



**Flavia Artese**

# Embarking on an unforgettable journey: the 10th International Orthodontic Congress in Rio de Janeiro

In the words of the ancient Chinese proverb, 'A journey of a thousand miles begins with a single step.' My own journey began in 2015, fueled by a desire to attend the 8th International Orthodontic Congress (IOC) in London. Under the visionary leadership of Jonathan Sandler, the British Orthodontic Society orchestrated an exceptional event that attracted esteemed speakers and delegates from across the globe. Immersed in the finest orthodontic discussions and the vibrant atmosphere of London, I found myself inspired to showcase the unparalleled beauty and culture of my hometown, Rio de Janeiro.

Until then, no IOC had ever been hosted in Latin America. As the newly elected president of the Brazilian Association of Orthodontics, I asked myself: why not Rio? In 2017, following a meticulous selection process, the World Federation of Orthodontists (WFO) Executive Committee chose Rio de Janeiro as the host city for the 10th IOC. Thus, began an extraordinary journey.

Since that momentous decision, the Brazilian Association of Orthodontics, in collaboration with the WFO, has spared no effort to ensure the 10th IOC is an event to remember. We have secured the Riocentro, an exceptional venue within Rio's Olympic area, capable of comfortably accommodating over 10,000 delegates. The scientific programme promises to be unparalleled, featuring presentations from distinguished experts worldwide and the most extensive World Village programme to date. With over 500 scientific activities planned, attendees will explore a diverse array of topics within our specialty.

The trade exhibit hall will showcase global exhibitors, offering a plethora of materials and innovations from various origins. Complementing the academic and professional aspects, our social activities embody the vibrant spirit for which Brazil is renowned. The opening ceremony will feature a captivating showcase of Brazilian musical traditions, setting the stage for an authentic Carnival experience. Attendees will have the opportunity to samba and savour the rich flavors of Brazil. The congress will culminate in a grand gala dinner under the watchful gaze of the iconic Christ the Redeemer statue, an emblem of Rio.

Rio de Janeiro's natural splendor is unparalleled, earning it UNESCO recognition as a city of breathtaking beauty, where mountains and sea converge harmoniously, surrounded by the world's largest urban forest. This captivating landscape will leave an indelible mark on your memory. The city offers pristine white sandy beaches, a variety of outdoor sports, verdant parks, renowned museums, and a rich tapestry of cultural experiences. Brazilian gastronomy, with its explosion of flavours and the delight of tropical fruits, enhances the legendary caipirinhas that are not to be missed.

For those seeking an exceptional opportunity for continuing education, professional networking, and the warm hospitality of a remarkable city, the 10th IOC in Rio de Janeiro is an event not to be missed. Further information about the meeting can be found at: [www.wfo2025rio.org](http://www.wfo2025rio.org)

Take that first step and join us for a journey of a lifetime that only Rio can offer.

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