

**30 November 2010**

**14:00 - 20:00** - Registration and Information Desk Open

**Day 1 - 1 December 2010**

**07:00 - 18:00** - Registration and Information Desk Open

**08:30 - 08:40** - **Welcome and opening remarks**  
**MORNING PLENARY SESSIONS**

**08:40 - 10:00** - **Bioanalysis**  
**Thinking Outside the "Commodity" Box**

**08:40 - 09:00** - Ian Wilson (AstraZeneca) p. 7  
**What You Can't See Can Hurt You: Looking at Bioanalysis by LC-MS From the Outside**

**09:00 - 09:20** - John Pugh (University of Sheffield) p. 7  
**Elemental imaging via LA-ICP-MS – New opportunities in the life sciences**

**09:20 - 09:40** - Robert Plumb (Waters) p. 8  
**High Sensitivity Analysis of Biotherapeutics Using Capillary LC**

**09:40 - 10:00** - Martyn Hemsley (Covance) p. 9  
**Considerations and Experiences in Developing Bioanalytical Assays for the Quantitative Determination of Oligonucleotides**

**10:00 - 10:30** - Coffee Break

**10:30 - 12:30** - **Practical Solutions to Bioanalytical Challenges : Blood - the original bioanalytical matrix ?**

**10:30 - 11:00** - Keynote Speaker : Albert Wolthuis (KCL) p. 9  
**The Blood Matrix: A Dynamic Mirror**

**11:00 - 11:20** - Achiel Van Peer (Janssen Research and Development) p. 10  
**Blood and Plasma : A Magic Twin or Single in Human Pharmacokinetics ?**

**11:20 - 11:35** - John Perkins (Advion BioServices) p. 10  
**Long Term Stability Issues Observed during Validation of an LC-MS/MS assay for Clopidogrel and Metabolites**

**11:35 - 11:50** - Ronald de Vries (Janssen Research and Development) p. 11  
**Analyte Instability Issues in Blood**

**11:50 - 12:10** - Achim Freisleben (Merck-Serono for EBF) p. 12  
**EBF Current Thinking on the Conduct of Whole Blood Stability**

**12:10 - 12:30** - Panel Discussion

**12:30 - 13:30** - Lunch and poster session

**AFTERNOON PLENARY SESSIONS**

**13:30 - 16:00** - **Towards Global Harmonization**

**13:30 - 13:50** - Philip Timmerman (Janssen Research and Development for EBF and GBC) p. 12

**GBC-Harmonization Initiative and EBF Perspective**

**13:50 - 14:10** - Jérôme Barré (afssaps)  
**EMA Perspective on Global Harmonization**

**14:10 - 14:30** - Rafael Barrientos (Magabi for ACBio) p. 13  
**Global Harmonization : South America Overview and Perspective**

**14:30 - 14:50** - Daniel Tang (Frontage for BBDS and SBDS) p. 13  
**APAC Perspective on Global Harmonization**

**14:50 - 15:10** - Mark Arnold (Bristol Meyers Squibb for AAPS) p. 14  
**AAPS Perspective on Global Harmonization**

**15:10 - 15:30** - C.T. Viswanathan (FDA/CDER)  
**FDA Perspective on Global Harmonization**

**15:30 - 16:00** - Panel Discussion

**16:00 - 16:30** - Coffee Break

**16:30 - 18:00** - **Platinum Sponsor session I**

**16:30 - 17:00** - Gary Harland (Waters) p. 15  
**Addressing The Challenge of Sensitivity and Metabolite Detection in Bioanalytical Studies**

**17:00 - 17:30** - Mauro Aiello (AB SCIEX) p. 15  
**Overcoming the Data Analysis Bottleneck with Next Generation Quantitative Software**

**17:30 - 18:00** - Pat Bennett (Thermo Scientific) p. 15  
**Future of the Triple Quadrupole: What is Possible and what is Practical?**

**18:30 - 20:00** - Conference Reception I  
**Discover Catalunyan Reds : Enjoy a Few Drinks and Savor Traditional Food During this Great Networking Opportunity**

This reception is sponsored by Gyros

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