

Newsletter

1/12

Gümliigen, 20.3.2012 UW/we

From the president's desk	1
ADDE Annual General Meeting 2012	3
BDTA Welcomes New President at Midwinter Meeting	3
ADDE Technical Committee	3
Events	4
Short news	4
Calendar of ADDE-Events	5
	6

FROM THE PRESIDENT'S DESK

Dear colleagues,

On occasion our latest Board Meeting held on February 14th, all Board members and myself spent some time brainstorming on our future, on our core business as a European trade association now and in the years to come. We had been invited in the offices of a European lawyers office, specialised in European rights but also active as support to several organizations and associations towards the European Commission. Mr. Wijckmans, partner and founder of the lawyers office Contrast, clarified us how the European Commissioners and the lobbyists act. In way of introduction, I gladly devote my editorial as President to this topic.



How EU decisions are made

The EU's standard decision-making procedure is known as 'co-decision'. This means that the directly elected European Parliament has to approve EU legislation together

with the Council (the governments of the 27 EU countries).

Drafting EU law

Before **the Commission** proposes new initiatives it assesses the potential **economic, social** and **environmental** consequences that they may have. It does this by preparing ['Impact assessments'](#) which set out the advantages and disadvantages of possible policy options.

The [Commission also consults interested parties](#) such as non-governmental organisations, local authorities and representatives of industry and civil society. Groups of experts give advice on technical issues. In this way, the Commission ensures that legislative proposals correspond to the needs of those most concerned and avoids unnecessary red tape.

Citizens, businesses and organisations can participate in the consultation procedure via the website [Public consultations](#).

National parliaments can formally express their reservations if they feel that it would be better to deal with an issue at national rather than EU level.

Review and adoption

The European Parliament and the Council review proposals by the Commission and propose amendments. If the Council and the Parliament cannot agree upon amendments, a second reading takes place.

In the second reading, the Parliament and Council can again propose amendments. Parliament has the power to block the proposed legislation if it cannot agree with the Council.

If the two institutions agree on amendments, the proposed legislation can be adopted. If they cannot agree, a [conciliation committee](#) tries to find a solution. Both the Council and the Parliament can block the legislative proposal at this final reading.

The European lobbyists

It is often reported that the European Union is under the thumb of the lobbyists, indeed, this is the image that many of its citizens have. However, there are lobbyists and then there are lobbyists, whose use of the title would make anyone laugh, or, at the very least, smile. On November 4 the European Public Affairs Awards will be held in Brussels, honouring the best in European public affairs initiatives.

Despite the lobbyists' more or less intriguing names, most of them represent real interests that the institutions can make use of, particularly since many standards are regulated at European level. For example, in January 2009, the FEP asked the Commission for clarification on the exact date on which CE marking for parquet and wooden flooring becomes mandatory, getting real results.

What is a lobbyist?

The definition alone can be confusing. In a broad sense, the term refers to any entity representing and defending interests. Thus, if someone who works for Philip Morris (a tobacco company) or Monsanto (an agricultural company) can be called a lobbyist, an environmentalist who works for Greenpeace or a representative **of a consumer or dealer association can also be a lobbyist.**

Apart from the usual suspects, what can we find in Brussels?

Recognizing Brussels as a centre of power

Behind the smiling faces of these lobbies, if companies take the trouble to form associations or federations, and pay for an office in Brussels, there is a reason that transcends all others :

«If they are there, it means that those decisions are made here. And if such lobbyists exist these decisions concern these areas,»

says Carolyn de Cock, independent lobbyist based in Brussels. As an example «In the fields of food processing and telecommunications etc., almost everything happens in Brussels, **so it is up to companies to be present as experts and advisors in their sector.**»

But the lobbyist adds that «the moment of transposing EU law into national law is also very important. A directive, as its name suggests, gives directions. And sometimes, some groups haven't got the means to continue working at EU level, which is more expensive, but this stops them from achieving the intended purpose of their approach».

Almost overnight Brussels became full of such people and organizations. Now the European district teams with them, as they move between the Council, Parliament or the Commission. This is symptomatic of being a major decision centre.

According to the register started by the European Commission, where registration is not mandatory, there are supposedly 3180 lobbies. But the actual number could be much higher. 4000? 5000? Nobody really knows.

The Commission encourages these groups

The other figure responsible for this proliferation of these sometimes "crazy" groups is the European Commission itself. The European institutions encourage these groups, preferring to talk with representatives who have negotiated a common denominator with all of the industry concerned. This provides a sweeter side to positions while it sounds simpler to staff, commented Caroline de Cock, while adding that it is not surprising to see many so-called original representations in the food industry since the European Union has been dealing with the issue for so long. They are even more professional than others, newer areas which may seem more serious, like telecoms."

* * *

I hope that you are convinced, just like we are, that with ADDE we need to continue being present in Brussels at the European Commission.

Beside the visits to the European Parliament, with politicians, the ADDE board and myself wish to set up an organisation in the coming months, inviting European Commissioners. Together with our colleagues from FIDE, UAPME, FEPPD and others we would thus like to present our European Dental world.

With your support, **ADDE goes MORE Europe** will be our motto in the coming months and years.

Regards, Your President
Dominique Deschietere

ADDE ANNUAL GENERAL MEETING 2012

See you soon in Sofia

ADDE will hold its 48th Annual Meeting in Sofia, Bulgaria. The federation, members of ADDE, as well as the associate and sponsor members got the official invitation by mail already some time ago. On behalf of the ADDE Board and the hosting Bulgarian Dental Trade Association we reiterate with pleasure the invitation to all ADDE member companies. Sofia welcomes participants to the AGM which will be held

Thursday and Friday, April 26th – 27th, 2012

Sheraton Sofia Hotel Balkan,
pl. "Sveta Nedelya" 5, BG-1000 Sofia
☎ +00359 2 9816541
🌐 www.sheratonsofia.com

The programme reveals that on Thursday evening there will be offered a welcome dinner in the old city-parts of Sofia, Friday morning is reserved for the statutory (formal) parts of the AGM while in the afternoon Mr. Kamen Kolev from the Bulgarian Industrial Association will start a presentation on the Bulgarian economy, followed by a speech "Digital Flow – Dental Future" and "The European Union and the Dental sector: the Legal Angle". A round table and short

presentation from sponsor-members may complete the conference schedule.

Friday evening the fairwell dinner will be offered outside Sofia with an exiting entertainment programme. Saturday morning a "post congress tour" leads participants to the Pancharevo Lake, around 15 miles outside Sofia.



For detailed information please contact the ADDE-secretariat or the Association of Dental Dealers in Bulgaria, ✉ office.addb@gmail.com
☎ 0035 929 525 840

Dr. U. Wanner

BDTA WELCOMES NEW PRESIDENT AT MIDWINTER MEETING

The BDTA returned to the elegant One Great George Street, London on 8th December 2011 for its annual Midwinter Meeting. As in previous years, the event attracted representatives from across the dental industry, who were interested in the business and social programme on offer.

As unsuspecting delegates gathered for morning refreshments, networking guru Will Kintish kick started the day with an interactive session demonstrating how to break the ice and work the room at a business event. This was followed by an entertaining and enthusiastic presentation filled with practical tips on how to become a more confident and effective networker.

After a short break, Alden Arnold provided an overview of the activities of the Audit Bureau of Circulations, highlighting that their independent audit of media performance gives advertisers a valued stamp of trust.

BDTA President, Edward Attenborough, then delivered a BDTA Update summarising the achievements during his presidency before



handing over to the incoming President for 2012-13, Simon Tucker. Simon thanked Ed on the Association's behalf for his dedication and hard work as

President, and announced the dates for the next BDTA Annual Conference as 21-23 June 2012, which will take place at the conveniently located Runnymede-on-Thames hotel. Brochures and booking forms will be circulated to BDTA members in January 2012.

The event concluded with a drinks reception and a delicious three-course lunch. The delegates agreed that the day was thoroughly enjoyable and informative, and in particular the relaxed atmosphere meant it was the perfect opportunity to catch up with old contacts as well as meeting new ones.

ADDE TECHNICAL COMMITTEE

REACH

To all members

who sell products with hazardous substances

All companies that **on a yearly basis** bring **more than 100 tons** of a chemical substances on the European market, have to register these substances before 31/05/2013 at the European Chemicals Agency ECHA.

If the substance is not registered, it may not be sold. This may have major consequences for the users who find themselves lower in market chain.

Companies that import more than 100 tons of substance are considered as being a manufacturer and are compelled to complete a registration. This solution will be very expensive and time consuming. Companies have to sign up a Substance Information Exchange Forum. As an alternative, companies can

start buying the substance from a company with an approved registration.

When the registration system for chemical substances REACH started in 2007, the limit for manufactures and importers was set at **1000 tons of a year**.

The upcoming **decrease to 100 tons per year** implies a duplication of the number of registered substances.

As soon as the limit will **be decreased to 1 ton per year in 2018**, REACH regulations will affect almost 100 % of all substances. The high amount of new substances implies that the users of these substances will have to discuss this issue with their chemicals' suppliers

On the ECHA website <http://echa.eurpa.eu> you will find a timetable and relevant information.

EVENTS

➤ **Dental Showcase 2012: Over 1000 exhibitors already booked**

More than 100 exhibitors have already booked their stand for the capital's largest exhibition centre, this year. The three-day event takes place from Thursday 4 October to Saturday 6 October 2012 and is the UK's largest dental exhibition, regularly attracting over 10,000 members of the dental team.

BDTA Dental Showcase provides you with an opportunity to meet more members of dental team than any



other UK dental event. It attracts an audience that has primarily come to research and buy products and services, which is why it hosts more exhibitors than any competing event. Visitor numbers are BPA auditing giving you confidence that the attendance figures are factual and correct.

Tony Reed, Executive Director at the BDT, comment, "Research has shown that exhibitions and live events provide an extremely cost effective way to meet existing and potential clients so exhibiting at Dental Showcase, the UK's largest event in the dental calendar provides the perfect opportunity to do so".

For more information about Dental Showcase, or to book your stand, please visit www.dentalshowcase.com.

Ticket registration will open shortly.

- Sino Dental, June 9-12, 2012: The Sino Dental will be held at the China National Convention Center, Beijing. Joint organizers are the ministry of Health of PR China, the Chinese Stomatological association and the Peking University School of stomatology.



For more information please contact Ms Sunny and Ms. Carol info@sinodent.com.cn

- The 46th edition of the International Specialized Exhibition Bulmedica/Bul dental will take place from 15th to 18th May 2012 at Inter Expo Center – Sofia, Bulgaria.



Detailed informations are available under www.trade-show-agency.com or directly www.bulmedica.bg.

- The Swiss Dental Exhibition is scheduled for June 14th to 16th, 2012 in Berne. The Exhibition space is sold out since some time. The event combined with the Annual Convention of the Swiss Dental Association SSO is worth a visit.



Please contact: www.dental2012.ch

- International Expodental returns back to Milano and will be held from 18th to 20th October 2012 in the renewed fieramilano-city fairgrounds.



In parallel a rich educational program with seminars directed by top Italian Universities will be offered. For more information: www.expodental.it.

SHORT NEWS

- An elderly woman in Italy died from Legionnaire's disease, which she contracted from her dentist's office. Followed - up tests found that the bacteria that causes Legionnaires was discovered in the dentist's operatory water lines.
- The Irish Dental Association funded a survey that found 86% of responding dentists had a decrease in office revenues in 2011 with almost half of them recording declines of 20% or more. In addition, the survey found that 20% of dentists in Ireland like to sell their practices but can't because there are no buyers.
- The Medical Tourism Office in Hungary established a \$4.3 million fund to provide subsidies to dental offices to increase their share of worldwide dental tourism. The Tourism Office plans to establish up to 10 sales offices in the UK, Germany, France & Italy.
- A businessman plans to open 150 bleaching bars in the German-speaking area of Switzerland that will allow consumers to bleach their own teeth. A self-bleaching session will cost approximately \$148 compared to whitening offered in dental offices for around \$750. The Swiss Dental Association issued a warning to consumers advising them not to use this type of service.

- Researchers at the Friedrich Schiller University Jena in Germany have developed a new glass ceramic that has the high-strength and optical characteristics to be used as a new dental material.
- 69% of adults in the UK between the ages of 35 and 44 have lost at least one tooth. 26% have lost all their permanent teeth by the age of 74.
- 40% of US children beginning kindergarten have caries, according to a study conducted by the Centers for Disease Control and Prevention.
- New rules issued by the UK's General Dental Council require that UK dentists place their registration number, professional qualifications, and the country from which their qualifications were earned on their practice websites.
- The new Product Safety Act (ProdSG) came into force in Germany on December 1st, 2011. It supersedes the Equipment and Product Safety Act (GPSG), and introduces stricter requirements in support of market surveillance and the GS mark (the German abbreviation stands for "testet safety"). Under the new act, the German Committee for Product Safety (formerly the AtAV), will assume additional tasks relating to the GS mark. Link to the act (in German):
www.bmas.de/SharedDocs/Downloads/DE/PDF-Gesetze/produktesicherheitsgesetz.pdf
- GLAXOSMITHKLINE in the UK agreed to sell several non-oral care over-the-counter product lines to Omega Pharma in Belgium for \$614 million. www.gsk.com.

CALENDAR OF ADDE-EVENTS

TC-meeting	26.04.2012	Sofia, Bulgaria
Board-meeting	26.04.2012 28.11.2012	Sofia, Bulgaria Paris
AGM	26./28.04.2012	Sofia, Bulgaria
Lobbying-event	30.05.2012	Brussels

Next ADDE Newsletter issue:

28th June 2012

Please send articles to the ADDE General Secretariat for publication **till June 8th**. Thanks.