



**Rome** on the **6th of October**  
from 2:30 pm to 5:30 pm

in collaboration with



## **“GLOBALIZATION IN THE DENTAL MARKET: OPPORTUNITIES AND THREATS”**

*International dimension and local service, supply chain partnerships and new distribution channels*

Powered by KEY-STONE

A unique and innovative event gathering international dealers and manufacturers altogether to discuss about the future scenario and the strategies for this decennium of the European dental market. With the patronage of ADDE and FIDE.

### CONFERENCE

**Mr. Alberto Cellini** - Marketing Professor of School of Management MIP Milan

**“Globalization and evolutionary scenarios in B2B for the new decennium”**

*From the internationalization to the redefinition of the value chain and the roles of the players.*

### TALK-SHOW

Top managers of some of the main European manufacturers and dealers and the Presidents of ADDE (European Dental Dealers Association) and FIDE (European Dental Industry Federation) will attend a lively round table. Each one will answer to a question on their own vision about the future and on their expectations about the relationship between production and distribution.

For the international dental dealers, the attendance will be as follows:

BVD: **Mr. Lutz Müller** - President of Bundesverband Dentalhandel e.V.

HENRY SCHEIN: **Mr. Bob Minowitz** - President, Henry Schein European Dental Group

PLANDENT: **Mr. Tuomas Lokki** - Vice President, Marketing and Sales of Planmeca Group

PROCLINIC: **Mr. Julián Raneda** - President of Proclinic

Mrs. **Valentina Burzacchi** - CEO at BURZACCHI will represent the local dealers

In addition to all of them, **Mr. Dominique Deschietere**, President of ADDE

With regard to the manufacturers:

3M ESPE: **Mr. Roland Richter** - Head of Business Development West Europe at 3M Espe

DENTSPLY: **Mr. Rudolf Lehner** - Group Vice President Europe, Dentsply International

KERR - Danaher Group: **Mr. Michele Puttini** - Kerr Managing Director Sales & Marketing Europe

In addition to all of them, **Mr. Jürgen Eberlein**, President of FIDE

### CHAIRMEN

**Mr. Maurizio Quaranta** - Vice President of ADDE

**Mr. Alessandro Gamberini** - Vice President of FIDE

### COORDINATOR AND MODERATOR

**Mr. Roberto Rosso** - President of KEY-STONE

*Simultaneous translation into five languages: English, French, German, Italian and Spanish.*