



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

## **12<sup>TH</sup> INTERNATIONAL CONGRESS OF ETHNOPHARMACOLOGY**

**Kolkata, India**

**February 17-19, 2012**



**Jadavpur University  
Kolkata, India**



**International Society  
of Ethnopharmacology**

*Secretariat*

**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](mailto:naturalproductm@gmail.com)**

**[www.ise-snpju.org](http://www.ise-snpju.org)**

*Sponsorship Brochure*





### 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 in 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

This is the first mega congress of International Society of Ethnopharmacology [ISE] being organized in India. The main focus of the congress is to revitalize the traditional medicine and to address some of the crucial and contemporary issues on natural products, necessary for their promotion and development. The development of natural products requires the confluence of the modern techniques and integrated approaches related to their research and development in various fields of science. This conference will provide an ideal platform to the participants for interaction, debate and dissemination of ideas amongst the distinguished professionals, eminent scientists and technologists. The official Language of the conference is ENGLISH

### 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”





### 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](http://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](http://www.ethnopharmacology.org).

### Speakers

Prof. M. Heinrich, London, UK  
 Prof. H. Wagner, Munich, Germany  
 Dr. C. K. Kokate, Belgaum, India  
 Dr. Werner Knöss, Bonn, Germany  
 Prof. B. Suresh, Mysore, India  
 Prof. Anna Jäger, Copenhagen, Denmark  
 Dr. Samir Ross, Mississippi, USA  
 Dr. Mahabir P. Gupta, Apartado, Panamá  
 Prof. Rudolf Bauer, Graz, Austria  
 Dr. Khosro Piri, Hamedan, Iran  
 Dr. Bob Allkin, Richmond Surrey, UK  
 Dr. S. Bhattacharya, Santiniketan, India  
 Dr. A. Z Adnan, W Sumatra, Indonesia  
 Dr. M. G. Matsabisa, Cape Town, SA  
 Dr. D. C. Katoch, New Delhi, India  
 Prof. P. Pushpangadan, Trivandrum, India  
 Dr. Pradeep Visen, Toronto, Canada  
 Dr. Nitya Anand, Lucknow, India  
 Dr. Christelle Anquez, Traxler, France  
 Dr. Colin W. Wright, Bradford, UK  
 Prof. Lara Orafidiya, Ile-Ife, Nigeria  
 Dr. Monique S.J. Simmonds, Surrey, UK  
 Dr. F. C. Braga, Belo Horizonte, Brazil  
 Dr. V. Sewram, Overport, South Africa  
 Dr. T. K. Mukherjee, Kolkata, India  
 Dr. Y. K. Gupta, New Delhi, India  
 Dr. B. Bhattacharya, New York, USA

Dr. Carmen Tamayo, Bethesda, USA  
 Dr. Eike Reich, Muttentz, Switzerland  
 Prof. Bhushan Patwardhan, Pune, India  
 Dr. William Cho, Kowloon, Hong Kong  
 Prof. Hiroyuki Fukui, Tokushima, Japan  
 Dr. Pratim Banerji, Kolkata, India  
 Dr. Harpal S. Buttar, Ottawa, Canada  
 Dr. A. Narula, Chapel Hill, USA  
 Dr. De-an Guo, Shanghai, China  
 Dr. Jinhui Dou, Silver Spring, USA  
 Prof. A. Bianco, Roma, Italy  
 Dr. Michihiro ITO, Kyoto, Japan  
 Prof. S. D. Sarker, England, UK  
 Prof. R. Venskutonis, Kaunas, Lithuania  
 Dr. Amit Agarwal, Bangalore, India  
 Dr. A. K. Srivastava, Hazaribag, India  
 Prof. Arunava Ray, New Delhi, India  
 Dr. Ram Vishwakarma, Jammu, India  
 Prof. Kobus Eloff, Pretoria, South Africa  
 Prof. C. K. Katiyar, Ghaziabad, India  
 Dr. E. Y. Sukandar, Bandung, Indonesia  
 Dr. S. K. Kulkarni, Mumbai, India  
 Dr. E. Elisabetsky, Porto Alegre, Brazil  
 Dr. Roy Upton, Soquel, USA  
 Dr. Nandakumara Sarma, Rockville, USA  
 Prof. Ashok Vaidya, Mumbai, India  
 Dr. Navin Sharma, Chennai, India  
 Pr. Mostafa Elachouri, Oujda, Morocco

Prof. S. S. Handa, Gurgaon, India  
 Dr. Marco Leonti, Cagliari, Italy  
 Prof. Peter Houghton, London, UK  
 Prof. Geoffrey A. Cordell, Grinnell, USA  
 Dr. P. V. Appaji, Hyderabad, India  
 Dr. G. Schmeda Hirschmann, Talca, Chile  
 Prof. Rob Verpoorte, Leiden, Netherlands  
 Dr. E. Yesilada, Istanbul, Turkey  
 Prof. Shilin Chen, Beijing, China  
 Dr. Muhammed Majeed, Bangalore, India  
 Dr. P. K Paul, New Jersey, USA  
 Prof. Hyung- Min Kim, Seoul, Korea  
 Dr. E. Alvarado, Cebu City, Philippines  
 Dr. Subir Moulik, New Delhi, India  
 Prof. Jentaie Shiea, Taiwan, China  
 Dr. Souvik Kusari, Dortmund, Germany  
 Prof. Vivian T Wong, Hong Kong, China  
 Prof. K. H Can Baser, Eskisehir, Turkey  
 Dr. Sue Evans, Lismore, Australia  
 Prof. João B Calixto, Florianópolis, Brazil  
 Dr. Mark Blumenthal, Austin, USA  
 Dr. Mohammed R. Khan, Markham, Canada  
 Prof. M. Hamburger, Basel, Switzerland  
 Dr. Satyabrata Maiti, Anand, India  
 Dr. Irmgard Merfort, Freiburg, Germany  
 Prof. Jürg Gertsch, Bern, Switzerland  
 Pr. Mostafa Elachouri, Oujda, Morocco  
 Prof. S. Sotheeswaran, Rajagiriya, Sri Lanka

### Why should you be part of ISE 2012? Opportunities for Sponsorship/ Collaboration:

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 range of exhibition and sponsorship opportunities.**

- ❖ 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.

### **Details of the Advertisement Package & Benefits of Premium Sponsorship:**

#### **PLATINUM SPONSOR**

**€ 10000.00; ₹ 500000.00**

- ✓ Complimentary registrations for 4 persons, including Session Chairpersons and Speakers, if any.
- ✓ Web banner in the conference website
- ✓ Logo will be displayed at symposium hall.
- ✓ Organization profile in the congress book.
- ✓ Front cover page colour advertisement in the congress book.
- ✓ Acknowledgment in the congress website & congress program Book.
- ✓ Printed brochure provided by the organization will be inserted in the participants' kit bags.
- ✓ Advertisement at congress website.
- ✓ Logo on regular announcements of Congress Database.
- ✓ Facilities for hanging banner at the congress venue.
- ✓ 10 sq. m exhibition space with one table and 4 chairs.
- ✓ Hyperlink of the company website in the conference website

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#### **GOLD SPONSOR**

**€ 6000; ₹ 300000.00**

- ✓ Complimentary registrations for 3 persons, including Session Chairpersons, if any
- ✓ Logo will be shown at symposium hall.
- ✓ One special page colour advertisement in the congress book.
- ✓ Acknowledgment in the congress website & congress program Book.
- ✓ Printed brochure provided by the organization will be inserted in the participants' kit bags.
- ✓ Advertisement at congress website.
- ✓ Facilities for hanging banner at the congress venue.
- ✓ 8 sq.m exhibition space with one table and 2 chairs.
- ✓ Logo on regular announcements of Congress Database

#### **SILVER SPONSOR**

**€ 4000; ₹ 200000.00**

- ✓ Complimentary registrations for 2 persons, including Session Chairpersons, if any.
- ✓ One special page colour advertisement in the congress book.
- ✓ Facilities for hanging banner at the congress venue.
- ✓ Acknowledgment in the congress website & congress program Book.
- ✓ Advertisement at congress website.
- ✓ Logo on regular announcements of Congress Database.

#### **BRONZE SPONSOR**

**€ 2500; ₹ 100000.00**

- ✓ Complimentary registrations for 1 person.
- ✓ One full page colour advertisement in the congress book.
- ✓ Acknowledgment in the congress website & congress program Book.
- ✓ Logo on regular announcements of the Congress Database



### SPONSORSHIP FOR ANY SCIENTIFIC SESSION

€10000; ₹ 500000.00

- Complimentary registrations for 4 persons, including Session Chairpersons and Speakers, if any.
- Web banner in the conference website
- Logo/sponsor detail will be displayed at symposium hall.
- Organization profile in the congress book.
- Special page colour advertisement in the congress book.
- Acknowledgment: Congress Website, Congress Book.
- Printed brochure provided by the organization will be inserted in the participants' kit bags.
- Advertisement at congress website.
- Facilities for hanging banner at the congress venue.
- Hyperlink of the company website in the conference website

### EXHIBITION STALL

€4500; ₹ 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:

- 8 sq.m 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 for hanging banner at the congress venue
- Complimentary registrations for 2 persons

### COFFEE BREAK (1 DAY)

€2000; ₹ 50000

- Your company banner will be placed where the breaks will be taking place
- Listing of your company name and logo in the programme booklet
- Fixing banner at the venue of the conference

### RECEPTION DINNER

€ 5000; ₹ 250000.00

An opportunity to sponsor the Conference Dinner

- Interact with the delegates on an informal basis while ensuring your company benefits from the association with the lunch break of the conference.
- An exhibition display.
- Your company banner will be placed posters where the dinner will be taking place.
- Listing of your company name and logo in the programme booklet.
- Listing of your logo and company name, and link through to your company website on the conference website.
- Fixing banner at the venue of the conference
- 2 free delegate places per lunch sponsored



**LUNCH PER DAY**  
**€ 4000; ₹ 150000.00**

A high profile networking sponsorship opportunity

Package includes:

- Sponsorship of one of the scheduled Conference lunches
- Listing of your company name and logo in the programme booklet
- Listing of your logo and company name, and link through to your company website on the conference website.
- Fixing banner at the venue of the conference
- 2 free delegate places per lunch sponsored

**GALA DINNER**  
**€ 6000; ₹ 300000.00**

An unrivalled opportunity to have high profile branding at the main social event of the conference.

- Sponsorship of the Gala Dinner.
- An exhibition display.
- Your company banner will be placed posters where the dinner will be taking place.
- Listing of your company name and logo in the programme booklet.
- Listing of your logo and company name, and link through to your company website on the conference website.
- Fixing banner at the venue of the conference
- 2 free delegate places per lunch sponsored

**BREAKFAST (1 DAY)**  
**€ 3000; ₹ 100000**

- Your company banner will be placed posters where the breaks will be taking place
- Listing of your company name and logo in the programme booklet
- Listing of your logo and company name, and link through to your company website on the conference website.

**BANNERS (6' X 4')**  
**€ 500; ₹ 25000.00**

- Opportunity of displaying of banner containing company/organisation's information at the venue of the conference.

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**Tariff for Sponsorship/Collaboration and Advertisement:**

Type of Sponsorship/Collaboration and Advertisement	International Agencies/Organizations	National Agencies/Organizations
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**SPONSORSHIP/COLLABORATION**

PLATINUM	€ 10000.00	₹ 500000.00
GOLD	€ 6000.00	₹ 300000.00
SILVER	€ 4000.00	₹ 200000.00
BRONZE	€ 2500.00	₹ 100000.00
SCIENTIFIC SESSION	€ 10000.00	₹ 500000.00
EXHIBITION STALL	€ 4500.00	₹ 250000.00
COFFEE BREAK	€ 2000.00	₹ 50000.00
RECEPTION DINNER	€ 5000.00	₹ 250000.00
LUNCH PER DAY	€ 4000.00	₹ 150000.00
GALA DINNER	€ 6000.00	₹ 300000.00
BREAKFAST	€ 3000.00	₹ 100000.00
LANDYARDS/ BANNERS	€ 500.00	₹ 25000.00

**Advertisement In The Conference Book:**

BACK COVER PAGE	€ 3000.00	₹ 100000.00
INSIDE BACK COVER PAGE	€ 2000.00	₹ 50000.00
INSIDE FRONT COVER PAGE	€ 2000.00	₹ 50000.00
SPECIAL COVER PAGE	€ 600.00	₹ 30000.00
ORDINARY FULL PAGE	€ 300.00	₹ 10000.00

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**Terms and Conditions of Booking:**

- Payment must be made in advance of the conference and is non-refundable.
- Order Form should be filled properly as enclosed with this brochure.
- Approval will be made upon receipt of the payment only. All benefits of sponsorships will be available immediately upon approval.
- Payments should be made by Cheques/Drafts or Bank transfer; in favour of "Conference on Botanicals" payable at Kolkata, India.

*For further details, Please Contact*  
**Organizing Secretary, ISE 2012**  
 School of Natural Product Studies  
 Jadavpur University, Kolkata 700032, India  
 Tele fax: + 91 33 24146046  
 Mob: 08017783910  
 E-mail: naturalproductm@gmail.com  
[www.ise-snpsju.org](http://www.ise-snpsju.org)

*For the booking of Exhibition Stall, Please Contact*  
**Federation of Indian Herbal Industry (FIHI)**  
 # 22, Rue Law de Lauriston  
 Puducherry: 605 001  
 Tele fax: 0413-2346950  
[www.fihionline.com](http://www.fihionline.com)  
 Email: mihir.auropharma@gmail.com





## 12<sup>th</sup> International Congress of Ethnopharmacology

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

February 17-19, 2012



### 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 No ..... dated..... for ₹.....

(In words Rupees.....)

drawn on (Name of the Bank) ..... towards  
 Collaboration/Advertisement for the.....8

#### *Details of the Advertiser*

Name:.....

Designation:.....

Name of the organization/company..... &

Address of the Organization/company.....

Pin code ..... Phone ..... Fax..... Mobile

E-mail.....

Website.....

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







**Type of Collaboration/Sponsorship/Advertisement:**

**Collaboration:**

Type	International Agencies/ Organizations	National Agencies/ Organizations	Please mark √
PLATINUM Class	€ 10000.00	₹ 500000.00	
GOLD Class	€ 6000.00	₹ 300000.00	
SILVER Class	€ 4000.00	₹ 200000.00	
BRONZE Class	€ 2500.00	₹ 100000.00	

**Sponsorship:**

Type	International Agencies/ Organizations	National Agencies/ Organizations	Please mark √
Scientific Session	€ 10000.00	₹ 500000.00	
Exhibition Stall	€ 4500.00	₹ 250000.00	
Coffee break	€ 2000.00	₹ 50000.00	
Reception dinner	€ 5000.00	₹ 250000.00	
Lunch per day	€ 4000.00	₹ 150000.00	
Gala dinner	€ 6000.00	₹ 300000.00	
Breakfast	€ 3000.00	₹ 100000.00	
Landyards/ Banners	€ 500.00	₹ 40000.00	

**Advertisement in Conference Book:**

Type	International Agencies/ Organizations	National Agencies/ Organizations	Please mark √
Back cover page	€ 3000.00	₹ 100000.00	
Inside back cover page	€ 2000.00	₹ 50000.00	
Inside front cover page	€ 2000.00	₹ 50000.00	
Special cover page	€ 600.00	₹ 30000.00	
Ordinary full page	€ 300.00	₹ 10000.00	

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**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, Please Contact**  
**Organizing Secretary, ISE 2012**  
 School of Natural Product Studies  
 Jadavpur University, Kolkata 700032, India  
 Tele fax: + 91 33 24146046  
 Mob: 08017783910  
 E-mail: naturalproductm@gmail.com  
[www.ise-snpsju.org](http://www.ise-snpsju.org)

**For the booking of Exhibition Stall, Please Contact**  
**Federation of Indian Herbal Industry (FIHI)**  
 # 22, Rue Law de Lauriston  
 Puducherry: 605 001  
 Tele fax: 0413-2346950  
[www.fihionline.com](http://www.fihionline.com)  
 Email: mihir.auropharma@gmail.com

