

20 CPD
POINTS

APPROVED



13th

SOUTHERN DENTAL CONGRESS

28TH - 30TH SEPTEMBER 2026



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Participants	Early Bird Registration (by 28/06/2026)	Normal Registration (by 27/09/2026)	On Site Registration (28/09/2026 onwards)
MDA Members/ SDA Members*	RM 750	RM 850	RM 1000
NON-MDA Members	RM 1000	RM 1100	RM 1400
International Delegate	RM 1250	RM 1350	RM 1550
Dental Students/ Graduate Awaiting Posting	RM 600	RM 700	RM 850



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SDA MEMBERS (ENJOY THE SAME RATE AS MDA MEMBERS)

	Conference only	Conference + 3D2N Renaissance Hotel *T&C applied
Early Bird (By 28/6/2026)	RM 750	One Pax: RM2000 Two Pax: RM3000 total (Shared room)
Normal Registration (29/6/2026 to 27/9/2026)	RM 850	One Pax: RM2100 Two Pax: RM3200 total (Shared room)

SDA members to
register via this
exclusive QR Code



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13TH SDC 2026 SCIENTIFIC RESEARCH PRESENTATION



CALL FOR ABSTRACT

First FIVE Submissions will receive complimentary congress registration

- 1ST PLACE : RM250 + CERTIFICATE OF PARTICIPATION
- 2ND PLACE : RM150 + CERTIFICATE OF PARTICIPATION
- 3RD PLACE : RM100 + CERTIFICATE OF PARTICIPATION
- 4TH PLACE : CERTIFICATE OF PARTICIPATION
- 5TH PLACE : CERTIFICATE OF PARTICIPATION

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HOW TO SUBMIT?

Email your abstract in word document to mdaszexco@gmail.com by 12am 1/9/2026.

MODE OF PRESENTATION

- Poster presentation session will be held in an exhibit area.
- Digital posters will be displayed for viewing throughout the congress.

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EXCLUSIVE SPECIAL COMPLIMENTARY TRADER VOUCHER

Conference Delegates

FOR THE FIRST 100 REGISTRANTS

RM 200 FOR MDA MEMBERS

RM 50 FOR NON-MDA MEMBERS

TERMS AND CONDITIONS APPLY

Conference Visitors

RM 20 TRADE VOUCHER FOR ALL VISITORS

TERMS AND CONDITIONS APPLY



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SPEAKERS LINE UP



DR CARLOS YANG



DR SHAUN WENG



ASSOC PROF DR JIMMY MAU



ASSOC PROF DR MARK LOW JUN FAY



ASSOC PROF DR ESHAMSUL SULAIMAN



DR LIM SING YING



DR TANG LISZEN



DR HOO YIN SHI



DR VINESH RAJ.S



DR KAYLA TEH



DR MUHAMMAD HILMI



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DAY 1: 28TH SEPTEMBER SCHEDULE

TIME	TITLE	SPEAKER
8.30am - 9.30am	Registration / Morning Tea /Trade Exhibition	
9.30am - 10.30am	Gingival Lumps & Bumps: What Every GP Shouldn't Miss	Dr Vinesh Raj
10.30am- 12.30pm	Beyond Tooth Movement: Integrating Facial Aesthetics Into Clear Aligner Treatment Planning	Dr Carlos Yang & Dr Shaun Weng
12.30pm-2.00pm	Lunch break/ Trade Exhibition	
2.00pm-3.00pm	Laser Dentistry Demystified: Clinical Indications, Economics, and Outcomes	Dr Muhammad Hilmi
3.00pm-4.00pm	Myofunctional Therapy & Tongue Posture: The Hidden Drivers of Craniofacial Growth and Airway Health	Dr Lim Sing Ying
4.00pm-4.30pm	Tea Break/ Trade Exhibition	
4.30pm-5.30pm	Building a Dentist Beyond the Clinic: Social Media Strategies for Personal Brand, Trust, and Career Growth	Dr Kayla Teh
5.30pm	Lucky Draw/ Trade Exhibition/ End	



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DAY 2: 29TH SEPTEMBER SCHEDULE

TIME	TITLE	SPEAKER
8.30am - 9.30am	Registration / Morning Tea / Trade Exhibition	
9.30am - 10.30am	CBCT Guided Shaping Strategies in Contemporary Endodontics	A/Prof Mark Low Jun Fay
10.30am - 11.00am	Opening Ceremony	
11.00am- 1.00pm	The Missing Layer in Smile Design: Why Some Smiles Age Better	Dr Hoo Yin Shi
12.30pm-2.00pm	Lunch break/ Trade Exhibition	
2.00pm-4.00pm	Transverse Control With Clear Aligners: Crowding, Crossbites, and Scissorbite	Dr Carlos Yang & Dr Shaun Weng
4.00pm-4.30pm	Tea Break/ Trade Exhibition	
4.30pm-5.30pm	Managing Maxillofacial Trauma in Primary Care: Stabilise, Treat, Refer	Dr Tang Liszen
5.30pm	Lucky Draw/ Trade Exhibition/ End	



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DAY 3: 30TH SEPTEMBER SCHEDULE

TIME	TITLE	SPEAKER
8.30am - 9.00am	Registration / Morning Tea /Trade Exhibition	
9.00am - 10.00am	Lecture 1: Alveolar Ridge Preservation for Predictable Implant Placement: Mastering the Transition from Extraction to Restoration	A/Prof Dr Eshamsul Sulaiman
10.00am - 11.00am	Lecture 2: Biological Integration in Implant Prosthodontics: Strategies for Long-Term Success	A/Prof Dr Eshamsul Sulaiman
11.00am- 1.00pm	Predictability of immediate implant Placement and Provisionalization and Early implant Placement with Contour Augmentation in Anterior Esthetic Zone	A/Prof Jimmy Mau
1.00pm-2.00pm	Lunch break/ Trade Exhibition	
2.00pm-4.00pm	VATECH FORUM: VALUE UP Establishing Clinical & Business Operational Standards for AI Integration in Dental Imaging	OPEN TO PUBLIC
4.00pm-5.00pm	Closing Ceremony, Prizes, Lucky Draw	OPEN TO PUBLIC
5.30pm	Grand Lucky Draw/ Prizes/ Closing Ceremony	



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DR CARLOS YANG
CONGRESS SPEAKER

LECTURES

Lecture 1: Transverse Control With Clear Aligners: Crowding, Crossbites, and Scissorbite



DR SHAUN WENG
CONGRESS SPEAKER

Lecture 2: Beyond Tooth Movement: Integrating Facial Aesthetics Into Clear Aligner Treatment Planning



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DR CARLOS YANG
CONGRESS SPEAKER

Dr. Carlos Yang, a distinguished graduate from James Cook University, received his degree with Honours in 2015. His academic excellence was recognized with several prestigious awards, including the Academic Medal, the Australian Dental Research Foundation Colin Cormie Scholarship, the Elsevier Australian Book Prize, and the ADAQ FNQ Sub-Branch Prize. Furthering his expertise, Dr. Carlos completed his Postgraduate Diploma in Orthodontics and Facial Orthopaedics, along with numerous other leading orthodontic programs globally.

Together with Dr Shaun Weng, they co-founded CAAD Education with a mission to set a new benchmark in clear aligner education, teaching over 600 dentists from Australia, Asia pacific and dentists around the world.



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Transverse Control With Clear Aligners: Crowding, Crossbites, and Scissorbite

Effectively managing the transverse dimension is often the key to resolving complex malocclusions with clear aligners. This session provides a deep dive into the biomechanics of arch expansion and the correction of transverse discrepancies such as posterior crossbites and scissorbites. We will examine the limitations and capabilities of current aligner technology, focusing on protocol selection including the use of auxiliary techniques. Participants will learn effective ways to resolve crowding, expand the dental arch width and solve the transverse issues using clear aligner as the primary treatment modality.



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DR SHAUN WENG CONGRESS SPEAKER

Dr Shaun Weng graduated as the Dux of his class at the University of Melbourne. He is the recipient of the John Illife Scholarship Prize, the Royal Australasian College of Dental Surgeons (RACDS) Academic Prize, the Colgate Dental Award and placed on the Dean's Honours List. He taught at the University of Melbourne as an examiner and demonstrator in the Fixed Prosthodontics department. After graduating he then went on to complete both Postgraduate Diploma in Orthodontics and Postgraduate Certificate in Clear Aligners from the UK accrediting body in the following years.

Together with Dr Carlos Yang, they co-founded CAAD Education with a mission to set a new benchmark in clear aligner education, teaching over 600 dentists from Australia, Asia pacific and dentists around the world



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Beyond Tooth Movement: Integrating Facial Aesthetics Into Clear Aligner Treatment Planning

This lecture shifts the focus of clear aligner therapy from purely dental malocclusion corrections to comprehensive treatment planning and smile analysis. Participants will explore the critical relationship between occlusal changes and their impact on facial support, lip posture, and the smile arc. The lecturers will discuss how to utilise digital planning tools to visualize and control soft tissue responses alongside tooth movement, ensuring that clinical outcomes harmonize with the patient's unique facial aesthetics. Incorporating DSD and clear aligner principles, enabling participants to move beyond traditional alignment and deliver treatments that enhance both functionality and overall aesthetic profile.



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ASSOC PROF DR JIMMY MAU
CONGRESS SPEAKER

LECTURES

Predictability of immediate implant Placement and Provisionalization and Early implant Placement with Contour Augmentation in Anterior Esthetic Zone



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**ASSOC PROF DR JIMMY MAU
CONGRESS SPEAKER**

Associate Professor Jimmy Mau graduated from National Defense Medical Center, Taiwan. Since 2003, he received his periodontology and Implantology Diplomate training in 2005-2008, then served as a clinical faculty in Chi Mei Medical Center, Tainan from 2009 to 2024. He also been ITI Scholar and Research Fellow at University of Texas Health Science Center at San Antonio in 2010-2011. He has been invited for oral presentation at ITI World Symposium in 2017 and published his Alveolar Ridge Contour Augmentation research in Journal of Periodontology in 2019, 2022 and Journal of Oral Implantology 2025. He is now serve as part-time faculty in Department of Periodontology at National Cheng Kung University, Taiwan and Kuala Lumpur International Dental Centre.



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Predictability of immediate implant Placement and Provisionalization and Early implant Placement with Contour Augmentation in Anterior Esthetic Zone

Immediate implant placement & provisionalization (IIPP) and early implant placement (EIP) with alveolar ridge contour augmentation techniques have been well documented in clinically. In esthetic demand, IIPP provide patient postoperative confidence and long-term stable esthetic profile. But in some infected socket not allow for IIPP, EIP with contour augmentation not only present stable soft tissue contour, peri-implant bone level and also stable implant buccal bone thickness. No matter IIPP or EIP, understanding timing of implant placement, implant position, soft and hard tissue management is the key to success for anterior esthetic implant therapy. In this presentation, audiences could understand the concept and indication of IIPP and EIP with alveolar ridge contour augmentation.

Learning objective:

- Understand timing of implant placement
- Understand indications and how to plan cases
- Understand the surgical procedures and protocol
- Understand the materials used and their biological behavior



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**ASSOC PROF DR MARK
LOW JUN FAY
CONGRESS SPEAKER**

LECTURES

CBCT Guided Shaping Strategies in Contemporary Endodontics



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ASSOC PROF DR MARK LOW JUN FAY
CONGRESS SPEAKER

Assoc. Prof. Dr. Mark Low Jun Fay is the President of the Malaysian Endodontic Society. He serves as the Course Lead in Endodontics at the Faculty of Dentistry, Lincoln University College besides visiting Universiti Sains Islam Malaysia as a clinical instructor. Being an active clinician-educator, Prof. Mark serves on the Board of the Doctorate in Endodontology at Universiti Teknologi MARA while reviews paper submission for the European Endodontic Journal. Holding Specialty Fellowships in Endodontics from the Royal College of Surgeons of England and of Edinburgh, he has progressed through a number of rigorous examinations that internationally benchmark his clinical expertise. His focus spans on complex root canal anatomy, digitally guided endodontics, microsurgical and nonsurgical retreatment and management of endodontic complications – with heavy emphasis on evidence-based clinical approaches. He continues to learn from leading experts worldwide while maintaining active clinical practice as a Consultant Endodontist at iCare Dental 3 Damansara. Frequently, Prof Mark lectures widely across Malaysia and abroad, delivering lectures and hands-on workshops in conferences, universities and government agencies.



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CBCT-Guided Shaping Strategies in Contemporary Endodontics

Effective root canal shaping is the result of sound strategy, not instrumentation alone. This lecture integrates CBCT-based anatomical assessment with contemporary shaping principles to guide clinical decision-making from access to apical preparation. Participants will learn how CBCT findings—such as canal curvature, diameter, confluence, and apical anatomy—directly influence shaping strategies including glide path management, taper selection, instrument kinematics, and conservative dentine preservation. Through clinical cases, the session highlights how anatomy-driven planning and deliberate shaping strategies work together to achieve safer, more predictable outcomes.



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ASSOC PROF DR ESHAMSUL
SULAIMAN
CONGRESS SPEAKER

LECTURES

Lecture 1:

Alveolar Ridge Preservation for Predictable Implant Placement: Mastering the Transition from Extraction to Restoration

Lecture 2:

Biological Integration in Implant Prosthodontics: Strategies for Long-Term Success



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ASSOC PROF DR ESHAMSUL SULAIMAN CONGRESS SPEAKER

Associate Professor Dr Eshamsul Sulaiman is a Senior Consultant Prosthodontist and Head of the Implantology Unit at the Faculty of Dentistry, University of Malaya. He graduated from Queen's University Belfast and later completed postgraduate training in Prosthodontics with Distinction at University College London. With more than 20 years of experience in oral implantology, he is actively involved in postgraduate clinical teaching, research, and the supervision of doctoral and master's students. His clinical expertise includes guided bone regeneration, sinus floor elevation, connective tissue grafting, alveolar ridge preservation and augmentation, immediate implant placement, partial extraction therapy, management of implant complications, and computer-guided implant surgery. He is a Key Opinion Leader for MegaGen and Straumann Malaysia, a member of the Global Academy of Osseointegration, and a director and coordinator of several implantology training programmes. Dr Eshamsul is also a frequent speaker at national and international courses, webinars, and conferences, and has received recognition in international clinical case competitions



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Alveolar Ridge Preservation for Predictable Implant Placement: Mastering the Transition from Extraction to Restoration

The period immediately following tooth extraction is a critical window for the future of dental implant success. Without intervention, the natural remodeling process often results in significant horizontal and vertical bone loss, complicating implant positioning and compromising esthetic outcomes. This lecture explores the clinical necessity and biological mechanisms of Alveolar Ridge Preservation (ARP) as a standard of care in modern implant dentistry.

In this lecture, Dr Eshamsul will provide step-by-step guidelines for predictable ARP, from minimally traumatic extractions to the management of the sockets with particulate bone grafts and socket sealing technique. Finally, Dr Eshamsul will share clinical cases on the management of fresh extraction sockets with various conditions: intact socket wall and compromised socket walls with ARP.

Attendees will walk away with a clear, evidence-based decision-making tree to determine when ARP is indicated, which materials suit specific defect types (Intact vs. Non-intact sockets), and how to manage the "socket seal" to maximize ridge dimensions for a truly predictable restorative result.



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Biological Integration in Implant Prosthodontics: Strategies for Long-Term Success

Success in implant dentistry has evolved beyond simple osseointegration; the modern challenge lies in the long-term stability of the peri-implant tissues. In this lecture, Dr Eshamsul explores the critical intersection between prosthetic design and the biological environment.

Dr Eshamsul will examine how the mucosal thickness or biologic components around implants dictates our restorative choices—from the selection of abutment macro-geometry to the management of the transmucosal transition zone. By prioritizing a biologic-driven approach, clinicians can minimize crestal bone loss and prevent peri-implant soft tissue complications.

Key Learning Objectives

- The Biologic Interface: Understanding the unique histological differences between natural teeth and dental implants.
- Stability Protocols: Evidence-based clinical strategies to optimize the "mucosal seal" and ensure predictable, long-term success.
- Prosthetic Influence: Evaluating how emergence profiles and material biocompatibility (e.g. Zirconia vs. Titanium) impact soft tissue health and practical tips in communication with dental technician and managing cement-retained prostheses.



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**DR LIM SING YING
CONGRESS SPEAKER**

LECTURES

Myofunctional Therapy & Tongue Posture: The Hidden Drivers of Craniofacial Growth and Airway Health



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DR LIM SING YING
CONGRESS SPEAKER

Dr Lim Sing Ying is a qualified paediatric dental specialist recognised for her patient, gentle, and child-friendly approach. She is committed to creating positive dental experiences for young patients by providing care in a calm, supportive, and reassuring environment. Dr Lim holds a Bachelor of Dental Surgery from PIDC, Membership of the Faculty of Dental Surgery from the Royal College of Surgeons of Edinburgh, a Membership in Paediatric Dentistry from Edinburgh, and a Doctorate in Clinical Dentistry in Paediatric Dentistry from Queen Mary University of London.



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Myofunctional Therapy & Tongue Posture: The Hidden Drivers of Craniofacial Growth and Airway Health

The orofacial musculature is among the most underappreciated determinants of craniofacial architecture and upper airway patency. Resting tongue posture, swallowing pattern, and nasal breathing habit exert constant, cumulative mechanical forces on developing bone – forces that collectively reshape the palate, alter mandibular position, and dictate the volumetric capacity of the nasopharyngeal airway across a lifetime.

This lecture synthesises current evidence linking orofacial myofunctional disorders (OMDs) to disrupted craniofacial growth trajectories, sleep-disordered breathing, and malocclusion. Attendees will develop a mechanistic understanding of how low tongue posture, mouth breathing, and aberrant swallow patterns collectively perpetuate a cycle of structural compromise – and how targeted myofunctional therapy intervenes in that cycle at the muscular and skeletal level.

By the end of this session, participants will be able to: identify clinical signs of OMDs in both paediatric and adult patients; explain the biomechanical relationship between tongue posture and palatal transverse development; apply evidence-based screening criteria for airway-compromised presentations; and outline an integrated referral and therapeutic framework involving myofunctional therapy, orthodontics, and ENT.



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**DR TANG LISZEN
CONGRESS SPEAKER**

LECTURES

Managing Maxillofacial Trauma in Primary Care: Stabilise, Treat, Refer



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**DR TANG LISZEN
CONGRESS SPEAKER**

Dr Tang Liszen is a resident oral and maxillofacial surgeon at Pantai Hospital Ayer Keroh. He previously served as a lecturer and oral and maxillofacial surgeon at USM Hospital and the USM School of Dental Science. He completed his DDS degree at Universiti Sains Malaysia in 2009 and pursued specialty training in OMFS at the University of Hong Kong.

Dr. Liszen supervised postgraduate students enrolled in the Master of OMFS, Master of Science (Dentistry), and Doctor of Philosophy programs during his tenure at USM. His research interests include oral cancer, orthognathic surgery, OMFS trauma, dental biomaterials, and systematic reviews. He was a principal investigator and co-investigator on various university and national industrial grants and has published extensively in international journals. Dr. Liszen is a member of several professional organizations, including the Malaysian Association of OMFS, the Dental Specialist College of the Academy of Medicine of Malaysia, and the International Academy of Oral Oncology



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Managing Maxillofacial Trauma in Primary Care: Stabilise, Treat, Refer

Maxillofacial injuries can sometimes present first in general dental or primary care settings. In this lecture, Dr Tang will share a practical approach to assessing and managing common facial trauma cases in primary care.

Participants will learn how to perform a quick and systematic evaluation, recognize important warning signs, and provide immediate stabilization for patients with maxillofacial injuries. Dr Tang will also discuss the management of common conditions such as soft tissue injuries, dental trauma, and suspected jaw fractures.

The session will highlight when cases can be managed in-clinic and when timely referral to a specialist or hospital is required, helping clinicians make confident and safe clinical decisions in trauma situations.



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DR HOO YIN SHI
CONGRESS SPEAKER

LECTURES

The Missing Layer in Smile Design: Why Some Smiles Age Better



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DR HOO YIN SHI
CONGRESS SPEAKER

Dr. Hoo Yin Shi is the founder and principal dentist of Smile & Co. Dental, a fully digital practice in Malaysia recognised for excellence in modern dental aesthetics and interdisciplinary treatment planning, and a Diamond-status Invisalign Provider.

She graduated with full scholarship from the National University of Malaysia in 2009, where she was awarded the Gold Medal as Best Graduate of the Year.

Dr. Hoo is registered with the Australian Dental Council and is a Member of the Faculty of Dental Surgery of the Royal College of Surgeons of Edinburgh. Her advanced clinical training spans implant dentistry, periodontal plastic surgery, and comprehensive restorative care, including education at the University of Michigan School of Dentistry, the International Team for Implantology in Boston, and the University of Southern California.

She further refined her clear aligner expertise through a Mini Residency Program mentored by Sandra Tai. An experienced clear aligner clinician since 2013 and an international speaker since 2021, Dr. Hoo is recognised for integrating orthodontics, aesthetics, and restorative dentistry into cohesive, outcome-driven aligner workflows.



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The Missing Layer in Smile Design: Why Some Smiles Age Better

Why do some smiles remain youthful, stable, and harmonious over time while others relapse, collapse, or age prematurely despite excellent esthetics?

Traditional smile design has focused heavily on teeth and gingiva, often overlooking the biological environment in which a smile exists. This lecture introduces “the missing layer” in smile design the role of muscle balance, airway considerations, and functional stability in determining long-term esthetic outcomes.

Drawing from clinical cases, interdisciplinary concepts, and real world experience, this session explores how airway, tongue posture, perioral musculature, and vertical support influence smile longevity, facial aging, and post-treatment stability. Attendees will gain a deeper understanding of why certain smiles age better and how early, thoughtful planning can reduce severity, relapse, and future compromise.

This lecture encourages a shift from short-term esthetics to long-term biological stability, empowering clinicians to design smiles that not only look beautiful on day one, but continue to function, age, and support health over time.



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DR VINESH RAJ.S
CONGRESS SPEAKER

LECTURES

Gingival Lumps & Bumps: What Every GP Shouldn't Miss



28th- 30th Sep 2026 09:00AM- 05:30PM RENAISSANCE HOTEL JB



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DR VINESH RAJ.S CONGRESS SPEAKER

Dr Vinesh Raj is an Oral & Maxillofacial Pathologist and Oral Medicine academic based in Kuala Lumpur, Malaysia. He completed his Bachelor of Dental Surgery (BDS) with First Class Distinction. He subsequently obtained the Membership of the Faculty of Dental Surgery (MFDS), Royal College of Surgeons of Edinburgh, followed by a Master of Oral Sciences (Applied Oral Pathology) and a Doctorate in Oral & Maxillofacial Pathology and Oral Medicine from the University of Malaya. He also holds a Fellowship in Aesthetic Dentistry (Germany) and an MBA.

Dr Vinesh served with the Ministry of Health Malaysia (2014–2020) before joining Universiti Teknologi MARA (UiTM) as a Lecturer in 2020, where he is actively involved in oral medicine consultations, histopathological diagnostic services, supervision, and research.

His clinical and research interests focus on oral medicine, oral and maxillofacial pathology, and sleep medicine.

He has authored multiple peer-reviewed publications and is the author of Quick Guide in Antibiotics and Analgesics for Clinical Dentistry. He is actively involved in academic reviewing, interdisciplinary collaboration, and clinical–research integration.



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Gingival Lumps & Bumps: What Every GP Shouldn't Miss

Gingival swellings are frequently encountered in general practice, yet distinguishing between harmless reactive lesions and serious pathology can be challenging. This clinically focused session provides a structured, practical approach to evaluating gingival “lumps and bumps,” helping general practitioners identify common conditions such as pyogenic granuloma, fibroma, peripheral ossifying fibroma, and peripheral giant cell granuloma, while recognising red flags that may indicate oral potentially malignant disorders or malignancy. Through case-based discussion and simplified diagnostic frameworks, participants will gain confidence in clinical assessment, decision-making, biopsy indications, and referral timing. The aim is to improve early detection, reduce misdiagnosis, and enhance patient outcomes in everyday dental practice.



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DR KAYLA TEH
CONGRESS SPEAKER

LECTURES

Building a Dentist Beyond the Clinic: Social Media Strategies for Personal Brand, Trust, and Career Growth



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DR KAYLA TEH
CONGRESS SPEAKER

Dr Kayla Teh is the co-founder of Alba Dental and formerly served as the principal dentist of Dr Kayla Dental Clinic. A graduate of the University of Malaya, she received the Dr Somni Abdullah Award as the most Outstanding Female Graduate. Dr Kayla has a strong professional focus on aesthetic dentistry, particularly veneers and smile makeovers, and is recognised for combining dental artistry with advanced digital technologies such as intra-oral scanning, digital smile design, Exocad, 3D treatment planning, and printing. Having completed more than 5,000 veneer units through her previous practice, she has established a strong reputation in aesthetic dentistry. She is also active in professional education and digital outreach, frequently speaking at conferences and workshops on digital planning and aesthetic dental treatment. Through Alba Dental, Dr Kayla aims to deliver world-class, personalised aesthetic care in a comfortable and refined environment, combining Malaysian hospitality, advanced technology, and high-end smile design.



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Building a Dentist Beyond the Clinic: Social Media Strategies for Personal Brand, Trust, and Career Growth

In today's landscape, dentistry is no longer defined solely by clinical skills. Increasingly, opportunities, visibility, and patient trust are shaped by how a dentist shows up beyond the clinic — particularly on social media. Whether you are an associate, specialist, or practice owner, building a personal brand has become a powerful way to support your professional growth, expand your influence, and create new pathways in your career.

This lecture explores how dentists can use social media intentionally to build a personal brand that feels authentic, professional, and sustainable. Rather than focusing on marketing a clinic, this session reframes social media as a platform for expressing perspective, sharing knowledge, and connecting with patients and peers in a meaningful way.

We will break down practical strategies including how to plan content around your identity and values, what types of content resonate (and what feels forced or inauthentic), how often to post without burnout, and how to choose the right platforms and language for your audience. The session will also address common concerns such as maintaining professionalism, avoiding overexposure, and navigating the balance between personal and clinical content.

More importantly, this lecture will highlight how a strong personal brand can support your work as a dentist — from building patient trust and improving case acceptance, to opening doors for collaborations, speaking opportunities, and career progression.

Attendees will leave with a clear, realistic framework on how to start, grow, and sustain a personal brand that enhances — rather than distracts from — their identity as a clinician.



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**DR MUHAMMAD HILMI
CONGRESS SPEAKER**

LECTURES

Laser Dentistry Demystified: Clinical Indications, Economics, and Outcomes



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DR MUHAMMAD HILMI
CONGRESS SPEAKER

Dr. Muhammad Hilmi received his Bachelor of Dental Surgery (BDS) from Universiti Teknologi MARA, Malaysia (UiTM) in July 2011. He has two years working under KKM as a dental officer in Alor Gajah Melaka, and 8 years of working experience in Universiti Teknologi MARA, Malaysia both as a dental officer and trainee lecturer in the faculty.

In 2019 he attained Doctor of Clinical Dentistry in Periodontology from Universiti Teknologi MARA, Malaysia. Held position as the coordinator for undergraduate studies in Periodontology and currently he is serving as the Coordinator for Postgraduate Doctor of Clinical Dentistry in Periodontology.

His special interest includes non-surgical management and Surgical management with regards to Periodontal Regeneration, Laser dentistry and animal studies.



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Laser Dentistry Demystified: Clinical Indications, Economics, and Outcomes

This talk aims to demystify laser dentistry by separating evidence from marketing. Exploring where dental lasers are clinically useful, what are their real-world costs and limitations, and on current evidence tells us about patient comfort, healing, and treatment success—so patients and clinicians alike can make informed decisions rather than technology-driven ones.



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