - **Yegor Olegovich Danilov**,  
 President of the Dental Association of St. Petersburg and Vice-President of the Russian Dental Association
  - **Sergey Georgievich Voronkov**,  
 General Director of ExpoForum-International LLC
  - **Ilya Igorevich Brodetsky**,  
 General Director of DENTALEXPO exhibition company
  - **Irina Anatolievna Lubina**,  
 General Director of PRIMEXPO LLC
- The guests underlined the role of the exhibition in the development of dental services in the North Western region and in Russia as a whole, as well as wishing success and productiveness to the visitors and exhibitors.

**The grand reception at Gimnasia restaurant dedicated to the opening of the exhibition included an award ceremony for active work and professionalism in the preparation of the exhibition.**

**The following companies were awarded diplomas:**

- MAGNI DENT — for their successful debut
- GVM TRANSIT — for their activities at the exhibition
- CORAL CENTRE — for professional marketing of the exhibition
- ALEF — for the professional presentation of their company at the exhibition
- SIRONA DENTAL SYSTEMS — for the excellent design of their display
- TECHNO-DENT GROUP — for the effective use of exhibition space
- ALVIK-MEDEXPRESS — for successful and fruitful cooperation



**The International Conference for the maxillofacial surgeons and stomatologists «Modern technology in dentistry» was opened on the 29<sup>th</sup> of October.**

**Over the years, the conference has become an integral part of the exhibition, gathering highly qualified dental surgeons from the whole country.**

According to the Chairman of the Conference Organising Committee, Chief Maxillofacial Surgeon of the Committee for Healthcare of the Government of St. Petersburg **Kozlov Vladimir Aleksandrovich**, 'it is very important that theoretical discussions with colleagues are combined with the exhibition at Dental-Expo St Petersburg. This creates the perfect conditions for the guests, specialists and colleagues come here to see what is being displayed at the exhibition and to hear the reports are prepared by highly qualified speakers.'

**Organisers:** The Ministry of Public Health of Russian Federation, Russian Academy of Medical Sciences, Mechnikov North-West State Medical University, Russian Dental Association, St. Petersburg Dental Association, Primexpo Ltd.



**A two day symposium 'Effective and functional methods of diagnostics, treatment, prosthetics at children's and adult appointments' was dedicated to issues in the use of new technologies in dental practice.**

The first day was dedicated to therapy and was opened by endodontic specialist, member of the European and American endodontic association, Doctor of Medical Sciences Peter Kiefner, who made his first visit to St Petersburg to give a lecture on innovative approaches in modern endodontics. The symposium was continued on the 30<sup>th</sup> of October to discuss the most current and relevant achievements in world orthopaedics and implantology.

The organisers of the symposium were PRIMEXPO LLC and Alvik-Medexpress, the constant partner of the exhibition that is actively involved in the preparation of business events for specialists every year.

'We were looking for the most relevant and innovative report subjects during the organisation of the symposium. This is the right approach – dental professionals have become more selective and we were able to show which practical benefits specialists may gain.'

**Anastasia Merkulova, Marketing Specialist Alvik-Medexpress**

**Organisers: Alvik-Medexpress, Primexpo Ltd.**

**With assistance of: 3M ESPE, VDW, Kerr, Dentsply Implants, Colgate**



Another event which took place on the 29<sup>th</sup> of October was the the 10<sup>th</sup> research-to-practice conference «**Modern Diagnostic Methods, Treatment and Dental Disease Prevention. Complex rehabilitation of dental patient**» which was chaired by President of Russian Dental Association Vladimir Viktorovich Sadovsky. Professors from the leading medical higher education institutions in Russia presented their reports on subjects relevant to the industry.

**Organisers:** St. Petersburg Dental Institute of Post-Diploma Education, St. Petersburg Dental Association, Primexpo Ltd.

Prospects for the development of cooperation between state and private organisations in the field of healthcare were discussed at the **MEETING OF THE BOARD OF ST. PETERSBURG DENTAL ASSOCIATION**

The event included a discussion of issues in the application of the preliminary medical economic standard 'Primary preventive measures for children' and the organisation and payment for dental treatment through compulsory medical insurance as part of the Programme of state guarantees of free medical care for citizens. Speakers at the meeting included the Head of the Department of State and Private Partnership of the Committee on Investments and Strategic Projects of St. Petersburg R. A. Golovanov, Head Doctor of Paediatric Dental Clinic No. 6 Ya. Yu. Sedneva and the President of the Dental Association of St. Petersburg E.O. Danilov.

**Organisers:** Dental Association of St. Petersburg, Primexpo Ltd.

A substantial programme of events for dental hygienists took place on the second day.

The International **Conference 'The program of prevention of dental diseases. The role of the dental hygienist'**

was held on the 30<sup>th</sup> of October. Conference delegates included the members of the Professional Association of Dental Hygienists, Dental Professionals, Heads of medical dental organisations and scientists from Russian and foreign higher education institutions and Russian medical schools. The results of the event were used to formulate practical recommendations for dental professionals and dental hygienists.

**Organisers:** Russian Dental Association, Professional Society of Russian Dental Hygienists, Primexpo Ltd.



**The First North-Western Forum of Private Medical Organizations 2013 took place as part of the Dental-Expo St. Petersburg 2013 exhibition on the 30<sup>th</sup> and 31<sup>st</sup> of October.**

Government officials, managers and owners of private medical organisations, the heads of non-commercial partnerships and scientists from leading medical higher education institutions took part in the forum. Participants focused on the discussion of prospects for the development of private healthcare, issues in the organisation of state control as a factor which affects the development of medical business and the main pathways to the integration of private medicine into the national healthcare system. Forum participants were greeted by Vice-Governor of St. Petersburg Olga Aleksandrovna Kazanskaya. The Vice-Governor noted the development of regulated competition in the city healthcare sector, with the most important factors being the quality and accessibility of services. This development will give an additional push to the development of healthcare in St. Petersburg and lead to an increase in the quality of medical services offered to citizens.

**Sponsor of Forum:** 

**Organisers:**

- Association of private clinics of St. Petersburg and North-West
- Medical Chamber of St. Petersburg
- National Union of private health system regional associations
- St. Petersburg Dental Institute of Post-Diploma Education
- Primexpo Ltd.



**The last event in the series of business events at the Dental-Expo St Petersburg 2013 exhibition was the press conference of the Dental Association of St. Petersburg 'CONDITION OF DENTAL CARE IN ST. PETERSBURG',**

led by President of the Dental Association of St. Petersburg **Egor Olegovich Danilov**. The President told journalists about issues related to the funding of medical institutions, the organisation of dental healthcare and the tariffs for services in the compulsory medical insurance system, as well as the development of preventive measures. The Dental Association of St. Petersburg is very active in its search for solutions to these and other important issues, offering suggestions and improving communication with government representatives.

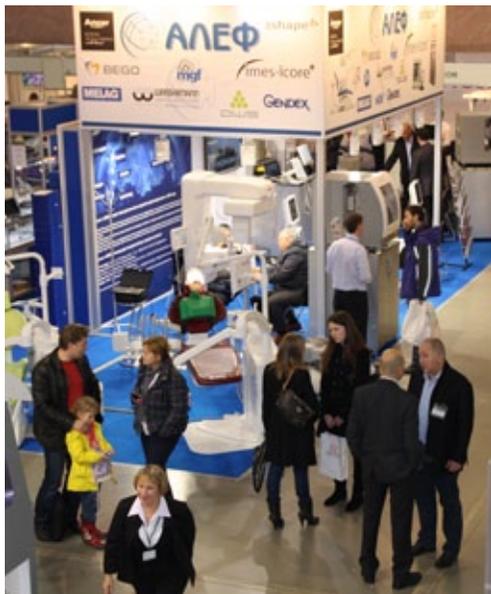
**Organisers:** St. Petersburg Dental Association, Primexpo Ltd.



**More than 30 seminars and master classes was organised by leading companies in the dental industry took place over the three days of the exhibition.**

**Organisers included** Alvik-Medexpress, N.SELLA, Implay-MED, Picasso, Sante Medical, Geosoft, Prometey, Rotor Dent and many others.

Dental-Expo St. Petersburg has confirmed the popularity among specialists in the dental healthcare industry and its status as effective platform for the exchange of information and the development of business partnerships.



**AIM OF EXHIBITING, %**



**GEOGRAPHY OF THE PARTICIPANTS, %**



*The constant growth in exhibition space and the marketing and advertising campaigns that are carry out show that the exhibition is as relevant and interesting for dental professionals as always. We presented both new and well known products and had the opportunity to interact with all of the main consumers of our products. Over the two days our stand hosted speakers from France, Latvia and St Petersburg. Our impressions of the exhibition are very good, and we will definitely take part in the St. Petersburg Dental Exhibition next year.'*

**Anastasiya Merkulova,  
Marketing Specialist,  
Alvik-Medexpress**

*'We were happy with the number of visitors on the first day. In addition to this, it is nice to note that specialists are visiting the stands with more purpose. They do not only look at the products, but approach us with real offers and requests and are interested in particular pieces of equipment. People came, asked questions and looked at the prices on the first day, and made purchases on the second. This makes us happy.'*

**Alena Novikova,  
Head of Marketing  
and Advertising Department,  
Stomus**

*'While we usually analyse the results of an exhibition after its completion, we can already say something. For example, it was interesting to look at the stands of our competitors and partners. We have noted, that more expensive and modern equipment has appeared and the stands themselves have a higher quality presentation. All of this shows the positive development of both the dental healthcare industry and the exhibition itself.'*

**Vyacheslav Malinkovskiy,  
Managing Director,**

**Artikon**

*'For us, participation in the exhibition leads to guaranteed contracts in the future and it is an important tool for promoting our image and advertising that works more effectively than other forms of communication. This year we decided to increase the area of our stand, and we believe that this was completely justified.'*

**Sergey Valyakin,  
General Director,  
GVM Transit**

*'The purpose of our participation in the exhibition was the increase in our client base and the promotion of our new products. I think we have achieved these aims. The exhibition has grown noticeably larger.'*

**Nataliya Mironova,  
General Director,  
Profix**

*'This year our company exhibited at Dental-Expo St. Petersburg for the first time. We had the opportunity to meet our clients, find new partners and carry out a number of successful negotiations. It was interesting for us to get to know representatives of the dental community and to take part in the business programme. The organisation of events of this kind fully supports the development of business, and it is overall of great benefit to the industry.'*

**Aleksandr Kukushkin,  
Head of the Commercial Department,  
Upacom**

## EXHIBITION SECTORS OF MAIN INTEREST, %

|   |              |  |
|---|--------------|--|
| <b>Dental materials</b> .....                 | <b>50,77</b> |  |
| Disposable materials .....                    | <b>46,72</b> |  |
| Prevention and hygiene.....                   | <b>36,11</b> |  |
| Handpieces и micromotors .....                | <b>29,92</b> |  |
| Education, training .....                     | <b>28,84</b> |  |
| Systems and tools for implant dentistry ..... | <b>28,49</b> |  |
| Diagnostic equipment and appurtenance .....   | <b>25,74</b> |  |
| Ultrasonic equipment.....                     | <b>25,63</b> |  |
| Dental treatment unit.....                    | <b>23,00</b> |  |
| Wireless tools .....                          | <b>19,43</b> |  |
| Medical furniture .....                       | <b>17,76</b> |  |
| Rotary tool .....                             | <b>17,40</b> |  |
| Pharmaceutics.....                            | <b>15,26</b> |  |
| Lighting systems.....                         | <b>12,40</b> |  |
| Professional and protective clothing .....    | <b>11,80</b> |  |
| Disinfectors.....                             | <b>11,44</b> |  |
| Temporization material.....                   | <b>10,25</b> |  |
| Sterilization equipment .....                 | <b>10,25</b> |  |

## GEOGRAPHIC ORIGIN OF THE ATTENDEES, %

|   |              |  |
|---|--------------|--|
| <b>St. Petersburg and North West Russia</b> ..... | <b>94,76</b> |  |
| Moscow and Central Russia .....                   | <b>4,35</b>  |  |
| Novosibirsk and Siberia .....                     | <b>0,90</b>  |  |
| Rostov-on-the-Don and North Caucasus .....        | <b>0,75</b>  |  |
| Nizhny Novgorod and Volga region.....             | <b>0,75</b>  |  |
| Yekaterinburg and Ural .....                      | <b>0,75</b>  |  |
| Khabarovsk and Far East.....                      | <b>0,30</b>  |  |
| CIS .....   | <b>0,30</b>  |  |
| Abroad.....                                       | <b>0,15</b>  |  |

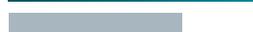
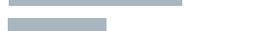
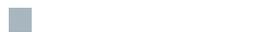
## AIM OF VISITING, %

|  |              |  |
|--|--------------|--|
| <b>To find suppliers of goods/services</b> .....       | <b>77,84</b> |  |
| To learn about new products/technology/innovation..... | <b>62,33</b> |  |
| To get general information about the market.....       | <b>39,52</b> |  |
| To establish new business contacts.....                | <b>35,41</b> |  |
| To compare multiple types of products.....             | <b>32,10</b> |  |
| To maintain existing business contacts.....            | <b>18,97</b> |  |
| To study business activity of competitors.....         | <b>16,18</b> |  |
| To take part in the business programme.....            | <b>13,40</b> |  |
| To find new clients.....                               | <b>8,89</b>  |  |
| Other .....  | <b>3,71</b>  |  |

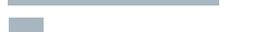


# VISITORS

## COMPANY SPECIALIZATION, %

|  |              |  |
|--|--------------|--|
| <b>Private medical institutions</b> .....  | <b>53,55</b> |  |
| State medical institutions.....            | 31,53        |  |
| Services.....                              | 15,28        |  |
| Educational institutions.....              | 11,19        |  |
| Wholesale.....                             | 4,21         |  |
| Research organizations and laboratory..... | 3,01         |  |
| Manufacturing .....                        | 2,89         |  |
| Retail.....                                | 2,65         |  |
| Other.....                                 | 2,05         |  |
| Media.....                                 | 1,56         |  |

## VISITORS POSITION, %

|   |              |  |
|---|--------------|--|
| <b>Top management (owner/ general director / head doctor)</b> ..... | <b>71,96</b> |  |
| Doctor-specialist.....  | 60,75        |  |
| Other .....   | 9,60         |  |
| Head of the unit/department/laboratory.....                         | 7,78         |  |
| Manager/specialist .....  | 6,93         |  |
| Deputy director .....   | 5,47         |  |



## VISITORS POST STATUS, %

|                                 |              |   |
|---------------------------------|--------------|---|
| <b>Dentist- therapist</b> ..... | <b>57,62</b> |  |
| Dentist-orthopedist.....        | 22,71        |  |
| Surgeon-implantologist.....     | 18,29        |  |
| Dentist-orthodontist.....       | 12,50        |  |
| Dentist-parodontist.....        | 9,30         |  |
| Children`s dentist.....         | 8,84         |  |
| Dentist-hygienist.....          | 7,47         |  |
| Other .....                     | 6,71         |  |
| Dental mechanic.....            | 5,18         |  |

**60%** OF THE VISITORS ARE DECISION MAKERS OR ARE INVOLVED IN THE DECISION-MAKING PROCESS





ST.PETERSBURG

# DENTAL-EXPO SAINT-PETERSBURG

7<sup>th</sup> INTERNATIONAL DENTAL EXHIBITION

**28–30 OCTOBER 2014**



<http://dental-expo.primexpo.ru> <http://www.dental-expo.com/spb>

**SEE YOU  
NEXT YEAR!**

PROFESSIONAL SCOPE  
OF DENTAL MARKET!

Organisers:



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