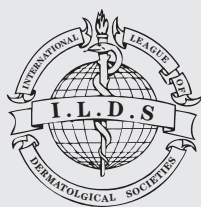


Newsletter N° 15

October, 2010



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22nd World Congress of Dermatology
23rd World Congress of Dermatology

Greetings from Seoul

With fewer than 8 months remaining until the 22nd WCD, the Local Organizing Committee has gone to great lengths to ensure that the Congress lives up to its status as the most prominent and important international scientific event in the field of dermatology. To that end we are proud to report that the Scientific Program is near to completion with an unprecedented **279 total sessions** delivered by an outstanding international faculty of **over 1,200 chairpersons and speakers**.

In spite of the recent global economic troubles, thousands of delegates from nearly every corner of the world have already registered for the Congress. The ILDS and other member societies are also committed to providing an unprecedented level of support for those from disadvantaged economic backgrounds. Approximately **400 educational scholarships** will be provided for trainees (residents and fellows) and dermatologists from developing countries who wish to attend the 22nd WCD.

Companies and other organizations have also shown their overwhelming support for the Congress through major sponsorships, participation in the exhibition, symposia and ancillary meetings and numerous other opportunities. Thirteen leading medical, pharmaceutical and cosmetic companies have filled every level of sponsorship and, through generous funding, will help to provide numerous services for participants of the 22nd World Congress, such as continuous shuttle bus service to over 50 official WCD hotels. Additionally, those of you with smartphones will soon be able to download an application that provides almost every bit of information you might need about the WCD at your fingertips.

2011 marks a rare appearance of the Congress in Asia, signifying the growing importance of the region and the rapid development that has occurred here in every sector over the past several decades. As such, Asian themes will be featured throughout the

various Congress programs and materials, such as the WCD Commemorative Special Book, *Asian Skin and Skin Diseases*, which will be given to every registered delegate in CD-ROM format. Authored by over 170 prominent Asian dermatologists, *Asian Skin and Skin Diseases* departs from the historic approach taken by prior WCD special books and provides a clinical overview of the unique or peculiar aspects of dermatology in Asia.

It is a tremendous honor for us to be able to host such a prestigious and significant event and we hope that you will join us next year in Seoul as we make our vision of 'Connecting the World Through Innovative Dermatology' a reality.



Secret garden at Changdeokgung Palace
Hee Chul Eun, President
Soo-Chan Kim, Secretary General
22nd World Congress of Dermatology

WCD Announcements

Registration

Although the pre-registration period has passed, it is still possible to obtain savings before the Extended Registration deadline. Visit the Congress website at www.wcd2011.org to register online.

Scholarships

To meet the increased demand for scholarships to attend the 22nd WCD, the application deadline has been extended to October 31, 2010. Those interested in obtaining a scholarship for the WCD must contact their local national dermatological society for availability and to obtain an application. Scholarships will be awarded based on society recommen-

dations. For more information about the ILDS scholarship program, please refer to the Congress website or send an e-mail to scholarship@wcd2011.org.

3rd Announcement

Detailed information about the 22nd WCD, including a day-to-day Scientific Program schedule, abstract submission guidelines, hotel list and map and tour program descriptions can be found in the 3rd Announcement, available for viewing online on the Congress website in e-book format. Printed copies were also mailed to many ILDS member societies. If you would like to receive a printed copy, please contact your local society or send an e-mail request to the Congress Secretariat at info@wcd2011.org.

Important Deadlines

Extended Registration	March 24, 2011
Scholarship Applications	October 31, 2010
Abstract Submission	October 31, 2010
Online Hotel Reservations	December 31, 2010



22nd
World Congress of
Dermatology
Seoul 2011

Meaning and Significance

The colors on each petal of the official 22nd WCD logo – blue, red, yellow, white and black – represent the five cardinal colors of Korean traditional art. These colors were considered to be closely related to the five cardinal elements of um (dark) and yang (light): blue with wood, red with fire, yellow with earth, white with metal and black with water. These colors also played significant roles in traditional Korean culture and costumes. It was hoped that the use of the cardinal elements in the form of the five-color stripe on children's sleeves would protect them from evil spirits. Other examples include the five-color stripe on the sleeves of the full court dress of queens and on the wedding garments of commoners throughout the Koryo and Chosun Dynasties. Regardless of personal taste, the five cardinal colors bore heavy symbolic value and deeply penetrated people's lives and thoughts.

Scientific Program Overview

The 22nd WCD will explore a wide range of topics in dermatology such as physiology, infection, allergy and pruritus, oncology, medical skin diseases, aesthetic dermatology, skin in different phases of life, imaging in dermatology, dermatosurgery, dermatotherapy and dermatopolitics. Of particular note, Prof. Dr. Harald zur Hausen, longtime chairman of the board of the German Cancer Research Centre, honorary professor at the University of Heidelberg and winner of the 2008 Nobel Prize in Medicine, will deliver a special lecture on the Emergence of Infections as Important Human Carcinogens.

The following Plenary Sessions will take place daily between 10:30 am to 12:30 pm:

SL = Special Lecture
AL = Advanced Lecture
HS = Hot Spots

Wednesday, May 25

- SL The Emergence of Infections as Important Human Carcinogens
Harald zur Hausen, Germany
- AL Aging Skin
John Voorhees, USA
- AL Antimicrobial Peptides: More Than Epidermal Antibiotics
Jürgen Schaubert, Germany
- HS Inhibitory and Stimulatory: Topical Immunomodulation
Georg Stary, Austria
- HS Patch Testing: 100 Years after Bloch and Jadassohn
David Basketter, UK
- HS Spectrum of Drug Hypersensitivity Syndromes
Lars French, Switzerland

Thursday, May 26

- SL Whole Genome Sequencing: Impact on Dermatology
Magnus Nordborg, Austria
- AL Skinomics: Molecular Profiling as a Diagnostic Tool
Miroslav Blumenberg, USA
- AL Melanoma: Do We Need a New Classification?
Stephan N. Wagner, Austria
- HS Non-Invasive Dermatopathology
Giovanni Pellacani, Italy
- HS Molecular Approach in Mycology
June Kwon-Chung, USA

Friday, May 27

- SL Adult Skin Cells: A Source of Stem Cells
In Hyun Park, USA
- AL Stem Cells in Skin Cancer
Markus Frank, USA
- AL Regeneration and Repair
Katsuto Tamai, Japan
- HS Hematopoietic Stem Cell Transplantation in Dermatological Diseases
Jouni Uitto, USA
- HS Within the Black Box: Blocking Central Disease Pathways
Ervin Epstein, USA
- HS Cosmetic Dermatology – Nanotechnology
Jean Krutmann, Germany

Saturday, May 28

- SL The Role of Inflammation in Metabolic Syndrome
Marc Donath, Switzerland
- AL Psoriasis: More Than One Disease?
Christopher Griffiths, UK
- AL Acne and Acneiform Diseases (Inducer of Follicular Inflammation)
Jenny Kim, USA
- HS DLQI: Measuring Disease Related Quality of Life
Andrew Finlay, UK
- HS UV and Vitamin D
Henry W. Lim, USA
- HS Phereses and Aphereses
Detlef Zillikens, Germany

Sunday, May 29

- SL Innate Immunity and the Skin
Robert Modlin, USA
- AL Sexually Transmitted Infections and Global Migration
Angelika Stary, Austria
- AL Disorders of the Epidermal Barrier
Seung Hun Lee, Korea
- HS Neurophysiology of Itch
Gil Yosipovitch, USA
- HS New Lasers
Roy Geronemus, USA
- HS Microscopically Controlled Dermatosurgery
John Carucci, USA

Additional Sessions

In addition to these featured plenary lectures, the Scientific Program also consists of **78 Symposia**, **79 Workshops**, **21 Courses**, **5 'What's New' sessions**, **12 'Meeting of Minds' sessions** and **30 KDA Seminars** alongside free paper **Oral Presentations**, **E-poster Presentations and Industry Symposia**.

Unique to the 2011 WCD, the **KDA Seminars** were introduced by the host Korean Dermatological Association with the intent to provide a greater variety and quantity of educational opportunities for those seeking to get the most out of the Congress. Six KDA Seminars will take place each morning from 7 to 8 am. Early morning shuttle bus service and light breakfast (coffee and pastries) will be provided for the seminars.



Traditional Korean cuisine served at the royal court of the Joseon Dynasty

Courses

Residents, fellows and students can choose from amongst the following half day and full day courses prepared and delivered by a top-notch faculty to enhance their educational background and knowledge.

Wednesday, May 25

Half Day

- Molecular Biology: An Introduction

Full Day

- Aesthetic Dermatology for Beginners
- Dermoscopy for Beginners
- Pediatric Dermatology

Thursday, May 26

Half Day

- Diagnosis and Management of Allergic Contact Dermatitis
- Pitfalls in Dermatosurgery
- Photodermatology

Full Day

- Aesthetic Dermatology for the Experienced

Friday, May 27

Half Day

- Cutaneous Infections and Sexually Transmitted Diseases – A Systemic Approach
- Basic Immunology and Allergology
- Systemic Medical Treatments

Full Day

- Basics of Dermatosurgery

Saturday, May 28

Half Day

- Advanced Dermatosurgery: Tricks of the Trade
- Dermoscopy for the Experienced
- Basic Dermatopathology
- Lasers in Dermatology I
- Organization of the Dermatological Office

Sunday, May 29

Half Day

- Advanced Dermatopathology
- Phlebology and Management of Leg Ulcers
- Lasers in Dermatology II

Full Day

- Dermatooncology

Ancillary Meetings

In addition to the regular scientific program's 279 sessions, **20 Ancillary Meetings** are currently scheduled to be held on May 23rd and 24th (the majority to be held on the 24th), covering a wide range of fields including acne, psoriasis, dermatologic surgery, vitiligo, photomedicine, cutaneous lymphomas, contact dermatitis, investigative dermatology and many others.

Industry Symposia

Delegates may also choose from among 7 to 9 **industry sponsored symposia** which will take place each day of the Congress following the final sessions of the regular scientific program.

Accommodation

Hotel bookings will be possible through the Official WCD Housing Bureau using the online reservation system until December 31, 2010. After this date, par-

ticipants will be responsible for obtaining accommodation on their own. As May is a very popular time for travel to Seoul, we recommend registering for the Congress and reserving rooms as early as possible to avoid difficulties or disappointment.

Exhibition Highlights

The exhibition will be held in unison with the Congress program, **9 am to 5 pm from May 25 to 28, and 9 am to 3 pm on May 29**, in the primary exhibition halls (A and B) of the COEX Convention and Exhibition Center. Over 100 of the world's leading medical, pharmaceutical and cosmetic companies are expected to participate, in addition to various publications, societies and organizations. The 22nd WCD Exhibition will feature two new additions:

- Journals, magazines and other publications related to the field of dermatology will be gathered into an easily locatable **Publication Center**, where participants can browse through sample publications and other materials.
- A **Meeting Information Center** which will contain pamphlets, circulars and other informational materials for the small meetings under the umbrella of ILDS member societies scheduled after the 22nd WCD. Meeting information and posters will also be displayed at the center on an LCD screen.

Beautiful and Historic Korea

Realizing that most participants will not be traveling thousands of miles for academic reasons alone, the Local Organizing Committee, in partnership with Hanjin Travel, one of Korea's leading travel agencies, has put together a thorough tour program exploring many aspects of Korea's renowned history, natural beauty and diverse entertainment and shopping possibilities. Many trips will feature prime examples of Asian architecture and culture at many of the ancient palaces and temples in Seoul. Participants will also have the opportunity witness firsthand the last vestiges of the Cold War during a trip to the DMZ (Demilitarized Zone) at the border between the Koreas.

Many pre and post congress tours will be available to other parts of Korea, such as the famed Jeju Island, and neighboring countries like China. For detailed information about the tour program and to reserve a tour spot, please visit the Congress website at www.wcd2011.org.



Majestic entrance to Bulguksa Temple



The main rotunda of the Seokguram Grotto

WCD2011 Social Events

Of course, the World Congress of Dermatology is not only a time for learning and sharing scientific and academic knowledge, but also a rare and wonderful opportunity to meet and interact with colleagues from every part of the world. Three very special events open to every registered participant of the 22nd WCD are being designed and planned by the Local Organizing Committee for just this purpose.

Tuesday, May 24

Opening Ceremony and Welcome Reception

The 22nd World Congress of Dermatology will officially commence on May 24 with a stately Opening Ceremony accompanied by an elegant traditional Korean performance in Hall D of the COEX Center. The festivities will continue afterwards into Hall C for the Welcome Reception, where over 6,000 delegates and participants will be able to greet and welcome one another whilst enjoying delicious food and inspiring performances.

Saturday, May 28

Gala Dinner

No expense is being spared in the planning and preparation of what is sure to be one of the grandest and most memorable highlights of the 22nd WCD. Spectacular performances and entertainment mixed with fine Korean cuisine at a beautiful location are sure to leave people talking about the occasion for years to come. The dinner will take place in the pristine Seoul Olympic Park, built to commemorate Seoul's hosting of the 1988 Summer Olympic Games. Asian and Korean culture will be featured heavily in the entertainment, which will include traditional drum performances, fireworks, a dancing water show and much more. The dinner menu will be 'fit for a king' – quite literally – as traditional royal Korean cuisine will be served in addition to all-you-can-eat Korean barbeque. This is one social event that should definitely not be missed.

Sunday, May 29

Closing Ceremony

All good things must come to end, though the Organizing Committee plans to wrap up what is sure to be a memorable and rewarding week of academic, social and business exchanges in superlative style. Participants can expect more Asian hospitality and memorable performances mixed in with important summaries, announcements and declarations for the coming years of international dermatology.

Coex: More than a Convention Center

With so much of the Congress taking place at the venue – the scientific program, exhibition, ceremonies, receptions, meetings and other events – the Organizing Committee knew that the selection of an ideal location would be of utmost importance. Luckily, the decision was an easy one. COEX is not only considered the top convention venue in Korea, but also one of the top venues in the world, consistently ranking among the top ten international convention destinations by the ICCA (International Congress and Convention Association). Never has this been more apparent than with the designation of COEX as the venue for 2010 G20 Global Economic Summit.

Apart from its world class convention facilities, COEX also offers a hidden wealth of other amenities, such as the largest underground shopping mall in Asia featuring over 200 stores, nearly 100 restaurants and cafes, a deluxe department store, museums, movie and live performance theaters, an indoor aquarium, a casino and much more.



Letter from Vienna

The Austrian Society of Dermatology and Venerology (ASDV / OEGDV) bidding for the 23rd World Congress of Dermatology in Vienna in 2015

No doubt, Vienna is unmistakably bonded with the heritage of a long and glorious tradition in world dermatology. But besides, it also looks back at an equally traditional socio-cultural and musical scene: As the world's capital of music, no other city has ever originated and hosted more composers and musicians of such international renown. There are the famous romantic horse-drawn Fiaker, carrying their passengers through downtown Vienna while passing wine taverns and the numerous neat little coffee houses where the smell of delicious Sacher cake, apple strudel and freshly ground coffee wafts through the windows. A touch of imperial nostalgia still runs through the visitor's veins when flouncing through the impressive Hofburg, former residence of Austria's Empress Sissi. But what else, apart from a glamorous past, comes to your mind when thinking about Austria's capital?

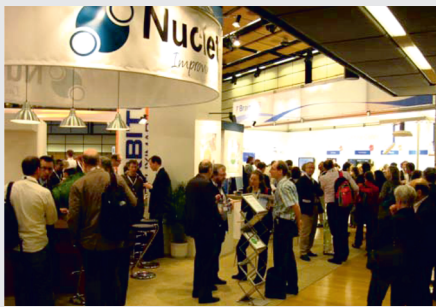
Let's break the facts down into numbers:

- Vienna reflects a unique blend of historical charm and contemporary life style. It is a very multi-faceted city; green, safe and easily accessible, which is of great benefit to any attendee no matter their origin. It has always been the gate to the neighbouring Eastern States, owing to a very preferential location in the heart of Europe. The ease of transit within the city is also most efficient due to a very fine network of 5 underground lines, 28 tram and 107 bus routes, also offering night service.
- Vienna is number 6 worldwide in a personal safety ranking and the proud number 1 worldwide with respect to quality of living. It is considered to be the second cleanest city in Europe. Its high ratio of

urban green definitely plays a role in contributing to being the 'greenest' metropolis in whole Europe. Half of it is covered by gardens such as Burggarten and Volksgarten between the Burgtheater, the famous Ringstrasse and the imperial Hofburg, forest-like parks, such as Schönbrunn Palace Gardens or the wetlands of the Danube River, to name only a few.

- Talking about meetings, Vienna is the world's number one in hosting international conventions with more than 2,300 events per year, serviced by world class suppliers. Three convention centres, an outstanding infrastructure and more than 70 conference hotels ranging from budget to five star categories make Vienna become the first choice venue. Due to the fantastic requirements, no language barriers – English is second language after German – and the enormous capacity, it was host to the Annual EULAR Congress in 2005 with nearly 10,000 attendees and the AIDS Conference this year in June, hosting more than 20,000 attendees. Among the speakers were former US president Bill Clinton and Norway's crown princess Mette Marit.
- Vienna's rich cultural aspect is reflected by 50 theatres, two stage musical theatres and three opera houses, 100 museums, ambitious exhibitions and a high diversity of dance and music festivals, e.g. the 'Concert for Europe' at Schönbrunn Palace.
- Being a city of then and of now, Vienna is 'one of the most vibrant cities in Europe – big enough to excite, cosy enough to relax'. (The Sunday Telegraph, UK, September 2008)

Last but not least, we do not want to miss the chance to thank all of you who stopped by at our exhibition booth at the **Psoriasis Congress in Paris** from July 1–4, 2010, and at the **19th EADV Congress in Gothenburg** from October 6–9, 2010 to live up to personal talks about the bid and Vienna and enjoyed the Mannerschnitten which has been served again!



For more information or subscription to our newsletter, please email us: BiddingCommittee@wcd2015.com. Critique and suggestions are also welcome!



**Indian Association
of Dermatologists,
Venereologists and
Leprologists (IADVL)
Bids for WCD 2015**
www.wcd2015.in

Indian Association of Dermatologists, Venereologists and Leprologists (IADVL), a 6,500 strong Association, is bidding for WCD 2015 at Seoul, South Korea.

IADVL has come of age. In its 33 years of existence it has passed its teens and won on strength each year. With more than 300 active and dynamic dermatology departments spread across the length and breadth of the country in as many medical colleges, the academic atmosphere has risen to greater heights. IADVL has as many as 22 state branches and innumerable city branches across the country, and one or the other regional, state or national level workshops, seminars, CDE's and conferences keep happening every other day. Added to this we have a good number of associations in every subspecialty of Dermatology which conducts annual conferences of high quality. Every year, about 500 postgraduate students in Dermatology have a wealth of such academic activities at choice. Keeping pace with the recent trends, the subspecialties of Aesthetic Dermatology, Dermatosurgery are growing by leaps and bounds. These activities have ensured a very high level of academic atmosphere in the country. Many of our illustrious members are regular contributors to the various reputed journals and are regular speakers and chairs at International conferences.

Bangalore, the host city has around 300 well knit and synchronously thinking dermatologists, who have proved time and again by organizing world class conferences that have been bench marks in the history of IADVL. Its salubrious climate and good air, its rail connections, international cuisines, and above all the warmth of the local Kannadigas are plus points that cannot be ignored.

We invite you all with folded hands to visit this country and the host city. Experience the unique hospitality and academic and culinary feasts.

Dr. S. Sacchidanand, Chairperson, WCD Bid Committee
Dr. Chetan Oberai, Convenor, WCD Bid committee

Other matters

IADVL has launched the official website of WCD 2015 bid www.wcd2015.in during CCMIDERMAMEET at Mumbai on August 28, 2010. The National Conference of IADVL will be held from Feb 3–6 at Gurgaon near Delhi.

Compiled by *Dr. Ramesh Bhat M., Prof. & HOD*
Hon. Gen. Secretary, IADVL
Father Muller Medical College, Mangalore



Dear Colleagues,

As you know, the Italian Bidding Committee with the support of the Italian Societies of Dermatology, is campaigning to host the 23rd World Congress of Dermatology 2015 in Rome.

The Eternal city offers all the resources and infrastructures for this important congress.

This month, the Italian Bidding Committee participated in one of the most important international meetings, the 19th EADV Congress 2010, October 6–10, 2010, Gothenburg, Sweden.

On this occasion, the Italian Committee hosted a cocktail reception at the Gothia Towers Hotel and exhibited a booth where all our friends and colleagues could experience 2500 years of Italian history and culture.

To check out news and updates of our candidacy as well as all the pictures of our events, please go on our website www.wcd2015rome.com

Prof. Sergio Chimenti, President
Prof. Antonella Tosti, General-Secretary
Prof. Carlo Gelmetti, Scientific Secretary
Prof. Alberto Giannetti, Honorary President

Email: rome2015wcd@triumphgroup.it



Vancouver – An International Green Gathering Place

The 2010 Olympic Games in Vancouver were perhaps the most widely recognized global event hosted by Vancouver. Numerous international societies have followed the lead of the International Olympic Committee by convening their congresses and conventions in Vancouver. For instance Vancouver has been chosen by the following international medical groups:

- XI International AIDS Conference
- XXIII International Congress of the Transplantation Society 2010
- 2015 FIGO International Federation of Gynecology and Obstetrics World Congress
- XXVIII International Congress of Pediatrics 2016

The combination of excellent conference facilities in a truly stunning setting close to nature is usually a major part of what draws medical organizers to Vancouver. Once they arrive, delegates will inevitably tell us how pleasantly surprised they are with the multicultural and cosmopolitan spirit of the city. People from many countries around the world feel so comfortable and safe here that they long to make Vancouver their home.

From the moment you glimpse the city as your airplane lands, you will be impressed by lush green color of the landscape and mountains. The new Vancouver Convention Centre is the world's first LEED Platinum Certified convention center in the world. Congress attendees can therefore be confident that their participation will leave a minimal carbon footprint. Skiing, sailing, golfing, hiking, whale watching, and biking can all be enjoyed within 15 minutes from the convention center. We believe that Vancouver is well on its way to achieving its goal of being the greenest city in the world by 2020. Just a few weeks ago in August 2010, the Economist's Intelligence Unit announced that 'Vancouver, with a score of 98%, still remains at the top of the ranking' for global livability. Why not come to Vancouver in 2015 for the World Congress of Dermatology and see for yourself what everyone is talking about?

Jerry Shapiro, President
Harvey Lui, Secretary General
Vancouver 2015 World Congress of
Dermatology Bid