



# PERSONALIZED MEDICINE

18.06.10

## PROGRAM

09:00 - 09:30 Opening session

### SESSION I THE ADVENT OF PERSONALIZED MEDICINE

09:30 - 10:15 Personalized medicine- the next big thing in Biotech?

10:15 - 11:00 Explosion of genetic testing

11:00 - 11:30 Coffee break

### SESSION 2 WHO WILL BENEFIT FROM PERSONALIZED MEDICINE?

11:30 - 12:00 Personalized Medicine- Pharma industry perspective

12:00 - 12:30 Personalized Medicine- Biotech industry perspective

12:30 - 12:50 Discussion

12:50 - 13:45 Lunch

### SESSION 3 PERSONALIZED MEDICINE IN PORTUGAL

14:00 - 14:30 New approaches in the molecular diagnosis-I

14:40 - 15:10 New approaches in the molecular diagnosis-II

15:20 - 15:50 Pharmaco-genomics: regulatory perspective

16:00 - 16:30 Final discussion

16:30 - 17:00 Coffee break

### SESSION 4 BUSINESS STRATEGIES FOR PERSONALIZED MEDICINE

17:00 - 17:25 Microeconomics of personalized medicine

17:25 - 17:50 Keys to commercializing personalized medicine

17:50 - 18:15 Funding and Future of Personalized Medicine companies

18:15 - 18:30 Discussion

*Future prospects*

## SPEAKERS CONFIRMED:

Mark S. Boguski (Harvard-MIT)

Detlef Niese (Novartis)

Fernando Royo (Genzyme)

Conceição Egas (Biocant)

Purificação Tavares (CGC Genetics)

Maria Isabel Vieira (Infarmed)

Stan Finkelstein (MIT)

Ludovic Lacaine (EuropaBio)

Dr. Alain Huriez (EPEMED)

## ORGANIZATION:

MIT-Portugal Program

Biocant

CNC

**MIT** Portugal

## VENUE:

Biocant

Biocant Park

Associação Beira Atlântico Parque

Parque Tecnológico de Cantanhede,

Núcleo 04, Lote 2

3060-197 Cantanhede

PORTUGAL

Coordenadas:

N 40,36059° ou 40°, 21', 38,10''

W 08,60690° ou 08°, 36', 24,85''



Register at: [www.biocant.pt/MIT](http://www.biocant.pt/MIT)

## PARTNERS:

