

Newsletter

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Gümliigen, June 18th 2012 UW/we

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FROM THE PRESIDENT'S DESK

ADDE MOVES TOWARDS EUROPE

Dear friends,

A few weeks ago we held our annual general meeting in Sofia, Bulgaria.



Our friends of the Bulgarian Association and more particularly Margareta Toteva was our host-hostess.

Thanks for the splendid organisation, this was an AGM which we will not forget easily. Together with you all I had the strong impression that we put the train back on the rails.

It was a fascinating meeting, as we took a number of milestones in the history of the European Association of Dental Dealers, ADDE, with our approach to the European Community and her decision proceedings.

As President of ADDE I invited Contrast, a Brussels law firm specialised in European law, so as to enlighten us upon the directives and regulations, the decision making procedures and the political and administrative practices valid within the European Community.

Clearly a *direct hit* that was appreciated by a lot of associations, better still: a number of contacts were already made by several of your national organizations.

Mr. Franck Wijckmans, partner of Contrast and Mrs. Eva Alboort, lawyer at Contrast, will prepare and elaborate a number of items in the coming months:

- A "Legal Corner" is being created on ADDE's website where you will find regular updates on the European laws impacting our dental activities.
- Information-input towards ADDE's Board and our Secretary through a direct link with the European Community.
- The presentation of the European law firm will shortly be uploaded on our website. Based on a case study, you will get a very clear view of the procedures within the European Community.
- Approaching, preparing and elaborating of files regarding the major issues which are currently discussed in our association and this through our technical committees.
- Detecting within the European Community the people responsible within the dental domain, mapping them and informing them already on our association and its tasks.

- Preparing a “General Council” for the second part of January 2013 with all delegates at the European Community, be it European Commissioners or European Administration responsible – in collaboration with our sister associations such as FEPPD, FIDE, European Dentist, Deutsche Zahnärztekammer, etc. We will keep you informed on this meeting, as soon as a final date has been set.

As president and in name of the Board, I would like to thank all of you for the trust you put in us, in starting up and evaluating this new approach. We will come back to you before year end with a number of proposals.

I am convinced that, more than just putting the train back on the rails, we are slowly getting it started and after a period of three years of presidency I can set up, together with you, a presence in Brussels, with a solid field knowledge and the opportunity to put these issues in the spotlight of our task as European trade association.

After some wandering about over the last few months so as to attend several meetings of both national associations and their AGM's but also European associations such as FEPPD a.o. I have realised very quickly that all these associations are interested in joining us, which would of course free quite some means and open up new possibilities.

In the coming months I will continue visiting some national associations, on occasion of which I will always explain and support your and our decisions.

United we are strong, together we can enlarge our activities and means for our core business, i.e. supporting and guiding our members to find their ways within the European institutes.

We all agree that those European institutes will stipulate and steer our business increasingly. So it is up to us to make sure we are present from the start, so as to determine the European dental landscape with our re-

commendations, our knowledge and our input through the files we submit.

My commitment and energy, as president of ADDE, results from your support and cooperation, in the aim of realising our goals together.

Or, to quote Henry Ford:

One of the greatest discoveries a man makes, one of his great surprises, is to find he can do what he was afraid he couldn't do.

Kind regards,
Your president Dominique Deschietere

SPRING FEVER!

A look into our agenda, particularly April and May, reveals several highly interesting activities in this second quarter of the year. In April we had the AGM in Sofia and in conjunction a TC-meeting and a Board meeting.

Well hosted by our Bulgarian friends the AGM brought the usual statutory affairs, with the highlights of Board elections.

For the first time the ADDE membership could participate to an election procedure with pondered votes according to the concept accepted at the previous General assembly in Windsor.

Congratulations to the newly elected Board with Dr. Quaranta (Italy), Vice-president; Ueli Breitschmid (Switzerland); Lutz Müller (Germany); Ed Attenborough (United Kingdom).

Dr. Pavel Smazik (Czechia) and Jean Martin-Dondoz (France) have been appointed as co-opted Board members. The re-election of the President will take place next year, the Secretary General is bound by a mandate agreement.

* * *

The Technical Committee of ADDE met in Sofia as well. Major issues were “warranty and guarantee” with huge financial consequences for manufacturers and trade companies, regulations regarding radiological equipment and its use in dental markets, and more. ADDE officials are prepared to contact EU-administrators in order to explain our concerns.

* * *

End of May delegations of FIDE and ADDE organized a lobbying event with members of the European Parliament together with other stakeholders in Brussels. Aware of the fact that a MEP counts some 30 invitations (!) per day during parliament sessions one could not expect meeting lots of MEPs. Nevertheless the event is part of the new ADDE presence in the European legislation field. Press releases and documentation distributed to MEPs who could not join us, are additional trumps to take tricks with for our request.

* * *

After this “spring fever” the ADDE leadership is prepared and willing to continue its efforts in the interest of the European dental trade. We count on the support of every ADDE member.

Dr. U. Wanner, secretary general

BRUSSEL LOBBYING EVENT

Dentaltrade meets European Parliament members



Dr. Paul Rübzig, MEP, hosting the meeting with MEPs and the European dental suppliers (Photo: Burkhard Sticklies, VDDI)

For the third time took place under the moderation of ADDE a joint meeting with the

European dental suppliers and European parliament members (MEPs), in Brussels. Speakers revealed the development of the European Dental market with highly interesting figures, but mentioned the particular concerns of the European Dental industry and trade notably with regards to the European legislation.



Dr. Ulric Wanner, secretary general of ADDE, organizing the Brussels meeting with MEPs and the dental supplying associations (Photo: Burkhard Sticklies, VDDI)

At a business meeting organized by the Association of Dental Dealers in Europe (ADDE) during a recent European Parliament session European Parliament members (MEPs) were told of the economic role and current activities in the Dental sector.



Delegates from ADDE and FIDE revealed concerns such as the forthcoming Medical Device Directives recast, the regulation of dental radiology equipment and its use in dental offices, the challenges of Nanotechnology and more. Dr. Paul Rübzig MEP: “The dental care is an essential condition for eating and digesting, thus for health in general. The European legislator is probably not fully aware of the importance of the dental supplying branch.” He agreed that the number of regulations for SMES is definitely too high; therefore a dialogue between politicians and the concerned branch-leadership is desired and useful. “We are prepared to examine seriously the well documented problems of the dental branch regarding radiology regulations, medical directives and other concerns.”





The leadership of the European dental supplying organizations together with the hosting MEP, Dr. Rübzig (Photo: Burkhard Sticklies, VDDI)

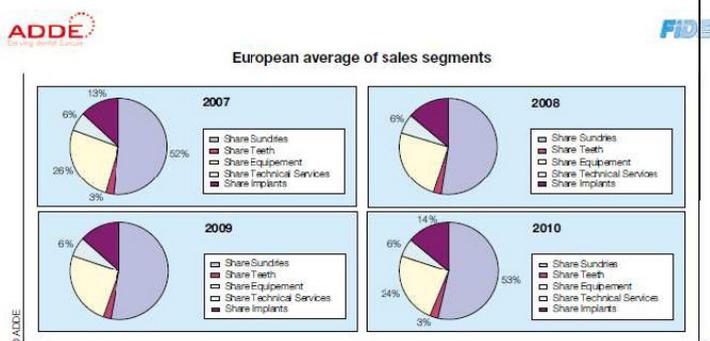
Delegates from the European dentists' association and the dental laboratories took part as well at this meeting.

ADDE STATISTICS UNDER MAGNIFYING GLASS

The European dental market study edited by ADDE gets deserving notice. Several technical magazines publish summaries or short comments. Recently the French "Tendances" (April edition 2012) underlined the fact that we are missing economic data from the dental market except the studies published by ADDE.



Regarding the figures for equipments sold in France the magazine admits that the domestic market data abstain from imported



goods, a fact which is not shown in the ADDE statistics.

This exclusive market survey is offered to ADDE and FIDE members at a substantially reduced price (€ 65.-- instead of € 260.--).

Please use the ordering form for your copy which is set on the ADDE website (www.adde.info). We thank you very much for your support.

BDTA SURVEYS TRENDS IN DENTAL TECHNOLOGY

The British Dental Trade Association (BDTA) recently commissioned its annual 'Adoption of New Technology' survey amongst members of the dental profession to gain the latest insight from dentists on their attitudes towards new dental technologies and training courses and providers.



Based on 225 completed surveys the results revealed some interesting insight on attitudes to and usage of technology products in dental practices, including the finding that more dentists surveyed in December 2011 had purchased intra oral cameras (47% vs. 41% 2009/10) and intra oral digital sensors (37% vs. 41% 2009/10). This trend looks set to continue as these are the products that dentists indicated they most intend to purchase in 2012 (13% intra oral digital sensors and 11% intra oral cameras).

Amongst other key findings, the research also revealed that almost three quarters (74%) have practice management software installed. Just over two thirds of which (67%) have had the software for over 12 months. Appointment making and patient record management are the activities for which most other computers within the surgery are used (85% appointment making and 81% record management). Overall use of chair side computers appears to have fallen, the only increase has been for image process-

ing / storing (from 59% in 2009/10 to 65% 2010/11).

For more information on the BDTA please call 01494 782873 or visit www.bdtat.org.uk.

SWISS DENTAL EXHIBITION: SUCCESS!

During three days the Swiss Dental Branch met in Berne at "Dental 2012". More than 7000 visitors, mostly dentists, could collect highly accurate information and technical news. 222 exhibitors on 12'400m² were present. The event together with the Annual convention of the Swiss dental association was the 18th national exhibition. The organisers of this joint event confirmed already that the next combined exhibition and dental convention will again take place in **Berne, 22nd to 24th May 2014!**



PEOPLE

- The Hungarian dental trade association changed its organisation. The association is now under the presidency of Mr. Zoltán Kuntner (kuntner@dentaltrade.hu) and the vice-presidence of Mr. József Varga (varga@valid.hu).



- Tony Reed, secretary general of the British Dental Trade Association (BDTA) has been elected auditor of ADDE by the AGM delegates in Sofia. 
- The French Dentists Association has elected a new chairperson. Dr. Catherine Mojaisky is the new "patronne" of the "Confédération nationale des syndicats dentaires" which counts 36'000 members. 

OOOPS!

FIDE is the abbreviation for "Fédération de l'Industrie Dentaire en Europe", our partner of dental manufacturers in Europe.

However, there is an other association in the dental field with the same abbreviation FIDE. It states for "Formation implantaire et dentaire esthétique" (Training for implant and esthetic dental activities).

Please mind the gap, when you read FIDE.

CALENDAR OF ADDE-EVENTS

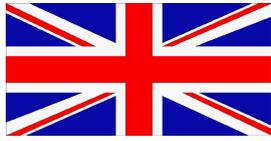
TC-meeting 28.11.2012 Paris, France

Board-meeting 23.08.2012 Brussels

28.11.2012 Paris, France

BDTA MEMBERSHIP SERVICES

Recent research by the organiser of Dental Showcase, the British Dental Trade Association (BDTA), shows that the Association is immediately recognised as the primary body for the suppliers of products and services to the UK dental profession. The BDTA has conducted an internal study among members with some interesting results.



The majority of respondents to the survey (56%) feel that the BDTA's principal focus should continue to be on supplying information about the association's activities to the dental team. There is no change here in the views the member companies since 2010.

People join an association for numerous reasons. So the BDTA asked members why they join the association and the top three reasons emerged:

1. To gain or maintain credibility in industry (59%)
2. To influence the dental trade (a third)
3. To get a discount on the price of a stand at Dental Showcase

Indeed the BDTA must be doing a good job for members because the research results suggest that the majority of members find the BDTA member benefits useful, in particular:

1. Making available British Standards documents
2. Website information
3. Laboratory market data and workshops
4. Business support helpline
5. Statistics and data on sales of consumables.

6. Data on the purchasing habits of the dental team.

There are patently many benefits to buying from a British Dental Trade Association member, including their adherence to the Association's strict Code of Practice.

For more information please contact the BDTA on Phone +44-01494 782873 or visit www.bdfa.org.uk.



ADDE secretariat staff will be on holiday leave from July 14th to July 29th 2012.

We wish all readers a relaxing holiday time and we look forward to be at your disposal again in August.

Next ADDE Newsletter issue:

27th September 2012

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