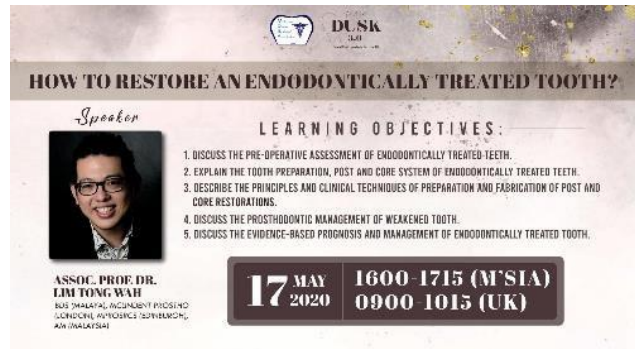


Strengthening Dentsply Sirona brand awareness among students in Malaysia



On May 9, 16 and 17, the third edition of DUSK (which stands for Dental Undergraduate Survival Kit) was held as an initiative of the Malaysia Dental Student Association (MDSA). Due to the Coronavirus outbreak, the event took place online and Dentsply Sirona supported by providing speakers and participating in its transformation into a webinar with the help of the Adobe Connect platform.

The main objective of this event is to provide graduating students with knowledge about current dental related issues, new technologies and future developments in the Malaysian dental industry. This event is also an opportunity for Dentsply Sirona to develop its brand awareness while developing its corporate image by forging links with dental students who will be the customers of tomorrow. Reaching a new audience of graduating students will also help Dentsply Sirona in promoting its digital platform better and to be recognized as one of the best market leaders in education programs.



On May 9th, conferences were held on non-scientific topics such as Mindset of Dentist Entrepreneur and the application process for the New Dental Officer Program (NDOP) which will help students to learn what need to be prepared should they want to join private dental practice one day as well as government compulsory service in the near future. In addition, the 16th and 17th of May were the occasion to listen to two DS speakers, Dr Shalini Kanagasingam and Dr Lim Tong Wah, on Endodontics and Restorative topics. About 450 people joined these conferences each time, showing the enthusiasm around this program.

At the end of these three days, Jacklyn Ng, President of the MDSA thanked Dentsply Sirona for its contribution: "Once again, thank you so much for your assistance throughout the event. We really enjoyed working with Dentsply Sirona and thank you for providing the opportunity to students to learn how to organize an online webinar. We have definitely learnt a lot from this experience, and we look forward to working with Dentsply Sirona in the near future".

