

DIPLOMACY FOR ADVOCACY

ORLANDO
MONTEIRO DA SILVA

FDI WORLD PRESIDENCY

2011-2013



ORLANDO MONTEIRO DA SILVA :: FDI WORLD PRESIDENCY

DIPLOMACY FOR ADVOCACY

When I took office as FDI President two years ago at the meeting of the General Assembly in Mexico City, I made a commitment to leave FDI in a stronger position and reinforce its reputation as a reliable, trustworthy and credible partner to our members, stakeholders, the industry and partners.

By joining hands in the pursuit of these goals, we have been able to overcome the heavy challenges of recent times and can at last perceive on the horizon a glimmer of hope and sustainability. This is due to the Council, the Executive Committee, the FDI staff under the leadership of the Executive Director, and volunteers both within and external to the Committees, all working together with the same passion to succeed.

In my role as FDI ambassador, communicating the ethical and practical messages of FDI among its members and stakeholders around the world, I have been touched by the enthusiasm of my hosts in 35 countries for the work of FDI and their commitment to the values of the dental medicine profession. It is this energy and enthusiasm that helped me accomplish what I set out to do.

This publication is an illustrated story of some of these moments since I took office in 2009 as President-elect.

I invite you to consult more detailed information at www.orlando.pt and subscribe to my email newsletter.

In concrete terms, FDI has made measurable achievements in a number of areas over the past 12 months. The ones I would like to highlight here are “Vision 2020, shaping the future of oral health”, the FDI Strategy for Africa, our global partnership with Unilever, our success in the field of dental materials and its immediate results, the Annual World Dental Congress (AWDC) and, finally, World Oral Health Day 2013.

Following last year’s adoption of Vision 2020, a revised version was published in the International Dental Journal. At a meeting in Chicago in February, a decision was made to move into Phase II in two specific areas, data collection/oral health indicators and collaborative practice. We have managed to obtain some industry financing for this

initial stage. We had a meeting in June to lay the groundwork for moving forward in these two areas.

June of this year also saw the publication of FDI’s Strategy for Africa, in reality not only a strategy but also a list of activities to be undertaken by Africa-based National Dental Associations (NDAs) and by FDI. The published statement was the result of a summit in Cape Town in November 2012, which included group and break out sessions, and reached a true consensus on the way forward.

We continue to score successes with our global Live. Learn. Laugh. partnership with Unilever Oral Care, now in Phase II and involving 27 countries. The meeting for 2013 took place in Athens, where all the participants were able to report the latest developments. Phase II, as you are probably already aware, has a more particular focus on data collection and analysis.

One of the major successes in 2013 was ensuring the continued availability of dental amalgam by ensuring its phase-down, rather than phase-out, in the Minamata Convention, the international treaty on mercury to be signed in October in Minamata, Japan. This success was due to a concerted effort by FDI, the International Association for Dental Research (IADR) and with the support of the Oral Health Programme of the World Health Organization (WHO) over a three-year negotiating period, launched in 2010.

In return, the dental medicine community promised a concerted effort in the field of prevention and reduction in the impact of dental amalgam. I am happy to report that, in collaboration with United Nations Environment Programme (UNEP), WHO and International Dental Manufacturers (IDM), we have already moved into the implementation phase with a pilot project on dental waste management in East Africa.

The move from a centralized to a subsidiarity approach to the congress organization is also proving to be extremely effective. Istanbul 2013, New Delhi 2014 and a list of additional National Dental Associations potentially interested in future editions are examples of a successful model implemented in the last two years.

Finally, I would like to draw attention to success of World Oral Health Day 2013. We had no illusions that 20 March would be celebrated everywhere; in fact, it is unlikely that we would ever achieve a 100% alignment around the world. What we did achieve was a sustained worldwide effort and a group of case studies as we encourage more and more countries to join us in the coming years. Thirty-six countries is about one fifth of the world’s nations: it’s already an important beginning.

To close, I would like to salute progress over the past year both in the performance of the Geneva office and the good news of returning to surplus, ending a series of disappointing financial results. It reflects well on all of us that, once the alert was given, we immediately adapted our work and style of living to the new realities. All together these achievements, among others that can be objectively measured, have contributed to firmly re-establishing FDI on the map as the reference world organization for oral health.

For the future, my message is that FDI should pursue its long-established role as advocate for oral health combined with appropriate diplomacy, uniting the profession and working collaboratively with other oral health specialists and health professions.

I personally stand ready to continue my engagement with FDI World Dental Federation as a passionate and committed fan of its work and achievements. I would like to conclude by thanking my colleagues in Portugal, and especially the Portuguese Dental Association, Ordem dos Médicos Dentistas, for their support throughout my term as FDI President.

Sincerely yours,

ORLANDO MONTEIRO DA SILVA ELECTED TO THE POSITION OF PRESIDENT-ELECT OF FDI WORLD DENTAL FEDERATION



Orlando Monteiro da Silva: “(..) this election is extremely important because of what it means for dental medicine. It is necessary to pay attention to the increasing mobility of professionals and patients, the quality of dental medicine services, the role of third agents between the profession and the general public, the organization and development of dentistry and patient safety (...) a FDI that promotes every aspect of oral health: education, prevention, treatment and rehabilitation. An FDI focused on the importance of these different aspects of oral health and on the population’s quality of life”.

Singapore, September 2009



01 Chicago Dental Society Midwinter Meeting
USA, March 2010
The 145th Midwinter Meeting was a space where I had the opportunity to hear from several people and Institutions. I met with the President of the American Dental Association, Ronald Tankersley, and colleagues from Chicago, Brazil, Italy and also with FDI Corporate Partners.

02 ERO Plenary Session in Yerevan
Armenia, April 2010
The City of Yerevan, Armenia, was the stage for the election of the new ERO President-elect and board members. Also presente were Gagik Tsarukyan, President of the Prosperous Armenia Party, Tigran Sargsyan, Prime Minister of the Republic of Armenia and Harutyun Kushkyan, Ministry of Healthcare.

04 Korean Health and Welfare Minister, Soo-Hee Chin at the FDI head office
Switzerland, May 2010

05 The Spanish Dental Association's General Assembly
Spain, June 2010

Today, health is people’s main concern. I believe health systems must face four challenges: pragmatism, transversability, accountability, and sustainability. The future of our our health depends on that.

The Challenge of Pragmatism

In politics, ideology, by force of circumstance, gradually gives way to pragmatism. The meaning of the word pragmatism - ‘the doctrine according to which practical matters are the criteria of knowledge, as opposed to intellectualism’ - speaks for itself. In fact, politics is more and more concerned with issues affecting people’s everyday lives, such as health, education, and social security, among others. As an example of this, Obama’s health reforms played a central role in the latest presidential elections in the United States. Also in EU health system reforms will be the core of political agendas in many countries.

Pragmatism prevents health policies from being irreversibly affected by ideological and ephemeral aspects, by the ‘isms’ that have brought about so much tragedy in the entire world, and drives health away from the most adequate solutions. It is when the debate becomes a partisan dispute, depending on budgetary and electoral cycles, that solutions are compromised or postponed.

The Challenge of Transversability

According to World Health Organization, ‘health promotion activities are carried out on a daily basis and comprise initiatives involving social, personal and physical resources, in addition to disease-oriented interventions.’ The global improvement of health conditions must rest on basic factors, such as reasonable income levels, good living conditions, and adequate nutrition, apart from the access to information, the acquisition of social skills, the presence of a market offering healthy products, services, and equipments, and economic, social, and environmental conditions for the advancement of health. Today, we can observe that the most common non-communicable diseases, such as cardiovascular conditions, cancer, and chronic respiratory disease, share several risk factors like tobacco use, alcohol abuse, sedentary habits, and inadequate diets. These risk factors are determined by economic, social, gender, political, behavioral, and environmental factors and call for multisectarian answers that national health services must be able to coordinate. They are also a huge public health problem due to their prevalence and incidence in every region of the world and, as in all diseases, they affect less-privileged and socially marginalized populations. These chronic diseases, together with technology, lack of information, and an aging population, lead to a growing tension within the health systems of the world’s most developed countries. And these tensions, leading to a restriction of the services provided by public health sys-

tems, do not depend on their efficacy or efficiency. It is therefore necessary to look at health in a transverse way and from different viewpoints which take into account other sectors like education, social action, civil education, and economy as a whole. Will European governments face this reality?

The Challenge of Accountability

I am convinced that the challenges societies are facing all over the world, such as health, education, and social security, are not only a matter of finance but also a matter of civil and educational awareness. It is necessary to develop a pedagogical activity among the population, in order to make people aware of their rights and duties. I think that at least part of the debate and the solution has to focus on the issue of accountability, not only to define everyone’s rights, but also to develop a reciprocity mechanism regarding the duties of those involved in defining a policy for our health systems, as well as the duties of the entire society, of users, of decision makers, and of all health professionals. The lack of accountability is a real cancer in health systems.

The Challenge of Sustainability

Providing everyone with the right to health protection demands a change of several paradigms, such as making people deeply aware that health care is not free. Today, this is a perverse notion in terms of sociological behavior. However, health services are indirectly funded by all, or at least most of us, through our taxes.

It is pointless to try to avoid reality and think that is possible to freely provide everybody with all they need...

Health systems need to be more flexible in order to better and faster adapt to the ever changing socioeconomic realities.

To conclude,

We must remove the ideological issues from our debate about health systems. We must make it nonpartisan, take it to the level of citizenship and have a pragmatic, transverse, individually responsible and financially sustainable approach.

In all the world, health also needs comprehensive social and political contracts. For the sake of our health!

Article publish in four languages
(English, French, German and Spanish)
at the Euractiv news network. October 2010



01 Adeus Salvador! Hola Mexico!

02 Brazil, September 2010

I came out of this parliament very enthusiastic about the projects that FDI has for the future. Here I would like to highlight: The Global Caries Initiative; VOX programme; FDI Africa Strategy; Diabetes Press Conference; FDI Business Plan. At the General Assembly I also addressed my point of view about my beliefs for FDI on the theme “Communication & Reputation Management: a new approach”.

03 5th International Congress of the Italian Dental Association

Italy, October 2010

My speech was on the theme: For the sake of our health.



01 United Nations Environment Programme
02 Japan, January 2011
(...) second session of the intergovernmental negotiating committee to prepare a global legally binding instrument on mercury (...) I was there representing FDI (...) FDI's presence was very important to ensure that the issues concerning dental amalgam were properly represented in the discussions on mercury.

03 Visit to the GC Corporate Center
Japan, January 2011
Me with GC President and CEO, Makoto Nakao.



04 18th FDI/MDA International Scientific Convention and Trade Exhibition and Wisma MDA Night - "One Malaysia, One Dental Family" in the presence of the Minister of Health Dato' Sri Liow Tiong Lai
Malaysia, January 2011
"(...) The Malaysian Dental Association and the FDI World Dental Federation have been associated through our Continuing Education programme for nearly years. The 18th FDI/MDA International Scientific Convention and Trade Exhibition, taking place this week in the Kuala Lumpur Convention Centre, is the most recent example of this on-going partnership. The topic of caries prevention brings me to an important project that has become a major focus of the FDI, The Global Caries Initiative. The Global Caries Initiative aims to establish a broad alliance of key influencers and decision-makers from research, education, clinical practice, public health, government, and industry, partnering in a common goal: to effect fundamental change in health systems and individual behaviour to achieve the 2020 goal. It is the role of the dental profession, as trusted health professionals, to lead the development of a new paradigm for caries management and to create a common vision of health (...)"



01 34th International Dental Show
Germany, March 2011
(...) promoting our FDI Congress in Mexico with our FDI industry partners (...).

02 International Association of Dental Students
Germany, March 2011
To be a dentist is also to be thirsty of new stimuli and shared experiences. And when this feeling begins while we are students, nothing can stop us. I remember very well my times at university, and early on a will of doing more and learn fast. That's why it's very easy for students to gain my attention and my support.



03 Meeting with the President of the Portuguese Republic, Aníbal Cavaco Silva
Portugal, April 2011

04 At the Best Smile Award 2010 for Vicente Del Bosque, the coach of the Spanish National Football Team, by the invitation of Manuel Alfonso Villa Vigil
Spain, May 2011



Media interview in Istanbul
Turkey, May 2011



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©Wikimedia



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01 18th International Dental Congress of the Turkish Dental Association
Turkey, May 2011

FDI has an important role in supporting its members. I was honored to take a closer look at TDA's development and work, especially the growth of its congress and at the dynamic role of dentistry here. As a dentist with a voice within dentistry worldwide, I will always share what motivates each one of those whose aim is better oral health for their population. I took the opportunity to speak to several colleagues and establish contacts for FDI. I would like to involve more and more each one of those who aim to have better oral health for their populations.

02 Non-Communicable Diseases: Millions of deaths can be prevented
USA, June 2011

This interactive hearing, organized by the President of the General Assembly, Joseph Deiss, involved non-governmental organizations, civil society organizations, the private sector and academia. All Member States were invited too. FDI was there taking a strong position on this issue once more without wasting the opportunity to identify steps for a future action plan.

04 WHPA: Non-Communicable Diseases
Switzerland, July 2011
By invitation of the IFPMA – International Federation of Pharmaceutical Manufacturers and Associations, I had the pleasure of participating as speaker representing the World Health Professional Alliance (WHPA) at the United Nations – Economic and Social Council, ECOSOC “Innovation Fair”.

Your Excellencies
Honoured guests
Ladies and gentlemen

When I attended my first FDI Congress in Paris in 2000, I did not imagine that, 11 years later I would be here addressing to you at the opening ceremony as FDI President. It's a moment of great emotion for me and I would like to take this opportunity to thank those who have supported me along the way, my family, my friends, and my colleagues from the Portuguese Dental Association, Ordem dos Médicos Dentistas, who supported my candidacy. The work of each president is to lead, strengthen and update policy and strategy in response to new social, political, economic and technological developments. Here are some of my thoughts: For decades, the dental profession – dental medicine as it should be designated – has limited its scope to the “operative or restorative” approach to dentistry. Today, it is generally agreed that we must move closer to the medical sphere, especially as co-related classic areas of dental medicine, education, prevention, treatment and rehabilitation demand this approach:

Why? Three reasons

- One, a more and more invasive approach in dental treatment and rehabilitation as well as FDI's strategic vision of leading the world to optimal oral health;
- Two, population ageing in some areas of the world; an increased number of medically compromised patients; and increased awareness of patient safety issues;
- And the third reason: the unequivocal link between non-communicable diseases like cancer, cardio vascular and respiratory diseases and diabetes with tooth decay and periodontal diseases.

In fact, after this Congress, I will travel to New York to attend the United Nations Summit on NCDs. I will also be there to for the UN launch of an NCD Action Toolkit that FDI has developed, demonstrating its commitment to work through partnerships such as the World Health Professions Alliance.

As for me:

- My first commitment is to ensure that FDI intensifies its great work with its private sector partners, for example in our Landmark programme Live.Learn.Laugh. or community-based oral health programmes in Africa.
- My second is to identify ways to complement FDI's considerable experience in the field of continuing education and ensure FDI continues to fulfil this great tradition.
- My third commitment is a personal goal as the first Portuguese President: to better integrate the millions of inhabitants of Portuguese-speaking communities of the world into the work of FDI (once in Portuguese, once in English)

It is my personal ambition to support FDI in its efforts to lead them, and the world population in general, to optimal oral health.



01 My taking office ceremony as FDI President
02 [Mexico, September 2011](#)



01 Portuguese delegation at the Welcome Ceremony



03 General Assembly B



04 With TC Wong President-elect

02 At the Portuguese Embassy in Mexico
From left, Jean-Luc Eiselé (FDI executive director), me, João Caetano da Silva (ambassador), Jaime Edelson and Victor Guerrero (both from the Mexican Dental Association and Local Organizing Committee).

Moments from the FDI Annual World Dental Congress | [Mexico, September 2011](#)



**01 Oral Health included in the United Nations
02 Non-Communicable Diseases global strategy
03 USA, September 2011**

04 The United Nations “recognize that renal, ORAL and eye diseases pose a major health burden for many countries and that these diseases share common risk factors and can benefit from common responses to NCDs”.

NCDs Facing the facts (source FDI):

- Oral diseases are the most common non-communicable diseases.
- Some 90% of the world's population is affected by tooth decay.
- A high proportion suffer from periodontal disease.
- Oral cancer rate high among smokers.

**05 New York University:
06 Putting Teeth into NCDs
USA, September 2011**

The United Nations held a High Level Meeting on Prevention and Control of Non-communicable Diseases, in New York. Jakaya M. Kikwete, President of the United Republic of Tanzania, and the Government organized a side event entitled “Putting Teeth into NCDs” at the New York University College of Dentistry.

**07 Namaste! Sri Ramachandra University
08 for the symposium “Dental-Medical
09 Interaction”
India, September 2011**

Was organized by IDA Greater Chennai Branch and the Faculty of Dental Sciences Sri Ramachandra University. Here, I’m with George Thomas, IDA head office president.



**01 FDI at American Dental
02 Association Annual Session
Las Vegas
USA, October 2011**

One says, what happens in Vegas stays in Vegas... But I'll open an exception regarding the ADA Annual Session. The problems of the profession are similar, at different scales, all over the world. And the answers are very often also global. FDI has a main role, as “leading the oral to optimal oral health”.

With William Calnon, Raymond Gist and Kathy Roth.



**03 World Conference on Social Determinants of Health
04 Brazil, October 2011**

WHO convened a global conference to build support for the implementation of action on social determinants of health. On behalf of FDI, I had the opportunity to intervene in two sessions, “Making policy coherent at national level”, regarding the necessity on all health policies to strengthen the social capital of communities, and “Changing the role of public health”, introducing the World Health Professionals Alliance Non-communicable Diseases toolkit. The event was attended among others by the vice-president of Brazil, Michel Temer, WHO director-general, Margaret Chan, the Portuguese secretary of state for health, Manuel Teixeira, the Portuguese director-general of health, Francisco George, the vice-minister of health of Mozambique, Nazira Vali Abdula, and president-elect of the World Medical Association, José Gomes do Amaral.



**05 Hechas en Uruguay
06 Uruguay, October 2011**

Meeting with Diego Cánepa Baccino, Prosecretario of the President of Republic Oriental Uruguay. Thought, another important political decision maker was informed about FDI and the profession proposals in Uruguay.

Meeting with Jorge Venegas, Public Health Minister of the Oriental Republic of Uruguay. We had a chance to present FDI and some of its projects. We discussed national health policies too. The oral health programme in the Montevideo area and FDI approach was the centre of the discussions. Finally, I had the enormous honour of being declared by the mayor of Montevideo Municipality, Intendencia de Montevideo, Ana Olivera honourable guest.



01 Referente Argentina!

02 Argentina, November 2011

03 I had the privilege to participate at the first Meeting of Dental Medicine Leaders of Latin America (Primer Encuentro de Referentes de la Odontología Latinoamericana). With Eduardo Luis Ceccotti, coordinator of the session and with Damían Basrani, president of the organizing committee of the AOA 36th International Journey.

04 Thanksgiving New York!

05 USA, November 2011

06 For the occasion of the 87th Annual Session of the Greater New York Dental Meeting, having been kindly invited by its general chairman, John Halikias and its executive director, Robert Edwab, I had the pleasure to attend this meeting on behalf of FDI. George Stephanopoulos, who was an senior adviser in the Clinton administration, was the celebrity speaker.

01 FDI at the WHO

Switzerland, December 2011

FDI is a NGO with official relations with WHO. In that capacity, we had a high level meeting in WHO headquarters (...) Of course oral health promotion was the main topic of discussion. In this photo, Poul Erik Petersen, WHO Global Oral Health Programme, Ala Alwan, WHO Chronic Diseases Prevention and Management coordinator.

02 FDI at the Pharmaceutical Manufacturers

(IFPMA) reception

Switzerland, December 2011

The next stage, which IFPMA has agreed to support, is to test and assess the NCD Toolkit in the field, that is, to answer the question: can health practitioners around the world use it in their daily work to educate patients on the risks of behaviours and to assess their current exposure to NCDs. It was particularly important for FDI to lead the NCD campaign: it meant we could help our partners in the World Health Professions Alliance in their efforts to accomplish goals in the field of public health. For FDI, it meant that we could achieve a longstanding need to better integrate dental medicine into the general practice of medicine. This is particularly important in NCDs where dentists will be called upon to play a key role identifying tell-tale signs of high risk behaviour, such as tobacco use, as well as early signs of chronic illness.

03 30º Congresso Internacional de

Odontologia de São Paulo (CIOSP)

04 Brazil, January 2012

Opening Ceremony of the 30th São Paulo International Dental Meeting (CIOSP), Brazil, chaired by the governor of São Paulo Federal State, Geraldo Alckmin. The Portuguese Dental Association was also there promoting its congress. With Adriano Forghieri, and Carlos Alberto Battagliani.



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01 Hvala Croatia!
02 Croatia, January 2012

03 The Croatian Dental Chamber (CDC), to further develop dental medicine and draw attention for the importance of oral health, organized several important meetings with the President of Croatia, Ivo Josipovic, with President of Croatian Dental Chamber, Hrvoje Pezo and CDC board members as well as a visit to University of Zagreb School of Dental Medicine. Once again FDI supports its members and their initiatives to promote oral health.



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04 AEEDC Dubai
05 Dubai, February 2012
Annual Arab-Asian-African-American Scientific Dental Alliance Meeting.



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01 Mumbai. Towards a paradise of smiles
02 India, February 2012

The Indian Dental Association organized the 65th IDC Conference, in Mumbai. Its purpose is to provide a widespread and continuous development of dentistry in India and gain more detailed knowledge of the potential for its growth.



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02 Live. Learn. Laugh. Global Workshop
03 Turkey, February 2012

Sometimes I am asked the question: does FDI have a direct impact on people's lives. It does, in a number of quite specific ways, from the dental materials used when we go to the dentist, to a number of issues on dental practice and ethics. As do other FDI issues, for example, waste management in dental practices, guidelines, good practice recommendations and public information messages. All these together have a tremendous impact on health professionals - but also on patients, both directly and indirectly. FDI's vision is ambitious: to 'lead the world to optimal oral health'. It brings this global vision to its partnerships and worldwide programmes. With limited funds available for restorative care in many countries, an essential part of FDI's strategy is to raise awareness of the importance of oral health and focus its projects and activities on prevention strategies. As FDI President, I am proud to be associated with a project that is contributing so much to oral health - Live. Learn. Laugh. We need very much to stress the point: "Good oral health is a primary factor in general health".



01 Obrigado Lisboa! Lisboa hosted the FDI Mid Year Council Meetings
02 Portugal, March 2012
03 Following a proposal from the executive director, the FDI Council agreed to hold the Mid Year Council and Committee Meetings in Lisbon. It was the first time the meetings were held away from the FDI head office. I believe that everyone enjoyed Lisbon. I was very pleased with the way things went. The meetings were extensive but fruitful. FDI gained in several ways from organizing the meetings in Lisbon.

04 Oral Cancer and Oral Health in Portugal
05 Portugal, March 2012
06 The Portuguese Dental Association, in partnership with FDI World Dental Federation, organized a conference under the theme “Oral Cancer and Oral Health in Portugal”. The programme focused on all the key areas of Oral Cancer. Juan Carlos Llodra Calvo: “Oral Cancer as a Public Health problem: the role of the Spanish Dental Association”. Gerhard Seeberger: “Role of the profession in cancer detection”. Francisco George, Portuguese health general-director: “Oral Cancer in Portugal”. Elmar Reich: “The preventive practice / Periimplantitis – prevention and treatment”. Sally Hewett: “Oral Health Volunteering – Sharing Global Resources”. The two panels of the conference were moderated by Portuguese dentists: Pedro Ferreira Trancoso, Ricardo Faria Almeida and José Frias Bulhosa.



01 Singapore IDEM
02 Singapore, April 2012
The IDEM/SDA exhibition held in cooperation with FDI World, was a huge success with 20% more attendees than the last edition. I was moderator of the “FDI Lecture: Pathogenesis and Management of Periodontal Disease – Changing Concepts” by Connie Drisko, from USA. At the IDEM Singapore 2012 opening ceremony the Singapore ministry of health, Gan Kim Yong, honoured us with his presence and, on behalf of FDI, I presented him with the publication Oral Health Atlas.

03 World Medical Journal: A Globalized World – and a Unified Global Approach for Health Professions
I published an article in the February 2012 edition of the World Medical Journal, from the World Medical Association.

04 Спасибо! Thank you! FDI in Moscow
05 Russia, April 2012
06 Meeting with Russian Dental Council.
With Oleg O. Janushevich, rector of Moscow State University of Medicine and Dentistry and Russian Chief Dental Officer.
At the scientific conference at Crocus Expo.



Thank you Iran!
[Iran, May 2012](#)
This trip illustrates more than any so far the ‘quiet’ force of FDI, uniting people in a common cause, oral health, transcending borders and transcending politics. I was at the opening ceremony of the 52nd Congress of the Iranian Dental Association Teaching “The failures, leading to success”, which was held in Milad Tower. I had the opportunity to be in contact with young dentists, very keen to “absorb” trends of the profession, especially in terms of post graduation and practice models for the profession in Iran.



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Labai ačiū Lietuvos Odontologų rūmų tarybai
(Many thanks Lithuania Dental Council)
[Lithuania, June 2012](#)
The Lithuanian Dental Chamber organized the international congress “Dentistry Today and Tomorrow” and its reporting-election meeting of Lithuanian Dental Chamber where new leaders and the Council of the Chamber were elected for a term of four years. I took the opportunity to introduce the Vision 2020 project to the congress, which included participants from the Baltic States: Estonia, Latvia and Lithuania.

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International Association for Dental Research Meeting
[Switzerland, June 2012](#)

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Brasil Sorridente (Smiling Brazil)
[Brazil, July 2012](#)
FDI Vision 2020 was officially presented in Brazil. Under the invitation of the Brazilian Federal Government I was invited to present the programme of the FDI Vision 2020, in Rio de Janeiro. I believe that it was a good beginning to introduce and spread Vision 2020. It was well received with a great will to go forward with it. Gilberto Pucca, national coordinator of ‘Smiling Brazil’, and Vision 2020 task team member, outlines the challenge of providing oral health care to the entire population within the context of primary health care. A smiling Vision 2020 has begun!



Thank you Hong Kong for the 100th FDI AWDC!

[Hong Kong, August | September 2012](#)

The 100th FDI Annual World Dental Congress was an opportunity to look back and draw some conclusions and share my thoughts on where FDI is headed during the coming years. FDI managed to attain a high level of political visibility among the authorities of both the People's Republic of China and its Special Administrative Region of Hong Kong.



With Leung Chun-ying, Hong Kong Prime Minister and with Chen Zhu, China health minister, who was awarded by FDI.



More than 5000 children learning how to brush their teeth
Indonesia, September 2012



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01 Macau: a very special region

02 Macau, September 2012

03 After the 100th FDI Congress in Hong Kong, I had the opportunity to attend the II Sino-Portuguese Dental Congress in Macau.

04 08 Terima kasih! Thank you Bali, Indonesia, for the National

05 09 Oral Health Month

06 10 Indonesia, September 2012

07 Invited by Unilever, I had the opportunity to get closer to the reality of oral health in Bali. I met with government members, academics, professionals, industry and the public, especially with children.



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01 Vision 2020: a vision for young dentists

02 [Romania, August 2012](#)

03 During my address to the delegates at the IADS & IDW Meeting, where I introduced FDI Vision 2020, and maybe due to the enthusiasm felt by those young dentists, I realized: young dentists worldwide will make it happen! They will be the responsible to continue it and to measure the impact after 2020. Young dentists were always a personal concern. I admire their ambitions and willingness to learn and improve skills.

04 Oral-B Symposium – Madrid

Spain, September 2012

By invitation of Oral-B, I had the opportunity to present the FDI Vision 2020 to an important group of dental professionals, in Madrid.



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01 FDI African Strategy for Africa – Capetown

02 [South Africa, October 2012](#)

03 30 delegates converged on Cape Town, South Africa, to hammer out principles and action for future FDI undertakings on the African continent. They included presidents and representatives from 16 national dental associations, a government official, a delegate from the World Health Organization (WHO), as well as FDI council and committee members and staff. The aim was to listen, learn and agree on a common strategy to build capacity, reinforce credibility and enhance the operational effectiveness of African national dental associations.

04 FDI African Strategy for Oral Health

[July 2013](#)
FDI World Dental Federation has defined a strategy for the development of Oral Health in Africa.

05 Dhaka, Bangladesh – Dental Experts Conference

[Bangladesh, November 2012](#)
I took the opportunity to meet with the Bangladesh Dental Society and received a better picture of oral health in this 9th most populous country of the world.



01 6th Moscow International Dental Exhibition
02 MosExpoDental
Russia, November 2012
The meeting of the FDI-ERO Working Group Integration which I had the honour of opening. Participants focused in particular on the Europe-wide standardization of several aspects of the profession as well as on local approaches to pan-European issues, such as recognition of diplomas – with a view to increasing the professional mobility of dentists – oral health policy and academic training. I had the opportunity, as lecturer invited to the ongoing parallel congress “Innovations in Dentistry”, to deliver a presentation about FDI Vision 2020 – challenges of National Dental Associations.



03 FDI and Sunstar in Etoy, Geneva
Switzerland, December 2012
We had the opportunity to share FDI's projects, namely Vision 2020, and take notice of Sunstar's global approach and the Sunstar Foundation, in particular with Mayumi Kaneda, diretor of Sunstar Foundation and Global Public Relations. Curious, the designation of the company started from the concept of brushing teeth twice daily, in the morning, Sun and in the evening, Star.

04 Prevention: the best option in times of austerity
Greece, January 2013
Live.Learn.Laugh. is being implemented in 29 countries in one of four formats, selected according to local needs. There are currently two projects underway in Greece, both targeting pre-school children. Prevention is at the heart of both projects: “Twice daily brushing with a fluoride toothpaste” to improve oral health.



01 Thank You Sao Paulo International Dental Meeting CIOSP!
02 Brazil, January 2013
CIOSP Dental Exhibition.
90.000 participants attended this four-day event. 14 years ago I participated for the first time at this congress. Then it was already a big congress. Now it's one of the biggest worldwide. Congratulations to APCD and ABCD for this huge achievement.



03 5th Dental Students Scientific Meeting
06 Saudi Arabia, March 2013
04 **07** The fifth dental students scientific meeting (5th DSSM) was held at the King Khalid Cultural Center. As guest speaker, I had the pleasure to present to a vast audience the FDI Vision 2020, shaping the future of oral health. Afterwards I responded to several questions posed by students.
05 **08**





01 Turning Vision 2020 into an action plan – Chicago/ADA
02 USA, February 2013

The Vision 2020 Task Team met in Chicago at the American Dental Association (ADA) head office. This was a great opportunity to share ideas and suggestions for an operationalisation of Vision 2020 in the months and years to come.

03 FDI at International Dental Show
04 Germany, March 2013
05

We took the chance to hold several meetings promoting the FDI. “World Oral Health Day” reminds us that we are experiencing a real crisis in oral health today in industrialised and in developing countries. Oral disease is a global phenomenon affecting most adults and as many as 90 per cent of the world’s schoolchildren. Caries, periodontitis and oral cancer are among the most expensive diseases to treat but also among the most preventable”. The FDI AWDC 2014 will take place in New Delhi, India.

06 Philips “Oral Health in the 21st Century – What’s Next?”
07 Netherlands, March 2013

This provided us with a unique opportunity to discuss and exchange thoughts on this year’s theme of “Oral Health in the 21st Century – What’s Next?”. I had the opportunity to collaborate, presenting the FDI’s view 2020 “Shaping the Future of Oral Health”.

07 GC Brussels/Leuven office inauguration
Belgium, March 2013
With Kris Peeters, Flemish Minister-President.



01 Taiwan, Taipei and New Taipei Annual Scientific Meeting
02 Taiwan, March 2013
03

“At FDI, we would not be able to accomplish our mission without your input and support. You are the organizations that enrich dialogue at international level and who share experience across the world within the context of FDI. In doing so, you add significantly to the global stock of accumulated knowledge on dental practice and oral health. I would like to thank all our members for their valuable contribution to FDI’s work, especially the Taipei Dental Association. Long may it prosper!”.

04 World Oral Day Celebrations
05 Portugal, March 2013

The Portuguese Dental Association organized a conference to celebrate World Oral Health Day 2013, under the theme “Healthy Teeth for a Healthy Life”. The Portuguese health minister, Paulo Macedo, wished to be associated with this event, aware of the importance of the theme for populations. Paulo Melo from the Portuguese Dental Association was one of the invited speaker’s.





01 FDI and Unilever – Towards a sustainable improvement of oral health
[England, April 2013](#)
I participated at a roundtable event in London to discuss the Unilever Sustainable Living Plan. The roundtable focused on five themes: Sustainable Business Models, Improving Livelihoods, Health and Hygiene, Sustainable Sourcing and Sustainable Consumption & Marketing.

02 Dankeschön Potsdam!
03 [Germany, April 2013](#)
Thanks to all colleagues that gave some of their time and knowledge to this common aim that links us all: the future of dental medicine and Oral Health worldwide.



01 **05** Thank you Almaty, Kazakhstan; Spasibo Kazakhstan!
02 **06** [Kazakhstan, May 2013](#)
03 **07** I had the pleasure to attend the XI Congress of CIS “Innovation in Dentistry”
04 **08** in Almaty. I also took the opportunity to participate in the FDI/ERO
(European Regional Organization) working group “Integration” and met with
the KazNMU academic council. I received the honourable title of professor
from the Kazakh National Medical University (KazNMU), by decision of the
Academic Council.

09 FDI at the 66 World Health Assembly
[Switzerland, May 2013](#)
The World Health Assembly discussed specific health topics like non-communicable diseases (NCD's), universal health coverage, women and children's health, as well as the programme budget, administration, reform and management matters of WHO. Of particular interest to FDI will be the report on progress in various fields related to non-communicable diseases and the draft action plan for the prevention and control of non-communicable diseases 2013-2020.



01 Thank You Boston! Thank You Tufts University!
02 USA, June 2013
03 I participated in the Fourth Annual Master of Science Research Days, as keynote speaker. The theme of my address was
04 “Vision 2020 – Shaping the future of oral health”. The audience was made up of students from the Division of Advanced & Graduate Education.



05 Vision 2020 “Phase II” – meeting in Geneva
06 Switzerland, June 2013
07 Within its commitment of “Leading the World to Optimal Oral Health”, FDI’s Vision 2020 has set objectives for the dental profession. In order to achieve these objectives and transform this Vision into concrete actions, the FDI Council has established two priorities for 2013-2014: 1) to organize a systematic and updatable collection of oral health data at the international level (oral health indicators meeting), and 2) to identify successful models of collaborative practice in oral health (collaborative practice meeting).



01 Ayubowan Sri Lanka!
02 Sri Lanka, June 2013
03 By invitation of the Sri Lanka Dental Association (SLDA), I had the pleasure to attend the FDI-World Dental Federation/CDACommonwealth Dental Association/SLDA
04 Joint International Conference, under the theme “New Challenges in Dental & Oral Care”. Simultaneously, the Sri Lanka Dental Association was commemorating its 80th anniversary. As stated by the President of Sri Lanka, Mahinda Rajapaksa, “...80 years in valuable service to the country...”
The event had the participation of the minister of health, Maithripala Sirisena and the Rajitha Senaratne, minister of fisheries.



I'll keep on running
for better oral health!

Ulrich Linderholm

My special thanks to my lovely wife, Maria.

Also to the one's I worked more closely with during the last few years:
Jean-Luc Eiselé, Djerdana (Gina) Ivosevic and Christopher Simpson from the FDI;
Cláudia Silva; Carlos Duarte from the PDA (Ordem dos Médicos Dentistas);
Paulo Romão Design.

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