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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 7<sup>th</sup>-9<sup>th</sup> 2010

Palais des Congrès • Paris • France

Poster/  
Abstract  
submission  
deadline  
May 15<sup>th</sup>  
2010

Paris  
Houston  
Bethesda  
Philadelphia  
Durham  
Montréal  
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Vall Hebron  
Rotterdam  
Stockholm  
Kuwait City  
Mumbai  
London

# 2<sup>nd</sup> worldwide Innovative networking in personalized cancer medicine

Registration  
online  
[www.mfcongres.com](http://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](http://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  
Eric Solary • Michael Bia

## SCIENTIFIC ADVISORY BOARD OF THE WIN CONSORTIUM

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**Stephen Friend**, Sage Bionetworks, Seattle, USA

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## 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.

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**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.

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### 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*

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**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.

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

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

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

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### 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*

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**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.

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

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

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**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.

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**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*

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**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.

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**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.

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

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**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.

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**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.

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**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.

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**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*

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**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.

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

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

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**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.

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

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**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*

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**11h30** Early diagnosis presentation.

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**11h50** Individualized tailored treatment presentation.

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**12h20** Innovative technologies in personalized cancer medicine presentation.

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**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**

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**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.

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**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*

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

PRESS CONFERENCE



**Registration form**

**Registration online: [www.mfcongres.com](http://www.mfcongres.com)**

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I would like to receive \_\_\_\_ discount (20%) vouchers for SNCF train travel,  
 Event ID Code to keep for the booking: **09294AF**. Valid for travel from 02/07/2010 to 14/07/2010.

**Pre-registration**

**before July 4<sup>th</sup>, 2010 (after July 4<sup>th</sup> registration is onsite)**

**Registration fees**

	Before July 4th, 2010	After July 4th, 2010
<b>Companies, Biotech</b>		
3 days	<input type="checkbox"/> € 675	<input type="checkbox"/> € 775
<b>Institutes, universities, public agencies</b>		
3 days	<input type="checkbox"/> € 475	<input type="checkbox"/> € 575

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**Gala dinner**

€ 150 x \_\_\_\_\_

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**Cancellation Policy**

Registration cancellations must be notified before July 1st, 2010. There will be no refunds for cancellations received after this date. A processing fee of € 150 will be charged for all cancellations. Refunds will be processed after the meeting.