

# EXPODENTAL 2009 MOVES TO ROME!



After more than 25 years, Expodental moves away from Milan: the General Assembly of UNIDI (Italian Dental Industries Association) decided on the new location of the **37th** edition of **International Expodental** which will be held in Rome from 15th to 17th October 2009 in Pavilions 7 – 8 – 9 of the **new Fiera Roma exhibition centre**.

**INTERNATIONAL**  
**37 EXPODENTAL**  
THE ITALIAN RESPONSE TO YOUR BUSINESS PRIORITY

The new Fiera Roma is well connected by a dense network of public transport and a round-the-clock taxi service. The new structure has been given a modern and efficient system of connections capable of transporting visitor flows to and from the event. The very recent and modern new location was finished in 2006 and offers visitors and exhibitors a new opportunity of combining the latest technological-cultural developments with tourism, thus putting a great event, Expodental, at the centre-stage for trade promotion. Fiera Roma comprises 14 pavilions fitted with leading edge technology and covers an overall gross area of 390,000 square meters, 30,000 of which used for public parks and gardens and 150,000 of which used for covered exhibition areas and office buildings.

Additionally, the modern and fully equipped Congress Centre comprises 13 rooms with variable-capacity, seating a total of 3,300. The [www.expodental.it](http://www.expodental.it) website is being updated with information about the new location and many other details. For all other information, please write to: [expodental@expodental.it](mailto:expodental@expodental.it).

## •• ITALIAN DENTAL MARKET AT-A-GLANCE

The dental industry in Italy, with about 500,000 operators, has a yearly turnover of around 780 million €, two-third of which come from implant products and the rest mostly from consumer products. Export accounts for over 45% of the turnover, with tops of 80% for specific product types.

The Italian dental market in sales to dentists reaches almost one billion Euros. The market for materials, namely for consumer products, grows in average 3% - 5% every year. Major groups are investing in the Italian market, as it is considered the second biggest in Europe, and its scenario is one of the most dynamic in the Mediterranean area.

## •• FAST FACTS AND FIGURES ON ITALIAN DENTAL PRACTICES:

An up-to-date profile of Italian dental practices emerges from a survey conducted by the dental magazine "Il Dentista Moderno". The geographical distribution of dental practices in Italy shows that almost half of them are located in the north, while the share in the central and southern regions amounts to 32% and 18% respectively. Some new trends have been registered in IT diffusion, as although still 45% of dental practices haven't got any Internet connection, 57% of practices that are equipped for using Internet are in southern Italy, contrary to previous statistics. However, about 40% of practices makes use of a practice management software, with northern regions leading. When it comes to the use of IT for patients' dental records, the percentage is relatively lower, with an

average of less than 30% of clinical records being stored in a computer-based archive.

Continuing education is a key topic for all operators in the dental field. In Italy, the general trend favours theoretical-practical courses and congresses (both preferred by over 50% of the surveyed practitioners), while about 30% resort to the web and 24% to other providers. It is to notice that interest for Internet-based education has increased by over 8% since 2006, especially in north-western regions, while southern regions keep confirming their preference for traditional courses and congresses.

As regards the category of permanent dental collaborators working in Italian practices, almost 70% of them are employed in orthodontics, 28% work in implantology, while the percentage in all the other fields (conservative, endodontics, prostheses, parodontology etc.) ranges from 15 to 20%.

On average, over 90% of the total turnover of the practices comes from private customers, while the yearly expenditure varies by type of practice: expenditure for dental materials is low for practices specialized in orthodontics and partial dentures (approximately 4,600 €), but the expenses for external manufacturing is quite relevant, especially for small practices that can spend up to more than 8,000 €, one third of which in braces.

Among the main type of treatments carried out by Italian dental practices in 2007, the data collected concern implantology, amalgam fillings and metal-free reconstructions. More specifically, the number of implants inserted in 2007 shows only slight variation by region. 53% of practices inserted less than 50 implants, while 17% inserted from 50 to 100 implants and only a small percentage inserted more than 150 implants.

The percentage of amalgam fillings is less than 5% for about half of the Italian practices, especially among practices located in northern Italy.

Over 60% of practices make metal-free reconstructions, while about 35% use metal. However, among the group of practices that work with metal-free reconstructions, there was a little decrease in the metal-free amalgam total use. The greatest part of practices uses precious alloys (66%), 25% uses both precious and non precious alloys and 4% uses only non precious alloys, which are being increasingly employed. A last indication on autoclaves utilization shows that 64% of practices uses "B" autoclaves, with a great diffusion in northern Italy.



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