



“Traditional Medicines and Globalization – The Future of Ancient Systems of Medicine”

12TH INTERNATIONAL CONGRESS OF ETHNOPHARMACOLOGY

Kolkata, India

February 17-19, 2012



**Jadavpur University
Kolkata, India**



**International Society
of Ethnopharmacology**

**School of Natural Product Studies
Department of Pharmaceutical Technology**

Jadavpur University

Kolkata - 700 032, India

Tele Fax : +91 33 2414 6046

E-mail : naturalproductm@gmail.com

www.ise-snpsju.org

Exhibition Stall





Welcome Message:

We are delighted to invite you to the 12th International Congress of Ethnopharmacology on “Traditional Medicines and Globalization –The Future of Ancient Systems of Medicine” to be held on February 17-19, 2012 at Jadavpur University, Kolkata, India. This conference will focus on some crucial and contemporary issues on the scientific study, development and evaluation of ancient systems of medicines and will centre on the theme of globalization. We welcome everybody working in this area particularly the researchers, manufacturers of medicine, raw materials, phytomedicines, pharmaceuticals and dietary and food supplements; representatives of conventional and traditional health care systems; regulatory authorities; standard-setting organizations; contract laboratories and research organizations, NGOs, academicians, scientists, students and healthcare professionals all over the world. We cordially invite you to participate in this event and join the array of professionals, eminent scientists and technologists to make this congress a great success.

Prof. P. N. Ghosh
Vice Chancellor, J.U.
Patron, ISE – 2012

Prof. S. Datta
Pro-Vice Chancellor, J.U.
Chairman, ISE – 2012

Prof. Niladri Chakraborty
Dean, FET, J.U.
Co-Chairman, ISE – 2012

Dr. Marco Leonti
President, ISE

Dr. Pulok K. Mukherjee
Organizing Secretary, ISE – 2012

Dr. T. Sen
Jt. Organizing Secretary, ISE – 2012

About the conference:

To the aspect of opening a new way of healthcare treatment, this would be the finest congress of International Society of Ethnopharmacology [ISE], at Kolkata, in India during February 17-19, 2012. The theme of the event is “Traditional Medicines and Globalization – The Future of Ancient Systems of Medicine”. This international conference will focus on some crucial and contemporary issues on the scientific study, development and evaluation of natural products and will center on the theme of globalization of ancient systems of medicines. Representatives from over 35 countries are participating in this event and we expect over 1000 delegates throughout the world. The stalwarts in this area of research around the globe will be participating in this congress to address different global issues on globalizing traditional system of medicine. Everybody working in this area particularly the researchers, manufacturers of medicine, raw materials, phytomedicines, pharmaceuticals and dietary and food supplements; representatives of conventional and traditional health care systems; regulatory authorities; standard-setting organizations; contract laboratories and research organizations, NGOs, academicians, scientists, students and healthcare professionals all over the world will be benefited through this session. This conference will provide an ideal and global platform to the Participants for interaction, debate, dissemination of ideas as well as new interventions to the distinguished professionals, eminent scientists and technologists.

The official Language of the conference will be **ENGLISH**.

Targeted Audience:

The event will be beneficiary to students, researchers, manufacturers of raw materials, phytomedicines, pharmaceuticals and dietary and food supplements; representatives of conventional and traditional health care systems; regulatory authorities; standard-setting organizations; contract laboratories and research organizations, NGOs, academicians, scientists, and healthcare practitioners all over the world.





Major topics to be covered in the conference:

- Ethnopharmacological perspectives from traditional to modern pharmaceuticals.
- Traditional medicine inspired drug discovery and development from medicinal plants.
- Traditional medicines and the World Wide Web: Globalizing local knowledge or localizing global technologies.
- Global trade and commercialization of Ayurveda and other ancient systems of medicine.
- Nutraceuticals and traditional medicine -evidence based health care claims.
- Promotion and development of natural products with international cooperation.
- Ethno veterinary medicines.
- System biology and synergy in natural products.
- Traditional medicines and biomedicine -common or conflicting interests?
- Ethnopharmacology, bio-cultural diversity, IPR protection and conservation of Medicinal Plants
- The interface between history and ethnopharmacology of traditional medicines.
- Phytochemical, pharmacological and clinical studies of natural products.
- Polypharmacology of herbal medicine.
- Traditional medicine and neglected diseases
- Natural Products from Marine Sources
- Future of ancient system of medicines -multidisciplinary approaches in health sciences.
- Harmonization of regulatory requirements to ensure quality, safety and efficacy.
- Workshop on “Publishing your research works in impact journals”

Organizers:

The School of Natural Product Studies, Jadavpur University:



The School of Natural Product Studies, Jadavpur University, (SNPS, JU) is dedicated to the promotion of knowledge on natural products, and the dissemination of information through educational program, research activities and sharing of experiences on the scientific validation of herbs for the betterment of the healthcare of the society. The school works on exploring the scientific validity of natural products in respect of its quality, efficacy and safety.

For further details please visit the website: www.jaduniv.edu.in

International Society for Ethnopharmacology (ISE):



The Society was constituted in 1990 and is registered as a charity under the state of Michigan, USA. Journal of Ethnopharmacology is the official publication of ISE. The Society not only organises regular meetings and promotes research and publication but also offers multiple ways to exchange information between scientists and anyone else interested in this area.

For further details please visit the website: www.ethnopharmacology.org.

Impact of the Event:

“Traditional Medicines and Globalization-The Future of Ancient Systems of Medicine” -The12th International Congress of Ethnopharmacology will create a golden opportunity for developing Drugs from Field to Bed side. This will help in harmonizing Ethnopharmacology and Natural Health Products with international coordination. Expansion and awareness of Ethnopharmacology will make its market in India stronger, which will create a positive response towards Indian society and economy.





Speakers of the event:

Prof. M. Heinrich, London, UK	Prof. S. S. Handa, Gurgaon, India
Prof. H. Wagner, Munich, Germany	Dr. Marco Leonti, Cagliari, Italy
Dr. C. K. Kokate, Belgaum, India	Prof. Peter Houghton, London, UK
Dr. Werner Knöss, Bonn, Germany	Prof. Geoffrey A. Cordell, Grinnell, USA
Prof. B. Suresh, Mysore, India	Dr. P. V. Appaji, Hyderabad, India
Prof. Anna Jäger, Copenhagen, Denmark	Dr. G. Schmeda Hirschmann, Talca, Chile
Dr. Samir Ross, Mississippi, USA	Prof. Rob Verpoorte, Leiden, Netherlands
Dr. Mahabir P. Gupta, Apartado, Panamá	Dr. E. Yesilada, Istanbul, Turkey
Prof. Rudolf Bauer, Graz, Austria	Prof. Shilin Chen, Beijing, China
Dr. Khosro Piri, Hamedan, Iran	Prof. Dr. Jürg Gertsch, Bern, Switzerland
Dr. Bob Allkin, Richmond Surrey, UK	Prof. Hiroyuki Fukui, Tokushima, Japan
Dr. S. Bhattacharya, Santiniketan, India	Dr. Pratim Banerji, Kolkata, India
Dr. A. Z Adnan, W Sumatra, Indonesia	Dr. Eike Reich, Muttenz, Switzerland
Dr. M. G. Matsabisa, Cape Town, SA	Prof. Bhushan Patwardhan, Pune, India
Dr. D. C. Katoch, New Delhi, India	Prof. Kobus Eloff, Pretoria, South Africa
Prof. P. Pushpangadan, Trivandrum, India	Prof. C. K. Katiyar, Ghaziabad, India
Dr. Monique S.J. Simmonds, Surrey, UK	Dr. Elin Y. Sukandar, Bandung, Indonesia
Dr. F. C. Braga, Belo Horizonte, Brazil	Dr. S. K. Kulkarni, Mumbai, India
Dr. V. Sewram, Overport, South Africa	Dr. Elaine Elisabetsky, Porto Alegre, Brazil
Dr. T. K. Mukherjee, Kolkata, India	Dr. Roy Upton, Soquel, USA
Dr. Y. K. Gupta, New Delhi, India	Dr. Nandakumara Sarma, Rockville, USA
Dr. B. Bhattacharya, New York, USA	Prof. Ashok Vaidya, Mumbai, India
Dr. Navin Sharma, Chennai, India	Prof. Armandodoriano Bianco, Roma, Italy
Dr. Pradeep Visen, Toronto, Canada	Dr. P. K Paul, New Jersey, USA
Dr. Nitya Anand, Lucknow, India	Prof. Hyung- Min Kim, Seoul, Korea
Prof. Lara Orafidiya, Ile-Ife, Nigeria	Dr. E. Alvarado, Cebu City, Philippines
Dr. Michiho ITO, Kyoto, Japan	Dr. Subir Moulik, New Delhi, India
Prof. S. D. Sarker, England, UK	Prof. Jentaie Shiea, Taiwan, China
Dr. Harpal S. Buttar, Ottawa, Canada	Dr. Carmen Tamayo, Bethesda, USA
Dr. Souvik Kusari, Dortmund, Germany	Prof. Vivian Taam Wong, Hong Kong, China
Dr. William Cho, Kowloon, Hong Kong	Prof. K. Husnu Can Baser, Eskisehir, Turkey
Dr. A. Narula, Chapel Hill, USA	Dr. Sue Evans, Lismore, Australia
Dr. De-an Guo, Shanghai, China	Prof. João B Calixto, Florianópolis, Brazil
Dr. Jinhui Dou, Silver Spring, USA	Dr. Mark Blumenthal, Austin, USA
Prof. R. Venskutonis, Kaunas, Lithuania	Dr. Mohammed R. Khan, Markham, Canada
Dr. Amit Agarwal, Bangalore, India	Prof. M. Hamburger, Basel, Switzerland
Dr. A. K. Srivastava, Hazaribag, India	Dr. Satyabrata Maiti, Anand, India
Prof. Arunava Ray, New Delhi, India	Dr. Irmgard Merfort, Freiburg, Germany
Dr. Ram Vishwakarma, Jammu, India	Dr. Muhammad Majeed, Bangalore, India
Dr. Colin W. Wright, Bradford, UK	Dr. Christelle A. Traxler, Sabine, Belgium





Why should you be part of ISE 2012?

This multidisciplinary program will address cutting edge research issues for the promotion and development of the natural products. A series of state of the art plenary lectures by internationally renowned scientists will be accompanied by plenary sessions focused on specific key areas. Several Pre-conference workshops will also be organised on various aspects. The congress will offer a focused networking opportunity to the industries, academicians, scientists, pharmacists and all who are involved in the natural product research with the key opinion leaders.

Don't miss this opportunity to promote your products and services via our Exhibition Stall:

- ❖ Elevate your company profile in the pharma and natural health care community
- ❖ Network with specialists, seek international partners and form new alliances
- ❖ Increase visibility in focused markets
- ❖ Give maximum exposure for your organization and increase brand awareness
- ❖ Communicate your message to a highly qualified scientific community
- ❖ Build relationships for the future
- ❖ Attract new talent and strengthen partnerships.

Fees and Benefit for the Exhibition Stall:

Stall Fee: € 4500; Rs. 250000

A high profile exclusive opportunity that will provide you maximum display area and networking opportunities in front of the national and international delegates

Package includes:

- 3 sq meter Exhibition space with one table and 2 chairs.
- Logo of your institution or organization will be highlighted in the congress book.
- One special page colour advertisement in the congress book.
- Facilities to hang the banner at the congress venue
- Complimentary registrations for 2 persons

Important notes:

- Last date of application for the Exhibition Stall is December 10, 2011
- Members of FIHI will get attractive discount on the base price of the Exhibition Stall

Probable Exhibitors:

- Pharmaceutical companies manufacturing bulk/processed drugs or nutraceuticals
- Government organizations and NGO's
- Government and Privet Institutions
- Manufacturers or suppliers of scientific instruments
- Manufacturers or suppliers of reagents/chemicals/ biological products etc.
- Media houses etc.
- Regulatory authorities
- Standard-setting organizations
- Contract laboratories and research organizations





ORDER FORM

To
The Organizing Secretary
12th International Congress of Ethnopharmacology [ISE 2012]
School of Natural Product Studies
Jadavpur University, Kolkata 700032, India

Dear Sir,

Please find enclosed a Cheque / Demand Draft / Pay Order drawn in favour of "*Conference on Botanicals*" payable at Kolkata bearing Number

Dated: for ₹ (In words: **Rupees Two lakhs fifty thousand only**) drawn on (name of the Bank with address)..... towards the **Exhibition Stall**.

Details of the Advertiser

Name:.....

Designation:.....

Name of the organization/company:

Please indicate details about the type of collaboration/sponsorship/advertisement in the following page:

Cheque / Demand Draft / Pay Order should be drawn in favour of "*Conference on Botanicals*" payable at Kolkata, India

Enclosed: Please mark ✓

1.

Matter		Positives		CD	
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2.

Cheque		Demand Draft		Pay Order	
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Dated:

Signature with Stamp

For further details on exhibition stalls please contact:

Federation of Indian Herbal Industry (FIHI)

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Puducherry: 605 001
Telefax: 0413-2346950
Website- www.fihionline.com

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