"The largest groups of delegates come from Ecuador, Jordan, Austria and Chile," Edwards said. GNYDM will produce CDs of all these seminars for industry leaders unable to attend.

GNYDM has also partnered with powerful organizations such as FOLA, which represents over 400,000 dentists in Latin America. As part of their agreement, and in order to better serve Hispanic and Latin American professionals, the expo will feature daily Spanish-language scientific conferences. Those will also be available later in CD format.

Participants at these GNYDM conferences include speakers from FOLA, the Dominican, and Puerto Rican dental associations in the US.

Expanding Horizons

"The Dubai expo will be now a certified trade meeting, as of March, sponsored by GNYDM and the Department of Commerce," added Edwab. The reason for this expansion is that representatives of the New York-based expo want to help provide exporters with access to the large Middle East market and its 90,000 dentists. The same will happen with the Beijing meeting in June.

"In China, we are working on this trade mission, and exhibitor space can be subdivided so companies can test the market without incurring high expenses," said Edwab, who gave a conference here on Oral Surgery for the General Practitioner. "The Department of Commerce now looks at GNYDM as their exporting arm."

"I have a different philosophy from other US meetings, which are all intent on making money," explained Dr. Edwab, whose meeting is free to attendees. So where does he make his money? From educational programs and exhibitors, not from dentists, he said.

"GNYDM works 365 days a year for our exhibitors, not just the six days of the meeting," he added. "In January we will produce the first B2B link for exporters on companies around the world."

The project will be internet-based, and will allow industry export directors to match international distributors for dental products.

As part of this effort, GNYDM is sponsoring a conference by the Under Secretary of the US Department of Commerce during a meeting of the Dental Trade Alliance at GNYDM, in which he will talk about opportunities of the free trade agreement with Latin American countries.