

SMi presents the 8th annual conference...

Advances in Cell Based Assays

10th & 11th November 2015 | Holiday Inn Kensington Forum

www.cellbasedassay.co.uk/inderscience

*Developments in 3D functional assays and high-content analysis
to propel drug development and improve translation to the patient*

SMi Group are thrilled to present the 8th annual conference in the industry leading series, Advances in Cell Based Assays, taking place on 10th & 11th November 2015 in Central London, UK.

Due to improvements in detection technology and sensitivity in drug screening, recent reports predict the cell based assays market to reach \$4.7 billion in 2016. With a fresh new agenda for 2015, Advances in Cell Based Assays arrives at the perfect time to expand scientific horizons in key topics such as drug toxicity testing, live imaging, 3D modelling, phenotype screening, formulation in assay development, plus much more!

We have worked closely with a leading panel of experts such as AstraZeneca, GSK, Pfizer and Johnson & Johnson, to create a packed programme that has been tailored for an audience of professionals working in regenerative medicine using 3D cell based assays and high-throughput technologies.

FEATURED SPEAKERS INCLUDE:

- Xavier Leroy, Associate Director, Actelion Pharmaceuticals - Conference Chair
- Clare Gardner, Senior Scientist, Pfizer
- Roderick Beijersbergen, Group Leader, Division of Molecular Carcinogenesis, Netherlands Cancer Institute
- Farnaz-Fallah Arani, Senior Group Leader, UCB
- Yolanda Chong, Principal Scientist, Johnson & Johnson
- Nariman Ansari, Project Leader, Buchmann Institute for Molecular Life Sciences (BMLS) - Goethe University Frankfurt

HIGHLIGHTS:

- Discover pioneering 3D cell-based assays advancing reliable and physiologically- relevant in vivo data with HCS technologies
- New for 2015 - Next generation multidimensional fluorescence imaging and computational quantification
- New for 2015 - Learn high content, high throughput phenotypic platforms for neglected tropical diseases

For further details visit the website at www.cellbasedassay.co.uk/inderscience or contact the team on Tel: +44 (0)20 7827 600 / Email: events@smi-online.co.uk