







## Situation 2010

Dominique Deschietere  
President ADDE

- **Dominique Deschietere,** Chairman 
- Dott. Maurizio Quaranta, Vice-Chairman 
- Ueli Breitschmid, Member 
- Dr. Pavel Smazik, Member 
- Jean Martin-Donoz, Member 
- Lutz Müller, Co-opted Member 
- *Dr. Ulrich Wanner,* Secretary

# European Umbrella – Organization

National Dental Trade Associations such as:

- Austria
- Belgium
- Bulgaria
- Czech Republic
- Denmark
- France
- Germany
- Great Britain
- Italy
- Greece
- Ireland
- Netherlands
- Switzerland
- Hungary
- Romania



... covering more than 1100 dental dealers companies in Europe

- Constituted : 1964
- Estimated employees : 50.000
  - ADDE is
    - an associate member of FDI World dental association
    - an active member of UEAPME, European association of Craft, Small and Medium-sized enterprises
    - closely co-operating with Fide on the basis of EDBC – European Dental Business Committee



Association of Dental Producers and Dealers in  
Hungary

European Representative:  
*Mr. Gyözö Körtvélyessy*



Asociatia Furnziorilor de Produse Stomatologice  
din Romania

European Representative:  
*Mr. Mihnea Dorin*

## New sponsoring members:

- **Cefla Dental Group**, I-40026 Imola; Mr. Paolo Bussolari
- **EMS Electro Medical Systems GmbH**, D-81829 München; Mr. Torsten Fremerey
- **NSK France SAS**, F-75017 Paris; Mr. Bruno Lamoureux
- **Ivoclar Vivadent AG**, FL-9494 Schaan; Josef Richter
- **SciCan Medtech AG**, CH-6300 Zug; Mr. Arthur Zwingenberger
- **W&H Dentalwerk Bürmoos GmbH**, A-5111 Bürmoos; Mr. Rudolf Flieger

## Sponsor members of ADDE

(by April 20<sup>th</sup>, 2010)



Cefla S.c.  
Via Selice Provinciale n. 23/a, I-40026 Imola (Bo)



EMS Electro Medical Systems GmbH  
Schatzbogen 86, D-81829 München



Your Infection Control Specialist™



passion vision innovation

Ivoclar Vivadent AG  
Bendererstrasse 2, FL-9494 Schaan



W&H Dentalwerk Buermoos GmbH  
Ignaz-Glaser-Strasse 53, A-5111 Buermoos

# Business Plan 2010

Dominique Deschietere  
President ADDE

The ADDE Business plan shows the longer term strategy, the mission (mid-term) and tasks (short-time) for the different bodies and groups within ADDE.

It defines the detailed organisation structure and mentions the instruments and finances to achieve the goals!

# Our goals and our targets TODAY

- European network with industry (FIDE), dentists (FDI), laboratories (FIPPD)
- To bring together the representative national dealer associations of all European countries;
- To develop amongst its members a spirit of fellowship, moral support, exchange of professional knowledge and practical experience on technical, trade and legal matter;
- To pool their knowledge with a view of improving their general working conditions;
- To coordinate common interests of both the dental industry and trade in Europe ; **Lobbying**
- To provide our market with information through our annual Dental Survey, in close collaboration with FIDE; **Economic Data**
- To develop the framework for an interactive order system for suppliers and dealers, Edi-dent. **Contact with suppliers**
- Gatekeeper in the EU-administration via UEAPME

# Business Plan 2010-2015

Dominique Deschietere  
President ADDE

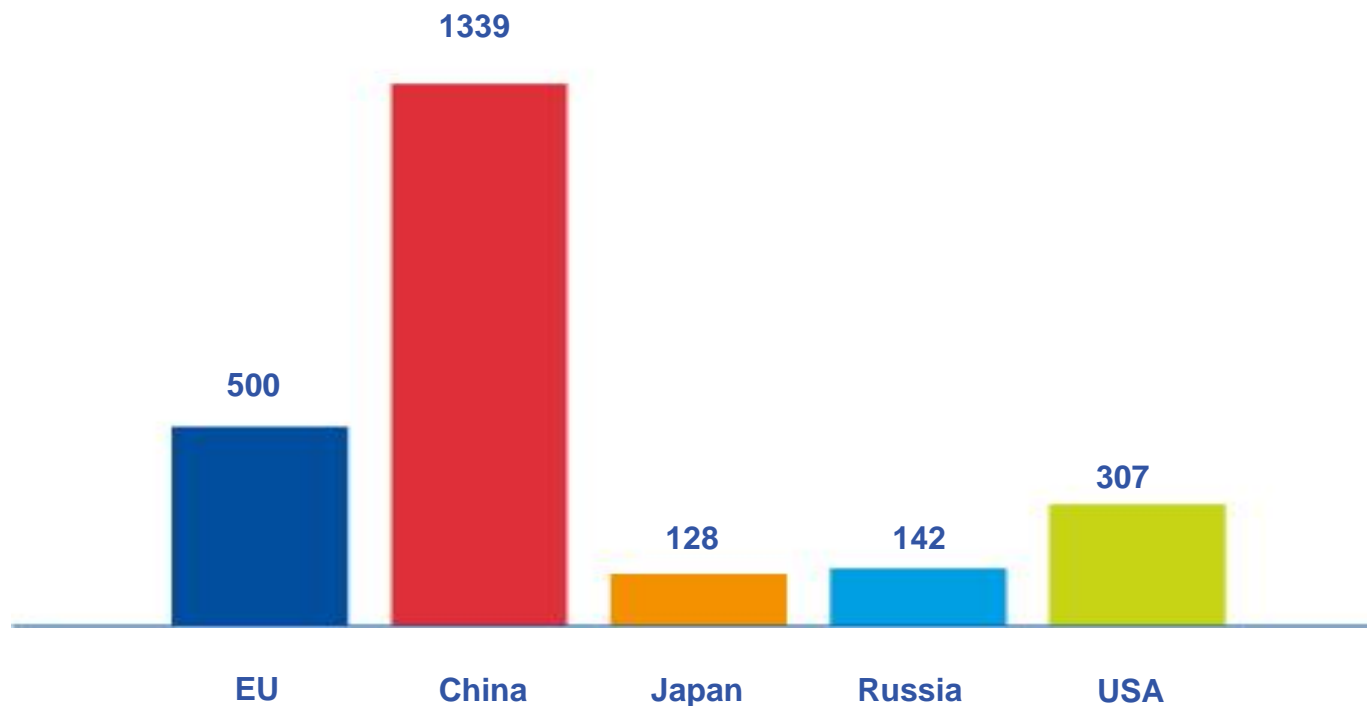


# VISION 2010-2015

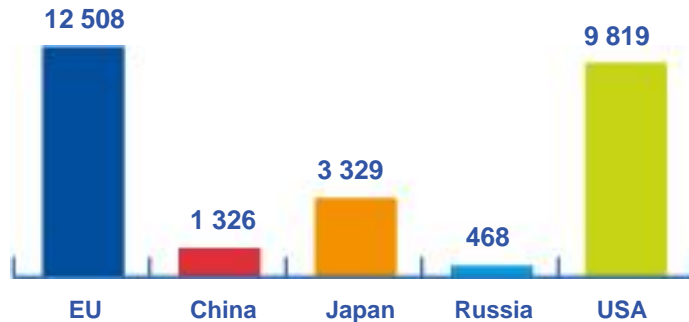
Dominique Deschietere  
President ADDE

# EU-population against the world

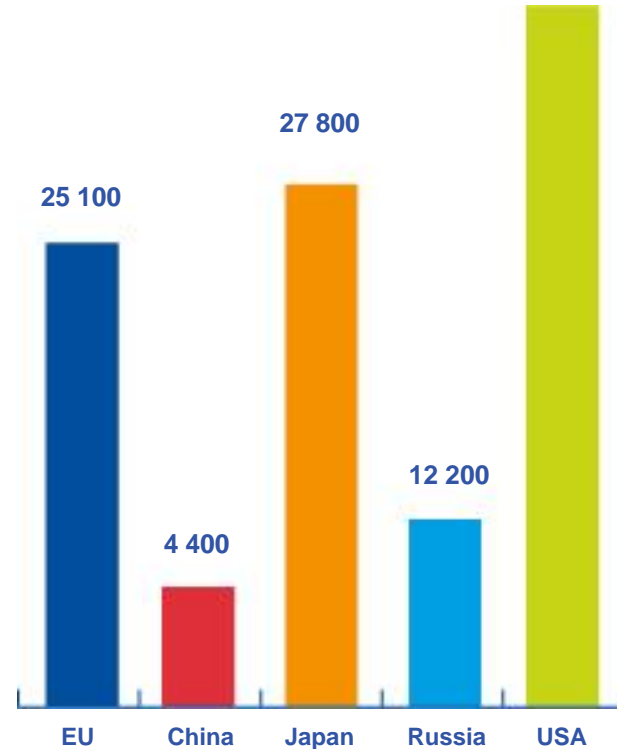
Population in millions, 2009



# How rich is Europe against the world



**Size of the economy:  
gross domestic product in billions of euro's, 2008**



**Wealth per person gross domestic product, 2008**

# How we make the laws in Europe





Estimated 50.000 employees dental Trade

Estimated 1.200.000 people working in the dental business

Dentists

Dental assistants

Dental technicians

Hygienists (mouth)

Industry

Trade

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More professional

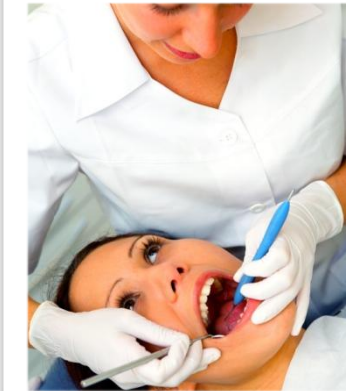


Changing customers



Increasing complexity

More  
professional



- Consolidation of customers lead to bigger, more professional customers
- Dental business have to become marketing driven and to focus on their customers, patients and dentists
- Purchase processes become more rational and professional
- Adding value trough support and professionalism is essential
- Only well trained, professional businesses can be a partner for their customers

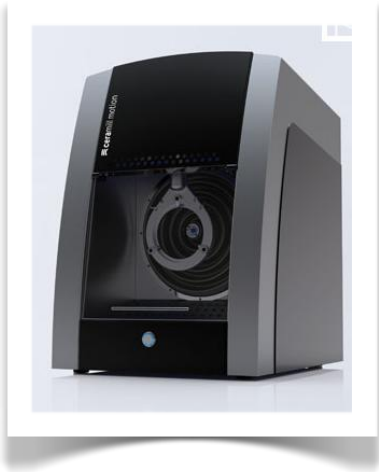
## Changing customers



- Customers have access to more information, become empowered and strive for a better work-life balance.
- Dentists and Labs become more and more professional and bigger structures with other purchase needs.
- Dentist and Lab are becoming both an working unit
- Changing of attitudes and the way of working in the dentistry and labs, CAD/CAM, etc.

Increasing  
complexity

- More complex technical environment for lab and practices, e.g. CAD/CAM
- As result of consolidation the projects become more complex
- Technical service is essential
- Dental professional is focusing on operational excellence and seeks for supporting tools



- More European members, more influence
- Nearer to the European decision makers.
- Working closer together with the suppliers organisation or by lack direct with the suppliers.
- Supporting in a professional way our members by different tools as website, informative newsletter, more input and things done in the technical committee

# Tools Business Plan 2010-2015

Dominique Deschietere  
President ADDE



- Fees members – reorganisation of fees
  - Rationale
    - More financial possibilities to fulfill our goals
    - More correct vote rights but also obligations for the bigger countries not only by voting but also by supporting.
    - By supporting our future new member-countries, more strength on the european market

**Start Fee**  
New members

**Base Fee**  
All members

**Total Fee/Voting**

**Voting Fees**  
All Members  
To agree on matrix

**Supporting Members**  
Fees / No votes

- Supporting members – Suppliers and others?
  - Rationale
    - More financial possibilities to fulfill our goals
    - More technic and legal input from these suppliers-sponsoring-members, more collaboration and committment in our Technical and even eventually Board.(invitation of these members for special items)

# New Proposal sponsoring members

- As a sponsoring member, we present you a full package for an annual fee of **2500 €**. For this small fee, you will be enjoying the following:
  - Your logo on our **new** website for one Year
  - Your logo on an insert of the annual Dental Survey  
(Annual distribution of 2000 ex.)
  - Attendance of the scientific part of the Annual General Meeting.
  - Be invited to our annual presentation of the Survey – IDS Cologne
  - The possibility to present your company to our members during 10 minutes on the Yearly Annual General Meeting.
  - 2 copies of the Annual Dental Survey, free of charge. - additional copies of the Survey at the reduced price of €100 per additional copy, saving 160 €.

- Active investment in selling the survey as well by our associate, supporting as other members

## Rationale

Perception of our survey in the dental market as the leading information point



## New structure

President for the technical committee  
Newsletter TC insert as a bigger part in the ADDE newsletter  
More input by supporting members as f.i. our suppliers

## THEMES

- EDI-DENT Look to vision - professionalism
- Permanent education Look to vision – professionalism
- Guarantee and technical support/education Lookt to vision - professionalism
- Medical Devices Directive
- Sales conditions Anaesthetics
- WEEE Directive
- Safety Data Sheets
- RX problematics
- ....

- **Pharmaceuticals (Directive 2001/83/EC)**
- **X-Ray Protection (Directive 97/43/Euratom)**
- **Hygiene requirements (disinfection and sterilization)**

# Electronic Purchase-Warehouse Management via EDI (Electronic Data Interchange) from B2B in the dental branch

## BENEFITS OF EDIDENT FOR THE DENTAL BRANCH

- Cost reduction in stock management and datafile care
- More efficient processes in purchase order and good-income management
- Chance of full control over Lot-Numbers and expiration dates.

# European Presence Dental Europe



# Medical Devices- Notified bodies

There is quite some **policy activity in the area of medical devices**, including the implementation of a stronger dialogue between the interested parties. In the framework of this dialogue, there are (i) a wide range of working groups, (ii) public consultations, as well as (iii) a permanent dialogue with Member States and stakeholders. **As to working groups, a “Medical Devices Expert Group” (MDEG) exists in which trade associations participate (e.g. FIDE) and which issues guidance documents. On a regular basis, events are organized in Brussels touching upon medical devices.**

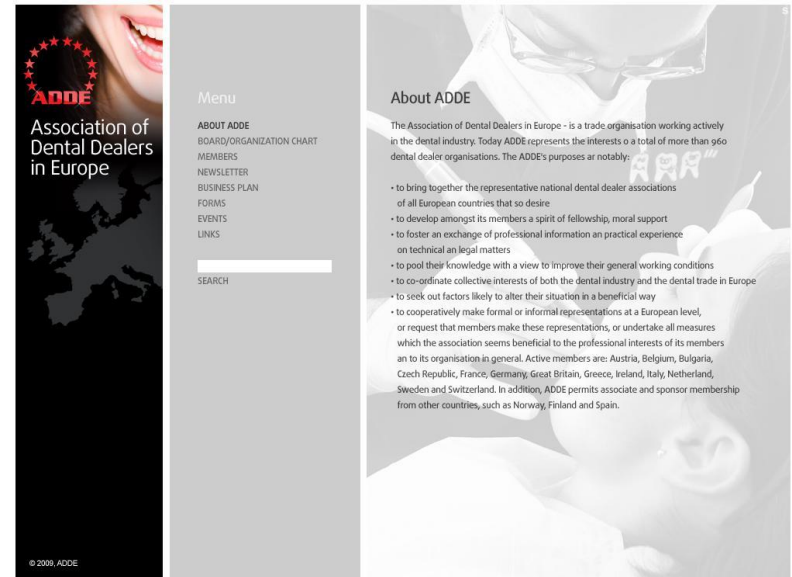
Importantly, it appears from the **“Roadmap”** issued by DG Sanco-Unit B2, that the area of medical devices will be subject to a general policy revision and recast by means of the adoption of an initiative (the precise initiative to be determined) by the **second semester of 2011**. The Roadmap outlines the main problems identified in the area of medical devices, the objectives of an EU initiative, the options hereof, an initial assessment of impacts and a planning of further impact assessment work. The Roadmap specifically refers to the stakeholders and experts that have been or will be consulted. In this regard, it reads:

***Continuous consultation with stakeholders will take place through the Commission’s “Medical Device Experts Group” (MDEG) - an informal expert with representatives from Member States, industry, notified bodies, European standards bodies and other stakeholders in this area – and its working groups. Furthermore, targeted bi- and multi-lateral consultations, particularly with national competent authorities, industry federations and medical professionals will be held.***



Information national org.  
Comident  
VGT

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## Fixed items

- From the desk of the president
- From the desk of the secretary
- From the desk of the Technical Committee
- Picture on EU – EU information
- From the desk of our members
  - European info
  - European figures .....
- Miscellaneous



ADDE AGM Meeting UK  
5-6 May 2011

Q2

Q1

Definitive decision on fees members  
and voting system  
**Board Meeting Brussel 10 th of  
February 2011**

European Presence Meeting  
Brussels / Strassbourg  
June 2011

Q2

Technical Committee  
Re-organisation

Q3

Website

Q3