



Celebrating 20 years of CAPP

A legacy of innovation in dentistry

2025 marks the 20th anniversary of the Centre for Advanced Professional Practices (CAPP), an institution that has played a transformative role in dental education, digital dentistry, and professional development in the Middle East. Founded in 2005, CAPP has consistently raised the standards of dentistry across the region and beyond, bringing together global expertise, cutting-edge innovations, and educational excellence to the dental community.

Two decades of excellence in dental education

Since its inception, CAPP has been at the forefront of Continuing Dental Education, offering world-class conferences, exhibitions, hands-on courses, and professional networking opportunities. Its impact goes beyond training—it has become a cornerstone in shaping the evolution of aesthetic and digital dentistry.

CAPP made history in 2005 by launching the first CAD/CAM & Computerised Dentistry Conference, introducing a new era of digital transformation in the region. Over the years, this conference has grown into one of the most anticipated annual gatherings for dental professionals, show-

casing the latest advancements in digital workflows, artificial intelligence, and minimally invasive treatments.

Bringing the global dental community together

CAPP has always served as a bridge between the world's leading dental experts and practitioners in the MENA region. By hosting internationally recognised speakers, collaborating with prestigious universities, and working with key industry players, CAPP ensures that dentists in the Middle East remain at the cutting edge of global dental advancements.

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Its multidisciplinary approach has been a defining factor in its success, integrating restorative dentistry, orthodontics, implantology, endodontics, periodontics, and facial aesthetics into its diverse educational programmes. This comprehensive perspective enables CAPP to cater to a wide spectrum of dental professionals, enhancing both clinical skills and patient outcomes.

Aesthetic Dentistry MENA Awards: Recognising excellence

Among CAPP's most prestigious initiatives is the Aesthetic Dentistry MENA Awards, launched in 2009 to celebrate excellence and innovation in aesthetic dentistry. After a brief hiatus, the awards made a triumphant return in 2024, setting a new benchmark for recognising outstanding achievements in the field.

The awards have evolved into a prestigious platform, showcasing groundbreaking cases, pioneering techniques, and the artistic mastery of dentists across the region. As CAPP enters its 20th year, the 2025 edition of the Aesthetic Dentistry MENA Awards is set to be bigger than ever, reaffirming its commitment to raising the standards of aesthetic dentistry.

Expanding horizons: The future of CAPP

While CAPP, in partnership with MarkeDent, has already revolutionised dental education, its vision for the future reaches even greater heights. With the AI Medical, Pharma & Dentistry Summit—2026 CAIRO/RIYADH, CAPP is pioneering the first exclusive global gathering of AI leaders in medicine, pharmaceuticals, and digital dentistry. This landmark event underscores CAPP's expansion beyond dentistry, fostering interdisciplinary collaboration in cutting-edge healthcare technologies.

By integrating AI, automation, and emerging digital innovations, CAPP is setting the stage for a transformative future where medicine, pharmaceuticals, and dentistry converge to shape the next era of healthcare. These groundbreaking initiatives will establish new benchmarks for research, clinical applications, and patient care, ensuring professionals remain at the forefront of technological advancements.

A legacy of innovation and excellence

As CAPP celebrates its 20th anniversary, it stands as a testament to two decades of unwavering dedication to excellence, innovation, and progress in the field of dentistry. With an exciting future ahead, the organisation remains committed to shaping the next generation of dental professionals, ensuring they are equipped with the knowledge, skills, and technology needed for the evolving landscape of healthcare.

Join the celebration

CAPP's 20th anniversary celebrations will feature special events, conferences, and recognition ceremonies throughout the year. Dental professionals, industry leaders, and partners are invited to be part of this milestone moment in dental education and innovation. Stay updated on the latest events and programmes!

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