

ABIMO

BRAZILIAN MEDICAL AND DENTAL DEVICES MANUFACTURERS ASSOCIATION

Brazil is Proud of its Odontology

The success of Brazilian odontology goes overseas and brings recognition in all market branches. It is the most competitive of all branches represented by ABIMO. In addition to that, the scholar network of national odontology is leader in scientific papers production in Latin America and occupies an honourable second place on a worldwide scale, back-seating only to United States of America.

It takes credit for the best scientific performance among all areas of knowledge. **Brazilian odontology has evolved over the decades upon the following formula: high demands and a great ability to make deals and to invest in constant innovation.**

World leader in the amount of dental surgeons, having more than 290 thousand working professionals, Brazil trains about 9 thousand new professionals each year. With so many dentists always searching for more effective and efficient solutions, along with a middle class eager to spend on dental and aesthetic products, this industry keeps up with the development pace, increasing internal production to meet the needs of its own market and elsewhere.

Such devotion to the industrial chain of dental products is reflected on the increasing volume of exports and on the export maturity level found on companies. Each day more suited to the inter-

The success of Brazilian odontology goes overseas and brings recognition in all market branches.

national scenario, Brazilian companies reach a significant amount of world markets. **Nowadays, about 130 countries buy dental products from Brazil, including countries which pose great demands like United States, good buyers of national output.** In 2017, a US\$ 87.3 million figure was exported by Brazilian odontology. From this amount, US\$ 6.5 were purchases made by North Americans.

A look on the odontology market in Latin America shows that Brazil and Mexico lead the market. The US\$ 87.3 million worth in exports has a top ten buyers list of national dental products, including United States, Germany, Switzerland and even Mexico, which bought more than US\$ 8.6 million worth in dental products from Brazilian dental industry this year.

Such positive scenario, allying scholarship and productive chain, leads to a national production able to join two great market advantages: quality and competitive pricing.

It is a common occurrence for Brazil to sell products that have better performance against products from competitors, and a markedly more attractive price.

Such cost/benefit ratio places more and more the dental sector of Brazilian industry within international settings. That includes active participation on main segment fairs, both to showcase its internal production and to capture world ideas, trends and news.

Massive presence on world events reassures the impressive national odontology stamina and is a contribution to bring the country due attention, and the recognition of the nation as a vast technical mastery reservoir.

Further demonstration of the quality found in country, some events sponsor the Hands On Area, a space created by national industry to teach-by-showing and to demonstrate the applicability of products and solutions. On such space Brazil shows its expertise, both on manufacturing technologies and on dynamic use of such technologies thanks to demonstrations performed by renowned dental surgeons.

Simultaneously to this stepping out the Brazilian borders to see what the world has to show as the most interesting features of the dental sector; it opens its doors to welcome the same professionals during **CIOSP, an annually held congress said to be the biggest in the sec-**

Further demonstration of the quality found in country, some events sponsor the Hands On Area, a space created by national industry to teach-by-showing and to demonstrate the applicability of products and solutions.



tor on Latin America, and one of the largest in number of visitors. It has an exhibitor's area about 20 thousand square meters large and 250 brands as exhibitors, both Brazilian and from abroad.

This congress also offers a scientific schedule taught by the best professional of each specialty addressed.

Such interchange between Brazil and the world, a point of high interest to Brazilian business men, also contributes to the high quality of national production. Besides the participation in fairs and events, and the carrying out of many commercial missions to gather specific information on each of world markets, the exchange of information among sector professionals also finds no geographical boundaries. Many Brazilian professionals devote themselves to international experiences. They build bridges that increase the quality of internal research, turning themselves into lighthouses to dental surgeons and also to industry. Such intercontinental relationships often work as the basis for partnerships between Brazilian industry and universities and industries of prominent centers of reference on worldwide odontology.

Cutting-edge technology

Brazilian dental innovations are recognized worldwide. Embracing all branches of the segment, from consumables to instruments, through equipment, endodontics and to implants, Brazilian indus-

try makes and markets very high-quality products, oriented by what is most advanced in the world.

One highlight is the sector of bioceramic cements. Because of investment on research and development, Brazilian companies were able to produce chemical processes that turned into a market revolution. **With the rise of nanotechnology, bioceramic started to become popular on endodontics, bringing numerous advantages both to dental surgeons and patients.** Chemically stable, this material has been widely used on the repair of punctures and as restoration cement.

Other segments of Brazilian odontology also keep fostering technological advances. **On orthodontics, new technologies for brackets, supports for the orthodontic tooth brace fixed in each tooth that needs correction, became a worldwide success on more than a hundred countries, including patent rights claimed on United States.** Mixing passive and interactive techniques in a single system, these new bracket models save time on consultations and are beneficial at all points in the chain.

Distinction also on dental implant area, Brazilian manufacturers are celebrating partnerships with renowned research institutes like Chalmers University, on Sweden, a country thought of as the birth place of worldwide implantodontics. As a result

of such successful interchange and of almost a decade of intensive studies, a new generation of Brazilian implants was created to fill in the blanks of the segment. The synergy between macrogeometry and the most advanced surface nanoactivation, capable of speeding up significantly osseointegration, drew attention from the best professionals in the world.

This article will also be available in the Sector Book realised by ABIMO, which will be launched during Hospitalar (22-25 May 2018; São Paulo – Brazil). Besides the dental sector, other topics of the book will be: medical hospital sector, laboratory sector and rehabilitation sector.

ABIMO - Brazilian Medical Devices Manufacturers Association was founded in 1962, in order to represent its members before governmental and civil bodies, also supporting them with technical and normative services.

ABIMO has 350 members and offers a special exports program (Brazilian Health Devices) in partnership with APEX- Brazil (Brazilian Trade and Investment Promotion Agency). The project aims to increase Brazilian exports in the area of healthcare products by promoting training to companies, marketing actions, exhibitions, trade missions and business intelligence.

Countries that have bought Brazilian dental products

Rank	Countries	2017
TOTAL	TOTAL	87.391.902 in US Dollars
1	Mexico	8.617.778
2	Argentina	7.679.792
3	Chile	7.121.016
4	United States	6.594.691
5	Germany	6.438.505
6	Colombia	5.141.779
7	Switzerland	4.874.949
8	Peru	4.227.336
9	Bolivia	3.459.815
10	Paraguay	3.262.700
11	Ecuador	2.668.684
12	India	2.281.466
13	Indonesia	2.277.816
14	Costa Rica	2.054.219
15	Portugal	2.012.802
16	Guatemala	1.738.466
17	Dominican Republic	1.180.450
18	Uruguay	1.122.319
19	Turkey	1.103.355
20	Panama	875.491
21	Spain	858.281
22	South Korea	759.108
23	United Arab Emirates	598.834
24	Japan	560.963
25	Algeria	560.951
26	Iran	532.367
27	Nicaragua	382.959
28	Venezuela	381.437
29	United Kingdom	373.197
30	Italy	372.015

Rank	Countries	2017
31	Morocco	338.757
32	Saudi Arabia	330.333
33	France	320.556
34	China	312.130
35	Philippines	311.969
36	Poland	297.356
37	Honduras	263.713
38	Lebanon	254.118
39	Myanmar	252.575
40	El Salvador	247.147
41	Egypt	245.188
42	Vietnam	244.347
43	Hong Kong	215.887
44	Romania	185.088
45	Australia	183.221
46	Russia	167.332
47	Kenya	149.312
48	Serbia	146.192
49	Sweden	141.316
50	Angola	139.331
51	Kuwait	134.146
52	Iraq	122.567
53	Malaysia	117.410
54	Nigeria	114.749
55	Israel	113.009
56	Pakistan	108.070
57	South Africa	94.865
58	Luxembourg	93.734
59	Tunisia	91.658
60	Qatar	85.126
61	Thailand	75.673
62	Singapore	74.092
63	Finland	72.136
64	Lithuania	71.271



Rank	Countries	2017
65	Azerbaijan	70.787
66	Netherlands (Holland)	66.340
67	Canada	64.257
68	Bulgaria	58.404
69	Greece	56.359
70	Tanzania	54.432
71	Ghana	48.647
72	Slovenia	43.422
73	Ukraine	40.094
74	Kazakhstan	39.169
75	Albania	38.898
76	Bhutan	38.084
77	Jordan	35.284
78	Rwanda	33.982
79	Belgium	32.001
80	Czech Republic	27.120
81	Libya	26.353
82	Hungary	25.726
83	Croatia	25.207
84	Taiwan (Formosa)	21.603
85	Afghanistan	21.406
86	Armenia	20.338
87	Sudan	17.866
88	Macedonia	17.838
89	Madagascar	16.168
90	Bangladesh	14.827
91	Syria	14.500
92	Austria	13.818
93	Sri Lanka	12.289
94	Gambia	12.049
95	Slovakia	11.699
96	Puerto Rico	11.300
97	Mauritius	10.908
98	Haiti	9.830

Rank	Countries	2017
99	Bahrain	9.204
100	Oman	8.414
101	Nepal	8.181
102	Malawi	8.166
103	Cyprus	7.704
104	Moldova	7.541
105	Cabo Verde	7.030
106	Zimbabwe	6.850
107	Niue	6.809
108	Trinidad and Tobago	6.401
109	Papua New Guinea	4.119
110	Georgia	3.915
111	North Korea	3.597
112	Curacao	3.224
113	New Zealand	2.791
114	Senegal	2.747
115	Belarus	2.536
116	Jamaica	2.302
117	Ireland	2.197
118	Norway	1.882
119	Mozambique	1.266
120	Latvia	1.169
121	Denmark	1.034
122	Palestine	894
123	Suriname	714
124	Mongolia	673
125	Equatorial Guinea	489
126	Cambodia	372
127	Gibraltar	305
128	Guyana	205
129	Ivory Coast	140
130	Zambia	69
131	Monaco	24
132	Uganda	18