

# Managing **aesthetic** challenges

## Europe & Latin America International Congress



Fig. 1

**Fig. 1:** Alpha-Bio Tec's CEO Yuval Grimberg highlighting the company core values at the international congress in Madrid.

**Alpha-Bio Tec's International Congress** for the company's European and Latin American customer network took place in Madrid, Spain, from 10 to 11 November 2017.

The congress, which was tailored for global dental professionals and hosted 14 international keynote speakers from 12 countries, offered delegates from more than 30 different nations exclusive experiences regarding the latest strategies and methods in aesthetic implant treatments. It was an opportunity for Alpha-Bio Tec dental professionals to share their knowledge and expertise on some of the current key challenges in dentistry and implantology.

750 participants from all over the world attended the congress, which focused on one of the most important topics facing dental implantology today—the management of aesthetic challenges in implant treatment strategies, illustrating the importance of aesthetics in addition to biological compatibility and product quality.

The congress also showcased the company's innovative NeO implant system, the AlphaUniverse Multi Unit, and the graft products. Also presented was the line of digital enablers products, including the market-winning CAD/CAM and guided surgery tool kit.

"Beyond giving our customers the platform to share knowledge and experiences on the crucial challenges facing implantologists around the world, this congress brought forward our core principles of customer value, quality, simplantology, implant expertise and our excellent Training & Education programme, which manifested itself through a line of 14 leading international speakers demonstrating professionalism at its best," stated Shani Biran, Alpha-Bio Tec Head of Marketing.

The congress thus demonstrated Alpha-Bio Tec's abilities to reach high professionalism and aimed at highlighting the company's values of excellence and service.

- Join Alpha-Bio Tec at the 2018 regional congresses:
- Monte-Carlo, Monaco: 18–19 October 2018
  - Cartagena, Colombia: 23–24 November 2018

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