

Media Release

Schaan, Liechtenstein – 14 September 2015

New marketing office in Indonesia

Ivoclar Vivadent officially opens Southeast Asia marketing office and ICDE

To meet the needs and requirements of dental professionals from Indonesia and Southeast Asia, a new marketing office and International Center for Dental Education (ICDE) have recently been opened in Tangerang, Indonesia.

The new facilities will focus on providing marketing support on both clinical and technical products to Ivoclar Vivadent business partner in Indonesia and Southeast Asia. The new International Centre for Dental Education (ICDE) will be offering training and educational programs to both dentists and dental technicians. This includes hands-on workshops and live demonstrations – held by nationally and internationally renowned lecturers and instructors – on the ever expanding range of the Ivoclar Vivadent product portfolio.

Inauguration Ceremony

Almost 100 guests from Indonesia and around Southeast Asia representing dentists, dental technicians, dental media, business partners, dental associations, and university officials witnessed the soft opening ceremony held on 2 September 2015 by Christian Brutzer, Global Region Head Asia/Pacific at Ivoclar Vivadent and Joerg Brenn, Managing Director Ivoclar Vivadent Indonesia.

“The opening of the new facility in Indonesia shows Ivoclar Vivadent’s long term commitment to serve the dental community in Indonesia and the region,” says Mr Brutzer. Mr Brenn warmly welcomed all dental professionals in Southeast Asia to utilise the newly created ICDE facilities in Indonesia, not only as a place for education and training, but also for exchanging ideas and experiences.

Following the tradition in Indonesia, the Ivoclar Vivadent Indonesia office was officially opened by cutting the ‘Nasi Kuning Tumpeng’.

About Ivoclar Vivadent About Ivoclar Vivadent

Ivoclar Vivadent, headquartered in Schaan, Liechtenstein, is one of the world's leading manufacturers of innovative material systems for high-quality dental applications. The company's success is based on a comprehensive portfolio of products and systems, strong research and development capabilities and a clear commitment to training and further education. The company has wholly owned subsidiaries in 25 countries, and it employs over 3,200 people worldwide. More information about Ivoclar Vivadent is available at <http://www.ivoclarvivadent.com>

Caption:

(Soft Opening Ivoclar Vivadent SEA-Indonesia Group Photo.jpg)

Fig.: Ivoclar Vivadent Indonesia Group Photo with Christian Brutzer (2nd from left), Global Region Head Asia/Pacific, and Joerg Brenn (4th from left), Managing Director Ivoclar Vivadent Indonesia

For additional information, please contact:

Ivoclar Vivadent South East Asia
The Icon
Horizon Broadway BSD
Blok M5 No. 1
Kecamatan Cisauk Kelurahan Sampora
15345 Tangerang Selatan - Banten
Indonesia
Phone: +62 21 3003 2932 - 33
Fax. +62 21 3003 2934

Media contact:

Nicole van Oers
Director of Communications
Ivoclar Vivadent AG
Bendererstrasse 2
9494 Schaan/Liechtenstein
Phone: +423 235 36 48
Fax: +423 235 36 33
E-mail: nicole.vanoers@ivoclarvivadent.com