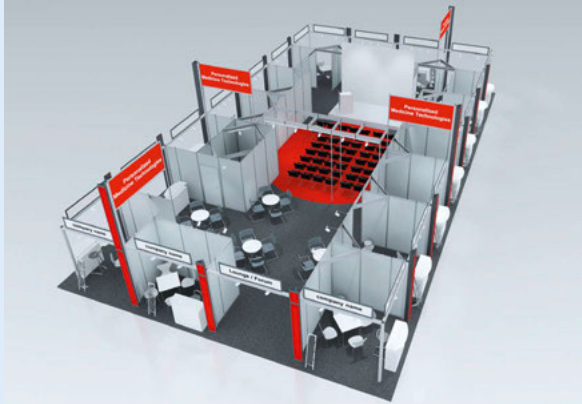


OUR AIM IS
YOUR SUCCESS

Stand space is still available at the Market-
place Personalized Medicine Technologies!



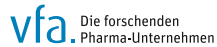
For further information about a turnkey booth/
individual stands or other info simply visit
our website www.biotechnica.de/en/mpmt

Supported by

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Marketplace Personalized Medicine Technologies



Discover the
new marketplace.



Hannover
8-10 October 2013

Europe's No. 1 Event
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Hannover
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New Marketplaces | New Customers | New Networks

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“Personalized” or “stratified” medicine is widely regarded as one of the great achievements of modern medicine. In practice this approach combines diagnostic and therapeutic tools to achieve predictable outcomes and tailor medical treatment to the individual characteristics of the patient.

During the past decade we have seen our knowledge of molecular pathways increase. Together with the emergence of new immunological and biochemical test systems, as well as innovative imaging technology, this has added enormously to our understanding of disease mechanisms. We are now in a better position to assess a patient’s suitability for certain forms of treatment, thus making it easier to avoid possible undesirable side effects. “Companion Diagnostics” have already become indispensable in drug development and have played a role in a number of approved therapies.

The Marketplace Personalized Medicine Technologies is designed to offer technology providers and users a place to meet and discuss new scientific findings and technologies. Personalized Medicine Technologies will attract **R&D experts from the field of diagnostics and therapeutics, from research institutes and universities, as well as top people from the pharmaceutical, bio-pharma and diagnostic technology industries, biobanking and laboratories.**

Marketplace highlights:

- Everything at one venue. Benefit from the concentration of know-how and displays devoted to the marketplace themes.
- Forum: scientific lectures and product presentations on current trends and developments.
- Networking between experts of Personalized Medicine.

8 October 2013

10:30 **Introduction:**
vfa, VDPH, BioDeutschland, leading cluster vfa bio + vfa: Dr. Sydow + Dr. Ruppert, VDPH: Dr. Walger, BioDeutschland: Peter Pohl, leading cluster: Dr. Wessel
 What does the term Personalized Medicine mean to stakeholders?
 What is the current status of Personalized Medicine?
 What technology do we require?

Companion Diagnostics Moderator: Birgit Schäfer, VDPH

14:00 **Individualized Cancer Therapy: Drug Treatment Testing before Therapy**
 Dr. Frank Kischkel, CEO, TherapySelect

14:30 **Third Generation Gene Signatures: Genomewide Sequencing and Subtype Specific Biomarkers**
 Dr. Ralph M. Wirtz, CEO&CSO, STRATIFYER Molecular Pathology GmbH

15:00 **N.N.**
 N.N.

Cell-Based Assays Moderator: Dr. Andrea Schilz, C13

15:30 **Phenotyping Functional Cell-Based Assays for Cancer Research**
 Roman Zantl, Managing Director, ibidi GmbH

16:00 **Cell-Based Assays for Biopharmaceutical Quality Control**
 Dr. Carsten Lindemann, Manager Business Development, EUFETS GmbH

16:30 **Cellular Immune Assays to Guide the Clinical Development of Novel (Cancer-) Immunotherapies**
 Cedrik Britten, Group Leader Cell-Mediated Immunity, TRON gGmbH

Further information and updated program:
www.biotechnica.de/en/mpmt

Admission tickets for BIOTECHNICA, including access to the marketplace:
www.biotechnica.de/en/tickets

9 October 2013

Next Generation Sequencing Moderator: Peter Pohl, BioDeutschland

10:00 **NGS for Individualized Cancer Therapeutics**
 Dr. Valesca Boisguérin, Head of Medical Genomics, TRON gGmbH

10:30 **“Schizophrenia Sequencing” – Next generation sequencing as the first step in drug development**
 Dr. Katrin Mansperger, Junior Business Development Manager Pharmacogenomics, Eurofins Medigenomix GmbH

11:00 **The use of next generation sequencing in the ICGC prostate research project**
 Dr. Lars Feuerbach, DKFZ

11:30 **Clinical applications of next generation sequencing in cancer**
 Christoph Heining, MD, National Centre for tumour disease (NCT) Heidelberg

Biomarker Moderator: Dr. Thorsten Ruppert, vfa

14:00 **N.N.**
 N.N.

14:30 **An integrative biomarker approach for drug repurposing**
 Dr. Josef Scheiber, Founder, Biovariance

15:00 **N.N.**
 N.N.

15:30 **Company Presentations**

10 October 2013

Molecular Imaging Moderator: Gerrit Hohenhoff, BioRegion

10:00 **Molecular Imaging Biomarkers: Today, Tomorrow, and Challenges**
 Dr. Edward Plut, Pharm.D., Vice President, Product Management & Business Development, Siemens PETNET Solutions

10:30 **Multimodal Molecular Imaging**
 Prof. Dr.-Ing. Joachim Hornegger, Vice President for Research, Head of the Pattern Recognition dept., Friedrich-Alexander University Erlangen-Nuremberg

11:00 **N.N.**
 N.N.

11:30 **VISCOVER™ preclinical imaging: Innovative imaging agents enhance and advance the impact of in vivo molecular imaging**
 Dr. Andreas Briel, CEO, nanoPET Pharma GmbH

14:00 **Company Presentations**