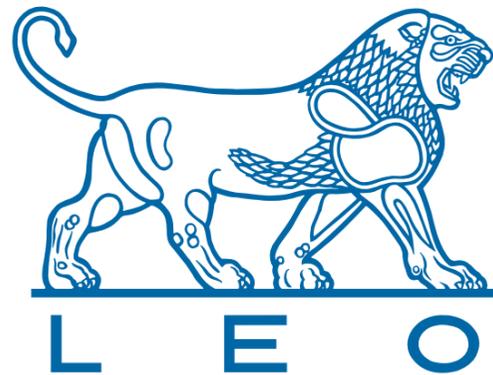




Photos: Wonderful Copenhagen. Layout: Christian Tofte. Printed in Denmark by P.J. Schmidt Grafisk Produktion



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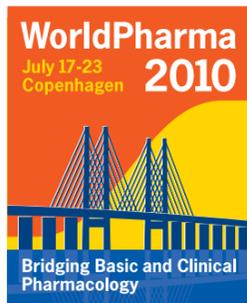
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Invitation

WorldPharma2010

In 2010, a major event is planned for pharmacology, the science of how drugs affect the living organism. Basic and clinical pharmacology, kept separate for too long, have come together again to encompass the whole process of drug development from molecular biology to clinical practice. This remarriage is to be celebrated in Copenhagen at this congress where the world's basic and clinical pharmacologists and all those dealing with the development and use of drugs will meet to discuss how we can work together to meet the need for safe and effective medicines at affordable prices.

In planning the programme, we will naturally ensure that the very best speakers will be invited to give the plenary lectures and to contribute to the 100 planned symposia. But in addition, we will ensure that the programme is attractive for young investigators and for investigators from developing countries. In this endeavour, we request the assistance of all the national societies who will be invited, together with their leading pharmacologists, to play a direct role in the planning of the programme as well as ensuring that arrangements are made to allow as many of their members as possible to attend. Your suggestions for the programme are welcomed. Please send these to the addresses overleaf.

2010 is still a long way off, but we suggest you make a note in your diary that July 17–23 is going to be time spent in Denmark. We promise you a scientifically excellent programme as well as the opportunity to savour the atmosphere of Copenhagen.



Kim Brøsen
President



Michael Mulvany
Secretary General

Information

WorldPharma2010

Copenhagen
Copenhagen is the capital of Denmark. With a population of 1.5 million it is large enough to have all facilities, yet small enough to keep its unique reputation of friendliness, efficiency, safety and freedom. Being a city of modern times, Copenhagen still has retained most of its old-world charm and maritime feel. Copenhagen is easy to get to and easy to get around in. Visitors may enjoy a leisurely stroll in a relaxed environment. Or a bicycle ride using the ubiquitous free of charge city bikes. Copenhagen is a center for excellence in the field of biopharmaceutics and biotechnology.

Congress Venue
The Copenhagen Congress Center – Bella Center – has 115,000 square metres of exhibition area and conference facilities gathered under one roof and is thus the largest of its kind in Scandinavia. The Congress Center has what is probably the most advanced venue information technology network in Europe. The location is ideal because the rapid metro of Copenhagen will make the Congress Center, downtown Copenhagen and the Airport no more than 10 minutes from each other.

Congress Language
The official language of the Congress is English.

Commercial Exhibition
WorldPharma2010 will accommodate and welcome commercial exhibitions. The exhibition area will be located adjacent to the meeting facilities.

Congress Format
The Congress will include plenary lectures by international experts. Cutting edge symposia, debates and workshops. Possibility for young investigators to present their data both within symposia and at poster sessions for critical assessments from experienced investigators.

- Streams**
The scientific programme will be organized in 9 parallel streams
1. Therapeutics and Outcome
 2. Medicines and the Society
 3. Drug Metabolism and Disposition
 4. Pharmacogenetics/-Genomics
 5. Pharmacology in the Industry
 6. Cardiovascular Pharmacology
 7. Neuro-/Psychopharmacology
 8. Endocrinology and Metabolism
 9. Chemotherapy

Basic and Clinical Pharmacology, the Basis for Clinical Progress
Particular aspects of the programme will be dedicated to: ensure better integration of basic and clinical pharmacology in the postgenomic era; individualized therapy; the economic challenges of new drugs; and drugs for less developed countries with emphasis on decreasing the differences between rich and poor countries in their access to health.

Organisation

www.WorldPharma2010.org

Danish Society of Pharmacology and Toxicology
Danish Society of Clinical Pharmacology

President
K Brøsen

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Secretary General
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Congress Secretariat

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Michael J Mulvany (vice-chairman)
Hans Bräuner-Osborne
Ian Ahnfelt-Rønne
Jørgen Matz
Karin Hamberger
Ove Svendsen

Local Scientific Committee
Kim Brøsen (chairman)
Michael J Mulvany (vice-chairman)
Ingolf Cascorbi
Ulrik Gether
Jesper Hallas
Edward Högestätt
Helle Birgitte Mengel
Karin Kramer Nielsen
Anders Rane
Ulf Simonsen
Ole Skøtt
Steffen Thirstrup

Notice of Interest

WorldPharma2010

Please complete this Notice of Interest and mail it to the Congress Secretariat or send via e-mail to WorldPharma2010@ics.dk if you are interested in attending the 16th World Congress on Basic and Clinical Pharmacology, July 17–23, 2010, Copenhagen, Denmark. Please type or print in CAPITAL letters.

Prof./Dr./Ms/Mr (Surname) _____

First Name(s) _____

Mailing Address _____

Post/Zip Code _____ City _____

Country _____

Telephone _____

Fax _____

E-mail _____ @ _____

