



ITALIAN TRADE AGENCY

ICE - Italian Trade Commission

Trade Promotion Office of the Italian Embassy



Ministero dello Sviluppo Economico



Italy
at
AEEDC
DUBAI 2018

**UAE International Dental Conference
& Arab Dental Exhibition – AEEDC**

6 - 8 February 2018

Stand No: 3D07 – 3F22 | Hall 3

Dubai International Convention & Exhibition Centre

“ I am very happy to introduce you to the 25 manufacturers of equipment and consumables for dentists and dental technicians participating in the Italian pavilion at AEDEEC Trade Fair organized by Unidi, the Italian Dental Industries Association, in cooperation with the Italian Trade Agency.

These companies represent a highly diversified segment of the Italian manufacturing sector enjoying a very solid international reputation thanks to their reliable products bearing a high-quality content as well as excellent design due to very intense R&D investment and long-standing technical experience.

I strongly believe there is a huge potential for the dental market in the UAE and the Middle East as awareness of the healthy importance of oral care among consumers increases along with dentists' visits and dentist' specialization. In 2016, imports to the UAE of equipment and consumable for the dental industry totaled more than 500 million euros, with an increase of more than 7 per cent compared to the previous year, of which Italy's share was more than 5%.

With these figures in mind, I strongly encourage local distributors, dental clinics and professionals in the industry to visit the Italian pavilion as there is a wide range of innovative products and dynamic companies with strong competitive edge to build successful commercial partnerships with.

Therefore, take the advantage to provide your smile with an 'Italian' touch and enjoy a better life!”



Liborio Stellino
Ambassador of Italy to the UAE



*Embassy of Italy
to the United Arab Emirates*



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The Italian Trade Agency is the Government agency which promotes the globalization of Italian firms, under the aegis of the Ministry of Economic Development, in collaboration with the Ministry of Foreign Affairs.

ITA helps to develop, facilitate and promote Italian economic and trade relations with foreign Countries, focusing on the needs of SMEs, their associations and partnerships.

ITA sustains Italian firms in their internationalization process, promoting the marketing of Italian goods and services as well as the image of **"Made in Italy"** products around the world, while facilitating outward Italian investments and encouraging FDI attraction into Italy.

ITA provides a wide range of services such as information, support and consultancy services and it organizes a wealth of promotional activities (trade fairs and exhibitions, business missions, seminars, workshops, etc.) in order to foster exports and economic cooperation in all sectors, with the objective of increasing the effectiveness of the presence of Italian companies on international markets.

ITA works closely with the Italian Regions, the network of Italian Chambers of Commerce, business organizations and other public and private entities.

ITA's headquarters are based in Rome and it works through a large network of offices around the world which are acknowledged as **"Trade Promotion Offices or Sections"** of Italy's Embassies or Consulates.



UNIDI - Italian Dental Industries Association

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UNIDI - Italian Dental Industries Association - associates the majority of Italian manufacturers of equipment and consumables for dentists and dental technicians - more than 100 high-calibre companies offering all the guarantees to the users of their products.

In over 45 years of activity, UNIDI has made an important contribution to the growth of the Italian dental industry. Today it is one of the world leaders, among the first in terms of business volumes, technological innovation and exports.

UNIDI promotes **Made in Italy** through two important events: **Expodental Meeting in Rimini**, the most relevant international trade-show for the dental sector in Italy; and **IDEA - International Dental Exhibition Africa**, the only international exhibition for dental professionals in all African countries. Moreover, UNIDI, with the collaboration of ICE-Italian Trade Promotion Agency, carries out an intense foreign activity in both emerging and industrialized countries.





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Dental Tech: a long path dedicated to implantology

Dental Tech is an established Italian company based in Misinto (MB - Italy) which has been marketing its products for some years in foreign countries. For over 40 years it has developed its experience in the biomedical and dental implant industries, making its brand a synonym of quality.

Its primary objective is to always provide reliable and versatile implant lines to meet professionals' needs and face different clinical needs, always maintaining a high quality standard and the right price.

Conical and cylindrical implants are available with internal and external connection, transmucosal and submerged, short and mini implants, ranging in diameter from $\varnothing 3.25$ to $\varnothing 5.5$ and length from 6 to 16 mm.

The implants undergo a consolidated surface treatment, which, for over 22 years, involves a double process of sandblasting and surface etching. In this way optimal roughness values are obtained which make the adhesion of fibrin to surface more tenacious, facilitating the healing process of the bone, significantly reducing time.





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