

Cell Based Assays: the latest in Phenotypic, 3D and Ion Channel based cellular assays

GSK, Boehringer-Ingelheim, Actelion, Novartis, AstraZeneca and many others confirmed their participation in SMI's 6th annual Cell Based Assays Conference.

LONDON, LONDON, UK, August 5, 2013 /EINPresswire.com/ -- Following on from its hugely successful [Cell-Based Assays Conference](#) in 2012, this year's event, taking place on the 18th-19th of November 2013 in London, UK, will feature over 16 innovative presentations delivered by some of the leading names in the Pharma industry, discussing 3D cell culture, future screening tools and primary phenotypic assays, drug design, targeting ION channels and novel technologies in the latest [Cell Based Assays platforms](#).



Interactive [post-conference workshop](#) "Overcoming the challenges of moving from 2D to 3D cells based Assays in an HCS and HTS environment" will be taking place on the 20th of November, hosted by Anthony Davies, Director, Trinity College Dublin.



A well organised conference with some very interesting and good talks."

Abbott

Top 4 Reasons to Attend:

- Hear the latest on Phenotypic screening; how target based screening is allowing for identification of small molecules
- See how you can implement a primary cell assay plan through a case study of SAR-driving assay
- The latest in GPCR and other ion channel targeting pathways and how they are being used in the most recent drug discovery assays
- Adopt accelerated primary cell screening systems such as those utilised by GSK

Keynote speakers include:

- Mao Xiang Chen, Biological and Cellular targets, GlaxoSmithKline
- Martha Brown, Senior Associate Director, Boehringer-Ingelheim
- Xavier Leroy, Director, Actelion
- Steve Ludbrook, Section Head, GlaxoSmithKline

- Urs Luethi, Senior Lab Head Discovery, Actelion
- Anthony Davies, Director, Trinity College Dublin
- Tyrell Norris, Team Leader – Cellular Reagents & Assay Development, AstraZeneca
- Amir Gander, Senior Knowledge Transfer Associate, University College London

For the full conference programme and further information please visit:

<http://www.smi-online.co.uk/goto/2013cellbasedassay14.asp>

Alternatively contact Fateja Begum on +44 (0)20 7827 6184 or email: fbegum@smi-online.co.uk

Sponsorship opportunities are available for this event, please contact Alia Malick on +44(0) 20 7827 6168.

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About SMi Group

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We pride ourselves on having access to the world's most forward thinking opinion leaders and visionaries, allowing us to bring our communities together to Learn, Engage, Share and Network. We hold events in over 30 major cities throughout the world including London, Paris and Singapore and to date have welcomed over 200,000 participants from 80 countries.

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