1st 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
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.

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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 DSQRL 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 Ning, 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-Universitāt Graz, Austria.

16:30-17:00
Health Effects of HMR-Ignans
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 Phytoconstituents 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 Bhattacharyya, 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 Pylkkänen, 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