

#09

SPECIAL EDITION
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year anniversary
Anthogyr in China
安卓健

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Anthogyr
A Straumann Group Brand

“

CHINA, A LONG-TERM HIGH PERFORMANCE DRIVER”

ANTHOGYR HAS ALWAYS PURSUED A FORWARD-THINKING STRATEGY AND SINCE ITS EARLY BEGINNINGS HAS CONSISTENTLY STRIVED TOWARDS AN INTERNATIONAL PROFILE.

As early as 2001, we had the ambition and opportunity to launch a project to import and distribute our dental instruments and implants to China. It was our intention to become a European pioneer in what was then an emerging but very promising market. Twenty years on, the challenge has been met.

Various stages have marked out our expansion in China, including the creation of our Anthogyr subsidiary in 2013, which has generated real momentum. Following this, our partnership with the Straumann group since 2016 has greatly contributed to our development. Our aim was also to consolidate our position as a leading brand in the “upper value” market niche. Most recent key date: 2020. China became our leading market in terms of implant sales volume, a clear indicator that supports our intention to return to double-digit growth in 2021, a trend we have been pursuing since 2011. Today we aim to consolidate and perpetuate

this 20-year project. The internationalisation of the Anthogyr brand is largely driven by our development in China, a country that is attracting much attention and in which commercial and industrial investments are increasing. We have full confidence in our Anthogyr teams present in Sallanches and in the Straumann group teams based in China who form a highly dedicated working community and whose synergy and fluidity in terms of communication and cooperation are the driving force behind our development strategy.

“China became our leading market in terms of implant sales volume.”

Together we are setting new goals and this anniversary year, which is packed with exciting landmarks, is undeniably going to be a great catalyst for achieving them. 🍀

Éric Genève,
CEO of Anthogyr, France



Eric Genève
CEO of Anthogyr, France

Kevin Yueqing Zhang
Country Manager of Straumann Group, China

“

INNOVATION AS A KEY FOCUS”

ANTHOGYR'S LONG-STANDING PRESENCE IN CHINA IS THE KEY TO A PROMISING FUTURE.

Over the last 20 years we have come to know and understand our Chinese customers and prospects, to provide them with implant solutions that are perfectly suited to their clinical needs. China is now Anthogyr's largest market where the company benefits from a solid reputation, reinforced by its merger with the Straumann Group. Practitioners are enthusiastic about Anthogyr's offer of high-quality implants at reasonable prices. Anthogyr owes this success to its focus on innovation, among other competitive advantages, allowing the company to offer

“Anthogyr owes this success to its many competitive advantages, such as innovation ...”.

new products in China, such as the Axiom® 2.8 implant with its unique diameter. Our after-sales service, team of international speakers and training sessions are also key to our success. Our continued development will involve the launching of new devices: digital solutions, more complete restoration ranges and innovative implant systems. In terms of marketing, Straumann China will continue to organise numerous events such as Anthogyr's 20th anniversary tour of China which will be visiting fifteen provinces. A wealth of opportunities to learn, share and communicate.

Over the next 20 years, Anthogyr will be focusing its mission on creating new paths in implantology. Our goal is to offer an even greater choice of innovative products and services, to provide more dentists and patients with the best dental care. 🍀

Kevin Yueqing Zhang,
National Manager of the Straumann Group, China

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SALLANCHES BEIJING... A JOURNEY THROUGH TIME ”

A total of 8,191 km lie between Anthogyr's headquarters and the Chinese capital, but 20 years of increasingly close business relations have brought the two countries together. This 20-year anniversary is an opportunity for us to reflect on this industrial and cultural adventure. Four key participants share with us their experiences of this forward-looking venture through a souvenir album.



Turning an opportunity into a lasting partnership

Claude Anthoine, CEO Anthogyr 1979 - 2010
*An international dimension within
the company's core culture*

As Claude Anthoine points out in his opening remarks: "Anthogyr has always been an internationally oriented company. Our first catalogue back in 1947 was translated into four European languages." The stage was thus set and knew no boundaries.

A "passport" to China

With a view to expanding its international development and finding new distributors, Anthogyr has consistently taken part in trade fairs. "It was, in fact, at the IDS trade fair in Cologne, Germany, back in 1997, that we first met and started business with a Chinese distributor for our dental instruments and implants. This was an incredible opportunity for a French company with just 120 employees at that time!"

Building lasting relationships

Proximity in customer relations has always been a key focus for our company and this has been clearly

demonstrated despite geographical distance. "We have always greatly enjoyed working with, and hosting our Chinese customers, who are always very respectful of their suppliers and partners. I would like to thank them again today for their generous gifts and for introducing us to the world famous 'Chinese tea'."

Taking business to the next level with a trip to China

**François Jullien, Sales and Marketing
Manager 2004 - 2008** *Shared objectives*

In 2006, Francois Jullien suggested organising a trip to China with members of the Executive Committee. "At that time, Anthogyr products were already being marketed in the country through a network of distributors, but I was convinced that if we were going to take business to the next level, we needed to get to know China from the inside, understand its culture, its history and its people. Valérie and Éric Genève were able to accompany me on this trip."

A tailor-made programme

Taking advantage of his previous professional experience in China and his network of contacts, Francois Jullien compiled a programme packed with visits and encounters. "We visited an industrial site specialising in micro-mechanics as well as a competitor company manufacturing contra-angles. We also had the opportunity to meet with Anthogyr customers. The trip ended in Beijing with our participation at a trade fair, a showcase for the Chinese market, in the presence of local manufacturers and exporters from international companies. Of course, we also took the opportunity to immerse ourselves in the culture and visit iconic sites such as the Great Wall of China."

A new dynamic

On our return home, we found it much easier to direct our strategy, make important decisions and had a clear vision of the market.





Philippe Iwachow (left) & Dave Tan (right) during a trip with Chinese customers.

Anthogyr becomes 安卓健

Dave Tan, Regional Business Manager Straumann Group Asia Pacific

Business Area Manager for Anthogyr from 2011 to 2019

A strong potential

Dave Tan joined the venture in 2011, at a time when China was experiencing a middle class boom. "At the same time, the Chinese implant market was showing significant growth and great potential for Anthogyr."

Our brand was the perfect solution for dentists and distributors looking for high quality, affordable implants to meet the needs of their new patients."

Gaining visibility

To meet this commercial challenge, Anthogyr needed to strengthen its reputation: "We knew that the practitioners and distributors with whom we were collaborating were very enthusiastic about our solutions, so it was our goal to make them known as widely as possible. For this purpose, we participated in numerous trade shows and organised several seminar events in the country". We also reached out to a new clientele

that included renowned implantologists who were convinced by our products. "Among those influential practitioners was Professor Su who was highly impressed by the new design of the Axiom® concept and contributed through various actions to promote the visibility of Anthogyr."

A subsidiary created in 6 months

The launching of the subsidiary was a key step, and symbolised the increasing pace of Anthogyr's intent for expansion. "Establishing a subsidiary was a fantastic opportunity for improving our understanding of the market and strengthening our proximity. Our presence on site made it possible to assess the needs of our customers and to tailor our offer accordingly. It was also a way of gaining the confidence of our distribution partners and customers by demonstrating that Anthogyr was both reliable and firmly established in China." Driven by the enthusiasm of our teams, the Anthogyr Beijing China subsidiary was set up in just six months. "A mark of true performance and achievement in a particularly demanding regulatory context! the official inauguration took place in 2013, during the Chinese New Year, in the presence of Eric Genève and our distributors."

A new name for a new venture

With the aim of consolidating Anthogyr's reputation and the confidence of its partners and customers in China, a name in Chinese characters was adopted. Anthogyr became 安卓健.

安全的系统 = Reliable system

卓越的伙伴 = Strong partners

健康的笑容 = Healthy smile

Exporting knowledge and expertise

Philippe Iwachow, Training Manager for Straumann Group France

Anthogyr Training Manager from 2012 - 2016

Training across borders

Philippe Iwachow first visited China back in 2009 when he was asked to support the distributors of the Anthogyr brand for the launching of the Implanteo motor. "It all started with that first trip. It was supposed to be a one-off... I ended up doing in-house training in the country for the next ten years! My role was to share product knowledge with the sales teams. Each session lasted one to two days and took place in different cities." Among his most vivid memories Philippe remembers his very first training course: "I spoke to a group of about 30 participants, accompanied by a translator and a cameraman. It was a little daunting, because I hadn't realised I would be talking in a conference-like setting."

Participation in major events

His position also led him to support the organisation of various events. "Always with a view to sharing experiences, Anthogyr invited international implantologists to speak at congresses or conferences in the various provinces. Each of these meetings attracted 800 to 1000 people!"

On a more personal note, Philippe Iwachow stresses the warm welcome that he received: "On each of my trips, I was received with great hospitality, I was introduced to the Chinese culture and its fine cuisine. Since 2019, I have been in charge of training in France, but I have not forgotten China and plan to go back to further explore this beautiful and great country on a personal level." 🇨🇳

Anthogyr entered the Chinese market with Anthofit® & equipment

2001

2008

1st trip to China with our French KOL, Dr Jacques Vermeulen

2012

Launch of Axiom® REG

2013

Creation of the Anthogyr subsidiary in China

Launch of Axiom® PX

2015

straumanngroup

2016

Partnership with the Straumann group

Launch of Axiom® 2.8

2019

axiom celebrates its 10 YEARS

Axiom® 10 year anniversary Celebration

20 year anniversary of Anthogyr in China

2021

20

“SHAPING THE FUTURE FOR SUCCESS”

After 20 years of presence in China, Anthogyr continues to build on the solid foundations it has established in the country.

AUGUSTINE HE, CHINA MARKETING DIRECTOR AND YANIK SEGGER, ANTHOGRY MARKETING DIRECTOR SHARE WITH US TODAY THEIR STRATEGY FOR SEIZING THE OPPORTUNITIES OF TOMORROW.

How is the implantology market performing in China today?



Augustine He

Augustine He: the implantology market in China has been growing at a fast pace for the last 10 years. The market has been enjoying 2-digit growth year on year as doctors further develop clinical skills and demand grows for implant products in China. Even in the challenging global context of the COVID-19 pandemic, the implant market in China rapidly recovered in the second half of last year

as China was able to quickly and efficiently control the spread of the virus. In addition, more and more imported and domestic implant brands have arrived on the market, making it all the more competitive.

How do you collaborate with a French company?

A.H.: the overall strategy for Straumann China is “One team, Multiple brands”, efficiently coordinating the efforts of the Marketing, Sales and Training teams. We crafted a detailed division of the roles within the STCN Market department in order to assign a dedicated PM team to coordinate the efforts in product management, event planning and product marketing with Anthogyr through regular communication. In our experience, cooperation between the two parties has been easy and efficient. This has been

demonstrated by the great support we’ve received in promoting Anthogyr’s products in China.

Will collaboration between the French and Chinese teams be strengthened?

Yanik Segger: a closer and more fluid collaboration was implemented in January 2020. In Sallanches, I manage a Marketing & Education team of about twenty people structured around four core business areas: Training, Communication, Product Management and Business Development. In addition to the monthly briefings that set the general framework, we collaborate on a daily basis with our colleagues in China with regard to operational matters. Our teams are firmly committed on both sides of the globe.

How do you plan to respond to developments in the Chinese market?

Y. S.: An ageing population and the emergence of a middle class with greater purchasing power in China are having a significant impact on the implantology sector. This sector is expected to grow by 14% in the short term. In response to market developments, we will be primarily focusing on our offer for large dental practice groups and expanding our product range. Providing solutions for full restorations and the flow of customised restorations for laboratories are also areas that will be gathering pace.



Yanik Segger

Will a specific marketing strategy be developed?

Y.S.: Being attentive to customer demands and our ability to adapt are the keys to our success. In collaboration with the Chinese marketing teams, we design tailor-made products that reflect Anthogyr’s core values while

integrating the cultural dimensions of the country. Together, we will soon be launching a strategic campaign aimed at patients and will be working with practitioners to promote our flagship products, such as our reduced diameter implants or the Axiom® 2.8, launched in 2020.

A.H.: We will continue to promote star products like Axiom® 2.8 and other unique series of kits offered by Anthogyr. We will begin designing digital solutions to better support full-arch and immediate implantation techniques. Anthogyr’s Service Set which is coming soon will provide an even better after-sales experience to users of Anthogyr’s products in China. To thank our customers and continue to develop our



presence, we have been organising events. To celebrate “Anthogyr’s 20th Anniversary in China”, we will be holding online and offline seminars and events to discuss evidence-based technologies with respected experts from China and around the world to strengthen the awareness and reputation of the brand. We will also be focusing our sales activities on DSO clients to expand the reach of Anthogyr’s implants to the mid-range market for better product coverage and to increase the number of new users of Anthogyr’s products.

What will be your key strengths?

Y.S.: We will be supporting our Chinese colleagues for the organisation of major events in the different provinces, and will also be developing the presence of Chinese conference speakers abroad. Our training center, Campus Anthogyr, is a great asset both for our customers and for our internal teams. We are also currently working on our digital Campus 4.0.

Are there plans to move from a digital to a face-to-face partnership?

Y.S.: We are very much looking forward to meeting with our colleagues and welcoming our Chinese customers again, and to visiting China as soon as the health crisis is over. Going out into the field with the sales teams, familiarising ourselves with the market and the local culture is an essential part of understanding the needs of our customers.

Do you plan to be back in France soon?

A.H.: One thing is for certain, I am very much looking forward to the end of the COVID-19 pandemic so that I can bring my teams and Anthogyr customers over to France to benefit from face-to-face meetings with your expert teams, visit your factory, and gain first-hand experience of the passion and professionalism at Anthogyr. 🍷

“

OUR FRENCH TEAMS RESOLUTELY FOCUSED ON CHINA”

Our dedicated multidisciplinary team works actively from France to ensure that the expectations of our practitioners and customers in China are fully satisfied. From the Anthogyr headquarters in Sallanches, located near Chamonix, at the foot of the Mont Blanc, to the clinics and dental practices in the Chinese provinces, we take a closer look at a product journey that has left no stone unturned.



Valérie Rouhier



Annie Di Piazza

How does a French company integrate the unique qualities of the Chinese market?

Valérie Rouhier, Product manager: To guarantee customer satisfaction and attract prospects to our brand, we need to adopt a full 360° vision. We need to understand the market structure, the competition, and customer expectations regarding products and services. These elements enable us to provide a unique and exclusive offer. Our 20-year long presence is, of course, our great strength, but we must always remain humble. We are fully committed to consistently updating our knowledge and sharing it between the French and Chinese teams. Our daily video calls or e-mail exchanges enable us to overcome distances and create a real sense of proximity.

What criteria do you use to select the products you market?

Annie Di Piazza, Product Manager: the timeframe required for the registration of products compels us to make a selection from our own range.

In collaboration with the Anthogyr Product Manager based in China, we select the devices that best correspond to market demands and trends. For example, in December 2020 we launched the FlexiBase® range. This range of versatile titanium bases that allows laboratories to manufacture customised dental prostheses by CAD/CAM machining had no equivalent in its product category on the market.

Do you assist with the launching of products?

Annie Di Piazza: We provide communication and training materials so that our colleagues in China can promote our products as effectively as possible. We also provide them with a complete product launch package which includes brochures, presentations, social media content, advertising, demonstration material, etc. As product manager, I offer support and guidance to the Chinese team by answering any technical or logistical questions they may have. We make sure that our presence is always felt!

What is the customer feedback?

Valérie Rouhier: Very positive, both for the quality and the reliability of our implants. Practitioners appreciate the high French industrial standards and requirements. When they visit our production site in Sallanches, they are highly impressed. Certain implants such as the Axiom®2.8 reflect this enthusiasm as it has the highest market reach in China. This mini invasive bi-block implant, the narrowest on the market, offers a real competitive advantage for clinics wishing to offer more aesthetic solutions for their patients.

Is regulation a major challenge?

Sabine Brayette, Regulatory Affairs manager: China is one of the most demanding markets in the world from a regulatory point of view and has its own high standards. It takes about three years to register a medical device such as an implant or a prosthetic part. With this in mind, we remain patient and persistent.

(...)



(...) What are the key steps for registration?

Sabine Brayette: We present the product to our Straumann Group colleagues responsible for regulatory affairs in China and together we define its registration strategy. For the most complex devices such as implants, we are obliged to repeat all our validation tests on site, at centres recognised by the NMPA, the Chinese agency for regulating drugs and medical devices. The comparison of the results of these tests with the technical data and clinical studies provided enables the local teams to draft and submit the registration file. During the assessment process, additional information and tests are often requested. Once the certificate is finally issued... it is only valid for five years! We therefore have to manage the renewal of applications simultaneously. We are currently working on thirty-five renewal files.

Are many departments involved in the process?

Marilyn Bouvet, Project Manager dedicated to regulatory affairs in the Chinese market: I communicate daily with my counterpart in China and work closely with our teams here in Sallanches. I draw on the technical knowledge of our design office to present the design and manufacture of the devices. I also ask them for testing and labelling (trademark registration). I coordinate production, ensuring that the manufacturing flow for China is carried out after the date of certification, as well as the logistics team responsible for affixing notices and specific labelling, an important feature for this market.



Does the design office* play a special role?

Hervé Richard, R&D and Innovation Engineer: In Europe, we market tested and validated products with CE marking, but China has other requirements for which we have to do additional testing. I am in charge of preparing the samples and transmitting the recommendations for the tests carried out in China. Depending on the requests of the file investigator, I may need to carry out other physical tests or numerical simulations, transmit clinical studies, calculations, finite elements, etc. The R&D department which is also responsible for the source data also deals with the specific labelling for this market and with intellectual property. I recently registered the AxIN® trademark in European and Chinese characters. AxIN® will become 安可欣. 🍷

*The design office is responsible for proposing product innovations and technical solutions and validations on products.



光华口腔种植论坛

暨国家继续医学教育项目《现代口腔种植技术》高班

项目编号：2019-02 (国)

2019年6月

主办单位：广东
中山
广东

FOCUS ON TRAINING & EDUCATION



In response to Chinese practitioners' pursuit of excellence, Anthogyr has developed an exclusive offer dedicated to training and the transmission of knowledge and expertise.

Do you run seminars specifically for Chinese practitioners?

Anne Bernard, Training & Education Manager: We welcome our Chinese customers to seminars here in Sallanches. During a two-day session, we present our expertise and the Anthogyr brand. A first day is dedicated to practical workshops using our implants, products and devices followed by a visit of our production site. Our customers then participate in a clinical day

led by an implantologist at our dedicated 250 m² Campus training centre. And of course, from the moment they arrive at the airport until they leave, we take care of everything, including showing them around the Mont Blanc valley!

Are there conferences held in China as well as webinars?

Anne Bernard: Over the past seven years, we have been organising conferences in many Chinese cities to cover this vast country. International implantologists share their surgical expertise on various topics and always enjoy meeting their Chinese colleagues. In the current context, we are digitalising these meetings. During Anthogyr's

20th anniversary campaign in China, our Chinese colleagues will host two product webinars in Mandarin, one on full-arch reconstruction and the Axiom® bone stability, the other on immediate loading and the Axiom® 2.8. We are also working on the creation of a Virtual Campus where tutorials on our products and live and recorded surgeries will be available.

Is internal training also a major priority?

Audrey Robache, Internal Training Manager : It is our duty to perfectly master our products and protocols to be able to provide expert advice to our Chinese practitioners. To this end, I provide regular training for my product and sales colleagues from the Straumann Group in China. I set up training sessions on the basis of their requests. Since 2020, these sessions have been conducted digitally, which does not prevent interactivity, and to take things further, I will soon be livestreaming practical workshops to encourage the manipulation of our components.

- 300 Chinese practitioners hosted
- 17 training courses organised in France over 5 years
- 11 international KOLs held conferences in China

“THE PATH TO SUCCESS”

WHY ARE IMPLANTOLOGISTS IN CHINA INCREASINGLY CHOOSING ANTHOGYR AS THEIR TRUSTED PARTNER? FIVE PRACTITIONERS DISCUSS THEIR REASONS, AND THE BENEFITS OF THIS CHOICE IN THEIR PROFESSIONAL PRACTICE. OUR LONG-TERM PARTNERS SHARE THEIR EXPERIENCES, REACHING FAR BEYOND THE PRODUCTS THEMSELVES.



Prof. Zou Derong

*Chief physician
& Director of the Sixth
People's Hospital
Implant Center,
affiliated with Shanghai
Jiaotong University
Shanghai, China*

and unique design, is perfectly adapted for patients with narrow interdental spaces and has led to more versatile indications for their products and resulted in new developments in implant technology.

Which are your preferred products and why?

Z. D.: I enjoy working with all the Anthogyr Implant system models. The compact surgical kits, the implant designs and unified specifications for all prosthetic parts offer convenience in my clinical practice and reduce treatment times for my patients.

“Whenever new clinical challenges arise, I am always provided with a timely solution.”

How would you describe your relationship with Anthogyr and its team members?

Z. D.: As a partner of Anthogyr, I am very impressed by their ongoing support. Whenever new clinical challenges arise, I am always provided with a timely solution. Collaborating with Anthogyr is always a great pleasure.

Have you participated in any special events with Anthogyr?

Z. D.: I have been invited to numerous professional seminars and ongoing training courses for our profession. As an Anthogyr lecturer in China, I am fully committed to promoting the Anthogyr implant systems to benefit more patients, offering them an improved quality of life. (...)

Could you tell us more about your professional career and your activity as a dental practitioner?

Zou Derong: I work as the chief physician and head of department at a World-Class hospital in Shanghai, China.

When did you start collaborating with Anthogyr and what have been the main benefits from this collaboration?

Z. D.: I had heard about the Anthogyr implant system long before I started using it in my practice back in 2015. The Anthogyr implants offer the advantages of self-taping, platform switching and a maximum torque of 70NCM. I am very happy and grateful to have the opportunity to work with Anthogyr.

In your view, what are the greatest strengths of the Anthogyr products?

Z. D.: Each implant system has its own unique characteristics. The creation of the Axiom® 2.8 implant, with its ingenious



(...) **How do you see your relationship with Anthogyr evolving over the coming years?**

Z. D.: We envisage and look forward to long-term collaboration with Anthogyr. We are fully confident that Anthogyr will continue to improve and innovate its product range with its unceasing development of product advantages. Together we can move forward, enabling our profession to provide better solutions for more patients.

Could you give us some key figures?

Z. D.: More than 50 medical professionals currently operate at our Centre for Oral Implantology. Our practice is based on solid expertise, and significant clinical experience in implantology solutions. We continue to base our development on a multi-disciplinary principle to provide the best clinical treatments for complicated conditions.

Can you share a few words on the 20th anniversary of Anthogyr? What do you wish for the future?

Z. D.: I hope that Anthogyr continues to strive ahead with their innovations and strong business development following this 20th anniversary!

What is your most special memory with Anthogyr?

Z. D.: We continue to be very impressed by the excellent technical support and high quality after-sales service.



Prof. Cao Yingguang

Chief physician & Director of the Dental Implant/Restoration Department of the Wuhan Tongji Hospital, affiliated with the Huazhong University of science and technology
Wuhan, China

Could you tell us more about your professional career and your activity as a dental practitioner?

Cao Yingguang: I have been working for the Dental Implant/Restoration Department at the Tongji Hospital, affiliated with the Tongji Medical College of Huazhong, University of Science and Technology since 1984.

When did you start collaborating with Anthogyr?

C. Y.: I first started using Anthogyr implant products around the year 2000.

In your view, what are the greatest strengths of the Anthogyr products?

C. Y.: For me, "Ease of Use" is the greatest strength of the Anthogyr products. They are very easy and convenient to use in clinical practice.

Which are your preferred products and why?

C. Y.: My favourite product is the impactor for Axiom® 2.8 implants. It is very easy to use and has

high precision. Its high quality design is exceptional. It is one of a kind.

How would you describe your relationship with Anthogyr and its team members?

C. Y.: Anthogyr is a great partner. I have experienced wonderful collaboration with the company and its distributors over the past 20 years.

"Ease of Use is the greatest strength of the Anthogyr products."

Have you participated in any special events with Anthogyr?

C. Y.: I visited the factory in Sallanches. As an Anthogyr lecturer, I have hosted several seminars and training sessions during the Anthogyr tour of China in Zhuhai, Wuhan and Changsha, etc. I also organised a few training sessions to discuss solutions for cases using Anthogyr's products.

How do you see your relationship with Anthogyr evolving over the coming years?

C. Y.: I hope that Anthogyr China is able to pick up the pace for product developments in international communities. I look forward to seeing more new and improved products entering the Chinese market in the near future, to offer patients and dental surgeons the convenience and advantages of new technologies and products.

Could you give us some key figures?

C. Y.: We have 6 dental surgeons in our department, all of whom are specialised in implantology and

restoration. 200 Anthogyr implants were place by our specialists in 2020. This figure is impacted by the COVID-19 pandemic. We estimate that another 400 implants will be placed this year.

Can you share a few words on the 20th anniversary of Anthogyr? What do you wish for the future?

C. Y.: the past has laid the foundations for a bright future.

What is your most special memory with Anthogyr?

C. Y.: I have a great memory of the year I visited the factory in Sallanches. I climbed up the Mont Blanc located near the factory during that trip. When I was standing at the top of the mountain, I thought of how well the Anthogyr implants represent the romance and beauty of France whilst I looked out over the magnificent snowy mountain view. The thin neck of the implants reminds us of the graceful waistline of a French girl. A representation of true "beauty" that combines practicality with romance.





Prof. Fu Gang

*Chief physician
& Director of
the Implantology
Department,
Ran Jiaba District,
at the Stomatological
Hospital of the
Chongqing Medical
University*

in Chongqing, China

Could you tell us more about your professional career and your activity as a dental practitioner?

Fu Gang: My name is FuGang, I work in the Implantology Department, at the Stomatological Hospital, affiliated with the Chongqing Medical University. I work as the head of department with the title of Professor. I started implantology prosthetics in 2018 and studied systematic training at BITC from 2008 to 2011. I was transferred to the implantology department in 2014.

When did you start collaborating with Anthogyr and what have been the main benefits from this collaboration?

F. G.: I started using the Anthogyr products in 2012. The main benefit has been the creation of the CITC, the Chongqing Implant Training Center, in China, in collaboration with the Straumann Group.

In your view, what are the greatest strengths of the Anthogyr products?

F. G.: the Anthogyr implant system provides very comprehensive implant models that meet the needs of all clinical cases requiring implant prosthetics. The clinical operations for placing the implants are very easy, efficient and versatile. The implants have excellent surface treatment which enables stable osseointegration. The high precision of the components and quality design of the implant neck ensure a good level of bone stability.



Which are your preferred products and why?

F. G.: All three of the Anthogyr products offer their own benefits and uses. I enjoy using all the products and don't have a particular preference for one of them.

How would you describe your relationship with Anthogyr and its team members?

F. G.: I have just one word to describe the after-sales service that Anthogyr provides: Exceptional! And to add to that: Keep up the good work!

"The Anthogyr implant system provides very comprehensive implant models that meet the needs of all clinical cases"

Have you participated in any special events with Anthogyr?

F. G.: I currently represent Anthogyr as one of their expert lecturers. I actively participate in the academic events held by Anthogyr including the national tour, and special training sessions held by the CITC for Anthogyr implants.

How do you see your relationship with Anthogyr evolving over the coming years?

F. G.: I hope that my collaboration with Anthogyr will continue to be: Smooth sailing into a successful future based on quality standards.

Can you share a few words on the 20th anniversary of Anthogyr? What do you wish for the future?

F. G.: Congratulations to Anthogyr on their 20th Anniversary, a long-term partnership that reaches beyond time and space.

What is your most special memory with Anthogyr?

F. G.: the very first implant training event held by Anthogyr back in November 2014 and the strategic collaboration between Anthogyr and the CITC that was set up in 2017.



Prof. Huang Yuanding

Chief physician & Director of the Implantology Department, Shangqing Temple District, at the Stomatological Hospital of the Chongqing Medical University in Chongqing, China

Could you tell us more about your professional career and your activity as a dental practitioner?

Huang Yuan Ding: My name is Yuanding Huang, I work as Director of the Implantology Department, Shangqing Temple District, at the Stomatological Hospital, affiliated with the Chongqing Medical University, the Director of the Dental Implantology Department, School of Stomatology, at the Chongqing Medical University and a member of Dental Implantology Committee of the Chinese Stomatological Association and the vice president of ICOI China. I am also the senior lecturer at CITC, the training centre set up by Anthogyr in China.

When did you start collaborating with Anthogyr and what have been the main benefits from this collaboration?

H. Y. D.: I began my journey in 2016 with the

Axiom® REG and PX implant systems and have since performed around 1,000 Anthogyr implant procedures. Anthogyr's Implant System gives me the confidence and peace of mind to deal with all implant cases. It improves my efficiency in clinical treatments while providing my patients with excellent results.

In your view, what are the greatest strengths of the Anthogyr products?

H. Y. D.: the greatest strength of the Anthogyr products is their capacity for osseointegration. The products offer many advantages and are suitable for patients of all ages with varying bone

"My most favourite product is the Axiom® PX implant from Anthogyr."

quality. The implant failure rate is very low.

Which are your preferred products and why?

H. Y. D.: My most favourite product is the Axiom® PX implant from Anthogyr. The self-taping quality of this implant and its adaptability to the bone cortex allow me to use it in immediate placement. The Axiom® PX implant is also suitable for varying bone densities in the maxillary and mandible areas.

How would you describe your relationship with Anthogyr and its team members?

H. Y. D.: the marketing and training teams at Anthogyr are excellent. They provide great product

and clinical training services.

Have you participated in any special events with Anthogyr?

H. Y. D.: I have been a lecturer for Anthogyr China for over two years and have conducted more than 20 sessions of mid/advanced dental implant seminars at the CITC training centre in Chongqing. I have also participated in many of Anthogyr's tours around China.

How do you see your relationship with Anthogyr evolving over the coming years?

H. Y. D.: I am hoping to see more development in new materials and surface treatments for implant systems as well as full-scale, systematic and efficient services for digital implant systems. I also hope these products and services can be offered at affordable prices to benefit more patients in China.

Could you give us some key figures?

H. Y. D.: Our department includes a total of: 20 employees with 11 implantologists, specialising in full-arch implants, immediate placement, aesthetic implants, digital complex bone augmentation and digital guided implants. In 2020 we placed a total of: 880 implants. For 2021, we anticipate the placement of another: 1,000 implants



Can you share a few words on the 20th anniversary of Anthogyr? What do you wish for the future?

H. Y. D.: I hope that Anthogyr continues to consolidate its roots in China while striding forwards offering support for dental practitioners in China!

What is your most special memory with Anthogyr?

H. Y. D.: It was the signing of the CITC strategic cooperation agreement for continual training with Anthogyr.

Welcome to Sallanches!



**Prof. Peng Lin**

*Head of the
Implantology
Department
at the West China
Stomatological
Hospital
in Chengdu, China*

Could you tell us more about your professional career and your activity as a dental practitioner?

Peng Lin: I graduated from the School of Stomatology at the Wuhan University in 2006 with a doctorate degree in prosthodontics. In 2009, I went to the FILA Dental College at the University of Hong Kong for training in dental implantology. Since 2011, I have been working in the Implantology Department at the West China Stomatological Hospital of the Sichuan University. In my clinical practices, I have performed over 3,000 dental implant and restoration cases, most of which were aesthetic implants and thirty or so were full-arch implants.

When did you start collaborating with Anthogyr and what have been the main benefits from this collaboration?

P. L.: the Axiom® implants were the first Anthogyr products I started using. This series of implants has demonstrated reliable and consistent clinical results based on the long-term follow-up cases of immediate implants in aesthetic areas, delayed bone augmentation, annular bone graft with simultaneous implants, extreme sinus lift procedures and the fixed restoration of full-arch implants.

In your view, what are the greatest strengths of the Anthogyr products?

P. L.: the Axiom® Implants from Anthogyr offer fast osseointegration capabilities, high strength mechanical properties with grade V titanium, an excellent high quality implant design, convenience and ease

of use during operations as well as comprehensive clinical evidence of good results.

Which are your preferred products and why?

P. L.: I use different Anthogyr products depending on their suitability for the surgical procedures I need to perform. For example, I use Axiom® REG implants for sinus lift procedures and annual bone grafts with severely insufficient bone height, Axiom® PX implants for immediate placement and restoration in aesthetic areas and immediate loading for full-arch implants, and titanium temporary abutments with different heights and gingival heights in the Axiom series for temporary crown/abutment implants.

How would you describe your relationship with Anthogyr and its team members?

P. L.: the sales and training teams from Anthogyr provide services for dental implantologists at all stages of their clinical practice; regular visits are paid to dental practitioners for a clear understanding of their needs and to resolve any practical issues encountered; online and offline training sessions are conducted for young dental practitioners for continual training and to acquire clinical experience; regular seminars are held where international and national dental professionals and professors are invited to share the latest developments and technologies in the industry with dental practitioners.

Have you participated in any special events with Anthogyr?

P. L.: I started my role as a lecturer for Anthogyr 6 years ago. I have trained more than 100 young dental practitioners through numerous training sessions for basic dental implantology, aesthetic implants and sinus lift grafts over the last 3 years. I was also a lecturer for the 2019-2020 Anthogyr China tour.

How do you see your relationship with Anthogyr evolving over the coming years?

P. L.: I hope to be able to further my collaboration with Anthogyr through the following activities: 1) collaborate and work alongside Anthogyr on products such as their Digital Implant solutions; 2) participate in the clinical randomised controlled studies or experimental studies on the mechanical stress of components for Anthogyr products, such as the Axiom® 2.8; 3) continue my participation in dental implant training for Anthogyr's products;

4) become an international lecturer for Anthogyr to share my expertise with dental implantologists around the world.

Could you give us some key figures?

P. L.: We have more than 20 dental implantologists working in our Implantology Department at the West China Stomatological Hospital of Sichuan University. We specialise in minimally invasive implants, aesthetic implants, full-arch digital implants, fixed implant restorations, zygomatic implants and prosthetic implants. We also are keen on developing new technologies for dental implants. I personally placed more than 100 Anthogyr implants in 2020. With more Anthogyr products entering China, I estimate that I will be placing around 150 implants this year.

“Axiom® Implants from Anthogyr offer fast osseointegration capabilities, and high strength mechanical properties”.

Can you share a few words on the 20th anniversary of Anthogyr? What do you wish for the future?

P. L.: To “Aim and Achieve Perfection” which was the heading for my presentation at the Anthogyr Anniversary event in China last year. I hope that Anthogyr's 20th anniversary tour of China will introduce new innovations and will continue to generate enthusiasm, always aiming for “Better than Best”.

What is your most special memory with Anthogyr?

P. L.: I began my journey with Anthogyr long before Anthogyr merged with the Straumann Group. I performed my first Anthogyr Axiom® implant in 2014. Anthogyr and its implant systems were not well known in local market at that time. I discovered their unique solutions and fully integrated Anthogyr into my practices. This is why I have every confidence in the future development of Anthogyr. I have become a lecturer for Anthogyr and I am fully committed to promoting dental implant technologies. Anthogyr merged with Straumann in 2016. I am in full admiration of this strategic merging with the Straumann Group. As a result, Anthogyr has been able to reach a wider circle of implantologists over the past 5 years. Dental surgeons are increasingly choosing Anthogyr implants. My positive experiences with Anthogyr lead me to believe that I will be continuing my collaboration with Anthogyr. 🍀

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