

ESMO Vienna 2012  
Industry Satellite Symposium



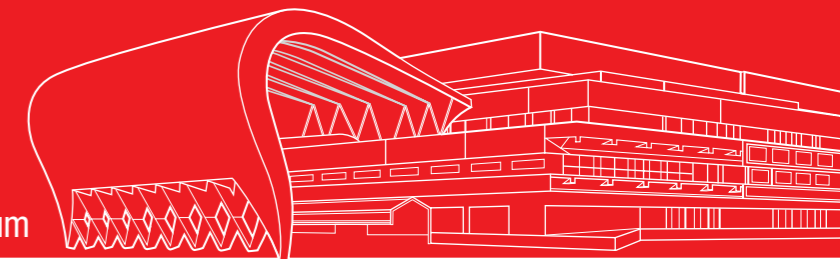
Turning Today's Challenge into Tomorrow's Success  
for Hodgkin Lymphoma and systemic Anaplastic Large Cell Lymphoma  
Saturday 29<sup>th</sup> September 2012  
6-8pm, Hall E, Austria Center, Vienna



Code: EU/ADC-010043e Date of Preparation: August 2012



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### Invitation from the Chair

It is with great pleasure that we invite you to this satellite symposium which we hope may herald a change in our approach to the management of refractory or relapsed patients with Hodgkin Lymphoma and systemic Anaplastic Large Cell Lymphoma.

Research into lymphoma during the last decade has focussed on the incorporation of new diagnostic tools as well as, further molecular and cellular characterisation. It has challenged chemotherapy and the role of radiotherapy, advancing our knowledge of predictors of disease and treatment stratification.

ESMO prides itself on "Good Science, Better Medicine, Best Practice" and we aim to reflect this ethos in the content of the meeting. As our knowledge of cancer biology improves and new approaches to diagnosis, use of biomarkers and treatments develop, patient management will continue to evolve.

Newer targeted therapies are making inroads not only into the way we consider management for this challenging group of patients now but promising strategies for the future.

The data only provide one aspect in the decision making processes of practising medicine. To quote Sir William Osler from 1892, *"If it were not for the great variability among individuals, medicine might as well be a science and not an art."* We plan to present information that will encompass the latest in scientific knowledge, clinical results and patient cases to facilitate a valuable educational programme and dialogue.

We do hope you will be able to join our distinguished faculty at what will be a highly interactive and informative symposium.



Professor Andreas Engert

## The Takeda Satellite Symposium

### Programme

|        |   |   |
|--------|---|---|
| 6.00pm | Welcome from the Chairman               | Andreas Engert (Germany)  |
| 6.05pm | Where are we Today?                     | Pier Luigi Zinzani (Italy)  |
| 6.20pm | An Agent for Change                     | Ulrich Jäger (Austria)  |
| 6.35pm | Where Could we be Tomorrow?             | Tim Illidge (UK)  |
| 6.50pm | 60 Minutes in Clinic with...            | Reda Bouabdallah (France)<br>Javier Briones Meijide (Spain)<br>Martin Hutchings (Denmark) |
| 7.50pm | Panel Discussion and Chairman's Summary |   |



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