



Contact: Carolyn Sueno, Evado PR
206.349.8594 or carolyn@evadopr.com

FOR IMMEDIATE RELEASE

U.S. Dentists Learn More about Global Dental Industry at World Dental Forum

SEATTLE, Wash. – Nov. 2010 – Modern Dental Laboratory USA (MDL USA) gathered leading dentists from across the world, including U.S. dentists, at the inaugural World Dental Forum in Macau and Shenzhen, China from October 13-15. The event was attended by over 200 dentists from Australia, Belgium, China, France, Germany, Hong Kong, the Netherlands, New Zealand and the United States.

As one of the only dental laboratories to meet the most stringent quality standards in the world with its ISO 13485:2003 certified manufacturing facility, MDL USA is uniquely qualified to bring the international dental community together to learn from one another. The World Dental Forum provided dentists with an opportunity to obtain continuing education credits while meeting with world-renowned dentists, opinion leaders and suppliers to utilize this meeting as a compass to navigate an increasingly global dental industry.

The group enjoyed two full days of meetings with nine top notch speakers, including Dr. Paul Child Jr. and Dr. Kenneth Malament from the United States. Topics discussed include the likes of digital dentistry and improving function and aesthetics in demanding implant cases. Following the meetings in Macau, the group travelled to Shenzhen, China to see a tangible example of how the global dental industry is reaching dentists and patients across the world today. The group had an exclusive and private tour of Modern Dental Laboratory (MDL Shenzhen), a pioneer in the worldwide dental industry since 1976 and now the largest dental laboratory in the world. Its commitment to quality and setting the bar has allowed it to grow into the most popular lab in Europe and Australia today, and quickly growing in popularity in the U.S. through MDL USA. MDL Shenzhen Director and CEO Godfrey Ngai is the driving force behind the company and walked attendees through the company's transition from a 45 person Hong Kong Laboratory in 1993 to the 3,000 employee campus just 17 years later. Ngai also took attendees through MDL Shenzhen's licensed dental technology school, also the largest in the world. It graduates the highly trained technicians who work in its ISO 13485:2003 certified manufacturing facility.

"It was thrilling to bring a group of dentists from the U.S. to Modern Dental Laboratory during the World Dental Forum, allowing them to see firsthand how worldwide dentistry is positively reaching U.S. dentists and patients today," said Patrick Tessier, CEO of MDL USA. "Many of the doctors told me that what stood out for them during the tour is that there was a quality check after every process, not just at the final restoration – they were impressed by the lab's commitment to producing the highest quality restorations."

All of MDL USA's restorations are manufactured by MDL Shenzhen. Companies such as MDL USA are part of the growing trend of U.S. dentists sourcing restorations for their patients from across the world, restorations that include materials obtained from Europe and manufactured in China. Imported restorations now account for 1 in 4 restorations used in the U.S. today.

"I have a background in manufacturing and when I got into the industry, I travelled the world searching for a manufacturing partner that would be committed to quality, best-practices and setting the barometer for our industry," said Tessier. "One of the big benefits about our business model is that our service centers in Chicago, Los Angeles and Seattle focus on serving our dentists, while our manufacturing facility focuses on producing the best restorations in the world by meeting the toughest quality standards in the world. By separating service and manufacturing, each department gets to focus on their specialty and our clients get the best of both worlds: High-quality restorations and great service," said Tessier.

Other highlights for attendees were a gala dinner atop the rooftop pool deck of the new and spectacular Grand Hyatt hotel in Macau, a golf outing at the famous Mission Hills Golf Club China resort in Shenzhen and a festive evening closing ceremony.

Ngai announced that the next World Dental Forum will be held in 2012 in conjunction with the centennial celebration of the University of Hong Kong and the 30th anniversary of the Faculty of Dentistry of the University of Hong Kong.

About Modern Dental Laboratory USA:

Modern Dental Laboratory USA is a certified Medical Device Manufacturer that provides premium dental restorations to dentists and patients across the United States, with award-winning service centers in Seattle, Los Angeles and Chicago. Its dental laboratory, based in Shenzhen, China, has been a pioneer in the global dental business since 1976 and is the largest dental laboratory in the world. It is one of the only dental laboratories to obtain the highest level of certification in the dental laboratory industry, the ISO 13485:2003 certificate, which is the international standard in quality management for medical device manufacturing. It is the most rigid global standard in manufacturing, exceeding even the standards of the Food and Drug Administration. Modern Dental Laboratory USA's laboratory maintains this level of certification because its goal is to eliminate variability in its processes so that its dentists can always provide their patients with consistent, safe and high-quality restorations. For more information, visit www.moderndentalUSA.com.

###