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The WIN Consortium, supported by its Media Partner, Nature Publishing Group, is organizing its second annual WIN Symposium, dedicated exclusively to personalized cancer care.

JULY 7th-9th 2010

Palais des Congrès • Paris • France

Poster/
Abstract
submission
deadline
May 15th
2010

Paris
Houston
Bethesda
Philadelphia
Durham
Montréal
Helsinki
Munich
Leuven
Milan
Shanghai
Madrid
Manchester
Jerusalem
Budapest
Singapore
Bucharest
Beer Sheva
Vall Hebron
Rotterdam
Stockholm
Kuwait City
Mumbai
London

2nd worldwide Innovative networking in personalized cancer medicine

Registration
online
www.mfcongres.com

The content of this event has been endorsed by ASCO, ESMO and OECI



This Symposium
has been accredited
with 17 ESMO-MORA
category 1 points.



WIN Worldwide innovative networking in personalized cancer medicine

The WIN Consortium, supported by its Media Partner, Nature Publishing Group, is organizing its second annual WIN Symposium, dedicated exclusively to personalized cancer care.

This major event, entitled **Worldwide Innovative Networking in Personalized Cancer Medicine 2010 (WIN 2010)**, will present breakthrough scientific technologies and achievements in personalized cancer medicine, with a special focus on individualized treatment and early diagnosis of cancer. The Symposium, to be held in the Palais des Congrès, Paris, on July 7-9th 2010, will offer an interactive forum to discuss new approaches, tools and challenges in cancer medicine. Registered attendees are invited to submit questions at www.mfcongres.com.

The WIN Consortium is a joint initiative of the **Institut Gustave Roussy and the University of Texas M. D. Anderson Cancer Center**, in association with several other leading cancer care institutions in Europe, the United States of America, Canada and Asia. *"The WIN Consortium's aim is the rapid translation of groundbreaking personalized cancer medicine discoveries from the bench to the bedside"*. Its SITED program (Standards in Individualized Treatment and Early Diagnosis) brings together academia and industry, undertaking a range of research and clinical projects to improve early diagnosis of cancer and to establish new treatment strategies.

The organizers launch a call for poster sessions, open to postdoctoral researchers and physicians. The best fifteen research works will be awarded with a complimentary pass to the Symposium. The best three works selected will be invited (free entry plus travel expenses) to give their oral presentation at the Symposium.



American Society of Clinical Oncology
Making a world of difference in cancer care

This program has the American Society of Clinical Oncology's approval for quality of educational content. ASCO endorsement does not constitute medical advice. Health care providers should exercise their own independent medical judgment.

ACADEMIC ORGANIZERS OF THE WIN CONSORTIUM

Institut Gustave Roussy (IGR)	Villejuif (France)
The UT-MD Anderson Cancer Center (MDACC)	Houston (USA)
National Cancer Institute (NCI)	Bethesda, Maryland (USA)
Fox Chase Cancer Center (FCCC)	Philadelphia (USA)
Duke University	Durham (USA)
Segal Cancer Center, Jewish General Hospital	Montréal (Canada)
Institute for Molecular Medicine (FIMM)	University of Helsinki (Finland)
Technische Universitaet Muenchen (TUM)	Munich (Germany)
Katholieke Universiteit Leuven, University Hospitals	Leuven (Belgium)
Istituto Nazionale dei Tumori	Milan (Italy)
Shanghai Cancer Center, FUDAN University	Shanghai (China)
RuiJin Hospital and University Medical School	Shanghai (China)
Centro Nacional de Investigaciones Oncologica (CNIO)	Madrid (Spain)
The Christie and Manchester Cancer Research Centre	Manchester (United Kingdom)
Hadassah Medical Centre, Sharrett Institute of Oncology	Jerusalem (Israel)
The Semmelweis University, Faculty of Medicine	Budapest (Hungary)
The National Cancer Centre, Singapore	(Singapore)
Fundeni Clinical Institute for Digestive Diseases and Liver Transplantation	Bucharest (Romania)
The Ben-Gurion University of the Negev	Beer Sheva (Israel)
Fundació Privada Institut d'Investigació Oncològica	Vall Hebron (VHIO)
Erasmus Medical Centre	Rotterdam (The Netherlands)
Royal Institute for Technology (KTH)	Stockholm (Sweden)
Kuwait Cancer Control Centre, Shiekha Badriya Al-Ahmad Medical Oncology Centre, (KCCC)	Shuwaikh (Kuwait)
Advanced Centre for Treatment, Research and Education in Cancer (ACTREC), Tata Memorial Centre	Mumbai (India)

ASSOCIATE TECHNOLOGY CORPORATION FOUNDERS

Agilent Technologies	Santa Clara (USA)
Life Technologies	Foster City (USA)
GE Healthcare	Chalfont St Giles (United Kingdom)



Worldwide innovative
networking in personalized
cancer medicine

LOCAL ORGANIZING COMMITTEE

Institut de Cancérologie, Institut Gustave Roussy, Villejuif, France

Gilles Vassal • Vladimir Lazar • Isabelle Pelletier-Bressac
Jean Feunteun • Antoine Crouan • Jacques Crespy
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SCIENTIFIC ADVISORY BOARD OF THE WIN CONSORTIUM

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Bengt Nielsen, GE Healthcare, Chalfont St Giles, UK

WEDNESDAY, JULY 7, 2010

7H30-8H30 REGISTRATION, COFFEE

- 8h30** Welcome address: **JOHN MENDELSON**
 UT- MD ANDERSON CANCER CENTER (MDACC), HOUSTON, USA
PRESIDENT OF THE WIN CONSORTIUM

Integrated medicine and scientific concepts to shift to future modern oncology

Chairmen: Alexander Eggert, The Netherlands, and Guo-Liang Jiang, China

- 9h00** **Keynote Lecture**
LEROY HOOD, INSTITUTE FOR SYSTEMS BIOLOGY, SEATTLE, USA
CHAIRMAN OF THE SCIENTIFIC AND STRATEGIC ADVISORY BOARD OF THE WIN CONSORTIUM
 The shift from the past to the future modern oncology.
 The P4 Integrative Medicine.

- 9h25** **JOHN MENDELSON**, UT- MD ANDERSON CANCER CENTER, HOUSTON, USA. **PRESIDENT OF THE WIN CONSORTIUM**
 Individualized prevention, early detection and treatment as ways to decrease cancer mortality and improve patient outcomes.

- 9h50** **THOMAS TURSZ**, INSTITUT DE CANCÉROLOGIE GUSTAVE ROUSSY, VILLEJUIF, FRANCE. **VICE-PRESIDENT OF THE WIN CONSORTIUM**
 The continuum from basic and translational research to clinical application: challenges and societal needs. The model of comprehensive cancer and international alliances.

- 10h15** **SOO KHEE CHEE**, NATIONAL CANCER CENTRE, SINGAPORE
 Same challenges, different population and solutions: where do we stand in early diagnosis and personalized medicine across the continents?

10H40 COFFEE BREAK AND NETWORK DISCUSSIONS

Advanced scientific concepts on personalized medicine

Chairmen: Manfred Schmitt, Germany and Leroy Hood, USA

- 11h10** **Keynote Lecture**
EDISON LIU, GENOME INSTITUTE OF SINGAPORE, PRESIDENT OF HUGO
 First understand then cure: the human genome to render the clues for the next generation of treatments.

- 11h40** **STEPHEN FRIEND**, SAGE BIONETWORKS, SEATTLE, USA
 Use of bionetworks to understand cancer causality: revisiting approved drugs.

FIRST PRE-PROGRAM OF THE WIN SYMPOSIUM 2

12h10 **WAUN KI HONG**, UT- MD ANDERSON CANCER CENTER, HOUSTON, USA
Personalized targeted therapy in lung cancer: winning the battle and paradigm shift.

12h35 **RICHARD GOLDBERG**, THE UNC LINEBERGER COMPREHENSIVE CANCER CENTER AND THE N.C. CANCER HOSPITAL, NORTH CAROLINA, USA
Optimal ways to integrate chemotherapy and targeted therapies in colorectal cancer.

12H50 LUNCH AND NETWORK DISCUSSIONS

Breakthrough in early diagnosis of cancer: scientific and technological achievements (1)

Chairmen: Jonathan Knowles, Finland and Alexander Eggermont, The Netherlands

14h00 **Keynote Lecture**
OLLI KALLIONIEMI, INSTITUTE FOR MOLECULAR MEDICINE (FIMM), UNIVERSITY OF HELSINKI, FINLAND
Combining multiple high-throughput technologies in cancer diagnostics and therapy selection.

14h25 **CAIFU CHEN**, LIFE TECHNOLOGIES APPLIED BIOSYSTEMS, FOSTER CITY, USA
Development of CastPCR-based universal serum biomarker set for cancer diagnosis and follow-up.

14h50 **ROBERT DANN**, GE HEALTHCARE, CHALFONT ST GILES, UK
Advanced imaging for early diagnosis and early assessment of response.

15h15 **ANGEL PORGADOR**, THE BEN GURION UNIVERSITY OF THE NEGEV, BEER SHEVA, ISRAEL
Bioreactomics concept for serum diagnosis of cancerous state.

15H40 COFFEE BREAK, POSTER SESSION 1 AND NETWORK DISCUSSIONS

Breakthrough in early diagnosis of cancer: scientific and technological achievements (2)

Chairmen: Olli Kallioniemi, Finland, and Neil Cook, USA

16h30 **Keynote Lecture**
SAMIR HANASH, FRED HUTCHINSON CANCER RESEARCH CENTER, WASHINGTON, USA
The Early Detection Initiative at the Fred Hutchinson Cancer Research Center: a combinatorial technological approach to develop blood tests for early cancer detection.

16h55 SUZETTE DELALOGUE, INSTITUT DE CANCÉROLOGIE, INSTITUT GUSTAVE ROUSSY, VILLEJUIF, FRANCE
The concept of One day Diagnosis Unit for Breast Cancer to improve healthcare: 5-year clinical and research results.

17h20 JURI GELOVANI, UT- MD ANDERSON CANCER CENTER, HOUSTON, USA
Next generation of biomarkers and tracers for increased diagnostic sensitivity of lung cancer.

17h45 DINGWEY YE, FUDAN UNIVERSITY SHANGHAI CANCER CENTRE, SHANGHAI, CHINA
Early diagnosis, the cornerstone of the Shanghai Centre Strategy: application to solid malignant tumors.

18h15 RITA MULHERKAR, ADVANCED CENTRE FOR TREATMENT, RESEARCH AND EDUCATION IN CANCER (ACTREC), TATA MEMORIAL CENTRE, MUMBAI, INDIA
Where do we stand in today's worldwide screening and early diagnosis? Paradigm of oral and cervical cancer.

18H45 WELCOME RECEPTION PALAIS DE CONGRÈS

THURSDAY, JULY 8, 2010

Breakthrough in individualized cancer treatment: new scientific concepts and technological achievements (1)

Chairmen: Ignacio I. Wistuba, USA and Lu Yiming, China

8h30 Keynote Lecture
RICHARD SCHILSKY, UNIVERSITY OF CHICAGO MEDICAL CENTER, CHICAGO, USA. **CO-CHAIR OF THE SCIENTIFIC AND STRATEGIC ADVISORY BOARD OF THE WIN CONSORTIUM**
The right drug for the right patient at the right time: what remains to be done? WIN Consortium goals.

9h00 GUIDO KROEMER, INSERM, PARIS, FRANCE
To die or not to die through apoptosis: revisiting the concept of drug response and predicting the efficacy for individualized treatment.

9h25 GEORGE SIMON, FOX CHASE CANCER CENTER, PHILADELPHIA, USA
From MADe IT to iMAP: challenges of personalizing therapy in a constantly changing clinical environment.

9h50 GIUSEPPE GIACCONE, NATIONAL CANCER INSTITUTE, BETHESDA, USA
Phase II and III clinical trial design and endpoints in the targeted therapy era-future goals and challenges.

FIRST PRE-PROGRAM OF THE WIN SYMPOSIUM 2

- 10h15** **MANUEL HIDALGO**, SPANISH NATIONAL CANCER RESEARCH CENTRE, CNIO, MADRID, SPAIN
Approaches to individualized treatment in pancreatic cancer: from research to clinical application.

10H40 COFFEE BREAK AND NETWORK DISCUSSIONS

Breakthrough in individualized cancer treatment: innovative therapeutic developments (2)

Chairmen: John Mendelsohn, USA and Soo Khee Chee, Singapore

- 11h10** **Keynote Lecture**
JEAN CHARLES SORIA, INSTITUT GUSTAVE ROUSSY, VILLEJUIF, FRANCE
The concept of selection of individualized treatments based on molecular portraits of tumors.
- 11h35** **ANIL POTTI**, DUKE UNIVERSITY, DURHAM, USA
Rationale genomic approaches to dissect lung cancer biology: a clue for clinical application.
- 12h00** **ZHANG ZI**, RUIJIN HOSPITAL SHANGHAI, JIAO TONG UNIVERSITY SCHOOL OF MEDICINE, SHANGHAI, CHINA
Strategies for rational radiotherapy regimens and prediction of efficacy.
- 12h25** **JOSÉ BASELGA**, VALL D'HEBRON INSTITUT D'ONCOLOGIA, BARCELONA, SPAIN
Innovative targeted agents and their optimal development.
- 12h50** **MARCO PIEROTTI**, ISTITUTO NAZIONALE DEI TUMORI, MILAN, ITALY
The dark side of targeted therapies: in silico modelling for prediction of secondary mutations.

13H10 LUNCH AND NETWORK DISCUSSIONS

Innovative Biomarker developments and strategies in personalized cancer treatments

Chairmen: Edison Liu, Singapore and Gilles Vassal, France

- 14h30** **Keynote Lecture**
LISA MCSHANE, BIOMETRIC RESEARCH BRANCH, NATIONAL CANCER INSTITUTE, BETHESDA, USA
Challenges in the development and validation of biomarker signatures for personalized medicine: principles of study design and analysis, bioinformatics needs, and informative study reporting.
- 15h00** **LAJOS PUSZTAI**, UT- MD ANDERSON CANCER CENTER, HOUSTON, USA
Integration of systems biology concepts into clinical trials.

15h25 **MANFRED SCHMITT AND CHRISTOPH THOMSEN**, TECHNISCHE UNIVERSITÄT MÜNCHEN, MUNICH, AND UNIVERSITY OF HALLE, HALLE, GERMANY
Cancer biomarkers uPA and PAI-1 to tailor adjuvant systemic treatment in breast cancer: the NNBC-3 trial.

15h50 **FIONA BLACKHALL**, THE CHRISTIE AND MANCHESTER CANCER RESEARCH CENTRE, MANCHESTER, UNITED KINGDOM
New biomarker strategies for prediction of drug response in lung cancer treatment: virtual biopsies and circulating biomarkers.

16h15 **FABRICE ANDRE**, INSTITUT GUSTAVE ROUSSY, VILLEJUIF, FRANCE
Negative biomarker studies: where are they? A proposal for a biomarker studies comprehensive database inside WIN Consortium.

16H40 COFFEE BREAK, POSTER SESSION 2 AND NETWORK DISCUSSIONS

New standards in biorepositories and biospecimen research: a cornerstone for personalized cancer care

Chairmen: Thomas Tursz, France and Rita Mulherkar, India

17h25 **Keynote Lecture**
CAROLYN COMPTON, THE OFFICE OF BIOREPOSITORIES AND BIOSPECIMENS RESEARCH: NATIONAL CANCER INSTITUTE, BETHESDA, USA
Standardization of biospecimen repositories, a prerequisite for worldwide conducted investigations. The challenges of the WIN-biobank.

17h50 **PHIL STEPHENS**, SANGER INSTITUTE, LONDON, UNITED KINGDOM
Next sequencing generation: characterisation of small cell lung cancer genome using paired end sequencing.

17h50 **NEIL COOK**, AGILENT TECHNOLOGIES, SANTA CLARA, USA
Advanced bioanalytical measurement technologies for personalized cancer medicine.

18h15 **ZSOFIA BALOGH**, SEMMELWEIS UNIVERSITY, FACULTY OF MEDICINE, BUDAPEST, HUNGARY
VLADIMIR LAZAR, INSITUT GUSTAVE ROUSSY, VILLEJUIF, FRANCE
A technological shift to address a paradox: whereas bioresearch is mostly conducted on frozen samples, clinical application is mostly based on formalin-fixed paraffin- embedded biospecimens.

18h40 **ALEXANDER MM EGGERMONT**, ERASMUS MEDICAL CENTRE, ROTTERDAM, THE NETHERLANDS
Technological shifts enabling predicting survival in interferon-treated patients.

20H30 GALA DINNER

FRIDAY, JULY 9, 2010

Regulatory, financial and societal challenges of new technologies and methods

Chairmen: *Ignacio I. Wistuba, USA and Lu Yiming, China*

8h30

Keynote Lecture

JULIO E CELIS, INSTITUTE OF CANCER BIOLOGY, COPENHAGEN, DENMARK AND **STANLEY HAMILTON**, UT-MD ANDERSON CANCER CENTER, HOUSTON, USA

Societal challenges of personalized medicine: the need for a new organization. Who will pay for the next generation of tools and biology-driven medicine?

9h00

ASHER SALMON, SHARETT INSTITUTE OF ONCOLOGY, HADASSAH UNIVERSITY MEDICAL CENTRE, JERUSALEM, ISRAEL

Molecular approaches towards functional diagnosis of genetic predisposition to cancer.

9h25

GERALD BATIST, SEGAL CANCER CENTRE, JEWISH GENERAL HOSPITAL, MCGILL UNIVERSITY, MONTREAL, CANADA

Personalized medicine in cancer: where research meets clinical care. The Canadian Perspective.

9h50

GILLES VASSAL, INSTITUT DE CANCÉROLOGIE GUSTAVE ROUSSY, VILLEJUIF, FRANCE

Personalized medicine for children with cancer: challenges and specificities.

10h15

JOHNATHAN KNOWLES, INSTITUTE FOR MOLECULAR MEDICINE FINLAND (FIMM) AND THE UNIVERSITY OF HELSINKI

Personalized therapies for cancer patients: dream vision or immediate necessity.

11H00 COFFEE BREAK AND NETWORK DISCUSSIONS



NPG AWARDS: THE WINNERS OF THE BEST RESEARCH PRESENTATIONS

The Organizers launched a call for poster session, open to young postdoctoral researchers. The best fifteen research works will be awarded with a free attendance to the Symposium. The best three presentations will be selected for oral presentation

Chairs: Lisa Hutchinson, UK and Soo Khee Chee, Singapore

11h30 Early diagnosis presentation.

11h50 Individualized tailored treatment presentation.

12h20 Innovative technologies in personalized cancer medicine presentation.

12h40 **The Nature Publishing Group Awards.**

13H00 LUNCH AND NETWORK DISCUSSIONS

Presentation of the WIN Consortium and its strategic partners: specific goals and projects for the upcoming year

14h30 **VLADIMIR LAZAR**, INSTITUT GUSTAVE ROUSSY, VILLEJUIF, FRANCE
CO-ORDINATOR OF THE WIN CONSORTIUM
JAMES BUTCHER, NATURE PUBLISHING GROUP, LONDON,
UNITED KINGDOM
Strategic Media Partnership with the Nature Publishing Group.

15h15 Open Interactive Forum

Early diagnosis, individualized treatment, and standardization in personalized cancer medicine

Moderators: John Mendelsohn, Richard Schilsky, Julio Celis, Soo Kee Chee; with participation of all of the speakers and members of the WIN Consortium

17h00 **CONCLUSION OF THE SECOND ANNUAL WIN SYMPOSIUM AND ADJOURN**

PRESS CONFERENCE

