**MEENA Oncology Conference**

22nd & 23rd October 2010
Cairo, Egypt

**KEY SPEAKERS AND PANELISTS**

- **Dr. Itibah Fadhil**
  World Health Organization (WHO)
  the Regional Office for The Eastern Mediterranean EMRO, Regional Adviser

- **Prof. Nada Alwan**
  Pioneering National Breast Cancer Research & Early Detection Program, Iraq, Executive Director

- **Dr. Hussein Khaled**
  Cairo University, Egypt
  Prof. of Medical Oncology and Vice President for Postgraduate Studies and Research

- **Dr. Heba Sweed**
  Global Initiative for Breast Cancer Awareness, Egypt
  Country Program Manager

- **Dr. Raghib All**
  INDOX Cancer Research Network, UK
  Director

- **Dr. Andy Smith**
  Hologic Inc., USA, Senior Director

- **Dr. Ashraf Selim**
  Cairo University, Egypt
  Head Of Women’s Imaging Unit, Consultant of Egyptian National Breast Screening Program & President of Egyptian Society of Women’s Imaging & Health Care (ESWIH)

- **Dr. Amal Samy Ibrahim**
  National Cancer Institute, Egypt
  Professor of Epidemiology and Director of the National Cancer Registry of Egypt

- **Dr. Rabab Gaafar**
  CBC Egypt
  Prof and Head of Medical Oncology Dept & National Representative of ESMO in Egypt and Africa

- **Dr. Orounikhair Abdulkhair**
  King Abdul Aziz Medical City, KSA
  Section Head & Consultant, Dept of Oncology

- **Dr. Mohamed Shaalan**
  Breast Cancer Foundation of Egypt
  Director

- **Dr. Shaheenah Dawood**
  Dubai Hospital, UAE
  Head of Medical Oncology

- **Dr. Norhan H. Said**
  Cairo University, Egypt
  Breast Radiologist and Egyptian Society of Women’s Imaging & Health Care, Treasurer

- **Dr. Sanjay Raj Jain**
  TAWIAM HOSPITAL, UAE, Department of Haematology and Oncology, Chairman

- **Dr. Aly Abdal Razek**
  Gulf International Cancer Center, UAE
  Executive Director

- **Dr. Sidi Mohamed Taher Alouani**
  Lalla Salma Association, Morocco
  President of Scientific Committee

- **Dr. Anthony B. Miller**
  Dalla Lana School of Public Health, University of Toronto, Canada
  Associate Director, Research

- **Dr. Carlo V. Catapano**
  Oncology Institute of Southern Switzerland, Switzerland
  Director, Experimental Oncology

- **Dr. Munir Kinay**
  Dokuz Eylül University, Turkey
  Head of Department of Radiation Oncology

- **Prof. Daniel Akoutri**
  Alexandria School of Medicine, Egypt
  Professor of Clinical Oncology

- **Dr. Sayed A. Marei**
  Cairo University, Egypt
  Professor of General Surgery and Head of the Breast Surgery Clinic

**YOUR PRESTIGIOUS ADVISORY PANEL**

- **Chairman:**
  Dr. Anthony B. Miller
  Dalla Lana School of Public Health, University of Toronto, Canada
  Associate Director, Research

- **Dr. David Kerr**
  Sidra Medical and Research Center, Qatar
  Chief Research Advisor

- **Dr. Salwa Boulos**
  Gall Hospital, Egypt
  Breast Radiologist

- **Dr. Husein Khaled**
  Cairo University, Egypt
  Prof. of Medical Oncology and Vice President for Postgraduate Studies and Research

- **Dr. Ashraf Selim**
  Cairo University, Egypt
  Head Of Women’s Imaging Unit, Consultant of Egyptian National Breast Screening Program & President of Egyptian Society of Women’s Imaging & Health Care (ESWIH)

- **Dr. Saud Bin Mohamed Bin Amer**
  King Faisal Specialist Hospital and Research Centre KSA
  Head of Breast Cancer Research Unit

- **Zahra Breast Cancer Association, KSA**
  Founder and Co-Chairman

- **Dr. Carlo V. Catapano**
  Oncology Institute of Southern Switzerland, Switzerland
  Director, Experimental Oncology

- **Dr. Raul Ribeiro**
  St Jude Children research hospital, USA
  Director, International Outreach Program and Leukemia / Lymphoma Division

- **Dr. Aida Hussein**
  Federal Ministry of Health, Sudan
  Coordinator of the Breast Cancer Control Programme

- **Dr. Ahmad Al Khateeb**
  King Hussein Cancer Center, Jordan
  Director of Training

**EVENT OVERVIEW**

Cancer is a major public health problem that affects every country in the MENA (Middle East & North Africa) region regardless of economic and social situation and this Conference will focus mainly on the Breast Cancer as it is the most common type of cancer in this region.

This conference will also include new information, consolidated knowledge, and conversations on controversial issues regarding Prevention & Risk of Breast cancer, Imaging & Screening, new approaches in targeted therapies, and more.

MENA Oncology Conference will be a great opportunity for governmental and non-governmental cancer control officials; for physicians, researchers and health professionals; and also for patients, advocates, volunteers and others interested in cancer control, from all over the world, to get together and exchange views on how to deal with cancer.

**WHO WILL ATTEND?**

- Governmental and non-governmental cancer control officials
- Medical, surgical, and radiation oncologists, haematologists and pathologists interested in the treatment of patients with Breast cancer
- Fellows, nurse practitioners, nurses, physician assistants, pharmacists, researchers, and other health care professionals interested in the treatment of Breast cancer are also invited to attend.
Day 1 | 22nd October 2010

8:00 Registration and Coffee

9:00 Opening remarks from the chair
   Co-Chairman: Dr Andy Smith, Hologic Inc, USA
   Senior Director

Regional Perspective on Breast Cancer

9:10 Breast Cancer in Eastern Mediterranean Region & WHO strategic interventions
   • Current Situation of Breast Cancer in the MENA region.
   • WHO Strategic intervention to control cancer
   Dr Ibtihal Fadhl, World Health Organization (WHO), The Regional Office for The Eastern Mediterranean EMRO, Regional Adviser

9:30 Introducing a Comprehensive Information System on Breast Cancer Control in the Eastern Mediterranean Region
   • Apart from being the commonest cancer among women in countries within the Eastern Mediterranean Regions (EMR), there are other factors that justify increasing efforts for breast cancer control. These include younger ages at presentation, late stages at first diagnosis and the prevalence of more aggressive tumour behavioural forms.
   • High mortality/incidence ratio is a usual finding in those countries. Most of the national cancer registries in the EMR lack data regarding age-specific incidence rates, stage of disease at presentation and survival rates.
   • A comprehensive database breast cancer information system was designed under supervision of IARC (International Agency for Research on Cancer) to compare the demographic characteristics, clinicopathological presentations and treatment outcomes of breast cancer patients within selected countries in the Middle East including Iraq, Jordan, Lebanon and Egypt
   Prof. Nada Alwan, Pioneering National Breast Cancer Research & Early Detection Program, Iraq, Executive Director

9:50 The Challenges facing national cancer control plans (Egypt Case)
   • Causes of The Growing Cancer burden
   • Challenges facing the Cancer control plans
   • Local strategies to overcome these Challenges
   Dr Amal Samy Ibrahim
   National Cancer Institute, Egypt
   Professor of Epidemiology

10:30 Morning Coffee and Networking

11:00 The Global Initiative for Breast Cancer Awareness in Egypt, Relation between awareness and early detection of breast cancer
   Dr. Heba Sweed, Global Initiative for Breast Cancer Awareness, Egypt, Country Program Manager

Controversies in Breast cancer: Adjuvant and Neoadjuvant Therapy

11:40 Optimizing Endocrine Therapy for Indolent Breast cancer
   • In Premenopausal women
   • In Postmenopausal
   • Preoperative Endocrine therapy

Dr Hussein Khaled
Cairo University, Egypt
Prof. of Medical Oncology and Vice President for Postgraduate Studies and Research

12:20 Controversies in Neoadjuvant Therapy
   • Radiation after Breast Conserving surgery
   • Impact of systemic Therapy
   • Postmastectomy radiotherapy in 1-3 positive nodes
   Dr Rabab Gaafar, NCI, Cairo University, Prof and Head of Medical Oncology Dept & National Representative of ESMO in Egypt and Africa
   Dr. Münir Kinay, Dokuz Eylul University
   Head of Department of Radiation Oncology

13:00 Friday’s Prayer and Lunch

Early detection and Screening of Breast cancer

14:30 The Moroccan (Lalla Salma) program in early detection and screening for Breast Cancer
   • Primary health care system: screening
   • Secondary health care system: diagnosis
   • Tertiary health care system: treatment
   Dr Sidi Mohamed Taher Alaoui
   Lalla Salma Association, Morocco
   President of scientific Committee

15:10 Screening for breast cancer - different approaches
   • Effects of mammography screening under different screening schedules:
   • Estimates of potential benefits and harms
   • Evidence on other screening modalities, CBE and BSE
   Dr Anthony B. Miller, Dalla Lana school of Public Health, University of Toronto, Canada
   Associate Director, Research

15:50 Afternoon tea and networking

16:20 Molecular Imaging of Breast Cancer using Positron Emission Tomography PET with Breast Computed Tomography CT for Breast Cancer
   • Initial Staging of Breast Cancer.
   • Post-operative Assessment.
   • Evaluate Response to Chemotherapy.
   Dr Aly Abdel Razek, Gulf International Cancer Center, UAE, Executive Director

17:00 Magnetic Resonance Imaging MRI of the Breast, when and why?
   Magnetic Resonance Imaging (MRI) is a noninvasive procedure, which represents the most sensitive modality for the detection of invasive breast cancer in high risk patients. It is a powerful tool in diagnosing multifocality, or multicentricity, as well as contralateral malignant foci. It can also help assess for residual invasive cancer in patients who have undergone lumpectomy with positive margins at pathology. In assessment of the post operative breast, it has proved reliability in differentiating scar tissue from recurrence, and has proved to be the gold standard in evaluation of silicone implant integrity. However, It is a problem solving tool and should not replace standard screening and diagnostic procedures.
   Dr Norran H. Said, Cairo University, Egypt
   Breast Radiologist and, Egyptian Society of Women’s Imaging & Health Care, Treasurer

17:40 Networking Reception and close of Day 1
Day 2 | 23rd October 2010

8:00 Registration and Coffee

9:00 Opening remarks from the chair
  Co-Chairman: Dr Andy Smith, Hologic Inc, USA
  Senior Director

9:10 Target Approaches in Targeted Therapy for Breast Cancer
  - Identification of molecular alterations in key proteins involved in breast cancer cell proliferation and survival resulted in the development of a new treatment strategy with target-based agents.
  - The anti-ErbB-2 monoclonal antibody (mAb) trastuzumab and the dual epidermal growth factor receptor/ErbB-2 tyrosine kinase inhibitor lapatinib are effective in patients with breast cancer that overexpresses ErbB-2.
  - The anti-vascular endothelial growth factor-A mAb bevacizumab is approved in combination with taxanes for treatment of unsselected patients with metastatic breast cancer.

Dr Shaheenah Dawood, Dubai Hospital, UAE
Head of Medical Oncology

9:50 Interactive Panel Discussion: Promising new agents in Breast Cancer Treatment
  - New promising targeted agents in treating Breast Cancer.
  - Local Situation in the MENA region.
  - How to use these agents
  - What is the economic burden
  - Guidelines for their use

Prof Dr Alaa Kandil, Alexandria School of Medicine, Egypt
Professor of Clinical Oncology

10:30 Coffee Break

11:00 Update and change in the treatment of Triple Negative Breast Cancer
  - Challenges of Triple-negative breast cancer (TNBC) treatment.
  - Evaluation of DNA-damaging chemotherapy drugs.
  - Defining the optimal chemotherapy regimen and most effective targeted therapeutic strategy for TNBC.

Dr Omalkhair Abulkhair, King Abdul Aziz Medical City, KSA, Section head & consultant, Dept of Oncology

11:40 Evolving Issues in Inflammatory Breast Cancer
  - Epidemiology and Pathology of Inflammatory Breast Cancer
  - Biologic underpinnings and radiologic advances
  - Treatment modalities for inflammatory Breast Cancer

12:20 Luncheon

13:50 Motherhood in breast cancer survivors: Dream or a reality?
  - Effect of systemic anti-cancer therapy on ovarian function
  - Feasibility and safety of pregnancy in breast cancer survivors
  - Feasibility and safety of breastfeeding in breast cancer survivor
  - Methods to preserve fertility, clinical and ethical perspectives

Dr Hatem Azim, Jules Bordet Institute, Belgium
Research fellow

14:30 Establishing a Clinical Research Network across the MENA region
  - Clinical research is a critical tool in the fight against cancer as it does not only help to identify the best treatment for individual cancer patients, but also helps governments and agencies develop appropriate plans and long-term strategies for cancer control and prevention.

15:10 Interactive Panel Discussion: Are we over treating small screening detected Breast Cancers?
  - Earlier diagnosis creates a new situation in which both the diagnostic and the therapeutic team members encounter previously uncommon situations.
  - Guidelines for the treatment of small non palpable breast cancers should not be based on trial results obtained from palpable, clinically diagnosed cancers.
  - Using the established methods for treating mammographically detected palpable cancers, non-palpable lesions carry a considerable risk of over treatment, because the histologic prognostic parameters do not reliably predict the outcome of 1-14 mm invasive breast cancers

Moderator: Dr Ashraf Selim, Cairo University, Egypt
Head Of Women’s Imaging Unit, Consultant of Egyptian National Breast Screening Program & President of Egyptian Society of Women’s Imaging & Health Care (ESWH)

Panelists: Dr Mohamed Shaalan, Breast Cancer Foundation of Egypt, Director
Dr Sayed A Marei, Cairo University, Egypt, Professor of General Surgery and Head of the Breast Surgery Clinic

15:50 Afternoon Tea and Networking

16:20 Therapeutic strategies to target cancer stem cells and metastasis
  - New concepts are challenging our views of critical aspects of tumor biology. Recent research has highlighted the importance of tumor heterogeneity and tumor-initiating cells with stem cell-like properties in tumor initiation and progression. Multiple genetic and epigenetic factors control normal and cancer stem cell biology and are at play in the metastatic cascade. As the pathways involved in these processes are progressively unraveled, new therapeutic targets and strategies will become available for devising more effective treatments for cancer. Although we are still at the early stages of translating these new findings into clinical applications, the initial results are encouraging. We will review the most recent findings on the critical pathways and therapeutic strategies under development.

Dr Carlo V. Catapano, Oncology Institute of Southern Switzerland, Switzerland, Director, Experimental Oncology

17:00 Mechanism of Breast Cancer Metastasis
  - The multi-step metastatic cascade
  - The importance of tumor heterogeneity, tumor propagating cells and microenvironment

Dr. Sanjay Raj Jain, TAWAM HOSPITAL, UAE
Department of Haematology and Oncology, Chairman

17:40 Bone Metastasis of Breast Cancer
  - The microenvironment of breast cancer metastasis to bone
  - Management strategies
  - Current endocrine therapies for the prevention and treatment of metastatic breast cancer

Dr Raghib Ali, INDOX Cancer Research Network, UK, Director

18:20 Closing remarks from the Chair

I would like to thank everyone who has helped with the research and organization of this event, especially the advisors for their support and commitment.

Doaa Said, doaa.said@fleminggulf.com
Dr. Omalkhair Abulkhair, King Abdul Aziz Medical city, KSA
Section Head & Consultant, Dept of Oncology

Dr. Omalkhair Abulkhair is currently the Section Head of the Division of Adult Medical Oncology, Department of Oncology in King Abdulaziz Medical City – Riyadh, Kingdom of Saudi Arabia and Assistant Professor in King Saud bin Abdulaziz University for Health Sciences. Being one of the renowned oncologists in the Middle East, she was nominated to be part of the Women in High Places: Fight against Cancer, an international organization of prominent women in their respective areas. She is the Course Director of major symposia and conferences in the department such as the Best of CT-RC-AACR San Antonio Breast Cancer Symposium and Cancer Prevention and Early Detection Symposium. She was also selected as the Chairman for MENA-NCCN Guidelines Committee for Breast Cancer. This committee aims to unify the guidelines for breast cancer management in the region. Furthermore, Dr. Abulkhair was also chosen to lead the National Committee for Breast Cancer by the Ministry of Health in Riyadh.

Dr. Hatem Azim, Jules Bordet Institute, Belgium, Research fellow

Dr. Hatem Azim Jr is a medical oncologist who completed his oncology training in the National Cancer Institute in Cairo in 2007. Afterwards, he served as a fellows for brief periods in the European Institution of Oncology in Milan and BI Deaconess teaching hospital, Harvard University in Boston. He holds two Masters Degrees in oncology from the University of Newcastle Upon Tyne and Cairo University. Since September 2009, he serves as a research fellow in Jules Bordet Institute and undergoing a PhD program at the Universite Libre De Bruxelles in Brussels. His current work is mainly focused in the field of clinical and translational breast cancer research under the mentorship of world renowned experts Prof. Martine Piccart & Christia Saliniou. His main areas of expertise is in the field of breast cancer and pregnancy particularly managing breast cancer during pregnancy and the long term effects of pregnancy and breastfeeding on patients with history of breast cancer. He is currently developing a PhD project on gene expression profiling of breast cancers diagnosed during pregnancy. Dr. Azim published around 38 peer-reviewed articles mainly in the field of breast cancer and pregnancy associated tumors.

Dr. Heba Sweed, Global Initiative for Breast Cancer Awareness, Egypt
Country Program Manager

Dr. Heba Sweed is the Program Manager of the Global Initiative for Breast Cancer Awareness in Egypt. She is a qualified physician with 10 years experience in the medical field, including a managerial position in a multinational pharmaceutical company developing and managing patients and healthcare providers’ educational programs. She most recently held the position of Quality Improvement Specialist for a project focusing on integrated maternal and child health at all levels. As part of her MBA, Dr. Sweed focused her thesis on exploring and identifying the needs of communities in rural areas, and building the capacity of small NGOs to develop, manage and promote micro-health insurance schemes for these communities based on their needs.

Dr Norran H. Said, Cairo University, Egypt
Breast Radiologist, Egyptian Society of Women’s Imaging & Health Care, Treasurer

Dr Norran H. Said is a dedicated breast imaging radiologist at Cairo University Hospital, and Cairo Radiology Center (Cairo Scan). She is also an active breast screening radiologist at the Egyptian National Breast Screening Program, known as the Women’s Health Outreach Program. More over, she is a founding member and treasurer of the Egyptian Society of Women’s Imaging & Health Care, as well as the National Foundation for Breast Cancer Elimination. Her main field of interest & research is Breast MRI.

Dr. Ashraf Selim, Cairo University, Egypt, Head Of Women’s Imaging Unit, Consultant of Egyptian National Breast Screening Program & President of Egyptian Society of Women’s Imaging & Health Care (ESWHi)

Dr. Ashraf Selim is a professor of radiology at Cairo University, and head of the women’s imaging unit. Moreover, he is a consultant at the Egyptian National Breast screening program, and Executive Manager of Cairo Scan, the largest radiological private center in Egypt. As an enthusiast on breast imaging, he was one of the first to implement it and has presented & published several related studies. In 2005, he became the President & founder of the Egyptian Society of Women’s Imaging & Health Care, which organizes annual workshops to upgrade radiologists breast screening skills, as well as women’s health seminars.

Dr. Aly Abdel Razek, Gulf International Cancer Center, UAE, Executive Director

Dr. Abdul Razek graduated from Cairo University. He completed his residency in 1976 at Washington University in St. Louis, Mo., USA. He is board certified in both Radiation Oncology and Pediatrics. He co-authored four text books in radiation oncology and contributed to many publications in oncology journals. He served on the national committee of the Southwest Oncology Group, Intergroup Ewings Sarcoma and National Wilms Tumor Committee. Dr. Abdul Razek is a fellow of the American College of Radiation Oncology. He is president of Medical Resources International and Chairman and Executive Director of the Gulf International Cancer Center.

Dr. Raghib Ali, INDOX Cancer Research Network, UK, Director

Dr. Raghib Ali is the Director of the INDOX Cancer Research Network, India’s largest academic academic oncology network, which he has led since its establishment in 2005 and a Clinical Epidemiologist at the Cancer Epidemiology Unit at the University of Oxford. He is also an Honorary Lecturer in Clinical Pharmacology, an Honorary Consultant in Acute Medicine at the John Radcliffe Hospital in Oxford, and the Richard Doll Medical Tutorial Fellow at Green-Templeton College. His main research interests are the aetiology, prevention & treatment of cancer in South Asian and Middle Eastern populations. He graduated from Cambridge University in 1999 with a distinction in Medicine and was awarded the John Addisonbrooke prize for Medicine for the best performance throughout medical school.
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