



# GoldenHelix

PHARMACOGENOMICS DAY

**AUDITORIUM,  
CENTRO DI RIFERIMENTO ONCOLOGICO**  
Aviano, Italy  
**Friday, 6th December, 2013**

Further information and scientific program:  
<http://www.goldenhelixsymposia.org>

**Workshop**

# Workshop

16.30 – 17.30 **Satellite Workshop** outside of ECM program

Companies' point of view on the pharmacogenomics

- **Miro Venturi**, *Clinical Specialist*, Hoffmann La Roche, Basel, Switzerland

Personalized medicine approaches in the discovery and development of new drugs:

Point of view of the pharma companies

- **Arianna Paganelli**, *Specialist*, Diatech, Jesi, Italy

Nanostring: a quick and reliable tool for diagnostics and translational research

- **Mita Mancini**, *Clinical Specialist*,

Affymetrix Central Europe UK, Ltd

DMET™ Plus Solution- bringing pharmacogenetics into clinical practice

- **Peter Jacobs**, *Strategy Consultant Genetic Analysis*, Life Technologies – Europe, Middle East, Africa

Your new research companion for pharmacogenomics

17.30 – 17.45 Discussion - Concluding remarks

Co-organizers:



Institute of  
Biomedical Research



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