

Osstem Europe: New European headquarters in Prague

Henrik Eichler, Germany

As one of the fastest growing implant manufacturers in the world, the South Korean company Osstem Implant provides dental implants and related products to patients in more than 70 countries. Now the company opened the doors to its new headquarters in Prague. In an interview with **implants**, JM Lee, Executive Managing Director of Osstem Europe, talks about the company's motivation and their plans for the European market.

Osstem Implant was founded in South Korea in 1997. Why did you choose Prague as the location of your new European headquarters?

There were several reasons for choosing the Czech capital. It is geographically in the centre of Europe, and we wanted to be able to support our 41 partners across the continent even better and use the multi-cultural environment and thus this great pool of talents for our organisation. The expansion of our infrastructure and the ability to offer a wider portfolio of products and provide a total solution was another reason for Prague. Now we have a service centre, a training centre, and a logistics service. And of course, we wanted to be able to strengthen our presence in the German market and have the space for our direct sales in Germany.

What significance does the European market have for Osstem?

The European market has always been significant for us, but at the same time we have been recognising it as the most conservative and difficult market. Strategically, as an initial step of our globalisation, we targeted the Asian & Pacific Region, where we successfully grew into one of the market leaders. Thanks to our strong presence in those markets, we were able to achieve our market position as the fourth biggest dental implant manufacturer worldwide, accounting for 8% of the global market share.



Fig. 1: JM Lee, Executive Managing Director of Osstem Europe.

What makes Osstem Europe special compared to other major competitors?

I would say our various solutions and unbeatable value-for-money ratio. We have a range of special surgery kits that other companies do not offer. For example, the CAS Kit for sinus surgery, the ESSET Kit for narrow ridge and the ESR Kit maintenance kit. These special kits can serve as an entry product for our new customers. Furthermore, we offer high-quality products at a reasonable price.

Since the foundation of our company, we have been continuously investing 7% of our annual sales on R&D and recently we have even increased this share up to 11%. We pursue the philosophy of our founder: "Provide the best value to the dentist and patient." Once the practitioners experience our products, they will realise what I mean.

What are your plans for the future of Osstem Europe, and what developments can your customers perhaps look forward to this year?

We have plans of launching new products such as a new implant system, new implant surface treatments, GBR and of expanding our impression materials line-up. Additionally, continuous online and offline education courses will take place; for instance, Osstem OnDemand and Osstem OnSite. And finally, our annual event "The Osstem-Hiossen Meeting" in Rome will be held on 28 and 29 October 2022.

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Fig. 2: Dr Mukesh Soni, Course Director of Practical Implantology, UK (second from left), JM Lee, Executive Managing Director of Osstem Europe (third from left), Ben Nahab, CEO of Dental Direct UK (third from right) and Prof. Marco Tallarico, President of AIC Italy (second from right). Fig. 3: Prof. Marco Tallarico giving the first lecture in the new training centre.

