

Other activities during **WorldPharma2010**

- 24 state-of-the art plenary lectures
- 18 focused conferences on front-line topics
- Numerous workshops and sponsored symposia
- Great opportunities for young investigators for free communications and posters

Danish Society for 
Pharmacology



BCPT
Basic & Clinical Pharmacology & Toxicology



Printed in Denmark

Please find further details on www.WorldPharma2010.org



WorldPharma2010

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

WorldPharma2010 will include a workshop session on

**The good,
the bad and the ugly:
when medicines cure most,
harm some and
confuse many**

22 July 2010

12.45 - 14.15

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

Invitation

July 17-23 2010 is the time for a major event 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.

WorldPharma2010 is organised by the Danish Society for Pharmacology jointly with the British Pharmacological Society under the auspices of the International Union of Basic and Clinical Pharmacology, IUPHAR.

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

Overleaf is the detailed programme for the workshop session entitled:

"The good, the bad and the ugly: when medicines cure most, harm some and confuse many"

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

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The good, the bad and the ugly: when medicines cure most, harm some and confuse many

Workshop organised by:

International Society of Pharmacovigilance (ISoP)

Workshop coordinator: Giampaolo Velo

Speaker 1

Pia Caduff (Schweizterland):

The H1N1 story: the black and the white

Speaker 2

Nicholas Moore (France):

From signals to therapy

Speaker 3

Brian Edwards (UK):

*New safety approaches
towards advanced therapies*

Speaker 4

Alex Doodoo (Ghana):

*Between the rock and a hard place
- safety monitoring of medicines
for neglected diseases.*

Speaker 5

Giampaolo Velo (Italy):

*Drug information?
Drug promotion?*