



January 2005 BIOTECH SEMINAR

presented and sponsored by:
THE NORTH AMERICA TAIWANESE ENGINEERS' ASSOCIATION'S
~SIG BIOTECH~

PRESENTATIONS:

“Personalized medicine: Opportunities for successful collaborations between pharmaceutical, diagnostic, biotech companies and academic institutes ”

and

“Human Flu, Avian Flu and Beyond ”

DATE: Saturday, Jan 22, 2004
TIME: 4:00PM
LOCATION: Formosa Restaurant
1655 S. De Anza Blvd., Cupertino, CA 95014 (Tel: 408-257-1120)

REGISTRATION: FREE seminar, Dinner (optional) \$15, Student \$5
RSVP: slcheng1@yahoo.com

PROGRAM SCHEDULE:

1. **4:00-4:45** **“PERSONALIZED MEDICINE: OPPORTUNITIES FOR SUCCESSFUL COLLABORATIONS BETWEEN PHARMACEUTICAL, DIAGNOSTIC, BIOTECH COMPANIES, AND ACADEMIC INSTITUTES”**
SPEAKER: Pauline Lau, PhD., Director, Integrated Health Care, Genetics and Integrated medicine, Roche Pharmaceuticals Corp
2. **4:45-5:30** **“Human Flu, Avian Flu and Beyond”**
SPEAKER: Min-Shi Lee, MPH, PhD, MedImmune Vaccine, Mountain View, CA
3. **5:30:** **“NETWORKING AND DINNER”**



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“Personalized medicine: Opportunities for successful collaborations between pharmaceutical, diagnostic, biotech companies and academic institutes”

Personalized Medicine- the medicine that customizes the drug for each individual patient need, commands major new attention in pharmaceutical companies and regulatory agencies. It is enabled by the discovery of human genome. Personalized medicine tailor treat patients based on patients’ genetic information. The information allows pharmaceutical companies to develop more disease specific drugs with better efficacy and less adverse effects. It allows physician to decide which medicine is best for a patient depends on a person’s genetic and biochemical needs.

The development of personalized medicine creates many new opportunities for biotech companies in a similar fashion as computer industries in the 1970th to the 1990th.

This seminar will provide

- The reason why pharmaceutical companies and regulatory agencies (FDA) are pushing for personalized medicine.
- What are the opportunities created for biotech companies and academic institutes.
- Case study: infectious hepatitis (HCV) and rheumatoid arthritis.
- Issues with the new genetic medicine.

Speaker: Pauline Lau, PhD., Director, Integrated Health Care, Genetics and Integrated medicine, Roche Pharmaceuticals Corp. Dr. Lau has over 20 years of career in health care industry covering research, product support, and marketing with successful records in new business development for specialty products used in disease diagnosis or therapeutic monitoring and demonstrated accomplishments in establishing strategic business alliances between diagnostic and pharmaceutical companies. Dr. Lau received her PhD from Bio-Analytical Chemistry, University of South Carolina. She is also the Advisor/member of National Committee for Clinical Laboratory Standards (NCCLS); Past-Chair of American Association For Clinical Chemistry (AACC), Management Sciences Division; Past-President of Central Indiana Clinical Biochemistry Forum.

“Human Flu, Avian Flu and Beyond”

Influenza (i.e., flu) is a common respiratory disease caused by influenza viruses. Influenza viruses include three serotypes (A, B, and C). Type A and type B influenza viruses are frequently isolated from human patients but only type A influenza viruses can infect humans and many species of animals including avian, horse and swine. Epidemics of human influenza typically occur during the winter months in temperate regions and have been responsible for an average of approximately 36,000 deaths per year in the United States. Influenza viruses can also cause pandemics, during which hospitalized and fatal influenza cases can increase rapidly worldwide. Historically, three influenza pandemics have occurred in 1918, 1957 and 1968. The emergences of the three influenza pandemics were related to cross-species transmission between animal and human hosts. Since January 2004, outbreaks of influenza H5N1 virus have occurred in poultry farms in several Asia countries (i.e., avian flu) and this avian flu H5N1 virus has also caused 32 fatal cases in Vietnam and Thailand. Due to the potential risk of influenza pandemic caused by the H5N1 viruses, many national and international agencies are working closely to develop a global control program. In this talk, I will review the influenza epidemiology and virology and discuss the possible options for reducing the impacts of human and avian flu.

Speaker: Min-Shi Lee, PhD, has been an epidemiologist working on vaccine development of parainfluenza virus, respiratory syncytial virus and influenza viruses at MedImmune Vaccines (formerly Aviron) since 1999. Prior to joining MedImmune Vaccines, Dr Lee had worked on surveillance and control of measles, Japanese encephalitis, and dengue viruses in Taiwan government (Department of Health). He holds a Ph.D. degree in epidemiology from Oxford University, a master degree in public health from National Taiwan University, and a bachelor degree in medical technology from National Yang-Ming Medical College (currently National Yang-Ming University), Taipei, Taiwan. Dr Lee has more than 20 scientific publications and patent applications.