

# GREAT NEWS

The Official Newspaper of GREATIST Professional Dental Meetings



DISSIAD  
TURKISH DENTAL BUSINESSMAN ASSOCIATION

dti  
Dental Tribune International



Currently, There Are About 30.000 Dentists in Türkiye

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Best Opportunities to Present Your Products

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Today Greatist is One of The Largest Dental Events in Turkey.

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Free Accommodation in The Five Star Congress Hotel

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Enjoy Open Buffet From The Chef Masters

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## Get Great Knowledge, Meet Great People, Do Great Business!

Don't book an appointment in end of October because every year more than 3000 dental professionals meet in Istanbul in that period.

### VPG Editorial

GREATIST is a combination of exhibitions & conferences covering important topics in dental industry such as implantology, aesthetics, endodontics, scanning etc. As the event has grown rapidly every year, now it welcomes a large number of delegates, visitors and companies from all over the world.

Nineteen years ago, in the magical atmosphere of Istanbul, a small group of dentists were very excited to launch a new meeting platform of the dental world. They were expecting to meet dental professionals from all over the world, especially from Balkans, Middle East, North

Africa, Russia, Turkic Republics.

They have thought that by the help of central position of Istanbul between East and West and being a bridge between Asia and Europe, meeting in Istanbul would be easier than many places in the world.

In last six years, dental professionals from many countries, proved that their dream is coming true. GREATIST 2018 registration desk recorded that 2.768 delegates have attended, 4.596 sector members have visited the exhibition totally.

One of the founders of the event, Dr. Bulent Manav, expresses his feelings as follows "In first day of 2015 Con-

gress, it was first GREATIST, we said each others "Yes, we did it!" when we saw one thousand sits of the auditorium are completely full while the opening ceremony. Today, we can proudly say that GREATIST is biggest dental congress of the country."

### The Project of GREATIST

In this case, we would like to tell you a little about GREATIST project. Dental Tribune International (DTI), Turkish Dental Businessman Association (DISSIAD) and Vestiyer Publishing Group (VPG) have signed the agreement to create a new dental meeting platform in Istanbul.

In this process, VPG's traditional

dental event's name, Dental Istanbul, has been changed into GREATIST ("Dental Istanbul" was being organized between 2002-2014).

The main idea was that Istanbul is the center of the 4-hour-flight-circle. It means, from 3 continents and 56 countries, more than 1.6 billion people can reach Istanbul via 4 hours or less flight. Most of that people can come to Turkey without any visa requirement or can get "e-visa" easily. Therefore, Istanbul deserves to be a new meeting point of dental world.

Istanbul welcomes all parts of dental industry as a visitor, exhibitor or attendee.

## "Feasible, Teachable and Repeatable" The SIE Fingerprint on GREATIST



This year, second day of GREATIST has been reserved for SIE INTERNATIONAL CONFERENCE 2019 which is created by one of most well-

known international movements in dentistry, "Style Italiano Endodontics (SIE)".

Five SIE lecturers, including Dr. Fabio Gorni who is the founder of movement, will take the stage on 26th October 2019, Saturday. SIE Team also will deliver different courses for international participants in parallel meeting rooms during 3 days of GREATIST. You can follow all updates about the event via official website [www.greatist.pro](http://www.greatist.pro)

Style Italiano Endodontics, which



is one of the best scientific study groups in the world, describes its movement in two sentences: "SIE has the mission of setting excellence standards while simplifying protocols in this vast world of Endo. With precise rules, methods and instruments, with our team of experts we are constantly working to do so."

StyleItaliano is a growing community of skilled dental practitioners who contribute their ideas to bring more simplicity and predictability into everyday dental procedures.

You can contact Mrs. Elif Taman ([elif.taman@vyg.com.tr](mailto:elif.taman@vyg.com.tr)) for registration details.



# The Fast Growing Tree: Turkish Dental Market

Currently, there are about 32.000 dentists in Türkiye, with another 5.000 added every year. Serving a population of 80 million, Turkish dentists are eager to implement the latest in technology and materials so they keep up with dental events.



Due to its globalization process and EU membership application, Türkiye has been experiencing many changes. In particular, economic and political reforms have provided Türkiye with a new vision and an increased awareness and willingness to follow new developments.



Discover the potential

GDP and increase the income of the middle class.

As a result of these developments,

the demand for dental services and providers of dental equipment have increased, thus causing an increase in the number of dentists and dental clinics.

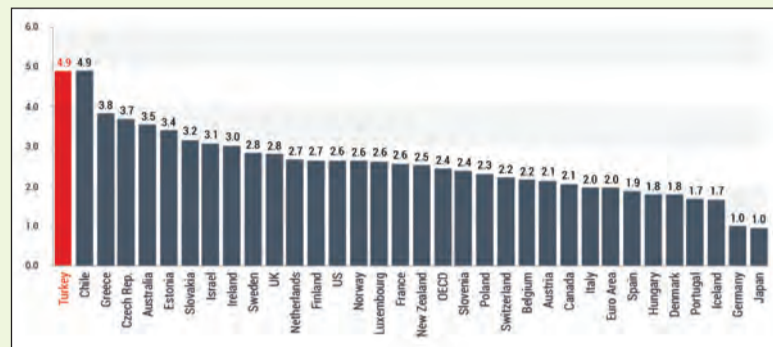
The estimated market growth rate is 8-10% annually with no import tax. Throughout the country, there are 47 faculties of dentistry which are accredited by Council of Higher Education.

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## WHY TÜRKİYE?

Turkey's economy has performed remarkably well with its steady growth over the past 15 years. A sound macroeconomic strategy, prudent fiscal policies, and major structural reforms have all contributed to the integration of Turkey's economy into the world at large, while also transforming the country into one of the major recipients of FDI in its region.

These reforms have increased the role of the private sector in Turkey's economy, have placed public finance on a more solid foundation, and have enhanced the efficiency and resiliency of the financial sector. Together these strengthened the macroeconomic fundamentals of the country, which allowed the economy to grow at an annual average real GDP growth rate of 5.8 percent from 2003 to 2017.



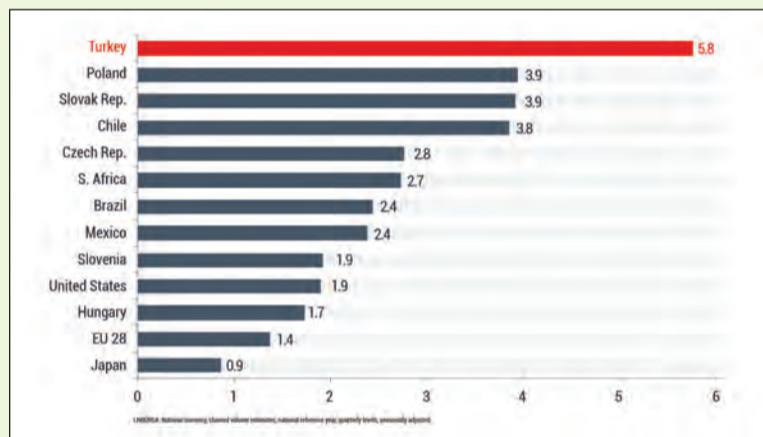
Annual Average Real GDP Growth (%) Forecast in OECD Countries 2015-2025 (USD at 2010 PPP)

## Annual Average Real GDP Growth (%) 2003-2017

Turkey's impressive economic performance over the past 15 years has encouraged experts and international institutions to draw confident projections about the country's economic future. For example, according to the OECD, Turkey is expected to be

one of the fastest growing economies among OECD members during 2015-2025, with an annual average growth rate of 4.9 percent.

- Institutionalized economy fueled by around USD 193 billion of FDI in the past 15 years.
- 17th largest economy in the world and 6th largest economy compared with EU countries in 2017 (GDP, IMF).
- Robust economic growth with an annual average real GDP growth of 5.8 percent during 2003-2017. GDP reached USD 851 billion in 2017, up from USD 238 billion in 2002.
- Sound economic policies with prudent fiscal discipline.
- Strong financial structure that is resilient to global financial crises.



← From Page 8

It can be seen that the rules and principles introduced that relate to promotion and relationships with HCPs, such as those relating to promotion materials, scientific activities and sponsorships, free samples and donations, are very similar to the established rules and principles applied to the pharmaceutical sector. Consequently, provisions that come from pharmaceutical practices and are significant for being unique to Turkey, such as a maximum monetary value applied to reminder promotions given to HCPs, quotas relating to

the amount of congress sponsorships HCPs can make use of every year and the obligations of transparency and notification are now also applicable for medical devices.

It can be said that an essential matter that differs from pharmaceutical practices is the persons and institutions that are authorized to conduct promotion activities. While in the pharmaceutical industry promotion to HCPs can only be done by the license holder, in the area of medical devices the aforementioned promotion activities can also be conducted by distributor companies and re-sale companies that are engaged in whole-

sale and retail sales that fall under the definition of "sales center".

An obligation has also been placed on sales centers to provide training after sales. In the situation that a sales center has sold a device requiring user training, they are obligated to provide training to HCPs, technical staff working in the medical device field who are employed by healthcare institutions and organizations and real persons during and subsequent to the delivery of the device and document said training.

### 3. Audit and Inspection\*

To ensure the sales centers' com-

pliance with the provisions of the Regulation, a compulsory audit and inspection system taking place once every two years has been introduced. The sales, promotion and advertisement activities conducted in the sales centers and all kinds of materials and methods used for these activities are subject to audit and inspection.

In the situation that nonconformity with the provisions of the Regulation is determined following an audit, sanctions such as the temporary suspension of the activities of the sales center or the indefinite shutting down of the sale center maybe applies. In the case that a sales center

is shut down indefinitely, it is stated that the authorization certificate will be cancelled and no authorization certificate shall be issued again to the relevant real or legal person within a period of two years.

As the Regulation introduces provisions regarding areas of the medical device sector that have previously not been regulated, it is advisable for medical device companies operating in the Turkish market through affiliates or distributors to review and revise their procedures currently applied in the scope of these areas, in light of these new provisions.



## Product Tracking System (UTS)

The Product Tracking System Project that is carried out in cooperation with TÜBİTAK BİLGEM YTE and Turkish Medicines and Medical Devices Agency (TİTCK) aims at developing infrastructure to track all medical devices and cosmetic products manufactured in our country or imported, from the production band to the place where they are sold and used.

Product Tracking System have been put into use on June 12, 2017 for the use of medical device companies and from this date forward, registration of medical device companies with the process of registration and examination of documents and medical devices started to be carried out in UTS. Within this period, approximately 17.000 medical device companies in different fields of activity were registered in UTS. More than 600.000 medical devices were examined through UTS and over 500.000 medical devices were registered successfully.

The unique tracking and monitoring of optic medical devices have been started via UTS from the date of September 11, 2017. Below you can find the UTS transition calendar.



# Present Your Posters at Greatist



**Deadline:** September 19, 2019

**Last Delivery Date:** October 7, 2019

**Exhibition Days:** 25<sup>th</sup>-27<sup>th</sup> October 2019

## Application

Those who want to make a poster presentation, GREATIST in Istanbul, has been invited as speakers or must

be registered as a participant.

Poster presentations must be previously unpublished and exhibited anywhere.

Poster application, full names and surnames, academic degrees and the name of the affiliated institution of the participants must be included; address, telephone number, fax number and e-mail address must be reported for necessary correspondence.

Posters abstracts in Turkish and in English should be sent until "Deadline" to the following address

[bilgi@vyg.com.tr](mailto:bilgi@vyg.com.tr)

Abstracts should not exceed 200 words.

## Review

Poster presentation applications,

evaluated by the Editorial Board of Turkish Journal of Dentistry. Posters accepted papers, will be sent to their e-mail addresses.

## Technical Rules

Accepted poster presentations, prepared in graphic design and contains the following files should be sent to [bilgi@vyg.com.tr](mailto:bilgi@vyg.com.tr) until 'last delivery date'. If the total file size more than 5 MB should be saved on a CD or DVD and sent by courier to the following address:

**Vestiyer Yayın Grubu**  
Meridyen Is Merkezi,  
Eski Cırpıcı Yolu 1/530  
34010 Merter, İstanbul, Türkiye

Sent the files include the following elements;

- *Exhibited poster:* 70 cm x 100 cm in size, designed and PDF format.

- *The photos in the poster:* a separate folder, 300 dpi quality.
- *The poster of the texts:* Microsoft Word file.
- All poster presentations vertically and will be prepared size in 70 cm x 100 cm
- Topics minimum 16, minimum of articles should be written in font size 14 pt and character of Times New Roman. Entries and figures must be read easily from a distance of one meter.

## Exhibition

Posters will be exhibited during GREATIST in Istanbul. Poster exhibited writers, able to check out the posters after the close of the exhibition. The last day of the Congress at 20:00 delivered not taken up posters, will be destroyed.

# Enjoy Open Buffet From The Chef Masters

We are well aware of that the numerous presentations, heavy scientific atmosphere and various impressions make you and your brain tired. Now, please take a brief respite from all that brain storming...

We are well aware of that the numerous presentations, heavy scientific atmosphere and various impressions make you and your brain tired.

Now, please take a brief respite from all that brain storming, and enjoy the open buffet lunch and brunch from chef masters of Turkish cuisine.

You will enjoy our open buffet lunch on 28<sup>th</sup> October (Saturday) and open buffet brunch on 29<sup>th</sup> October (Sunday morning).

**One of The Best Cuisines in The World**

Turkish cuisine is renowned as one of the world's best. It is considered to be one of the three main cuisines of the world because of the variety of its recipes, its use of natural ingredients, its flavours and tastes which appeal to all palates and its influence throughout Europe, Asia, the Middle East and Africa.

During GREATIST, all attendees are invited to enjoy open buffet lunch .

If you would like to have more info about Turkish cuisine please visit [www.goturkey.com](http://www.goturkey.com).



ATTENDEES  
of CONGRESS &  
SYMPOSIUMS **2768**

NATIONAL &  
INTERNATIONAL  
COMPANIES **84**

VISITORS of  
THE EXHIBITION  
INCL. CONGRESS ATTENDEES **4596**

COURSES &  
SCIENTIFIC MEETINGS **16**

EXHIBITION  
AREA **3280 m<sup>2</sup>**

# GREAT IST

# Istanbul Welcomes Dental Professionals

International well-known speakers  
 Lectures on digital dentistry, implantology, oral surgery, aesthetics, endodontics  
 Workshop / Live demonstrations • Hands-on courses  
 Visit free exhibition area on 3.280 sqm  
 Enjoy open buffet lunch from the chef masters • Brunch & Learn with international speakers



## Your Place



GREATIST is the name of several important dental events which bring local and international dental professionals together and pro-

vide them the opportunity to develop their knowledge, socialize and learn about new products. It also provides exhibitors and sponsors the opportunity to meet dental professionals face to face and give them detailed information about their products.

The exhibition is an important market place for members of dental sector to purchase new equipments and products. Local and international dental companies will exhibit their products for Turkish and foreign visitors.

## Get Your Position



Since the beginning of GREATIST (formerly Dental Istanbul), dental professionals from many countries, proved us that our dream is coming true.

Now, we are making preparations of the event planned for 2019. We will be very happy to see in you in Istanbul, as a visitor, exhibitor, attendee or observer.

We kindly request you to inform us about ideas regarding GREATIST and possible collaboration fields.



# One of The Best Opportunities to Present Your Products

GREATIST offers one of the best opportunities this year to present your products to numerous experts, demonstrate the advantages of your products and establish business contacts and partnership with other companies.

Today, there is no doubt that 'health' is one of the most rapid developing sectors in the world economy. It is needless to say that 'dentistry' is in the ascendancy in health sector, and its importance is being understood better day by day. Hence, in recent years, dental sector has been a scene of veriginous developments; scientifically, technologically and commercially.

All parts of the dental sector; dentists, dental technicians, academicians, companies (producer, dealer, importer) must keep up with this new period. In today's global economy, some places in the world getting more important than the others. That's for sure, Istanbul is one of them. We wish meet two shining stars of the new period, "Dentistry" and "Istanbul".

We have a dream of, in a ten years period, making Istanbul one of the most important meeting locations of the dental world. We consider that there is no city in the world that deserves to meet West and East as much as Istanbul.

While remembering Napoleon Bonapart's words "if the world was only a country, Istanbul would have been its capital city", we are taking first steps of making Istanbul dental world's capital city by the organization of 'GREATIST'.

(GREATIST was being organized as Dental Istanbul Congress & Exhibition between 2002-2014.)

#### Events of GREATIST

GREATIST is the name of several

important dental events which bring local and international dental professionals together and provide them the opportunity to develop their knowledge, socialize and learn about new products.

It also provides for exhibitors and sponsors the opportunity to meet face to face dental professionals and give them detailed information about their products.

The exhibition is an important market place for members of dental sector to purchase new equipments and products. Local and international dental companies will exhibit their products for Turkish and foreign visi-

tors. Visiting the exhibition area will be free of charge.

## STATISTICS

### Visitors of the Exhibition Area\*

	2011	2012	2013	2014	2015	2016	2017	2018	2019
Dentists	900	1.000	1.100	1.240	1.460	1.922	2.286	2.665	3.000
Dental Technicians	500	400	420	430	510	602	615	410	677
Assistants / Hygienists / Students	200	350	380	370	440	354	474	543	570
Company Representatives	400	500	650	665	770	910	936	978	1.030
<b>Total Visitors</b>	<b>2.000</b>	<b>2.250</b>	<b>2.550</b>	<b>2.705</b>	<b>3.180</b>	<b>3.788</b>	<b>4.311</b>	<b>4.596</b>	<b>5.277</b>

\* Incl. congress attendees

### Sponsors & Exhibitors

	2011	2012	2013	2014	2015	2016	2017	2018	2019
Sponsor Companies	18	13	14	14	14	16	25	20	25
Exhibitor Companies	64	62	67	63	62	78	71	64	85
<b>Total Sponsors &amp; Exhibitors</b>	<b>82</b>	<b>75</b>	<b>81</b>	<b>77</b>	<b>76</b>	<b>94</b>	<b>96</b>	<b>84</b>	<b>110</b>

### Congress Participants

	2011	2012	2013	2014	2015	2016	2017	2018	2019
Dentists	650	675	750	780	885	958	1.207	1.787	1.900
Dental Technicians	200	150	160	175	230	359	437	443	490
Dental Assistants / Hygienists	50	100	180	165	190	118	308	121	300
Students	150	175	160	140	210	205	166	417	430
<b>Total Dental Professionals</b>	<b>1.050</b>	<b>1.100</b>	<b>1.250</b>	<b>1.260</b>	<b>1.515</b>	<b>1.640</b>	<b>2.118</b>	<b>2.768</b>	<b>3.120</b>

GREATIST was being organized as Dental Istanbul Congress & Exhibition between 2002 - 2014.

## PRICING

VAT 18% will be added on the prices.

### Exhibition Area

	C - Booths	B - Booths	A - Booths
6 - 9 sqm	240 EUR / sqm	250 EUR / sqm	260 EUR / sqm
10 - 29 sqm	230 EUR / sqm	240 EUR / sqm	250 EUR / sqm
30 + sqm	220 EUR / sqm	230 EUR / sqm	240 EUR / sqm

**Prices included** Standard shell shame booth, company name on the top, 1 desk, 2 chairs, electricity, wifi. Energy consumption fee might be charged extra.

Clearance, decoration, loading, transportation, additional services, telecommunication, catering, publish ads in the exhibition catalog are not included in the rental fee. The following services are included in the booth rental fee:

- For "Without Booth" rentals, allocation of area in the size specified in the agreement and single-phase power supply
- For "With Booth" rentals, standard booth, lighting and single-phase power supply
- Allocation of one table two chairs regardless of the size of the booth
- For each five (5) square meters, 1 (one) voucher for an open buffet lunch on October 26, 2019 Saturday.
- For each five (5) square meters, 1 (one) voucher for Sunday breakfast buffet on October 27, 2019 Sunday.

### Meeting Rooms

Name	Size	Level	Half Day	Full Day
SAFIR	230 sqm	L1 (Main Entrance Level)	2.500 EUR	4.000 EUR
TURKUAZ	84 sqm	L2 (Exhibition Level)	1.000 EUR	1.750 EUR
YAKUT	52 sqm	L1 (Main Entrance Level)	850 EUR	1.400 EUR
TOPAZ	45 sqm	L2 (Exhibition Level)	750 EUR	1.200 EUR
AKIK	44 sqm	L2 (Exhibition Level)	750 EUR	1.200 EUR
ZÜMRÜT	37 sqm	L1 (Main Entrance Level)	650 EUR	1.000 EUR

**Half day use : 9:30 - 13:00 or 14:30 - 18:00 Full day use : 09:30 - 18:00**

Every meeting room has a projector and screen, included in room price.

If participants of the company workshop are not delegates of GREATIST Congress, they can benefit at coffee breaks and refreshments in the exhibition area but have to pay extra for the lunch and breakfast.

#### Organizer

Vestiyer Akademi Fuarçılık Ltd.  
Eski Çırpıcı Yolu, 1/530 34010 Merter, İstanbul, Türkiye  
Phone: +90 212 481 02 20 • Fax: +90 212 481 02 46  
www.vyg.com.tr • bilgi@vyg.com.tr

#### Booking

Companies want to hire a booth or be sponsor to the events may contact  
**Mrs. Derya Arslan**  
derya.arslan@vyg.com.tr

#### International Sales

**Dental Tribune International**  
Mrs. Antje Kahnt  
Phone: +49 341 484 741 11  
a.khant@dental-tribune.com

#### Visit hours will be as follows

Friday, 25<sup>th</sup> October: 11:00 - 18:30  
Saturday, 26<sup>th</sup> October: 09:30 - 19:30  
Sunday, 27<sup>th</sup> October: 09:30 - 19:00  
Visiting the exhibition area is free of charge.



# “Celebrating 17<sup>th</sup> Anniversary of Success”

“As you know, Napoleon Bonaparte once said, ‘If the world was one country Istanbul would be its capital’. For us, granting Istanbul the status that it deserves is both a dream and an objective. We long to turn this city into one of the world’s dental capitals. We strongly believe that in ten years we will become one of the largest 10 dental events in the world.”



Please tell us about GREATIST; its history, since when it is being organised, and who organises it.

As an institution, Vestiyer Publishing Group has been serving the dentistry sector and dental sciences since 1989. In 2002, on the first anniversary of our journal the *Dışhekimliği Dergisi* (Dentistry Journal), we organised a meeting under our journal’s roof. Dentistry Journal was our first ever publication and it has just celebrated

its 27<sup>th</sup> anniversary. The meeting was called the ‘*Dışhekimliği Dergisi* Scientific Gathering’ and our editor Professor Doctor Bülent Katiboğlu had chaired it. Around 50-60 dentists and academicians attended the meeting that year. We then repeated this meeting every year. As the years went by, more and more participants attended our meetings. In 2007, we added the Exposition to the Congress and changed the name to Dental Istanbul, as we wanted to introduce an interna-

tional dimension to it. Over the years, Dental Istanbul enjoyed an ever-rising success graphic and we realised that it was time for it to take the next step up.

To that end, we joined forces with the Turkish Dental Businessmen Association (DİŞSİAD), which brings together well-established and powerful companies in the Turkish dentistry sector, and the Dental Tribune International (DTI), which is the world’s strongest and widest dental publishing network. Together, we made a commitment to organise a truly international dental event in Turkey and to turn Istanbul into one of the world’s leading dental meeting locations. This is how the GREATIST project was born. The first time it was implemented was in 2015.

As a congress and exposition, we will celebrate our 17<sup>th</sup> anniversary next year, which will be the 5<sup>th</sup> anniversary of GREATIST.

So, how did you come up with the name GREATIST?

Okay. Let me tell you about the name GREATIST. As you know, in English, the word “Greatest” is used to signify the biggest, the most important and the like and it is pronounced as “greatist”. So utilising the divergence between the spelling and pronunciation of the word, we used “GreatIST” as a brand in Istanbul’s favour.

How many other events, expositions and congresses similar to yours are held in Turkey? And also, please tell us where GREATIST is placed amongst them?

Today GREATIST is one of the largest dental events in Turkey. It accommodates an exposition, a congress and two separate symposiums.

Although a number of dental congresses of different sizes are organised in Turkey, there are only three that have legal grounds that are in compliance with regulatory requirements. GREATIST is one them.

When we look at it from a European and Middle Eastern perspective, we see that we have overtaken many of the events in those places already. I do not know how appropriate giving figures will be but I can say that we easily make it to the first 5% of dental events in Europe and the Middle East.

When will the event be organised next year?

We have actually fixed the dates of GREATIST every year from this year on. This is our formula: The last Friday, Saturday and Sunday of the month of October each year. Accordingly, the dates of our event next year have been announced as 25-27 October 2019.

These dates have also been published in the Official Exposition Calendar administered by the TOBB (The Union of Chambers and Commodity Exchanges of Turkey).



Do companies participating in the GREATIST Exposition receive any support?

Yes. Our exposition is one of the expositions supported by KOSGEB (Small and Medium size Enterprises Development and Support Organization). KOSGEB member companies receive up to 50% of the cost of the stand rent and any other expenditure that they have to make.

Where do you see GREATIST in ten years from now? Have you set yourself any objectives, do you have a dream?

There are cities in different parts of the world that have become landmarks for sharing scientific as well as

commercial knowledge and information in dentistry, such as, Cologne, Milan, Beijing, Shenzhen, Singapore, Dubai and Moscow, whereas Istanbul, the city where the two continents meet, is far from such a status. This prevents Turkey getting a fair deal from its fast developing dental sector.

Our thinking is quite straightforward. Take a pair of compasses and using Istanbul as the centre, draw a full circle to cover all destinations within a 3.5-hour flight distance. You will find 50 countries and 1.6 billion people within that circle. Furthermore, people living in those countries can come to Turkey easily, either without a visa or with a convenient e-visa. In



other words, there is not a city better positioned than Istanbul to bring the West and the East together.

As you know, Napoleon Bonaparte once said, “If the world was one country Istanbul would be its capital”. For us, granting Istanbul the status that it deserves is both a dream and an objective. We long to turn this city into one of the world’s dental capitals. We strongly believe that in ten years we will become one of the largest 10 dental events in the world.

Would you like to say anything else before we end our interview?

It would be wrong of me to talk this long without mentioning some people. We can never forget the support we received from Dr. Namık Sönmez, the previous President of DİŞSİAD, and from Yusuf Arpacıoğlu, Erol Soydan, Erkan Uçar and Ayhan Doğan, who are members of the exposition committee. I must also mention Torsten Oemus, the CEO of Dental Tribune International. He has a very important contribution to the international promotion of GREATIST. We must not forget that Dental Tribune International is published in 90 different countries in respective native languages.

Finally, I would like to express my wish of success to Ali Çakır, the new president of DİŞSİAD and the new members of its board of management. They also are determined to lift the GREATIST project to higher levels. I am certain that we will continue to hold successful organisations and improve upon the previous year with each new year.



## Who is BÜLENT MANAV?

Bülent Manav was born in Mut in Mersin in 1970. He graduated from the Haydarpaşa Lycée and the Faculty of Dentistry at the Istanbul University. He is the founder partner and managing director of the Vestiyer Publishing Group, which have been publishing periodicals and other publications in the dentistry sphere for 30 years. He is a member of the Organising Committee of the GREATIST Dental Congress and Exposition.

## Turkish Airlines Offers More Comfortable More Economical Flights To Great Delegates

**TURKISH AIRLINES**



Fly More Comfortable But More Economical

Turkish Airlines, which has been awarded Best Airline in Europe by Skytrax World Airline Awards in last 5 years, offers a more comfortable flight with more economical price to delegates of GREATIST.



For details, please visit [www.greatist.pro](http://www.greatist.pro)



## TWO DENTISTS FREE ACCOMMODATION PACKAGE

# FREE ACCOMMODATION IN THE FIVE STAR CONGRESS HOTEL



ATTEND TO  
THE WORLD-  
CLASS DENTAL  
EVENT



YOU WILL STAY  
AT 5 STARS  
GRAND CEVAHIR  
HOTEL



OPEN BUFFET  
SATURDAY LUNCH  
& SUNDAY  
BRUNCH

If you are a dentist who plans to attend GREATIST Congress, we have some good news for you. Please bring a colleague with you and stay at five star congress hotel free of charge.

Yes, at the end of October, 2019, you will attend to the world-class dental congress, learn from well-known international speakers, fun in the fantastic historical Istanbul atmosphere...

If you registrate to the congress with a colleague, you will stay two nights free of charge at the five star congress hotel.

### CONGRESS REGISTRATION TICKET

120.00 EUR | Until 31<sup>st</sup> September  
140.00 EUR | From 1<sup>st</sup> October  
170.00 EUR | On site

**Congress Registration Ticket fee includes:** Attendance to dental and parodontal lectures, unlimited tea and coffee, certificate of attendance, free entrance to the exhibition hall.

**Important notice:** If you choose this option, you need to pay extra your open buffet lunch on Saturday, open buffet brunch on Sunday.

### GREATIST FULLPACK REGISTRATION

180.00 EUR | Until 31<sup>st</sup> September  
200.00 EUR | From 1<sup>st</sup> October  
220.00 EUR | On site

**Greatist Fullpack Registration fee includes:** Attendance to dental and parodontal lectures, open buffet lunch on Saturday, open buffet brunch on Sunday, unlimited tea and coffee, certificate of attendance, free entrance to the exhibition hall.

- Accompanying people receive 10% discount but can not enter to the lectures.

### FREE ACCOMMODATION PACKAGE-SINGLE

You only pay 280 EUR for registrate to the GREATIST Congress including **two nights single hotel accommodation** & open buffet fantastic breakfast.

#### Your fee includes:

- Full attendance to the Greatist International Dental Congress
- Visiting 2500 sqm exhibition area
- Unlimited coffee&tea in breaks during the congress
- Open buffet lunch from the chef masters on Saturday
- 2 nights bed&breakfast accommodation at the five star congress hotel in a single room

#### Please note:

- Check in: 25<sup>th</sup> October, Friday
- Check out: 27<sup>th</sup> October, Sunday
- If you would like to stay more than one night, you would pay extra 185 EUR per night per room.

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- Unlimited coffee&tea in breaks during the congress
- Open buffet lunch from the chef masters on Saturday
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#### Please note:

- Check in: 25<sup>th</sup> October, Friday
- Check out: 27<sup>th</sup> October, Sunday
- If you would like to stay more than one night, you would pay extra 185 EUR per night per room.

### REGISTRATE ON THE PHONE

Please call the phones below, talk the Mrs. Elif Taman to registrate to the congress easily. You also can contact with her using the email address.

**ELIF TAMAN** • elif.taman@vyg.com.tr • +90 555 975 55 43 | +90 212 481 02 20  
Working Hours: 09:30 - 18:00 | Monday - Friday / 09:30 - 13:00 | Saturday (in Turkish Time)

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# Doing Medical Device Business in Turkey

Barış Haznedaroğlu, Ph.D

The purchase and sale of medical device in Turkey was regulated by regulation. Regulation on the Sales, Advertisement and Promotion of Medical devices (Official Gazette No: 29001) (the Medical Device Promotion Regulation) was adopted on May 2014 and fully entered into force on May 2015.

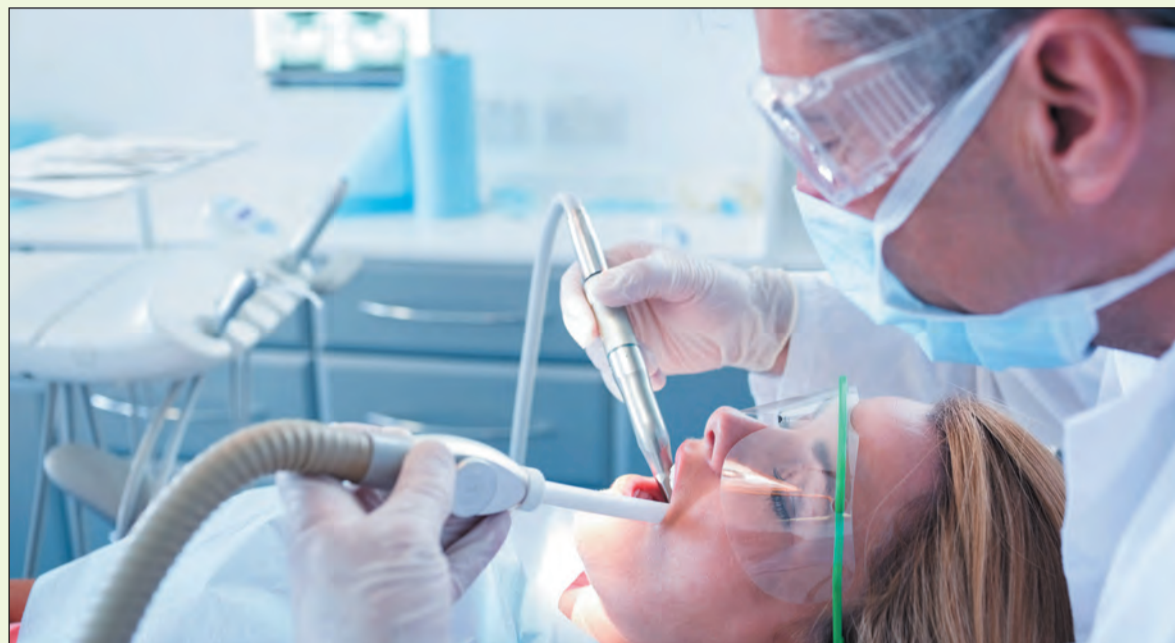
This regulation is being implemented by Turkish Medicines and Medical Devices Agency (<http://www.titck.gov.tr/>).

The Medical Device Promotion Regulation established concrete rules and eliminated previous regulatory ambiguities with detailed rules on the advertising and promotion of medical devices, sales center staff, scientific events, donations, free samples and other matters.

The most important provision introduced by the Regulation is the fact medical devices that must be used and administered by Healthcare Providers (HCP) and medical devices that are within the scope of reim-

bursement cannot be advertised to the public. Additionally, in relation to the Ministry of Health restrictions on promotion applied specifically to pharmaceuticals, provisions relating to the maximum monetary value applied to reminder promotions given to HCPs, quotas relating to the amount of congress sponsorships HCPs can make use of every year and the obligations of transparency and notification are now also applicable for medical devices. It has been envisioned for the places engaged in the distribution and sales of medical devices to be documented as "sales centers", and for the qualified persons that must be present in these sale centers being jointly liable along with the operator regarding the operations falling within the scope of the Regulation.\*

The provisions introduced by the Regulation relating to the sales, advertisement and promotion activities of medical devices and the real or legal persons engaged in these activities can be summarized as below.



## 1. Provisions Relating to the Distribution and Sales Channels of Medical Devices\*

The places where medical devices are distributed or sold have been defined as "sales centers" and these sales

centers have held liable for all of the responsibilities introduced by the Regulation.

The Regulation envisions the authorization and auditing by the Ministry of Health of the places engaged in the distribution and sales of medical devices, in a similar way to the system applied to pharmaceuticals. In order for these sales centers to operate, they will need to have the "Authorization and Work Certificates" that are granted upon application to the Ministry of Health.

The Medical Device Promotion Regulation prohibits Sales Center from;

- directing customers to any particular health care institution or physicians;
- soliciting customers from healthcare providers and physicians through promotions; or
- serving intermediaries for customers

Sales centers are obligated to employ a qualified person that satisfies the conditions stated in the provisions of the Regulation. In addition to the qualified person, each sale center must employ a sufficient number of clinical support personnel as required by the operations of the sale center and at least one sales and promotion representative. In order for permission to be granted for the operations of the personnel of the sales centers consisting of the qualified person, the sales and promotion representative and the clinical support staff, they must successfully complete the training determined by the Ministry and receive their work certificates.

Opticians, prosthetics and orthosis centers and hearing aid centers are kept outside of the scope of Regulation and are thus not liable for the responsibilities introduced by the Regulation. However, the advertisement and promotion activities of the devices sold in these places have been included within the scope of the Regulation.

## 2. Provisions Relating to the Advertisement and Promotion Activities of Medical Devices\*

The Regulation has made a clear distinction between the advertisements to the public of medical devices and the promotion of medical devices to HCPs and to technical staff working in the medical device field who are employed by healthcare institutions and organizations. The scope and fundamental principles of both activities have been stated separately in the provisions of the Regulation. A basic distinction made between devices that are exclusively used or administered by HCPs and devices that are intended for personal use also stands out.

**a. Advertisement to the public**  
Medical devices that have to be used or administered by HCPs and devices within the scope of reimbursement cannot be advertised to the public in any way, either directly or indirectly. The advertisement of devices that are intended for personal use and are not within the scope of reimbursement is allowed.

The advertisements for medical devices that are within the scope of the aforementioned allowed devices cannot be in a form that will constitute unfair competition, be contrary to the truth, be misleading, be exaggerated or be based on information that has not been verified.

**b. Promotion Activities**  
Promotion activities cover the promotion of the medical devices that fall within the scope of the Regulation, to HCPs and to technical staff working in the medical device field who are employed by healthcare institutions and organizations and the activities aimed at informing these people on subjects such as operating manuals. Technical support services and clinical support services are not regarded to be within the scope of promotion activities.

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