

Pressemitteilung Press release

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7 Decades Congress – seventy years of expertise in dentistry publishing

Quintessence Publishing is celebrating its 70th anniversary! For seven decades, the now internationally renowned specialist publisher has been offering dentists, specialist practitioners, and dental technicians all over the world high-quality and up-to-date publications. This special birthday year began with a big international congress event in Berlin – the 7 Decades Congress – where Quintessence Publishing welcomed 1700 guests (www.7decades.com). And this special anniversary will also be the publisher's theme for 2019, with among other things many special offers for readers.

When the Quintessence publishing house was founded in Berlin 70 years ago, the Second World War had only been over for four years. Germany was a divided country: on 23 May 1949, the Federal Republic of Germany was founded. On 7 October 1949, the German Democratic Republic was established, with the eastern part of the divided Berlin as its capital. The 'German economic miracle' was still to come, but the hunger for education was great after the isolation of the war, including in the field of dentistry.

The idea of making global knowledge available to dentists in Germany in the form of abstracts, book reviews, and journal articles led to a new specialist journal, *Die Quintessenz der Zahnärztlichen Literatur* (The Quintessence of Dental Literature) – and so began the success story. Even today, *Die Quintessenz* is one of the publishing house's leading journals.

The Quintessence Publishing Group has grown over seven decades and is today one of the foremost international specialist dental publishers. The group has been active internationally since the 1970s, with its own branches in many countries including Japan, the USA, the UK, France, Poland, and Italy. The publishing house also has strong partners in other countries. In addition to publishing around 70 specialist journals worldwide and countless high-quality books by experts and authorities in the dental world (including many international bestsellers), the publishing house has long been active

online, with *Quintessence News*, and with new digital media. The 3D educational films of the *Cell-to-Cell Communication* series have repeatedly attracted international attention.

For decades, the publishing house has played an important role in the field of advanced training and congresses – in Germany, for example, with German Dentists' Day and Berlin Dentists' Day, and internationally in countries such as Poland, Japan, the USA, and China, with large and often leading national congresses.

The 7 Decades Congress in January 2019 was a great success. At the event, Dr. h.c. Horst-Wolfgang Haase and Christian Haase, Managing Directors and owners of the publishing house, said: "Seven decades of Quintessence Publishing are a reason for us to celebrate – and we are celebrating this anniversary in line with our self-image: with a major congress for the dental and dental technology world." In addition to other specialist events at the congress, highlights included the first Women Dentists' Leadership Conference and the first Consensus Conference on AI in Dentistry. Artificial intelligence, in particular, is one of the publishing house's topics of the future.

At the International Dental Show (IDS) in Cologne this month, the publishing house once again expects to see many authors and partners from all over the world – and of course many visitors and customers who will want to inform themselves of the rich offer of established and new publications and media that Quintessence Publishing will have on offer.

[We are happy to provide you with photo material on request.]

Responsible in terms of press law
Quintessence Verlags-GmbH