

# Plenary lectures during WorldPharma2010

- Biologics and good clinical practice in the European Union (*Klaus Cichutek, Germany*)
- Pharmacological control of central serotonin neurons (*Trevor Sharp, UK*)
- The challenges of the pharmaceutical industry in the 21st century (preliminary title) (*Emmanuel Canet, France*)
- The complex effects of 5-hydroxytryptamine in the cardiovascular system (*Carlos Villalon, Mexico*)
- Personalized medicine beyond pharmacogenetics (*Matthias Schwab, Germany*)
- The Health Impact Fund (*Thomas Pogge, USA*)
- Antioxidants & free radicals, good or bad? (*Barry Halliwell, Singapore*)
- Structure and function of the GPCR (*Brian Kobilka, USA*)
- Calcium and cell functions (*Masamitsu Iino, Japan*)
- Meeting the challenge of antibiotic resistance (*Otto Cars, Sweden*)
- Toll-like receptor and innate immunity (*Shizuo Akira, Japan*)
- Estrogen actions in the cardiovascular system (*Sue P Duckles, USA*)
- Therapeutic potential of vaccines in the management of hypertension (*Morris J Brown, UK*)
- Innovation in bioscience and pharmacology education (*Ian E Hughes, UK*)
- Reversal of corticosteroid resistance in severe inflammatory diseases: a novel therapeutic strategy (*Peter J Barnes, UK*)
- Headache (*Jes Olesen, Denmark*)
- Role of the renin-angiotensin system in vascular inflammation, (*Ernesto Schiffrin, Canada*)
- Clinical pharmacology of Alzheimer's disease (*Jean Marc Orgogozo, France*)
- Pharmacology of organic nitrates: from 19th century homeopathy to genetic mouse models (*Bernd Mayer, Austria*)

Danish Society for   
**Pharmacology**



**BCPT**  
Basic & Clinical Pharmacology & Toxicology



Printed in Denmark

Please find further details on [www.WorldPharma2010.org](http://www.WorldPharma2010.org)



## WorldPharma2010

16th **World** Congress on Basic and Clinical **Pharmacology**.  
July 17-23, 2010, Copenhagen, Denmark



**18**

**Focused Conferences  
– one World Congress**

**Abstract deadline 15 January 2010**  
**Early bird registration deadline 15 March 2010**

## Invitation

In July 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 gather to discuss how we can work together to meet the need for safe and effective medicines at affordable prices.

The Danish Society of Pharmacology and Toxicology and the Danish Society of Clinical Pharmacology jointly with the British Pharmacological Society under the auspices of the International Union of Basic and Clinical Pharmacology, IUPHAR organize WorldPharma2010.

The scientific programme will be based on focused conferences and plenary lectures, as well as poster sessions, sponsored symposia, workshops and satellite meetings. Each of the 18 focused conferences contains 4 or 5 half-day sessions all belonging to the same theme.

The titles of the focused conferences are listed on the opposite page.

2010 is approaching fast, and we suggest you make a note in your diary that July 17-23 will be 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

### Congress secretariat



ICS A/S Copenhagen

Strandvejen 169-171 - P.O. Box 41 - DK-2900 Hellerup, Copenhagen - Denmark  
Email: [WorldPharma2010@ics.dk](mailto:WorldPharma2010@ics.dk) - Phone: +45 7023 7823 - Fax: +45 7023 7888  
[www.WorldPharma2010.org](http://www.WorldPharma2010.org)

## Focused conferences during **WorldPharma2010**

- 1: Clinical pharmacology in emerging and developing countries
- 2: Transmembrane transport: perspectives for disease and drug discovery
- 3: Ion channels in analgesia and anaesthesia
- 4: Pharmacoepidemiology, current controversies and opportunities
- 5: Maximising benefits and minimizing harms from drugs
- 6: The heart gone wrong; stabilization of cardiac function
- 7: Simulation and data modelling in drug development.  
Better drugs faster?
- 8: Developments in the treatment of sexual dysfunction and diseases of the lower urinary tract
- 9: Inflammation and immunopharmacology:  
new tools for old diseases
- 10: Drugs for half the world: paediatric clinical pharmacology
- 11: G protein-coupled 7<sup>TM</sup> receptors:  
from molecular to physiological function
- 12: Ion channelopathies:  
new windows on complex disease and therapy
- 13: Translational science in the metabolic syndrome:  
basic and clinical pharmacology
- 14: Addiction and doping:  
neurobiological and clinical basis of emerging treatments
- 15: Endothelium in health and disease
- 16: Natural products: past and future?
- 17: New approaches and targets in psychiatry
- 18: Nuclear receptor targets for treatment of diseases

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