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The FDI has been campaigners for the integration of oral health into the list of NCDs for priority action in the United States and WHO for years. The current list comprises cancer, diabetes, and cardiovascular diseases, which the FDI says should be extended to the fact that all oral conditions share common NCD risk factors, including unhealthy diet (particularly high sugar consumption), tobacco, and harmful alcohol use.

AWDC COVERAGE

The latest news and developments from the congress in Hong Kong will again be available this year through the FDI’s official daily congress newspaper, WorldDental Daily, which will be published for the seventh time together with DTI. Both organisations have been collaborating since 2005, when the international dental media group was appointed official media partner for the FDI’s AWDC in Montreal in Canada. Since then, DTI has published the FDI’s WorldDental Daily at its congresses in Dubai, Stockholm and Singapore, to name a few, as well as the FDI’s WorldDental Communiciq bi-monthly newsletter through its network of international publishers.

From Wednesday to Saturday, a team of experienced editors will be hitting the convention floor in Hong Kong in order to bring you the latest results from the World Dental Parliament sessions, exclusive interviews with congress speakers and the current buzz in the industry. For the first time, online coverage will also be available through Dental Tribune’s news site www.dental-tribune.com.

For more information about FDI Hong Kong 2012, the latest congress programme and how to participate, please scan the QR code at the bottom left or visit www.fdiworld.org.
The FDI World Dental Federation has announced that China’s Minister for Health, Prof. Chen Zhu, will be the first recipient of the organisation’s Inaugural World Oral Health Recognition Award. The 59-year-old haematologist was selected owing to his contributions to the development of dentistry in China, the organisation said last week.

Politically independent Zhu was appointed Minister of Health of the People’s Republic of China in early 2007. Since then, he has implemented reforms of China’s health-care system, which included the expansion of basic health coverage to urban and rural areas, among other things. He also remains professor at Jiao Tong University’s School of Medicine in Shanghai, as well as a member of the Chinese Academy of Sciences in Beijing.

It is the first time that the FDI has awarded an individual for his or her contributions to dentistry.

The award will be given to Zhu officially during the opening ceremony of this year’s FDI Annual World Dental Congress in Hong Kong in August.

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**Vision 2020: shaping the future of oral health**

**Principles unveiled at special World Dental Parliament session**

The FDI World Dental Federation will unveil its Vision 2020: shaping the future of oral health on Tuesday, 28 August, at a special panel session of the World Dental Parliament. Here, in brief, are the principal elements of the FDI Vision.

1. Meet the increasing need and demand for oral healthcare
   Our Vision is that by 2020, inequalities with regard to access to oral healthcare will be substantially reduced and the global need and demand for oral healthcare more largely met.

2. Expand the role of oral healthcare professionals
   Our Vision is that, by 2020, oral health will be fully recognized and accepted as a crucial part of overall health and well-being.

3. Shape a responsive educational model
   Our Vision is that by 2020, our young graduates will benefit from responsive, dynamic and modular curricula, with a focus on extensive criticalthinking and analytical skills as well as public health and trans-professional education.

4. Mitigate the impacts of socio-economic dynamics
   Our Vision is that, by 2020, collaboration and partnerships between the private and public sector will have led to the inclusion of Oral Health in all Policies and the focus will shift to models viewing promotion, prevention, and treatment as equally important.

5. Foster fundamental and translational research and technology
   Our Vision is that, by 2020, major improvements in oral health will have been achieved and inequalities will have been reduced through research-led strategies for more effective disease prevention, with the integration of oral health into healthcare in general.

Look out for the 30 August edition of WorldDentalDaily for fuller coverage!
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FDI Hong Kong 2012: sentimental, political, visionary

By Orlando Monteiro da Silva, FDI President

The Congress is political in the sense that the latest orientation of oral health policy is also on display with the launch of the much-anticipated FDI Global Caries Initiative (GCI) website, which brings together individuals and groups from around the world to exchange, communicate and share knowledge on caries management and the development of a new preventive paradigm.

The GCI prevention paradigm dovetails with FDI’s most recent concerted effort in public and oral health in the field of noncommunicable diseases (NCDs). FDI has long advocated that oral health should be integrated into a common risk factor strategy with other NCDs, in particular cardiovascular and respiratory disease, diabetes and cancer. This principle is now, thanks in part to FDI, enshrined in public policy in the United Nations Political Declaration on NCDs, which calls for an approach based on control and prevention.

The Congress is visionary because two days before, the World Dental Parliament, meeting here in Hong Kong, saw the launch of the debate on FDI’s Vision 2020, a roadmap for the coming decade in dental medicine. This document, developed by a specially-created constituted task team in collaboration with our members, is, as its preface proclaims, inspirational and aspirational.

Vision 2020 contains a strategic approach to five key identified areas: meeting the increasing need and demand for oral health care; expanding the role of oral care professionals; shaping a responsive educational model; mitigating the impact of socio-economic dynamics; and fostering fundamental research and translational technology. It is a blueprint for adapting and changing the dental profession to a world in constant evolution.

On this opening day of the FDI Hong Kong 2012, I would like to bid you all welcome and express the hope that you will have a profitable, informative and an enjoyable stay during the... congress of the century!

By Drs Monica Carlile & Virginie Horn

Phase II of our partnership has potential for significant impact, both through its conceptual design and implementation of projects locally. Our message: “brush twice daily with a fluoride toothpaste” is powerful in its simplicity—a call to action based on sound science and professional support. All evidence shows that this is the best way to improve oral health globally.

This single focus enables FDI and Unilever to provide targeted support to local teams and brings benefits of scale across the partnership, for greater impact. Through offering a menu of implementation options, focusing on patients, schoolchildren, prenatal and infants, pregnant women, schoolchildren, and schoolchildren, for whom we hope that learning oral health means improving oral health means improving oral health means improving general health and well-being; improving oral health means improving oral health means improving general health and well-being; and improving oral health means improving oral health means improving general health and well-being; and improving oral health means improving general health and well-being; and improving oral health means improving oral health means improving general health and well-being; and improving oral health means improving general health and well-being; and improving oral health means improving general health and well-being.

The four implementation options are designed to promote increased awareness of the importance of oral health in target populations, and to educate them in good preventive oral health behaviours. As with many other behaviour change interventions, we focus particularly on children, for whom we hope that learning healthy habits will provide benefits over a lifetime. All projects are evaluated through data collection, some with an institutional component. Overall, we anticipate tangible impact in terms of surveillance, community-level care and follow-up.

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Dr Monica Carlile

Dr Monica Carlile is Global Professional Marketing Manager at Unilever Oral Care. Dr Virginie Horn is Educational Development Manager at FDI. Both are working together to manage the LLL partnership on behalf of the global partners.
Refocus on the relevance and importance of dental health

A short interview with Prof. Lakshman Samaranayake, Dean of the Faculty of Dentistry, University of Hong Kong

2012 is not the first time that an FDI congress is taking place in Hong Kong. Two years before the city’s handover from Great Britain to China, dentists from all over the world gathered here for the 1995 Annual World Dental Congress. Wordental Daily had the opportunity to speak with the Dean of the University of Hong Kong’s Faculty of Dentistry, Prof. Lakshman Samaranayake, about the current state of dental health care in Hong Kong and what this year’s congress might mean for HK dentistry.

Worldental Daily: The last FDI congress in Hong Kong took place in 1995. What significant changes have taken place in HK dentistry over the last 17 years?

Prof. Lakshman Samaranayake: There have been incipient but decisive changes in Hong Kong dentistry. Particularly after 1997, when the territory was handed over to China, changes in the HK dental ecosystem could be seen both in the general provision of dental health care to the population, as well as in the education and training opportunities for dentists in Hong Kong.

As for the dental ecosystem in general, since the handover to China the executive-led HK government has paid little heed to dental health care for underserved populations and continued in the British style of administration, where an elite civil service was able to receive virtually free dental care, while the rest were exposed to the quirks of a private practice system, which the majority could not afford.

Recently, the government introduced a subsidised dental scheme, for the elderly in particular. However, the vestiges of colonial times remain, and free dentistry is still only available to civil servants. Being an exception, schoolchildren have benefited under both governments. The School Dental Service is generally well funded and regarded as a good service provider.

Apart from the younger population, where do Hong Kongers rank in the field of oral health?

As mentioned, the vast majority of the population is still in need of dental service, yet the demand is poor as in most Asian countries. The reasons for this may be the financial constraints of expensive dental care or general ignorance regarding the importance of dental health. Although Hong Kong does not have highly neglected oral care, compared with developed nations the dentist to population ratio of approximately 1 to 4,000 is rather low for the territory, which has long been considered a developed country.

One has to say that awareness of the benefits of good oral health is generally improving especially among the educated groups. The dentists in the territory, who deliver the major share of dental services, however, need to convey the message to the public that oral health is intimately related to systemic health and quality of life.

What can a major dental congress like FDI Hong Kong 2012 add to the improvement of dentistry in Hong Kong?

The focus and priority of the HK government has been on the general health rather than dental health of the populace. Fortunately, the new Chief Executive and President of the Executive Council of Hong Kong, Leung Chun-ying, is a friend and an ardent enthusiast of the dental profession, and we trust that under his leadership dental services will improve vastly and be given the recognition needed. The FDI’s Annual World Dental Congress will help to refocus the attention of both the government and the public on the relevance and importance of dental health.

Thank you very much for this interview.

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www.fdiworlddental.org
Industry preview of FDI AWDC 2012

With more than 200 companies and dealers from Hong Kong and around the globe to be participating in this year’s World Dental Exhibition, there will be plenty of new products to see and discover for dental professionals. In addition, participants of this year’s congress will be able to get hands-on with the latest dental tools and technologies during a daily symposium presented by the Dental Tribune Study Club inside the exhibition hall.

Among the new products will be the AIR-N-GO by the French company Acteon (Fig. 1, Booth L7b/M37). The dual purpose air polisher with direct connection to the chair was designed for ultraactive supra-gingival polishing as well as sub-gingival periodontal diseases and peri-implantitis treatment through an optional AIR-N-GO PERIO KIT.

High quality dental materials will be on display at Promedica’s booth (K25). Besides its proven lightcuring micro hybrid composite Composan LCM, the German manufacturer will be also showcasing its Composan bio-esthetic composite material that offers extremely low polymerisation shrinkage and more resistance to strong abrasion.

W&H’s new Proface light probe (Fig. 2, Booth G21/26) is supposed to enable direct visual detection of caries in opened cavities and, therefore, minimise the risk of caries recurrence. According to the company, the device enables selective treatment during caries excavation based on Fluorescence Aided Caries Excavation (FACE), a method in which violet light is applied to the opened cavity where metabolic by-products, left by the bacteria in infected dentine and not visible to the human eye, fluoresce red while healthy tooth substance fluoresces green.

Dürr Dental (Booth H20/J19) is presenting the latest generation of its successful compressor series. First introduced at IDS Cologne in Germany last year, both the Tornado 1 and 2 are said to be more robust, ultra-silent as well as economical than their predecessors.

Abrasive Technology’s Two Striper dental diamond instruments (Booth L36) offer superior quality and lifespan through the P.B.S. brazed bonding system achieved by a specially developed nickel chrome alloy.

Novovol (Booth E20/E44) from Canada is showcasing its local dental anaesthesia Posicaine that, according to the company, can be used in both simple and complex dental procedures.

Finally, orthodontic specialists will be able to get hands-on with the latest series of articulators by the US manufacturer Whip Mix (Fig. 3, Booth E06) and well its centered bite record Esthetic CrossRef which comes in packages of 20, and with two Nasion Extenders.
See four times more
The new Synea range with LED+

One light – four advantages, the perfect combination. Optimal illumination; a colour rendering index of more than 90; a perfectly positioned LED; and a small head: Four reasons why you should use the new Synea turbines with LED+.
FDI Hong Kong, 29 August–1 September

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Piggy Grill, Bo Innovation, pistachio oil salt-roasted beetroots in steamed then chargrilled with virgin with cauliflower, caviar, and crispy seaeeded waffles and duck free grass, steamed then chargrilled with virgin pistaolhio of salt-roasted beetrootos in a cherry juice and hibiscus reduction.

Bo Innovation, 60 Johnston Rd., www.boinnovation.com

Headed by culinary extremist Alvin Leung, this restaurant serves "X-treme Chinese Cuisine", a unique mix of the Chinese cooking tradition and modern culinary concepts like molecular gastronomy. Therefore, visitors to this restaurant will find themselves relishing familiar yet deconstructed forms of dishes like "lap mei" for waxed meat rice and mui choy au puuk (steak with preserved mustard leaves). Praised by many of his patrons, Leung has become a kind of celebrity lately with appearances in several TV shows.

Yung Kee, 32-40 Wellington St., www.yungkee.com.hk

This eatery is usually recom-mended as a must-see restaurant in Hong Kong. Famous for its roast goose, it began as a small food stall selling street food to travelers near the Hong Kong-Macau Ferry Pier in the late 1930s. Nowadays, the restaurant occupies a six-story building in Wellington Street and sells almost any form of meat you can imagine, ranging from duck, beef and pork to more exotic offerings like frog or pigeon.

Piggy Grill, Shop G/F, 17 Shun Ning Rd., www.piggygrill.com

The pork meat enthusiast will love this place. Located in Sham Shui Po in Kowloon, this rather unremarkable restaurant has become a local and internationally renowned for its roasted sucking pig, which is cut into little pieces and served simply with chili sauce. This is probably one of the best places in Hong Kong to hang out with friends and indulge in simple food and a cou- ple of beers.

Maxim MX, various locations, www.maximsm.com.hk

Although this chain of restaurants technically sells fast food, its offer-ing is very different from places like McDonald’s and KFC. Operated since 1972 by a company with the same name that has remained under same ownership but has been anxious to maintain its tea- nage target market. Besides its quick-serving res-taurants, the Maxim Group also runs other Asian-style food restaurants, as well as a couple of bakeries and cafés. Since 2000, the company has also been operating all Starbucks coffee shops in Hong Kong.

TIPS FOR INTERNATIONAL VISITORS

Smoking is prohibited in all in-door public places, including restaur-ants, kiosks, bars, nightclubs and outdoors. Tipping is not mandatory, as most restaurants add a 10 per cent service charge to the bill.

BARS AND NIGHTLIFE

Club 97, 9-11 Wellington St., www.ninetyninegroup.com

First opened in the early 1990s, this club has remained one of most popular night spots in Lan Kwai Fong and is frequented by local celebrities. It might therefore be difficult to get into on busy nights without a reserva-tion. On Fridays, the club stays open until four in the morning.


With its open façade, this was a novelty in the local bar scene when it opened at the corner of Lockhart and Luard roads in 2000. While it has clearly lost some of its hipness over the last decade, it’s still a great place to chill out, listen to music and have some drinks.

Fly, G/F, 24-30 House St., clubebyfly.com

Opened last year by the people who operate the Volair and Lily & Luna clubs, it was an ex-tensive redesign by Hong Kong interior designer Alicia Tan to give it a sleek and contemporary design. Clubbers can dance away to the latest dance and R&B beats generated by a massive sound system synchronised with a large LED wall.

The Globe, Gersley Building, 45-47 Graham St., www.theglobe.hk

This bar is said to offer probably one of the largest selections of beers in the city here, ales and draughts from Britain and Belgium are complemented by lighter brands from Aus-tralia and the US. Some local brews like the Typhoon TT English bitter are also on the list.


For those who fancy a view, this chic and trendy karaoke bar in the heart of the Causeway Bay and Wan Chai district offers a breathtaking panorama of the Victoria Harbour skyine. In addition to a wine bar, the facility offers several VIP rooms with karaoke facilities, high-speed Inter-net access and private rooms.

SHOPPING

Harbour City, Canton Rd., www.harbourcity.com.hk

Built on a former docking ware-house ground, this interconnected complex of shopping malls offers one of the largest selections of high-street retailers in Hong Kong. Overall, Harbour City boasts 700 shops, with emphasis on fashion and cosmetics.

Temple Street Night Market, Tung Choi St.

Located in the central New Terri-tory, this exhibition space is the main exhibition space of the Hong Kong Museum of History. It brings the period of China’s first emperor to life through state-of-the-art digital projection technology. Near the exhibition site is a multimedia presenta-tion that highlights the cultural and historical aspects of the period.

SIGHTSEEING

“*The majesty of all under heaven,*


THE LAST EMPIRE


Victoria Peak, Hong Kong


Disneyland, Hong Kong


Ocean Park, Hong Kong


Piggy Grill, Shop G/F, 17 Shun Ning Rd., www.piggygrill.com

The pork meat enthusiast will love this place. Located in Sham Shui Po in Kowloon, this rather unremarkable restaurant has become a local and internationally renowned for its roasted sucking pig, which is cut into little pieces and served simply with chili sauce. This is probably one of the best places in Hong Kong to hang out with friends and indulge in simple food and a couple of beers.

Maxim MX, various locations, www.maximsm.com.hk

Although this chain of restaurants technically sells fast food, its offering is very different from places like McDonald’s and KFC. Operated since 1972 by a company with the same name that has remained under same ownership but has been anxious to maintain its teenage target market. Besides its quick-serving restaurants, the Maxim Group also runs other Asian-style food restaurants, as well as a couple of bakeries and cafés. Since 2000, the company has also been operating all Starbucks coffee shops in Hong Kong.

Bo Innovation, 60 Johnston Rd., www.boinnovation.com

Headed by culinary extremist Alvin Leung, this restaurant serves “X-treme Chinese Cuisine”, a unique mix of the Chinese cooking tradition and modern culinary concepts like molecular gastronomy. Therefore, visitors to this restaurant will find themselves relishing familiar yet deconstructed forms of dishes like “lap mei” for waxed meat rice and mui choy au puuk (steak with preserved mustard leaves). Praised by many of his patrons, Leung has become a kind of celebrity lately with appearances in several TV shows.

Yung Kee, 32-40 Wellington St., www.yungkee.com.hk

This eatery is usually recommended as a must-see restaurant in Hong Kong. Famous for its roast goose, it began as a small food stall selling street food to travelers near the Hong Kong-Macau Ferry Pier in the late 1930s. Nowadays, the restaurant occupies a six-story building in Wellington Street and sells almost any form of meat you can imagine, ranging from duck, beef and pork to more exotic offerings like frog or pigeon.

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INTRODUCING

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Used Two Striper® bur tip
Used electroplated bur tip
DAILY LIVE Education
Symposia at FDI Hong Kong 2012
Find us at BOOTH K30 in the exhibition hall

Wednesday, August 29
11:00 A.M. Abrasive Technology
'Precision Tools - Where you need them most'
SABINE NAHME

12:00 A.M. Changing the Face of Dentistry
MYLES HOLT
DIRECTOR OF THE AUSTRALIAN ACADEMY OF DENTO-FACIAL AESTHETICS (AADFA)

13:00 P.M. Global Caries Initiative: Experiences of Change Management
DANIEL M. MEYER
AMERICAN DENTAL ASSOCIATION

14:00 P.M. CBCT in and Traditional X-ray Out?
DR. DAN MCOWEN
ICBI DIRECTOR OF EDUCATION

15:00 P.M. Success Factors in Dental Offices: Efficient Treatment Protocols
PASCAL STEICHEN
PRACTICE MANAGEMENT EXPERT

Thursday, August 30
11:00 A.M. Overview and Comparison of Clinical and Diagnostic Aspects in Volume Tomography
DR. DAN MCOWEN
ICBI DIRECTOR OF EDUCATION

12:00 A.M. Global Caries Initiative: “How to Prevent Caries in the Dental Practice”
PROF. ELMAR REICH

13:00 P.M. Abrasive Technology
'Precision Tools - Where you need them most'
SABINE NAHME

14:00 P.M. Success Factors in Dental Offices: Efficient Marketing and Communications
PASCAL STEICHEN
PRACTICE MANAGEMENT EXPERT

15:00 P.M. TBC
DR. YUN PO ZHANG
DIRECTOR OF CLINICAL DENTAL RESEARCH AT COLGATE-PALMOLIVE

Friday, August 31
11:00 A.M. Abrasive Technology
'Precision Tools - Where you need them most'
SABINE NAHME

12:00 A.M. Changing the Face of Dentistry
MYLES HOLT
DIRECTOR OF THE AUSTRALIAN ACADEMY OF DENTO-FACIAL AESTHETICS (AADFA)

13:00 P.M. CBCT in and Traditional X-ray Out?
DR. DAN MCOWEN
ICBI DIRECTOR OF EDUCATION

14:00 P.M. Global Caries Initiative: Transferring Knowledge into Action - Continuing Education for Dental Practitioners
NERMIN YAMALI
FACULTY OF DENTISTRY OF UNIVERSITY OF ANKARA, TURKEY

15:00 P.M. Success Factors in Dental Offices: Efficient Practice Management
PASCAL STEICHEN
PRACTICE MANAGEMENT EXPERT

Saturday, September 1
11:00 A.M. Success Factors in Dental Offices: Efficient Staff Management
PASCAL STEICHEN
PRACTICE MANAGEMENT EXPERT

12:00 A.M. Overview and Comparison of Clinical and Diagnostic Aspects in Volume Tomography
DR. DAN MCOWEN
ICBI DIRECTOR OF EDUCATION

13:00 P.M. Global Caries Initiative: The FDI Caries Video Matrix

14:00 P.M. Abrasive Technology
'Precision Tools - Where you need them most'
SABINE NAHME

15:00 P.M. Global Caries Initiative: The Current Status of the International Caries Detection and Assessment System (ICDAS)
DR. ISMAIL AL

SUPPORTED BY:
Useful information

ORGANISERS
FDI World Dental Federation
(Booth K16/125)
Tour des Cotini, Avenue Louis Casartelli 84
Case Postale 3
1216 Genève-Cointrin
SWITZERLAND
Hong Kong Dental Association
8/F., Duke of Windsor Social Service Building
15 Hennessy Rd., Wanchai
HONG KONG

CONGRESS VENUE
Hong Kong Convention and Exhibition Centre
1 Expo Drive, Wanchai
HONG KONG

EXHIBITION HOURS
- Wednesday, 29 August: 10:00–18:00
- Thursday, 30 August: 10:00–18:00
- Friday, 31 August: 10:00–18:00
- Saturday, 1 September: 10:00–16:00

VISITORS ACCESS is absolutely free.

WELCOME CEREMONY
The Welcome Ceremony of the AWDC 2012 will be held on Wednesday, 29 August, in the Grand Hall at Level 3 of the HKCEC. Admission starts at 17:45.

CONGRESS REGISTRATION
Onsite registration is possible from Tuesday, 28 August, to Saturday, 1 September, 7:00 – 18:00. Fees range from CHF330 (US$337) to CHF600 (US$613) and are for the full four inclusive days. This does not guarantee a seat at any particular scientific session. Therefore, arriving early is recommended to secure participation.

OFFICIAL LANGUAGES OF THE CONGRESS
- English
- Mandarin
  (specific sessions only)

CERP
Delegates who have registered for the congress are eligible to receive continuing education points (20 points maximum) by attending scientific sessions during the meeting.

PRESS AND MEDIA
Free copies of the Worldental Daily congress newspaper will be available onsite and provide visitors with the latest news, as well as information about the congress, new products and what to do in Hong Kong.

PASSPORTS AND VISAS
Currently, nationals from over 170 countries and territories visiting Hong Kong do not require a visa for visits of seven to 180 days. If you do require a visa, please visit the Hong Kong Immigration Department’s website at www.immd.gov.hk/en/vhkvvisas.htm.

CLIMATE
Hong Kong has a subtropical climate with distinct seasons. Summer (June to August) is usually hot and sunny, with occasional showers and thunderstorms. The temperature can exceed 31°C (87 °F), but high humidity levels can make it feel even hotter.

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