



DENTAL AFRICA

Exhibition & Conference

7-9 October 2015, Eko Hotel & Exhibition Centre, Lagos, Nigeria

Africa's Largest Dentistry & Oral Healthcare Event



In partnership with:



Organised by:

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Conferences, Exhibitions and Training

SHOW STATS

Floor Space: **500sqm**

Exhibitor Number: **28**

Total participants: **1,147**

Local and International

Speakers: **20**

Countries Represented: **15**

Delegates: **523**



INDUSTRY NEWS

INDUSTRY NEWS

- Nigeria has overtaken South Africa's economy and is now the biggest business and investment hub in Africa having of population 175 million with people increasing disposable income.
- Nigeria's healthcare market was valued at \$18billion in 2013 and \$20billion in 2014, of which 17% constitutes oral healthcare.
- Oral healthcare saw a positive performance in 2013, with value growth of 12% and an expected 15-18% growth year after year.
- There is an increased awareness across Nigeria on the benefits of regular usage of oral care products, treatments for dental diseases, and significant demand for cosmetics dentistry.
- In 2013, mandatory dental examinations were implemented across Nigeria for individuals undergoing medical check-ups. This has increased the demand for the establishment of dental facilities, clinics and institutions throughout the country.

The launch of Dental Africa Exhibition & Congress concluded at the Eko Hotel & Exhibition Centre with record breaking success. Dental Africa Exhibition & Congress accommodated over 28 exhibiting companies from over 15 countries showcasing the very latest breakthroughs and technological developments in Dentistry.

Alongside the exhibition was a CPD accredited conference held in partnership with the Nigerian Dental Association over the three days, featuring internationally renowned speakers. The congress attracted more than 500 delegates and established its status as the largest and most important event of its kind in the region.



Dr Bode Ijarogbe
President, Nigerian Dental
Association (NDA)

“

“The Nigerian Dental Association were proud to partner with Dental Africa for the first time and the conference proved to be a huge success. With over 500 members in attendance we were very happy with the turnout and we are very excited about starting work on next year's edition in 2015.

I think that this must be the only event in the region where companies can meet this many dental professionals under one roof.”

”

EXHIBITION

The exhibition showcased the latest products and technologies by leaders at the forefront of Dentistry and Oral Healthcare from Africa and abroad. Attendees benefited from the opportunity to network and do business with some of the biggest names both locally and internationally, including Association of Private Dental Practitioners in Nigeria, Daraju Industries, Maecolux, Spazzolificio Piave, Sirona, Trinity Dental Supplies and many more.

New for 2015

- Increased exhibition space to over 1,000sqm
- More than 50 local and international exhibitors
- New workshops and conferences on Aesthetic Jaw Surgery, Simultaneous Rhinoplasty with Orthognathic Surgery, Grafting Procedures, Laser Dentistry, Dental Clinical Photography and many more

Main reason for exhibiting



- 98%** - generate new business leads and contacts
- 97%** - launch new products and solutions
- 90%** - search for local distributors
- 87%** - raise the company profile
- 58%** - support local existing distributors



EXHIBITOR PROFILE

- Dental Equipment Manufacturers
- Dental Supplies
- Dental Laboratory
- Implants
- Regional Distributors
- Oral Care Products
- Dental Hygiene Products
- Furniture and Fixtures
- Disposables and Consumer Goods
- Diagnostics & Imaging
- Lighting and Lasers
- Surgery
- Aesthetics/Cosmetic Dentistry
- Local Associations
- Many more



Survey Result

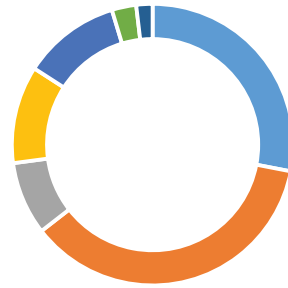
- said the event was successful in meeting their overall objectives **90%**
- generated new leads for their business **89%**
- rated the quality of visitors as very good **85%**
- rated the number of visitors as very good **80%**

VISITORS

Dental Africa Exhibition & Congress 2014 hosted 1,147 senior level decision makers, practitioners, experts and traders both locally and internationally within the Dentistry and Oral Healthcare industry. The event served as the only platform to meet face-to-face with major suppliers, manufacturers and distributors. Attendees were also given the opportunity to participate in the conferences running alongside the exhibition.



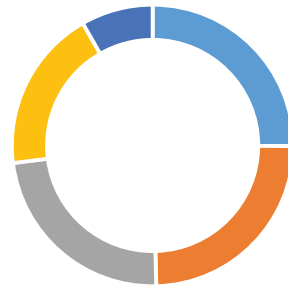
Visitor Breakdown



- 39%** - Dental Practitioners
- 30%** - Distributors
- 12%** - Dental Clinic Owners
- 12%** - Hospital Procurement / Purchasing
- 9%** - Regional Retailers (including hypermarkets and supermarkets)
- 3%** - End-Users
- 2%** - Students / University

Main reason for Visiting

- 91%** - source new products and suppliers
- 89%** - establish new business contacts
- 85%** - keep abreast about the latest industry updates
- 68%** - network with industry colleagues
- 30%** - participate in the CPD accredited conferences



Survey Result

source new products and suppliers	91%
establish new business contacts	89%
keep abreast about the latest industry updates	85%
network with industry colleagues	68%
participate in the CPD accredited conferences	30%



CONFERENCES

in partnership with the Nigerian Dental Association

In addition to the exhibition, Dental Africa Congress hosted a 3 day conference accredited by the Nigerian Dental Association with 10 CPD points with over 500 delegates in attendance. With more than 20 regional and international speakers, the conference programme was scientifically prepared to offer continuing education and information on the latest advances in the dental and oral healthcare sector.



The program feature keynote presentations by:

- **Dr Bimpe Adebisi**, Head, Dentistry Division, **Federal Ministry of Health**, Abuja, Nigeria
- **Prof. Oluwole Ajagbe**, Professor of Oral and Maxillo facial Pathology, C.E.O, **Creative Smiles Institute**, Washington D.C, U.S.A
- **Dr Bode Karounwi**, Director/Chief Executive Officer, **Schubbs Dental Clinic**, Lagos, Nigeria
- **Dr Olayinka. S. Olaiya**, A.g Registrar, **Dental Technologists Registration Board of Nigeria**, Abuja, Nigeria
- **Dr Tajudeen Sanusi**, Deputy Registrar, **Medical and Dental Council of Nigeria (MDCN)**, Lagos, Nigeria

Topics covered:

- Comprehensive Oral Health care delivery in Nigeria : A team approach
- Infection control: The Ebola virus disease (EVD) case
- Branding essentials for Dentists and Dental practice - Emotional intelligence and professional practice
- Dental implants
- Infection control in DENTISTRY: The Ebola virus disease (EVD) case
- Law and Ethics in the Dental Profession
- Mentorship in Dentistry
- Promotion of Oral health and integrated disease prevention - a community approach
- Role of Dental Nurses in effective Oral healthcare delivery to Nigerian
- Fundamentals of Dental Implantology
- An approach to the bonding process of collaborative and interactive dental team members in Nigeria
- Evidences for adequate dental care in Africa



ABOUT US

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Informa Middle East, formerly known as IIR Middle East, has over two decades of regional experience in organising and managing all types of business events. This means that when you attend one of our conferences or training courses you are getting only top quality.

Businesses face many challenges in the 21st century. Dynamic markets and increasing competition require companies to stay one step ahead if they want to succeed. We can help better prepare you for these challenges. Through our diverse range of seminars, conferences and events, we give you the advantage you need by providing you with the latest industry knowledge, business information and training.



Afrocent Ltd has been specially incorporated to launch Informa events in to the Sub Saharan African marketplace. It's management launched the very first Medic Africa meeting back in 1986 and has long and extensive experience at running successful events throughout Africa.

Through sister company PSG communications Ltd, Afrocent Ltd also publish the region's leading publication, Africa Health Journal.


For further information about Afrocent or any of our events please visit www.dentalafrica.com



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TODAY**

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