

Press release

The #moritafamily motto sets the stage for the IDS dealer evening

Cologne, Germany, March 2023. J. Morita Europe GmbH invited guests to the traditional dealer evening on the first day of the IDS 2023 trade fair in the Dock² event hall in Cologne. Around 220 international guests from 45 countries were enthralled by a spectacular entertainment programme, meaningful speeches and an award presentation to the most successful trading partners.

The traditional Morita dealer evening on the first day of the 40th IDS trade fair impressively demonstrated that the Japanese family company of Morita not only values but celebrates its worldwide #moritafamily, which consists of customers, partners and employees. Around 220 representatives from a total of 45 countries were very happy to meet again as guests of Morita after the restricted contact of the pandemic years. The skilfully presented industrial architecture of Dock² in Cologne harbour provided the setting for a varied evening programme with a great feast for eyes, ears and palate. As they arrived, the guests were greeted with the traditional sounds of Japanese taiko drums played by Masa Daiko, one of the best Japanese drumming groups in Europe.

Morita as a worldwide family

As an eloquent host Markus Otto, Director Sales & Technical Service at J. MORITA EUROPE GmbH, guided guests through the evening. He not only greeted all the guests present but also members of the management from Japan, including CEO Haruo Morita and presidents of the Kyoto and Tokyo production sites, Hiroshi Tanaka and Shin-Ichi Nakayama. In his words of welcome Markus Otto once again drew our attention to the exhibition motto #moritafamily: “Our dealer evening is always fantastic proof of the fact that we are genuinely a worldwide family.” He talked about the combination of great talent and expertise in the #moritafamily and

that the Morita brand with its demands for the highest precision and quality ensures the closest bond of all family members. The Japanese culture of the company plays an important role in this, Markus Otto commented: “As members of the #moritafamily we are all ambassadors of our company and would therefore also like to understand our Japanese roots.” As a fitting sentiment all the guests had a Japanese Daruma at their table, a symbol of good luck to fulfil their wishes.

Morita as a partner of all people for precision and quality in dentistry

Haruo Morita, President and CEO of the Morita group, also warmly greeted the guests and pointed to the fact that the pandemic had demonstrated how strong the team spirit at Morita is and the important role the family aspect plays, particularly in view of the current crises and conflicts. “I am proud to say that we have a great team at Morita that is committed each and every day to create unique products and solutions of outstanding quality. We are all together this week at the IDS in Cologne. As a partner to all people we are united in the aim of achieving the highest degree of precision and quality in dentistry. This maxim helps us every day to meet the right decisions, operate successfully on the market and present our innovations to you at the IDS.”

From Mount Fuji via the Cologne Cathedral to the awards

The artist Kelly Huesca impressively illustrated the #moritafamily as a connection of the Morita Japanese company with the world and its events. Her ephemeral and smoothly merging transitional sand art pictures created a link between Mount Fuji, Japan’s highest mountain, and Cologne Cathedral. Following a convivial dinner – accompanied by the sounds of pianist Rick Coleman – the official programme culminated in another highlight, presentation of the awards for outstanding performances to a long list of trading partner teams from all sales regions worldwide: the prestigious “Global Sales Awards” went to Scientific Dental Ltda. (Brazil), Henry Schein Inc. (USA) and Henry Schein (Australia). Awards for outstanding performances as newcomers in the team were received by the

Innovation Dental Group (Egypt) and Innova 4D Dominicana SRL (Dominican Republic). Awards were also present for outstanding performances in specific product groups: Anh & Em (Vietnam), Benco Dental (USA), C. Klöss Dental GmbH (Germany), CoSi Dental GmbH (Germany), Fomed Biotech Inc. (Taiwan), Grimberg Dentales S.A. (Argentina), Metco Dental A.S. (Turkey) and Quantum Leap Healthcare (Singapore). Following a very varied programme, lengthy discussions and culinary delights, the #moritafamily got the more relaxed part of the evening started. The digital turntable of DJ Mini provided irresistible rhythms and enticed hosts and guests onto the dance floor.

Further information about J. MORITA EUROPE GMBH is available at www.morita.de

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About Morita:

The Morita Group is one of the leading manufacturers of medical technical products. The traditional Japanese company, with sales companies in Europe, USA, Brazil, Australia and Africa, provides a wide range of products. Leading the way in X-ray diagnosis and endodontics, the product portfolio offers high-performance imaging systems, including 3D volume tomography, treatment units, turbines, straight and contra-angle handpieces, instruments, and endodontic measuring and preparation systems. With a great emphasis on quality and continuous research, over 2,000 employees worldwide focus on the needs of users and dentists. In this way the spirit



of Junichi Morita, who founded the company in 1916, lives on. Morita, now in its third generation of family ownership, is under the management of Haruo Morita.