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# 1<sup>st</sup> WORLD CONFERENCE ON LIFE SCIENCES AND TRADITIONAL MEDICINES



MAIN ORGANIZER: B&H Biotechnology Co.

CO-ORGANIZERS: Consortium for Globalization of Chinese Medicine  
Helsinki University  
Hong Kong Jockey Club Institute of Chinese Medicine  
Institute of Medicinal Plant Development  
Karl Franzens-University of Graz  
Teknia  
VTT

# 1st WORLD CONFERENCE ON LIFE SCIENCES AND TRADITIONAL MEDICINES

## RATIONALE FOR THE NEW SERIES OF WORLD CONFERENCES

New discoveries, innovations and business opportunities are beginning to emerge from the convergence of apparently different disciplines of life sciences and traditional medicines. A simultaneous mega trend in consumer markets, wellness revolution, is generating an enormous order for such new product innovations.

So far Western pharmaceutical industry has focused mainly on synthetic, single, small molecule medicines. Recent setbacks in this approach are forcing academic and industrial research to look for alternative approaches.

The new methods of biosciences, molecular biology, genomics, proteomics, and bioinformatics are being applied to develop new biopharmaceuticals, diagnostic methods and vaccines.

A less visible, but potentially more important application of recent advances in biosciences is the research and validation of herbal medicines used in experience based traditional medicines, such as Chinese medicine and Indian Ayurveda.

Although advanced methods of biotechnology and bioinformatics are already being routinely used to identify the active components of herbal medicines, they may not be sufficient to reveal the full potential of traditional medicines, which are based on holistic view of the human physiology and its interaction with the environment.

Better understanding of the traditional medicines with the help of advanced scientific methods could provide a revolutionary new source for product innovations.

If the synergistic effects of multi-component mixtures of traditional medicines can be discovered by systems biology and other advanced methods, new generation of pharmaceuticals and biomedicines, which resemble more mixtures of active components of traditional herbal medicines than single component synthetic pharmaceuticals, could be developed. This could be an effective and fast way to develop not only new bio- and pharmaceutical products, but also health food, nutraceuticals and even cosmetics products.

## PURPOSE OF THE CONFERENCE:

The purpose of this new series of world conferences is to explore the possibilities for new therapeutic strategies and product innovations from convergence of life science and traditional medicines, present leading edge research applying new scientific methods to traditional herbal medicines, and provide a forum for researchers to present ideas for new products to the industry and investors.

## TO WHOM:

The conference is aimed at researchers and decision makers in the pharmaceutical, herbal medicine, phytochemical, health food, nutraceuticals and cosmetics industries, at related government and academic organizations and investors for whom new ideas and discoveries are critically important in their search for product, business and investment opportunities.

## PROGRAM

### WEDNESDAY, AUGUST 22

8.00-9.00 REGISTRATION

9.00-9.15 OPENING REMARKS

Dr. Tomi Heiskanen, Chairman, B&H Biotechnology Co.

### SESSION 1: SCIENTIFIC RESEARCH ON TRADITIONAL MEDICINES

9:15-10:00 KEYNOTE SPEECH

#### **Ayurveda as a Source for Modern Medicine**

Prof. Bharat B. Aggarwal, Cytokin Research Laboratory, Department of Experimental Therapeutics, the University of Texas M.D. Anderson Cancer Centre, Texas U.S.A.

10:00-10:45 KEYNOTE SPEECH

#### **Metabonomics: A Global Systems Biology Approach for Understanding the Molecular Aspects of the Phytomedicines**

Prof Huiru Tang, State Key Laboratory of Magnetic Resonance and Molecular and Atomic Physics, Wuhan Institute of Physics and Mathematics, The Chinese Academy of Sciences, Wuhan, PR China.

### 10:45-11:00 COFFEE BREAK

11:00-11:30

#### **Traditional Folk Herbal Medicines of Indian Desert, India.**

Dr. S.S. Katewa, Laboratory of Ethnobotany & Agrostology, Department of Botany, University College of Science, M. L. Sukhadia University, Rajasthan, India

11:30-12:00

#### **The Yin-Yang Doctrine and the Theoretical System of Chinese Medicine in the Modern Life Science**

Dr. Ning Wang, Public Research Centre for Health, Luxembourg Chief Scientist, Beijing Bonafolk World Alliance International Chinese Medicine Research Centre.

12:00-12:30

#### **The Modernization of Ayurvedic Herbal Medicine of India to Meet with Global Demand**

Dr. Subhash C. Mandal, Pharmacognosy and Phytotherapy Research Laboratory, Division of Pharmacognosy, Department of Pharmaceutical Technology, Jadavpur University, Kolkata, India

### 12:30-14:00 LUNCH

### SESSION 2: ACTIVE COMPONENTS: TRADITIONAL AND NEW SOURCES

14:00 – 14:30

#### **The Story of Green Tea: Chemical and Biological Studies of Green Tea Polyphenols as Anti-cancer Agents**

Prof. T.H. Chan, Distinguished Chair Professor of Organic Chemistry, Department of Applied Biology and Chemical Technology, The Hong Kong Polytechnic University, Hong Kong, China.  
Emeritus Professor, Department of Chemistry, McGill University, Quebec, Canada.

14:30-15:15

#### **Preclinical Evaluation of Plant Phenolics for Health Beneficial Effects**

Prof. Raimo Hiltunen, Dean, Division of Pharmaceutical Biology, Faculty of Pharmacy, University of Helsinki, Finland.

### 15:15-15:30 COFFEE BREAK

15:30-16:00

#### **Trees - A Rich Source of Lignans, Stilbenes and Flavonoids**

Prof. Bjarne Holmbom, Process Chemistry Centre, Abo Akademi, Turku, Finland.

16:00-16:30

#### **Salvianolic Acid B Inhibits A $\beta$ Fibril Formation, Disaggregates Preformed Fibrils, And Protects Against A $\beta$ -Induced Cytotoxicity**

Dr S. S.Kumar, School of Chinese Medicine, Hong Kong Baptist University, Hong Kong

16:30-17:00

**Herbal Medicines; Is it Advisable to Separate the Active Ingredients?**

Dr. Kanika Sharma, Assistant Professor, Department of Botany, Microbial Research Laboratory, Mohanlal Sukhadia University, Udaipur, Rajasthan, India.

**17:45-19:15 Espoo City Reception at Gumbole Mansion**

**THURSDAY, AUGUST 23**

**SESSION 3: NEW EFFECTS & THERAPEUTIC STRATEGIES**

9:00-9:30 KEYNOTE SPEECH

**Knowledge-based Drug Discovery: Identification of Lead Candidates from Traditional Chinese Medicine**

Prof. Nancy Y. Ip, Academician, Chinese Academy of Sciences, Biotechnology Research Institute, Molecular Neuroscience Centre and Department of Biochemistry, Hong Kong University of Science and Technology, Hong Kong, China.

9:30-10:00

**Chinese Medicine Formula DSQR is better than glucocorticoids for the treatment of Experimental Pulmonary Fibrosis in Rats**

Dr Zhang Hongqi, School of Chinese Medicine, Hong Kong Baptist University, Hong Kong

10:00-10:30

**Synergic Research: A New Approach to Evaluating the Efficacy of Multi Herbal Drug Combinations in TCM**

Prof. H.Wagner, Centre of Pharma Research Pharmaceutical Biology, University of Munich, Germany.

**10:30-11:00 COFFEE BREAK**

**SESSION 4: FUNCTIONAL FOOD AND NATURAL COSMETICS**

11:00-11:45

**TCM Approaches to Skin and Hair Care and Development of TCM Cosmetics**

Ms Melanie Zhou, General Manager, B&H Biotechnology Co.

11:45-12:30

**Plant Material Based Novel Anti-adhesion Therapy**

Dr.Carina Tikkanen-Kaukanen, Department of Pharmaceutical Chemistry, University of Kuopio, Finland.

**12:30-14:00 LUNCH**

**SESSION 5: STUDIES ON MECHANISM OF ACTION**

14:00 – 14:30

**New Insights in the Bioavailability and Molecular Mode of Action of Echinacea Preparations**

Dr. Karin Woelkart, Institute of Pharmaceutical Sciences, Department of Pharmacognosy, Karl-Franzens-University Graz, Austria.

14:30-15:00

**Antioxidant Activities of Compounds Isolated from the Dalbergia odorifera T. Chen and Their Inhibition Effects on the Decrease of Glutathione Level of Rat Lens Induced by UV Irradiation**

Prof. Yang Ming, State Key Laboratory of Natural and Biomimetic Drugs, Peking University, Beijing, China

**15:00-15:30 COFFEE BREAK**

**SESSION 6: NEW BUSINESS OPPORTUNITIES AND REGULATION IN EU**

15:30-16:00

**Botanical Drugs: A New Generation of Novel Therapeutics**

Mr. Robert Miller, CEO, Phynova Group Plc, UK.

16:00-16:30

**TCM Herbs as Medicinal Products - Quality Requirements in Europe**

Prof. Rudolf Bauer, Institute of Pharmaceutical Sciences, Karl-Franzens-Universität Graz, Austria.

16:30-17:00

**Health Effects of HMR-lignans**

Dr. Mikko Unkila, Director, Drug Discovery, Hormos Medical Co., Finland.

17:00 CLOSING OF THE DAY

**FRIDAY, AUGUST 24**

**SESSION 7: NEW METHODS & INFORMATION TECHNOLOGY**

9:00-9:45 KEYNOTE SPEECH

**Effects of Phytocompounds and Herbal Extracts from E. purpurea on Human Dendritic cells, Evaluated Using Genomics and Proteomics Approaches**

Prof. Yang Ning-Sun, Director, Agriculture Biotechnology Research Centre, Academia Sinica, Taiwan

9:45-10:15

**Using Computer Aided in Silico Methods in Screening Novel Lead Compounds from Natural Product Databases of Traditional Chinese Medicine**

Prof. Antti Poso, Department of Pharmaceutical Chemistry, University of Kuopio, Finland.

10:15-10:45

**Application of Bioinformatics in Medicinal Plant Conservation in India**

Dr. Sabita Bhattacharya, Department of Botany, Bose Institute, West Bengal, India.

**10:45-11:00 COFFEE BREAK**

11:00-11:45

**Metabolic Engineering – From Plants to Pharmaceuticals**

Dr. Heiko Rischer, Research Scientist, Plant Biotechnology, VTT Technical Research Centre of Finland, Espoo, Finland.

11:45-12:30

**Diamond™ - A Platform for Computer Aided Drug Discovery from Medicinal Plants**

Dr. Tomi Heiskanen, President, Xemet Co., Espoo, Finland.

**12:30-14:00 LUNCH**

**SESSION 8 A: INTERNATIONAL CO-OPERATION IN SCIENTIFIC RESEARCH OF TCM**

14:00 – 14:30

**Nottingham University's Approach to Evidence Based Evaluation of Traditional Chinese Medicine (TCM)**

Dr Xu Jin, Nottingham UK-China Complementary and Alternative Medicine (NUCCAM), Division of Epidemiology and Public Health, Queen's Medical Centre, The University of Nottingham

14:30-15:00

**Pharmaceutical Gateway: China – Finland.**

Mr. Jorma Pylkkanen, Technology Centre Teknia Ltd., Kuopio, Finland.

15:00-15:15

**CLOSING REMARKS**

Dr. Tomi Heiskanen, Chairman of B&H Biotechnology Co.

**15:15-16:15 VISIT TO VTT TECHNICAL RESEARCH CENTER OF FINLAND (OPTIONAL)**



DETAILS AND REGISTRATION:

[www.bhbiotech-conference.com](http://www.bhbiotech-conference.com)