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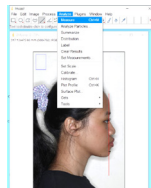
Aug-Oct 2024



UNVEILING THE FUTURE

Dental 3D printing revolutionizes treatment with precision, speed, and innovation, transforming modern dentistry's future.

Page 4



ZERO MERIDIAN NORMS IN MALAYSIAN MALAY FEMALES.

Photogrammetric analysis of Malaysian Malay females by Prof. Aina reveals a more anteriorly positioned soft tissue pogonion compared to Caucasian norms.

Page 8



EARLY CORRECTION OF ANTERIOR CROSS BITE: A CASE REPORT

Early treatment of anterior crossbite prevents long-term dental damage in children.

Page 14



Patrick Loke, Executive Advisor (Shofu Asia Pacific)

Leading by example

An interview with Patrick Loke, executive advisor of SHOFU Dental ASIA-Pacific.

Dental Tribune ASEAN

from a partnership company to a branch office and finally to a private limited corporation, an independent subsidiary of Shofu Inc., headquartered in Kyoto, Japan. As of 2024, Loke has been with Shofu for over four decades. When he first joined, Shofu was a privately-owned business under the Shofu family. Over the years, he has worked with three Presidents from the Shofu family. The company, established in 1922, was listed on the Osaka Stock Exchange in 1989 and subsequently on the Tokyo Stock Exchange.

Loke's career is marked by several key milestones and achievements. He played an instrumental role in establishing numerous Shofu offices and

branches, including the Shofu branch office in Singapore in 1987, the Shofu Rep office in Shanghai in 1996, Shofu Dental Trading Co / Factory in Shanghai in 2003, Shofu Dental Asia-Pacific in Singapore in 2013, Shofu Dental India in Delhi in 2017, and the Shofu Dental Malaysia branch in Kuala Lumpur in 2017. His service to the dental industry includes serving as the President of the Singapore Dental Trade Association from 1992 to 1994 and as the Chairman of the Asia-Pacific Dental Industry Association from 1997 to 1999.

Loke also contributed to the creation of significant resources such as *A Clinical Guide to Direct Cosmetic Restorations with Giomer*, published by

Dental Tribune International in 2008, and the MiCD (Minimally Invasive Cosmetic Dentistry) Concept and Network in 2009, which is a holistic, patient-centric treatment approach that integrates minimally invasive treatment techniques with aesthetic dentistry to enhance smiles while considering the psychology, health, function, and aesthetics of the patient. Additionally, he has received numerous appreciation awards from regional institutions, including Philippine Academy of Esthetic Dentistry, Philippine Dental Association, Malaysia Dental Technologist Association, Singapore Dental Association, the Philippines Professional

»Page 2

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Shofu Asia Pacific team

Regulatory Board of Dentistry, Hubei Dental Society, Fujian Dental College, and Trisakti University, for his contributions in sharing knowledge in dental materials and lab technology. He has also been honoured with the Fellowship Award from the International Academy for Dental Facial Esthetics.

Throughout his career with Shofu, which involved extensive travel, he was fortunate to have the unwavering support of his family. His three loving daughters and his very understanding and supportive wife have stood by him as he climbed the career ladder within Shofu, from marketing manager to general manager, managing director, and executive chairman. Now, as the executive advisor, helping to guide the new management team, including Mr. Keisuke Minagawa, their new managing director for Shofu Dental Asia-Pacific

Vision and mission of Shofu

Shofu's vision and mission are rooted in a commitment to quality and excellence, aiming to offer proven products for better dentistry worldwide. They believe that beautiful teeth symbolize health and happiness. Their mission is to be one of the world's leading dental manufacturers, deeply involved in the field of dentistry, dedicated to our customers, employees, and shareholders, with an unwavering drive to progress and maintain our leading edge.

Looking ahead, Shofu's vision is evolving to meet the growing needs of the aging population

that retain more of their natural teeth. Shofu continues to develop bioactive products that meets aesthetic and functional needs while embracing trends in digital and AI driven healthcare. This commitment challenges us to innovate continuously, creating newer products and systems to align with advancing technology.

Shofu's operations and corporate culture are guided by core values of respect, ownership, and accountability. They foster an environment where employees can address problems openly and transparently, feel at home, and be proud of the company they work for. Passionate contribution from everyone is encouraged. Annual retreats for team building and training, further ensures a collaborative and innovative atmosphere.

Focus plans on Asia and globally

Shofu APAC's primary focus areas over the next few years will be digital dentistry, cosmetic dentistry, digital dental technology, and oral hygiene. It's not just about thinking and planning; implementing the right actions is crucial for growth. Shofu APAC is incredibly fortunate to have a strong marketing and operation teams whose passion and commitment drive our success in this region. Shofu tailors its products and services to meet the unique needs of different regions by listening closely to feedback from our dealers, customers, key opinion leaders (KOLs), and regional staff members. Although the core needs in dentistry are similar across

regions, we adjust our strategies according to each area's economic conditions and trends. Shofu sees significant growth potential in the APAC region, particularly in China, India, Indo-China, and the Middle-East Education Initiatives Shofu APAC has long been committed to enhancing dental education and training. In 2009, they supported the launch of the MiCD Concept and Network, aiming to elevate dental education and training. Seven years ago, they established a training centre in Kuala Lumpur to offer technical and clinical hands-on training for dentists and dental technicians. Additionally, Shofu collaborates with regional institutions like The Dental Academy to support continuing education for dental professionals.

To further support continuing education, Shofu brings reputable speakers and trainers

to the region to share their expertise with local dentists and dental technicians. They also provide materials and accessories to help organizers run their programs and workshops effectively. Long-term partnerships and collaborations with educational institutions such as International Medical University, The Dental Academy, Malaysian Dental Technologist Association, Philippines Association of Eesthetic Dentistry, and Asian Association of Aesthetic Dentistry highlight Shofu's commitment towards advancing dental education and training.

Leadership in dental materials

Shofu has been a trailblazer in dental materials since 1922, setting itself apart with groundbreaking innovations that have revolutionized the industry. Known for their iconic

dental abrasives like 'Brownies and Greenies' and Dura White Stones, Shofu has consistently led the way. They were the first in Japan to develop porcelain teeth in the 1920s, the pioneering creators of Spherical Amalgam Alloy in the 1960s, and the developers of true Opalescence in Porcelain in the 1980s. These landmark achievements have distinguished Shofu from its competitors for over a century. Shofu's most innovative products, such as their advanced abrasives, true Opal Porcelain, Spherical Amalgam, and bio-active restoratives featuring the proprietary S-PRG technology "Giomer," have had a significant impact on the dental industry. Shofu adheres to rigorous quality standards and stringent manufacturing protocols, meeting all global medical device requirements like ISO, GMP, CE, FDA, and JIS. Additionally, Shofu collaborates with a vast network



Interview with Patrick Loke

of Key Opinion Leaders (KOLs) worldwide to gain insightful feedback and maintain the excellence of their products.

Team and contributions

In the bustling headquarters of Shofu in Kyoto, Japan, and across its numerous international offices and manufacturing plants, the heartbeat of success resonates through its dedicated

beyond work are acknowledged and addressed promptly. This holistic approach not only enhances productivity but also cultivates a deep sense of loyalty and commitment among the team members.

One of the hallmarks of Shofu's team culture is their annual retreat, a cherished tradition where employees gather to strategize, bond, and rejuvenate.



team. Embodying the ethos of Japanese teamwork, Shofu cherishes harmony and collective effort over individual pursuits. This cultural cornerstone not only defines their operational philosophy but also underscores their global achievements.

Across Shofu Dental Asia-Pacific, collaboration thrives as a cornerstone of innovation. Through modern channels like social media, the team fosters a dynamic environment where ideas flow freely and creativity flourishes. Valuing the personal well-being of their employees, Shofu ensures a supportive workplace where concerns

Here, amidst team-building exercises and open discussions, ideas are born and challenges are met head-on. This collaborative spirit extends beyond mere teamwork; it creates a familial bond between the employees and management, ensuring that every voice is heard and every contribution valued.

In essence, Shofu's success story is not just about products and markets; it's about the people who form its backbone. Their commitment to teamwork, innovation, and mutual respect fuels Shofu's journey towards continued excellence

in the global dental industry. When asked why many dental companies did not succeed in South Asia and S.E.A, Patrick shared a valuable insight that the dental business is very personal. He mentioned that companies fail because they do not understand this very essence of the dental business and also may not have the right people to understand the market.

Future outlook for 2025

As the Asia-Pacific region continues its dynamic growth, Shofu Dental Asia-Pacific stands poised to embrace the future with a vision that's both bold and inspiring. With evolving consumer preferences leaning towards cosmetic and digital dentistry, Shofu is setting new benchmarks, determined to distinguish itself from the competition. The company is not just responding to change; it is leading the charge, innovating and pushing boundaries to redefine the standards of dental care.

Looking ahead to the next five to ten years, Shofu envisions a landscape where dental materials are not only aesthetically superior but also stronger, bioactive, and user-friendly. This vision is already taking shape through a decade of relentless research and development. Shofu's commitment to innovation ensures that their products will continue to enhance the quality and functionality of dental care, making treatments more effective and accessible.

In 2025, the industry will witness the continual rise of Dental Service Organizations (DSOs) and Dental Management Service Organizations (DMSOs), alongside a surge in digital dentistry and laser dentistry. Consumers are also increasingly gravitating towards natural oral hygiene solutions. These trends promise to transform the dental industry, and Shofu is ready to

lead this revolution, aligning its strategies to meet these emerging demands.

The future holds exciting challenges for Shofu, much like it does for the entire dental industry. With the advent of artificial intelligence, every aspect of dentistry—from clinical practices and lab work to product development, marketing, and education—will undergo significant transformations. Shofu is not just preparing for these changes; it is embracing them with open arms, ensuring that it remains at the forefront of innovation and excellence in dental care.

As Shofu continues to pave the way forward, its journey is a testament to the power of vision, perseverance, and a commitment to enhancing lives through better dental care. The future is bright, and Shofu is ready to shine even brighter, transforming challenges into opportunities and setting new standards for the world of dentistry.

Shofu's Expansion Plans: A conversation with Mr Kei Minagawa, the current Managing Director of Shofu APAC Shofu's journey of expansion in the Asia Pacific and global markets is not just a strategic move but a testament to its commitment to growth and innovation. Recently, Shofu opened a state-of-the-art manufacturing facility near Hanoi, Vietnam, reflecting its proactive approach to meeting escalating production demands and bolstering regional sales. This expansion underscores Shofu's dedication to enhancing operational efficiency and ensuring seamless delivery of its renowned dental products across Asia.

Simultaneously, Shofu is intensifying its research and development initiatives in Europe, focusing particularly on advancing digital dentistry.

This strategic investment aims to leverage cutting-edge technologies and insights from European dental experts to drive innovation and maintain Shofu's competitive edge in the global market.

Looking ahead, Shofu's global expansion plans include scaling up its workforce, with a keen focus on hiring top talent across Europe and Asia over the next five years. This proactive approach not only supports Shofu's ambitious growth trajectory but also reinforces its commitment to excellence in customer service and product innovation worldwide.

In emerging markets, Shofu is forging ahead with robust strategies, including collaborative clinical research with local dental institutions and partnerships with prominent organizations like FDI (World Dental Federation). These initiatives are pivotal in strengthening Shofu's presence and building trust within these rapidly evolving markets.

Despite the promising outlook, Shofu acknowledges the challenges ahead, particularly in navigating global labour shortages and ensuring optimal operational conditions. Addressing these challenges requires innovative recruitment strategies, leveraging personal recommendations, online platforms, and social media to attract and retain top-tier talent crucial for sustaining growth.

As Shofu continues to expand its global footprint, its unwavering commitment to innovation, quality, and customer satisfaction remains steadfast. With a clear vision and proactive strategies in place, Shofu is poised to overcome challenges, capitalize on opportunities, and lead the way in revolutionizing the dental industry worldwide.

