

Centre for Stem Cells and Regenerative Medicine Discuss High Content Analysis and Drug Discovery

Advances in Cell Based Assays, 11th & 12th November 2014, Marriott Regents Park Hotel, London UK

LONDON, LONDON, UNITED KINGDOM, August 7, 2014 /EINPresswire.com/ -- SMi's 7th annual [Advances in Cell Based Assays](#) conference returns to London this autumn to explore the latest developments in biologic drug discovery, regulation, 3D cell culture plus much more. With an array of pioneering scientists and market leaders presenting at the event, speakers will include Medimmune, Novartis, GSK, Astra Zeneca and Merck Serono.

The full speaker line-up and agenda for 2014 is available at www.cellbasedassay.co.uk

Highlights this year will include an academic insight from the Centre for Stem Cells and Regenerative Medicine at King's College London. Attendees will hear the Director of HipSci Cell Phenotyping, Davide Danovi, speak on the current challenges in the use of stem cells in phenotype screening.

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Director of HipSci Cell Phenotyping

Other topics discussed in the talk entitled: High Content Analysis using Stem Cells for Disease Modelling and Drug Discovery include:

- Defining the boundaries between health and disease at a single cell level
- The human induced pluripotent

When asked about Advances in Cell Based Assays, Davide commented:



'I had the privilege to participate to the Cell Based Assay conference organised by SMi in the past and enjoyed the mix in the backgrounds of participants from academia and industry and the scientific discussion. I look forward to participating again this year.'

Attendees at the 7th annual conference will have the opportunity to:

- Attend the interactive workshop hosted by LEO pharma on how to develop and use cell based assays in open innovation platforms.
- Hear insights on cell based assays in biologic drug discovery from MedImmune's Antibody Discovery and Protein Engineering Scientist, Lesley Jenkinson.
- Receive regulatory direction on the challenges of bioassay methods development and validation with a focus on current EMA and US-FDA legislation
- Discover the latest technologies in gene editing and 3D cell culture developments to improve in vitro analysis.
- Advance drug discovery success through phenotypic profiling as AstraZeneca reveal their strategies for driving impact and discuss best practice in data analytics.

For those who are interested in attending there is currently a £100 discount available online at www.cellbasedassay.co.uk

Advances in Cell Based Assays

11-12 November 2014

Marriott Regents Park Hotel, London UK

www.cellbasedassay.co.uk

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About SMi Group:

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