

A Remarkable Triumph of the 2023 Oral & Dental Health Congress & Exhibition

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Mr KC Makhubele – CEO, South African Dental Association

I am honoured to share with you a comprehensive report on the South African Dental Association's (SADA) standout event of the year, the SADA Oral & Dental Health Congress & Exhibition, which took place from August 25th to 27th, 2023, at the Cape Town International Convention Centre (CTICC).

This year's congress, with aptly structured and mixed learning content, was a resounding success that left an indelible mark on our dental community. Allow me to take you through the highlights and achievements of this extraordinary gathering of dental professionals, speakers, exhibitors, and thought leaders.

Unprecedented Attendance and Overwhelming Response: The 2023 congress saw an unprecedented level of engagement, with a staggering 40 International and local speakers gracing our stages. The program featured a diverse array of speakers who addressed a wide range of topics catering to various segments of our dental community. These included General Practitioner Dentists, Specialist Dentists, Dental Technicians, Dental Therapists, Oral Hygienists, Dental Assistants, Dental Receptionists, Practice Managers, and even their spouses. Additionally, a dedicated section was included to empower and celebrate "Women in Health Leadership." The event garnered exceptional interest, evident in the sale of 914 congress tickets for delegates—an astonishing 31% over-subscription rate. Additionally, we were privileged to host

78 Dental traders, including 66 local and 12 VDDI (German) traders, accompanied by over 330 trader delegates. This overwhelming response demonstrated the enthusiasm and commitment of our dental community to advancing oral and dental health care in South Africa.

Exceptional Feedback from Delegates, Speakers, and Traders:

The heartwarming feedback we received from delegates, speakers, and traders was a testament to the congress's success. Delegates expressed their appreciation for the wealth of practical knowledge gained during the event, knowledge that can be readily applied in their practices. Speakers, both international and local, were praised for their ability to engage, inspire reflection, and facilitate learning. Our traders were also celebrated for their quality products and services. Many individuals remarked that this was the most impactful dental conference they had attended in over a decade.

Dental Excellence in Action:

As CEO, I had the privilege of personally visiting 99.9% of the trade stands, where I witnessed firsthand the dedication, innovation, and commitment of our exhibitors. This direct interaction reaffirmed the vitality of our dental industry and the potential for advancement through collaboration and knowledge exchange.

It is with immense gratitude and appreciation that we extend our heartfelt thanks to every one of you who contributed to the resounding success of the SADA Oral & Dental Health Congress & Exhibition held at the CTICC from August 25th to 27th, 2023, without you this event would not have been the success it was.



SADA

DENTAL & ORAL HEALTH
CONGRESS AND EXHIBITION

25–27 AUGUST 2023

CTICC, Cape Town



A Glimpse into the Future:

Looking ahead, we are already gearing up for the SADA Oral & Dental Health Congress & Exhibition in 2024, scheduled at Times Square from August 31st to September 1st. Moreover, recognizing the short period between these two significant events, we are actively planning for the 2025 Congress to ensure continued excellence and growth within our community.

Acknowledgements:

I extend my heartfelt gratitude to the members of the SADA Scientific Advisory Committee for their exceptional work in organizing this congress. A special salute goes to Dr. Jean van Lierop, the committee's chairperson, for his exemplary leadership and dedication. Our Committee members included:

- Dr Jean van Lierop (Chair)
- Dr Mark Bowes
- Prof Howard Gluckman
- Dr Ridhwaan Haffajee
- Dr Avish Jagathpal
- Prof Riaan Mulder
- Prof Dirk Smit

I also take an opportunity to thank all my operational staff who worked on this (Rebecca Mokwatlo, Kevin Woolward, Ann Bayman, Tshepo Moletsane), but a special thanks go to Marilize Janse van Rensburg for being an awesome organiser of the entire event.

Final Thoughts:

In conclusion, the 2023 SADA Oral & Dental Health Congress & Exhibition was a testament to the collective spirit of our dental community. It showcased our commitment to advancing oral and dental health care, fostering innovation, and nurturing professional growth. As we embark on the journey towards future congresses, we do so with a deep sense of purpose and a vision of a brighter, more prosperous future for South African dentistry.

I invite you all to stay tuned for the detailed feedback and survey results that will guide us as we plan our path forward. Thank you for being part of this remarkable journey and for your unwavering support in our mission to elevate oral and dental health care in South Africa.

