

ASMR Medallist 2007
Professor Axel Ullrich

"From Gene Technology to the Magic Bullet of Cancer Therapy: Is the promise coming true?"

MAKING CANCER A CHRONIC DISEASE...

Eminent German Scientist, **Professor Axel Ullrich** in Perth, Friday June 8, 2007

A champion of translational research and pioneer in cancer research and treatment, Professor Ullrich of the Max Planck Institute has taken his basic discoveries through to patient therapies including :

- **Humulin** (human Insulin for the treatment of diabetes), the first therapeutic agent to be developed through gene-based technology and the first biotechnology product ever.
- **SUTENT/Sunitinib**, for the treatment of Gastro Intestinal Stromal Tumors and Renal Cell Carcinoma
- **Herceptin**, the first gene-targeted treatment aimed at the cells causing breast cancer.

Professor Ullrich believes the creation of a gene database in the Singapore Onco Genome laboratory will provide a comprehensive picture of the genetics of cancer cell lines and tissues, enabling us to exploit this knowledge of basic science and develop it into new cancer treatments.

Personalised drug cocktails improving the length and quality of peoples' lives.

Professor Ullrich said, **"If we can use target identification technology to fight tumours effectively, cancer will become a chronic disease essentially like diabetes, allowing patients to live a normal life-span"**

In 2001 Time Magazine Europe has named Professor Ullrich as one of **25 European "tech leaders who are changing how we work, live and play"**.

Professor Ullrich will be speaking at the ASMR Medical Research Week® Dinner Friday June 8, 2008 at the Hyatt Regency in Perth.

DO NOT MISS THE OPPORTUNITY TO SPEAK WITH THIS BRILLIANT AND ARTICULATE SCIENTIST!

For Interviews contact: Dr Emma Parkinson-Lawrence 0400 635 822 or Catherine West on 0415 928 211

Media material for Prof Ullrich available from <http://www.asmr.org.au/media/>