The PRAGODENT fair will present dentistry of today and the future

This year, the traditional renowned PRAGODENT international fair, which is undoubtedly and rightfully one of the most important fairs held at the Prague Exhibition Grounds in Holešovice, will take place October 9 – 11, 2014. In its many years of existence, the PRAGODENT fair has built the position of the only comprehensive dentistry fair in the Czech Republic and has become an integral and indispensable part of the dental market in the country. The exhibition area of 10,100 m² will feature more than 700 companies from 34 countries. Incheba Praha, as the organizing company, expects up to 9,000 professional visitors. Last year, the fair was visited by 8,892 professionals from the field.

The PRAGODENT fair once again has the highest quality partners, specifically the Czechdent Czech association of manufacturers and vendors of supplies for dentistry, the Chamber of Dental Technicians of the CR and the Czech Dental Academy. “The fair is a unique opportunity in the Czech Republic where experts from the field of dentistry meet with experts on legislative, legal and economic issues in one place,” says spokesperson Markéta Holatová in highlighting the uniqueness of the event.

The field of dentistry is evolving at the fastest rate in its history. The development of information technology, digitalization, the advent of new materials, instruments and techniques is very fast, and it is not easy for anyone to understand it all completely. “And it is fairs such as PRAGODENT that give visitors the opportunity to take stock of the current developments, possibilities and directions in a single place. Companies associated in the Czechdent association and of course the other partners of the fair as well are prepared to help Czech dentists, dental technicians and dental hygienists on the way to higher-quality and more effective dental care that is valued by the patients,” says MUDr. Pavel Smažlík, President of the Czechdent Association. Therefore no professional can afford to miss the PRAGODENT fair.

The field of dentistry is not in an easy situation in our country. Where can one find inspiration and impetus for further work? That is why PRAGODENT is here: a sampling of the best there is in the world of dentistry. And everything is under one roof, with the possibility to choose, compare and order at preferential rates. “The fair will once again show the way to where prosperity in the field of dentistry is found. PRAGODENT is here to help the entire dentistry market. I would therefore like to cordially invite everyone to the fair. You will once again have at your disposal our team for expert consultations regarding economics, marketing, transitioning to a limited liability company, valuating dental offices, dental office software and educational stays. I look forward to meeting you,” says Tomáš Košumberský of the Czech Dental Academy.
The exhibition areas are filled with groundbreaking innovations in the field of dentistry, which is experiencing a great transformation. Traditional technologies are on the decline, as new technologies gradually make their way into our dental offices. **PRAGODENT** was always a carrier and promoter of innovations in dentistry. It has entered into its third decade and is still increasing in its beauty. At the Chamber of Dental Technicians’ stand, while enjoying a cup of good coffee or a mixed drink, you can have an informal chat with us or give us new ideas that the public should be familiar with. Dental technicians, dentists, hygienists, nurses -- all of you are welcome. **PRAGODENT** is ready for you in all its glory and is waiting just for you,” says Alexandra Seidlová of the Czech Chamber of Dental Technicians in inviting visitors to the fair.

This year’s 22nd edition of the international dental fair with offer an exceptionally high-quality program. It will include the prestigious event known as the **DENTAL SUMMIT PRAGUE**, organized by the Hradec Králové Dental Education Institute, which is attracting extraordinary attention from the experts. “The top dentists from around the world will meet at this two-day world-class event. More than 1,000 dentists from all over Europe will watch several LIVE operations of teeth on phantoms at the fair. **It is a completely revolutionary way of teaching in the entire Czech Republic.** The most experienced doctors will demonstrate to other dentists how to properly operate, as well as which mistakes to avoid during a complicated surgery. Experts will demonstrate the most modern dental surgical procedures of today,” explains Markéta Holatová, the spokesperson of the Pragodent fair.

The **PRAGODENT** fair is open from Thursday, October 9, until Saturday, October 11. The opening hours of the fair on the first two days are from 10 AM to 6 PM, then on Saturday from 10 AM to 3 PM. We look forward to seeing you!

More information about the fair is available at [www.pragodent.eu](http://www.pragodent.eu).

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Markéta Holatová  
Spokesperson  
Mobile: +420 724 035 472  
Email: m.holatova@incheba.cz  
www.incheba.cz  
www.pragodent.eu

Ing. Marcela Benešová  
Manager of the Pragodent fair  
Mobile: +420 724 183 008  
Email: m.benesova@incheba.cz  
www.incheba.cz  
www.pragodent.eu