

BDIA DENTAL SHOWCASE 2015 DELIVERS BUSINESS AND INNOVATION



BDIA Dental Showcase, the UK's leading B2B dental trade show, opened its doors to three days of brisk business and networking at Birmingham's NEC

from Thursday 22 to Saturday 24 October.

The exhibition, organised annually by the British Dental Industry Association (BDIA), brought together over 330 exhibitors and the widest selection of dental equipment, products, services and demonstrations of the latest techniques for the profession to discover what's new, meet with product experts and conduct business deals.

With sponsorships deals in place with the major oral healthcare companies for the next two years, as well as exhibition bookings now being taken up to 2017 in response to exhibitor demand, BDIA Dental Showcase is firmly established as the premier business event for the dental industry.

Visitors to the exhibition had an exceptional opportunity to experience a significant number of innovations first-hand with more dental companies than ever choosing this event to unveil or showcase their latest products to the UK market including Oral-B, Cattani Esam, Ceramic Systems, Cerezen, DMG, KaVo, NSK, Philips, Software of Excellence, TePe, Voco and W&H to name but a few.

Although overall footfall at the exhibition was a little lower than in previous years it was clear that the event continues to be the place to see what's new, do business and network with colleagues, with plenty of key purchasers and influencers in attendance.

Current ADI President, Philip Friel, said: 'Our programme at Dental Showcase has been a fabulous opportunity to share the advances we have made in implantology. And it was pleasing to see the huge level of interest from dental professionals and be able to answer their questions and provide advice.'

BDIA's Executive Director Tony Reed added: 'Showcase plays a vital role in facilitating business for the sector enabling exhibitors and buyers to meet on a one-to-one basis to conduct business.'

'Like many others within dentistry I am concerned about the proliferation of events diluting audiences both for exhibitors and the profession. This has refined our audience significantly. A substantial amount of business of mutual benefit has been conducted during Showcase and we are looking forward to another productive event in London next year.'

BDIA Dental Showcase 2016 will be held at ExCeL London from 6-8 October 2016, so make a note in your diary and start planning your visit now!

Delegates can download their CPD certificates from this year's exhibition by visiting www.dentalshowcase.com.

BE PREPARED – TAKE THE ORAL CANCER CPD MODULE



As part of this year's Mouth Cancer Action Month launch, the Association of Dental Groups (ADG) is pleased to announce the return of the oral cancer CPD module.

Designed by {my}dentist, the module reflects the work of the campaign and focuses on the early detection and treatment of the disease.

As early detection of mouth cancer can result in a survival outcome of 90% the ADG is urging dentists to use this powerful tool to help improve knowledge and raise awareness.

Except for a small cost of £25 plus VAT for those wishing to apply for a CPD certificate – £5 of which will be donated to the British Dental Health Foundation and the Mouth Cancer Action Month campaign – the comprehensive and interactive online module is available for free to all dentists and oral health professionals throughout the UK.

To be part of the movement against oral cancer, contact the ADG today.

To find out more about the free oral cancer training available visit http://www.dentalgroups.co.uk/mouth_cancer.php.

PRACTICE SALES 'STABLE'

The dental practice sales market has been relatively stable over the last quarter. That's according to the latest quarterly goodwill survey from NASDAL (The National Association of Specialist Dental Accountants and Lawyers).

Alan Suggett, specialist dental accountant and partner in UNW LLP, said that the survey showed a steadiness in the overall market although the average goodwill value of 109% of turnover is considerably up on the start of 2014. NHS practices were sold for an average goodwill value of 125% with a range of 51-209%. Private practices fetched an average goodwill figure of 81% with a range of 15-135%. Mixed practices sold for an average

of 115% of goodwill with a range of 20-202%.

Alan said: 'My own personal view is that the market has been rising steadily over the past year or so. We have seen the very high prices paid in the London area spreading to other major conurbations such as Nottingham and Manchester.'

The goodwill figures are collated from accountant and lawyer members of NASDAL on a quarterly basis in order to give a useful guide to the practice sales market. These figures relate to the quarter ending 31st July 2015.

Alan went on to add: 'We do of course need to remind all parties that as with all averages, these statistics should be treated as a guideline only.'

If you would like to promote your products or services direct to the dental industry in *BDJ Team*, call Andy May on 020 7843 4785 or email a.may@nature.com.