

cede NEWS

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26. Central European Dental Exhibition 14–16 September 2017

CEDE for the 26th time



The new quarter-century under the banner of change

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Polish Union Dentistry Congress for the first time



Science shoulder to shoulder with practice and business

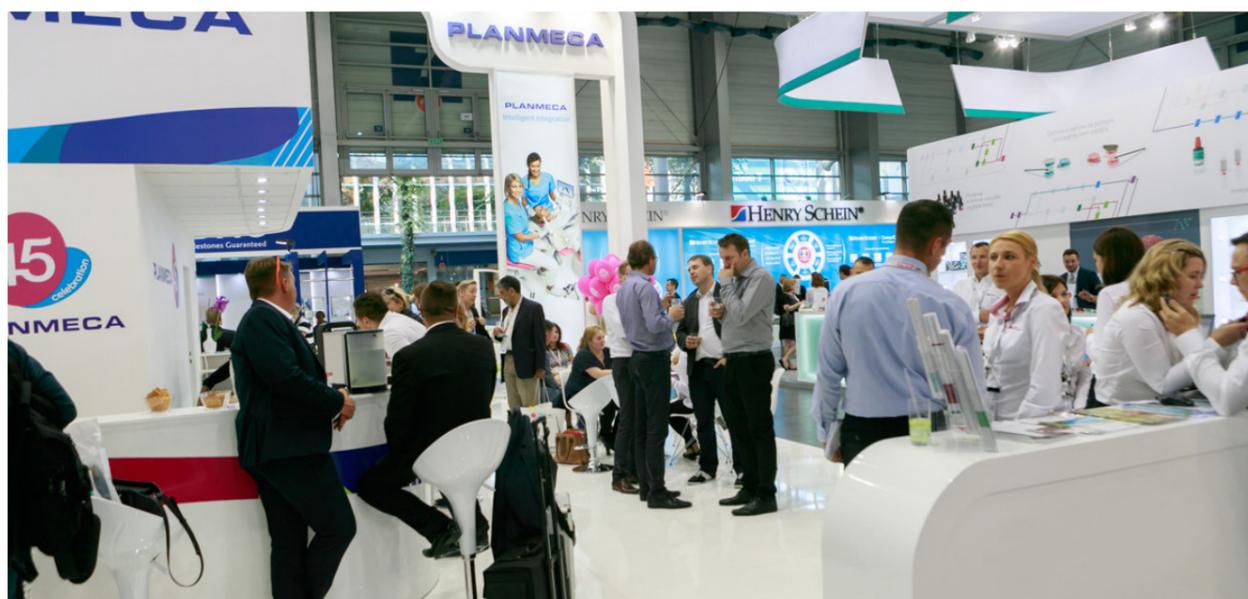
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Poznań not only for the Congress



TOP 5 Must-Do Things in the city

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Exhibition and education – the perfect combination

Nowadays, the best exhibitions cannot function without a good educational part. With the growth of online sales and the expansion of the networks of direct sales representatives, the days when the success of an exhibition was measured only by the number of visitors at the stand have ended.

Science and business naturally integrate. Central European Dental Exhibition and the Polish Union Dentistry Congress complement each other – what the participants will hear at the lectures, will be available to be seen at the exhibition stands.



Prof. Itzhak Binderman – not the only one of the greats

This prominent Israeli implantologist and biologist researched for NASA bone regeneration in space on guinea pigs. In front of the participants of Polish Union Dentistry Congress he will talk about the method of processing the patient's own removed teeth in order to obtain dentin for immediate autogenous transplants. He is not the only dental authority, who will make an appearance in Poznań. (page 2)

#CEDE2017 sum of experience

Everything began with the exhibition and it is still the most important. But the market is changing, as is everything in dentistry, and one cannot remain indifferent to this fact. The 26th edition of Central European Dental Exhibition is the announcement of change – to make it better than ever.

A quarter of a century is a long time. Adulthood and a certain body of experience are long behind us, and old age is a long way off. In this age there is no time for stagnation, the head – although still in the clouds – continuously tells us to set new goals. This age does not tolerate boredom.

For a quarter of a century Central European Dental Exhibition was not only the scene of fantastic progress in Polish dentistry, but often its initiator. In Łódź and Poznań, those who met decided on the direction of development, at first technological, and with time also scientific.

A quarter century is the right time to sum up, of course only if someone likes to. So we turned to statistics. All the participants of the exhibition – since 1991 – would not fit into the legendary Maracana stadium in Brazil (over 200 thousand people), and the surface area (over 14 ha) is

bigger than such cities as Białystok, Toruń and Gdynia. In total, exhibitors erected 5500 stands.

So much for the summary. A quarter of a century is a good reason to be proud of, though we focus on development. We invite you to read CEDEnews.

CEDE is waiting for the best

Exhibitors in the 26th edition of CEDE have, by the end of February, booked nearly 3 000 m² in exhibition pavilions. All those interested will be able to visit the exhibition free of charge upon registration.

One of the organizational novelties of this year's CEDE is a division of the available exhibition space into two price categories (Zone A and Zone B). Orders for exhibition space, as in previous editions, can only be submitted using the online platform "Exhibitor's Panel" at www.cede.pl (tab: Exhibitor).

Exhibitors who submit their order for stands by March 31st, 2017 will take advantage of a preferential registration fee rate. The exhibition will be open September 14th–15th (Thursday and Friday) 9:00–18:00 and September 16th (Saturday) 9:00–16:00.

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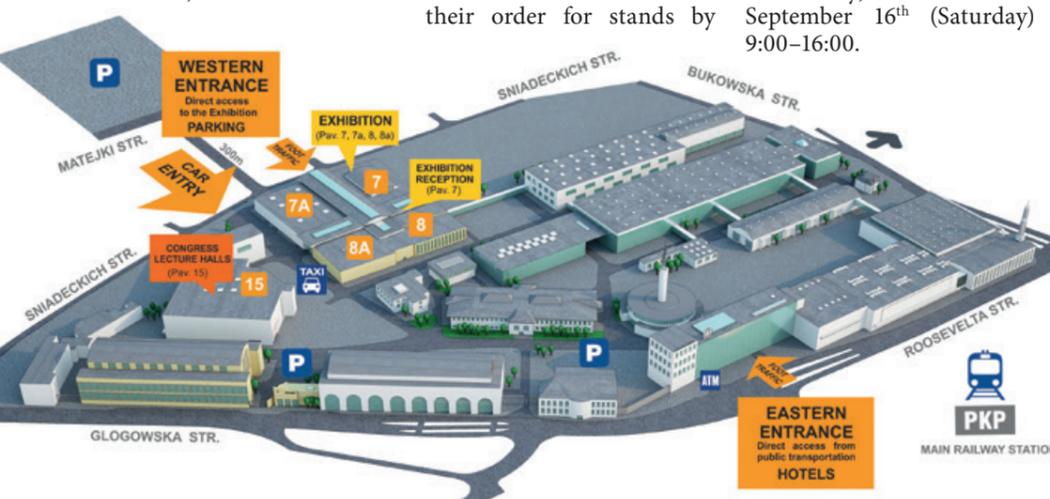
cede.pl
book a booth,
register for Congress

Prof. Marzena Dominiak,
President of the
Scientific Committee
of the Polish Union
Dentistry Congress

POZnań*
Honorary Patronage
of the Mayor of Poznań

How CEDE has been changing

Year	number of booths	exhibition space
1991	60	1050 m ²
2001	226	5625 m ²
2011	243	8000 m ²
2015	263	6750 m ²



Polish Union Dentistry Congress

Five sessions, satellite seminars, renowned experts from Poland and the world and a rich blend of science and practice for representatives from all fields of dentistry – this will be the premiere edition of the Polish Union Dentistry Congress, which from this year will be an important part of CEDE.

The formula of the Congress will be modeled on the standards of organizational and substantive events such as the Association Dentaire Française Congress in Paris or the annual FDI World Dental Congress. – *The FDI 2016 Poznań Congress proved that Polish dentistry, both in terms of content and or-*

ganization, has nothing to be ashamed of. It gave us the answer to the question of: which topics are popular and which speakers from home and abroad are able to talk about them interestingly. We want to continue to educate representatives from all fields of dentistry – ensures prof. Marzena Dominiak.

Participation in the Congress has already been confirmed by, among others, the prominent implantologist Itzhak Binderman (Israel), the excellent endodontists: Renato de Toledo Leonardo (Brazil), Hugo Sousa Dias (Portugal), Vittorio Franco and Antonio Cerutti (both Italy) and renowned experts in the field

of paediatric dentistry – Jacobo Limeres Posse (Spain) and Mindra Badea (Romania). Poznań will also be attended by Frank Liebaug (Germany, CBCT). The Polish view of dentistry will be presented by, among others, prof. Ingrid Różyło-Kalinowska, prof. Renata Górka, prof. Tomasz Konopka, prof.

Dorota Olczak-Kowalczyk, prof. Marek Ziętek, prof. Marcin Kozakiewicz, dr Jolanta Kostrzewa-Janicka dr Beata Tokarczuk, dr Wojciech Bednarz, dr Bartosz Cerkaski, dr Maciej Żarów, dr Paweł Witek, dr Alicja Rembiasz-Jedliński. The Congress programme will be announced in a few weeks.



Renato de Toledo Leonardo (Brazil)

Compendium of biological endodontics – strategies targeting success



Bartosz Cerkaski (Poland)

POVER ENDO – Protocol for One Visit Endodontics & Restoration



Dorota Olczak-Kowalczyk (Poland)

Let's talk about fluorine



Silvestros Spyridon (Greece)

Different and innovative approaches on one and two stage implant surgery



Frank Liebaug (Germany)

Clinical cases of the use of CBCT



Hugo Sousa Dias (Portugal)

Tailored instrumentation technique and a more predictable irrigation



Jacobo Limeres (Spain)

Treatment of self-injury lesions



Maciej Żarów (Poland)

ABC of treatment planning for Aesthetic Dentistry



Mindra Badea (Romania)

Photodynamic therapy in paediatric dentistry



Igor Ristić (Serbia)

Indirect restoration in aesthetic dentistry



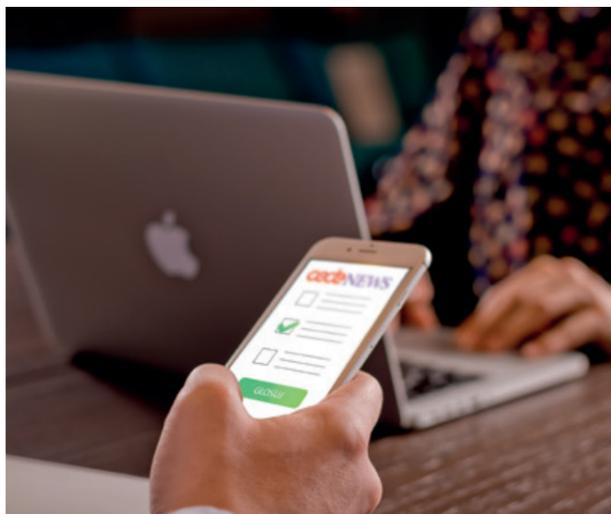
Vittorio Franco (Italy)

How to predict risk in endodontic surgery



Ingrid Różyło-Kalinowska (Poland)

Will Cone Beam CT displace orthopantomogram?



Internet voting will replace the Grand Prix

Already from March, CEDE 2017 exhibitors will be able to submit their products to the "Stars of CEDE 2017" contest, which will replace the distinguished industry Grand Prix. Public voting will begin on June 1st and will end only at the end of the first day of CEDE.

The idea behind the contest is to select the best, most interesting, most practical – in the opinion of the dental community – products available on the Polish market in four categories: equipment, materials, prevention, IT and education. This new formula gives manufacturers and distributors a chance of a long-term (even several months) product promotion. Most importantly, the fate of the winners will no longer

solely depend on the jury – favorite products will be indicated by dentists, technicians, hygienists and assistants. Participation in the competition (for submitting and voting) is free. The manufacturer or distributor may submit online through the Exhibitors Panel (from March 1st to May 30th) a maximum of one product in one category. Voting will only be possible at www.cedenews.pl, for registered users.

The strength of those who are authorities – they create the programme

The Chairperson of the Scientific Council of the Union of Polish of Dentistry is prof. Marzena Dominiak, a prominent surgeon and implantologist, President of the Scientific Committee of FDI 2016 Poznań. She is actively assisted by the members of the Council and at the same time representatives of the most important fields of dentistry: prof. Tomasz Konopka, prof. Dorota Olczak-Kowalczyk, prof. Ingrid Różyło-Kalinowska, prof. Tomasz Gedrange, prof. Marcin Kozakiewicz, prof. Mariusz Lipski, dr Jolanta Kostrzewa-Janicka, dr Wojciech Bednarz, dr Maciej Żarów, dr Paweł Niewada, dr Maciej Michalak, dr Anna Lella and dr Beata Tokarczuk.

For orthodontists and technicians

On September 16th you are invited to the Polish Society of Orthodontic Technology session, raising the issues of cooperation between orthodontists and technicians and the use of 3D techniques in the technical laboratory. The programme includes i.a.: "Polish orthodontics 2017" (prof. Beata Kawala), "Cooperation between orthodontic surgery and the technical workshop" (CDT Iwona Urbanek Królikowska), "Allergy in orthodontics" (dr Beata Tokarczuk), "Practical application of 3D techniques in the dental works laboratories and working with technical laboratories" (dr Piotr Skrzyszewski), "Laboratory requirements in preparing a patient for scanning. Traps of virtual techniques" (CDT Tomasz Augustyn), "Digital impression and treatment planning in 3D" (dr Szymon Chojnowski).



2nd Congress of the Polish Society for Laser Dentistry

We invite you to the 2nd Congress of the Polish Society for Laser Dentistry, which will be held November 24th-25th, 2017 in Kra-

Pierre Fabre for doctors and hygienists

On September 15th at 12:30-14:00 there will be a satellite session with Pierre Fabre for dentists. The speakers will be prof. Marzena Dominiak and prof. Spiridon Silvestros. A day later (16.09) dental hygienists will be able to benefit from a similar formula for education. Lectures will be presented by: Yvonne Nyblom (President of the Swedish Society of Dental Hygienists, President of the European Federation of Dental Hygienist) – "Challenges in communication with the patient – Oral Hygiene – are your patients listening? If so, do you follow your directions?" dr Danuta Kaczmarska (President PTHS) – "Raising the qualifications and professional development opportunities in the career of hygienists" and Agnieszka Nowak – "Orthodontic patient care, at every stage of treatment." The sessions will be ended by group workshops.

Promotion – not only the stand

The stand is the primary but not the only form of presentation during CEDE 2017. Exhibitors interested in reaching customers through additional promotional activities will surely choose something from a wide range of advertising opportunities prepared by the organizers. The offer includes such advertising options as: at www.cede.pl website, in printed CEDE 2017 mediums (Exhibition catalogue, Congress programme and others), in materials handed out to the exhibition visitors and the participants of the Congress, in the form of large banners on the exhibition grounds, in the CEDE 2017 mobile app, on the interactive map of the exhibition. The complete offer containing the price list can be downloaded from www.cede.pl (tab: Exhibitors /Advertising for exhibitors). Advertising during the exhibition is only available to registered exhibitors of CEDE 2017.

bert Gutknecht (Germany), prof. Benedicenti Stefano (Italy), prof. Umberto Romeo (Italy), dr Dimitris Strakas (Greece), dr Ilay Maden (United Kingdom), prof. Marzena Dominiak, dr Elżbieta Dembowska and dr Kinga Grzech-Leśniak.



Poznań not only for a congress

An airport located a mere 7 kilometers from the city center with Poznań International Fair, one of Poland's biggest congress organizers – these some of Poznań's advantages which foster the development of business tourism.

However, a trip to the capital city of the Wielkopolska region can also become a pretext to visit one of Poland's most interesting cities, inextricably linked to the very beginnings of Polish statehood. It was here that Duke Mieszko the First had chosen for his borough; it was also

probably where he was baptized in 966, thereby joining the ranks of medieval European rulers. This very event is thought to have been the beginning of Polish statehood. This story, as well as many more, are told at Porta Posnania – the state of the art multimedia heritage interpretation

center, located in the Śródka district of Poznań. Ages ago it was a separate little town and Śródka has managed to preserve some of this small town charm and atmosphere to this very day. Nowadays, it has undergone a major gentrification and is home to many little restaurants and bars. One of the

district's most noticeable attractions is the fairytale, 3-dimensional mural on the wall of one of its townhouses.

When visiting Poznań, it would be impossible to miss Stary Rynek (the Old Market Square) with its magnificent Renaissance Ratusz (Town Hall). On its tower, every day exactly at midday, Poznań's famous billy goats butt their heads a dozen times. The Old Market Square also hosts Poznań Croissant Museum in one of its townhouses directly opposite the Town Hall. You will not find any museum cabinets filled with exhibits – there are however live audience participation show-and-tells, where you can both taste and learn the secrets of the St Martin's Croissants, one of Poznań's most famous delicacies.

The Old Town is the beating heart of this city of half a million, with around 120 thousand students residing within its limits, including those from Europe and other continents. They are one of the reasons Poznań is alive and kicking almost day and night. Numerous bars, clubs and restaurants await the visitors at any time of the year.

The past and present interlock in Zamek Cultural Center, which is the former Imperial Castle. Castles are usually famous for their history dating back to the days of yore – but Poznań castle is unique. It is Europe's youngest castle built for a crowned ruler. It was built in 1910 for the German Emperor William the Second, and its history is just as complex as the entire 20th century. Today, it houses one of Poland's biggest cultural institutions, organizing hundreds of concerts, festivals, exhibitions and other events every year.

Another place where various worlds meet and mesh is Stary Browar – a shopping, arts and business center which is an adapted former 19th century brewery, hence its name. In 2006 it was awarded the title of Best Shopping Center in the World in the medium-sized commercial buildings category by the International Council of Shopping Centers.

The modern continuator of Poznań's beer traditions, dating back to the medieval times, is Lech Browary Wielkopolski. Lech is one of Poland's most beloved and popular beer brands. The

Lech Brewery is also available for guided tours, which show the visitors all the stages of beer production and conclude with a beer tasting.

The center of Poznań is compact enough for on foot or cycle sightseeing – in fact, it offers nearly 90 city bike stations to choose from. This way you can visit Lake Malta, one of Europe's best and most picturesque professional regatta courses. For Poznań residents it is one of the most beloved places of active leisure, with an all-year-round ski slope and an impressive Aqua Park – Termy Maltańskie, with a few dozen saunas and many other water attractions.

These are only a selected few of the many attractions Poznań has to offer, and we haven't even touched upon Poznań's surrounding areas with the Castle in Kórnik, the meticulously renovated Palace in Rogalin, showing the everyday lives of the 1930s aristocracy, or Wielkopolski National Park with its unique postglacial landscapes.

More information and ideas on Poznań's attractions available at www.poznan.travel/en

Author: [poznan.travel](http://www.poznan.travel) (Wojciech Mania)

TOP 5 Must-Do Things in Poznań



Fot. fotoportal.poznan.pl

See the billy goats at noon

In the very heart of the Old Market Square you will find the most beautiful Renaissance Town Hall north of the Alps. In 1551, a clock with mechanical billy goats has been installed in the

Town Hall. Every day, as the clock strikes noon, on the tower above the clock a door opens, and two billy goats appear. Controlled by the clock's mechanism, they butt their horned heads 12 times.



Fot. Jakub Pindych

Discover the beginnings of the Poland

In the underground of Poznań's cathedral church you can see the relics of the first Polish cathedral from the 10th century, the tombs of Poland's first rulers – Mieszko I and Bolesław the

Brave as well as a supposed baptistery from 966. Next to the cathedral, a state-of-the-art interactive Heritage Center of Cathedral Island "Brama Poznania" was built.



Fot. Jakub Pindych

Try a St Martin's Croissant

Made with semi-puff pastry and white poppy-seed. Today it has become one of the most famous Polish pastries, protected by the European Union Certificate of Authenticity, which only allows for its pro-

duction here in Wielkopolska. The tradition of baking St Martin's Croissants goes back to the 19th century and is tightly connected with the November 11th church fair at St Martin's parish.



Visit the best shopping mall

The Old Brewery 50 50 is a commerce and arts center, created in a former 19th century brewery. Apart from many shops, there are also beer gardens, clubs, a park, an arts cen-

ter and a hotel. In 2005, the Old Brewery 50 50 received the International Council of Shopping Centers Award in the best medium-sized shopping center in the world category.



Fot. Radosław Maciejewski

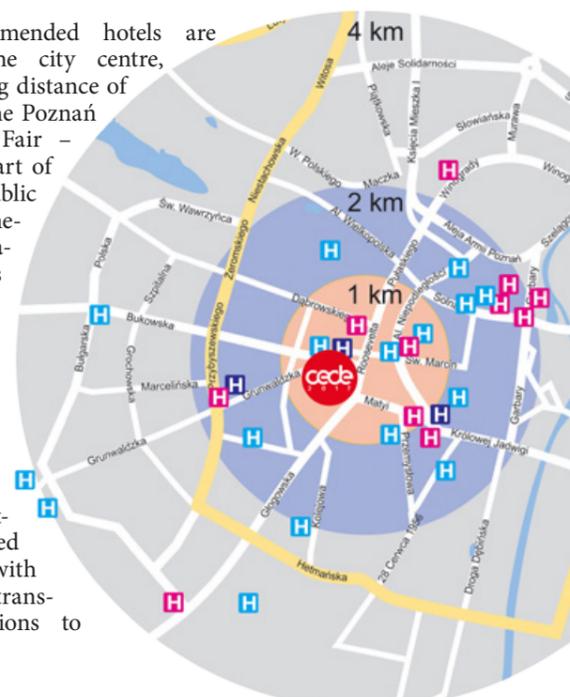
Walk the halls of the former Imperial Castle

The former Imperial Castle is the last and youngest monarchical residence in Europe, created at the beginning of the 20th century for German Emperor Wilhelm II. After World War I,

the Zamek (Castle) housed among others the Mathematical Department of the Poznań University, whose alumni broke the code of the German cipher machine – Enigma.

Accommodation

The recommended hotels are mostly in the city centre, within walking distance of the venue – the Poznań International Fair – and at the heart of the Poznań public transport network – the railway and bus stations and fast tram and city bus lines. Poznań also offers accommodation in hostels and good quality apartments located close to or with convenient transport connections to the venue.





I believe that the Polish response to the FDI Congress will be further, increasingly attractive editions of CEDE. The experiences gained will certainly pay off with new concepts.

Prof. Honorata Shaw
2016 Poznań General Coordinator



FDI World Dental Exhibition

- 6 000 m² of space
- 367 booths
- 352 companies, including 113 from Poland
- more than 11 000 visitors

FDI 2016 POZNAŃ

- we did it!



The Congress in Poznań fully inscribed itself in the basic objectives of FDI, namely the education of dentists at the highest level and the international promotion of oral health. Additionally, it brought a lot of freshness to the formula proposed for years by FDI and promoted the organization in this part of Europe. I am convinced that FDI 2016 in Poznań will be a reference point for the hosts of the next edition.

dr Anna Lella
President of European Regional Organization
World Dentist Federation ERO-FDI



TOP speakers

- prof. Reinhard Hickel
- dr Alpdogan Kantarci
- prof. Gil Alcoforado

TOP speakers PL

- prof. Katarzyna Emerich
- dr Jolanta Kostrzewa-Janicka
- dr Bartosz Cerkaski

16 000 people
from 152 countries



We are impressed by the commitment, professionalism and flexibility of Poles. The members of foreign delegations congratulate the fantastic atmosphere during the opening ceremony, the unique atmosphere during the Gala Dinner, the pervasive openness and helpfulness, and even the organization of free public transport for the participants.

dr Patrick Hescot
FDI President



Congress (the educational component)

- more than 4 000 participants
- record number of 141 speakers



The grand scale of the FDI Congress is larger than many international congresses, in which I participated.

dr Maciej Hamankiewicz
Supreme Medical Chamber

