



World Cancer Congress
Kuala Lumpur, Malaysia
1—4 Oct 2018

**Strengthen
Inspire
Deliver**



2018 World Cancer Congress Summary Report



33

“The 2018 World Cancer Congress enabled the cancer community to develop new collaborations, share practical case studies and learn from top experts in all aspects of cancer control. We were able to share knowledge and interact with colleagues from around the world, gaining new perspectives on what we, as a community, can do to reduce the cancer burden over time.”

Delegate via 2018 WCC Survey

Organised by



Hosted by



Supported by

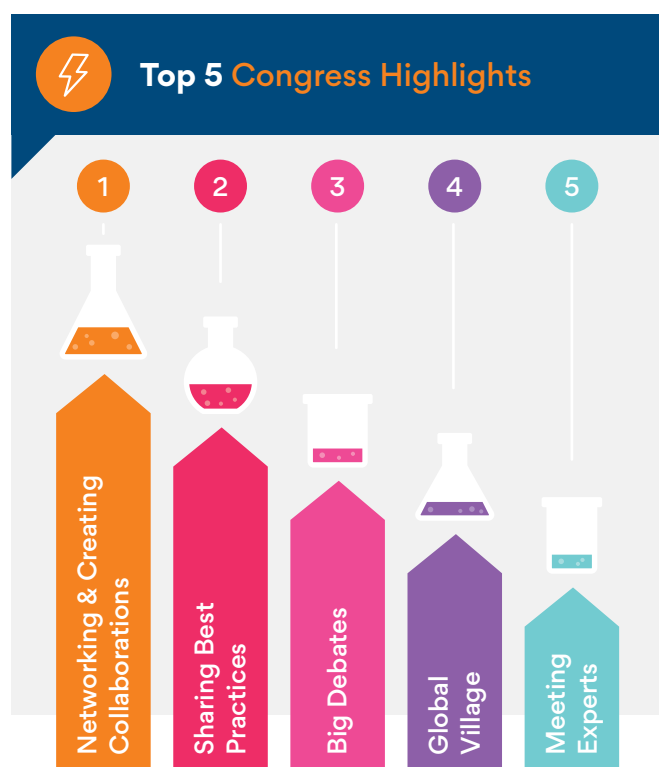


The 2018 World Cancer Congress, entitled **‘Strengthen. Inspire. Deliver.’** was held in Southeast Asia for the very first time.

The National Cancer Society of Malaysia, supported by the Malaysian Ministry of Tourism and Culture and the Malaysian Convention and Exhibition Bureau, hosted the 25th edition of the Congress. The Congress took place a couple of days after the UN High-level Meeting on NCDs in New York, so it gave us an opportunity to reflect on progress made in addressing cancer globally.

Over 2,500 delegates from 120 countries gathered in Kuala Lumpur to listen to the advances made by many around the world in preventing and treating cancer. The Congress design facilitated discussion, debate, challenge and interaction and all delegates left inspired by the content and the sense of ambition and hope from the world leaders in cancer control.

The Congress featured five Tracks covering the breadth of challenges faced in improving cancer control at a global, regional and national level.



“After our attendance in the Congress, we got back to Mexico full of strength and knowledge to continue our fight against cancer!”

Kenji Lopez, Director, Cancer Warriors de Mexico

Spotlight on capacity building and best practice sharing

UICC used the Congress to help delegates and UICC members improve their abilities to impact their own communities.

Leadership development

Seven current **UICC Young Leaders** arrived in Malaysia to conclude their journey on the 12-month leadership development programme, which commenced in November 2017 at the World Cancer Leaders’ Summit in Mexico. Young Leaders participated in various capacity building activities, networking events and focused sessions, and were also joined by ten Young Leaders Programme Alumni.

The **CEO Programme**, aimed at strengthening leadership and management capacities across the UICC membership, attracted over 100 representatives from UICC full member organisations. The programme included three exclusive lunch-time sessions on topics ranging from leadership experiences to innovative fundraising, as well as a dedicated CEO networking breakfast.

Education and training

Over 200 registered delegates had the chance to follow one of six three-month online Master Courses, which culminated in a full-day workshop in Kuala Lumpur. Each Master Course is purpose-built by internationally-recognised experts to meet specific needs for continuing education of those engaged in various disciplines of cancer control. The six courses included topics on cancer awareness and prevention, strengthening patient groups, using law in cancer control, effective cross sector partnerships, cancer care delivery in Africa and metastatic breast cancer.

[Find out more here.](#)



“The course has given me the opportunity to expand my network with other professionals not only in my region but also with other parts of the world. The time I spent in the Master Course to learn, share and exchange knowledge was worth every minute.”

Thao Tang Thi Thanh, Program Coordinator, The Max Foundation, Vietnam

Best of the Kuala Lumpur Congress

Encouraging participants' engagement

Session chairs benefited from a special briefing entitled '**How to engage your audience**', setting the tone for audience interaction for the rest of the week.

The **Global Village** hosted 57 exhibiting organisations. Participants discovered the bustling atmosphere of the Congress' central hub, where, for the first time, exhibitors were able to enjoy their own 'Regional Pavilions', representing every global region. New features included a **Wellness Pavilion** coordinated by two UICC members, the National Cancer Society of Malaysia and the Hong Kong Anti-Cancer Society. Also new to the Global Village this year was the **Data corner**.

After its launch in Paris in 2016, the **Patient Group Pavilion** made its return to the Global Village, hosting a series of 48 presentations under the banners of Organisational framework, Navigating cancer care, and Patient voices. Its informal atmosphere and passionate speakers attracted great interest from approximately 450 delegates.

The popular **Meet'in** and **NCD Cafés** staged a series of interactive talks in an informal setting. A great variety of topics were addressed, ranging from media advocacy, taxation of unhealthy commodities and equity in cancer treatment, to building a global movement for physical activity.

A powerful Opening Ceremony

The **Opening Ceremony**, taking place on the evening of 1st October, marked the first day of Pink October by hosting a series of keynotes from inspiring women, including Professor Sanchia Aranda, UICC President 2016-2018; Dr Princess Nothemba (Nono) Simelela, Assistant Director General, World Health Organization (WHO); Hon. Mrs Yuthar al Rawahy, Founder and Life President, Oman Cancer Association; and Her Highness Sayyida Dr Mona bint Fahd Al Said, Assistant Vice Chancellor, Sultan Qaboos University, Oman. The ceremony was closed by His Excellency Dr Haji Dzulkaffly Bin Ahmad, Minister of Health of Malaysia. The ceremony was conducted in the presence of Her Majesty Raja Zarith Sofiah binti Almarhum Sultan Idris Shah, Permaisuri Johor and other prestigious attendees, including Her Royal Highness Princess Dina Mired, UICC President 2018-2020 and Her Excellency Mrs Anna Hakobyan.

The National Cancer Society of Malaysia builds on the World Cancer Congress to implement an agenda of hope and action on cancer in Malaysia and the region.

Hosting the Congress was an excellent opportunity for the National Cancer Society of Malaysia to advance its work in cancer control. Apart from uniting various national and regional stakeholders to drive national cancer agendas, the work leading to the Congress strengthened the Society's collaboration with the government.

Examples included the commitment from Health Ministers in the region to lead the ASEAN cancer resolution in 2019, adopt a tobacco control act, reinforce universal health coverage, and advocate for a fully funded, resourced national cancer control plan.

Bringing the Congress to Southeast Asia also enabled regional cancer control leaders to share best practices. This led to new partnerships and more chances for capacity building, and it also deepened local stakeholders' understanding of the complexities of cancer control in low- and middle-income countries.

CC

"Cancer affects all countries, but in low- and middle-income countries we face an uphill struggle – the core infrastructure is not there to treat people, which is why the Congress and UICC's Treatment for All initiative are so important to us."

Professor Sanchia Aranda,
UICC President 2016-2018

CC

"This is not a Congress, this is a movement."

Hon. Yuthar Al Rawahi, Founder and Life President, Oman Cancer Association



Best of the Kuala Lumpur Congress

Building momentum across the global cancer community

The Congress programme itself kicked off on 2nd October with the **'Break-Ice-Fast'** networking event that brought together over 250 UICC members and partners.

The main Congress programme was divided into five Tracks, which included a new stream focusing on mobilising funds and attracting resources. In total, 330 international and multi-sectoral speakers presented in over 120 sessions. The sessions were deliberately varied in structure and purpose. Participants enjoyed traditional morning plenary lectures, **'Big Debates'** on hot topics in cancer control and various rapid fire abstract presentations.

Continuing the tradition of the Congress to be innovative, the new **'Abstract Hub – The Forum for Knowledge Mobilisation'** was established, which served as a central platform showcasing over 700 abstract presentations. Presentations covered the results of scientific studies, reports on advocacy and policy successes and overviews of successful fundraising campaigns. Accepted abstracts were also published in the online supplement of the Journal of Global Oncology. [Find out more here.](#)

Spotlight on the Plenaries

The first plenary looked at a topic at the forefront of everybody's mind: **'What is next after the UN High-level Meeting on NCDs?'**. Dr Chris Wild, Director of the WHO International Agency for Research on Cancer (IARC) presented the latest GLOBOCAN 2018 data, and was followed by Ms Katie Dain, CEO of the NCD Alliance, who discussed the outcomes of the UN High-level Meeting on NCDs held in September 2018 in New York, as well as the political implications and next steps. They were joined on stage by Mr Todd Harper, CEO of Cancer Council Victoria and Dr Laura Suchil, Director of International Relations at the National Cancer Institute of Mexico.

Plenary keynotes on the second day focused on **improving outcomes through healthcare systems** and featured Ms Kirsty Sword Gusmao, AO, Founder of the Alola Foundation, former First Lady of Timor Leste and breast cancer survivor; Dr Sanjeev Arora, Founder and Director of Project ECHO; and Dr M. R. Rajagopal, Chairman of Pallium India and Nobel Peace Prize Nominee in 2018.

On the third day, Dr Rachel Nugent, Vice President for Global Non-communicable Diseases at RTI International; Dr Frank J. Chaloupka, Professor at the University of Illinois at Chicago and Director of the UIC Health Policy Center; and Dr Rob Moodie, Professor of Public Health at the College of Medicine, University of Malawi, and Professor of Public Health at the University of Melbourne's School of Population and Global Health (MSPGH) tackled the **economics of prevention**, a topic that resonated across numerous sessions.

Passionate and controversial debates

Big Debates tackled questions head-on and divided their audience in the process. Attendees grappled with such questions as "can cancer societies engage with the pharmaceutical industry without compromising their independence?", "should doctors support their patients' choice to take alternative treatments?" and "has the time come to stop investing in chemoprevention trials?".

BB

"I love the debates – I listen to the expert arguments for and against a motion and I leave the room better informed and better able to understand the different ways to consider a particular topic."

Dr Cary Adams, CEO, UICC

"Access to treatment is access to life, access to dignity, access to hope."

Mei Ching Ong, Region Head for Asia Pacific, The Max Foundation, Malaysia

A first at the 2018 World Cancer Congress

UICC Awards at the General Assembly

UICC launched the **UICC Awards** for the first time this year with the aim of recognising the outstanding work and initiatives of its members around the world. The Awards celebrated the remarkable leadership, impactful initiatives, inspiring campaigns and collaborative efforts undertaken by UICC members. External judging panels carried out interviews with the finalists to select five Award winners who were then announced during the UICC General Assembly, which took place on the evening of 2nd October.

CEO Award

Winner: Pat Garcia-Gonzalez, CEO, The Max Foundation, USA

Finalists: Asem Mansour, CEO and Director General, King Hussein Cancer Center, Jordan; and Wondu Bekele Woldemariam, Executive Director, Mathiwo Wondu-Ye Ethiopia Cancer Society, Ethiopia

Advocacy with Impact Award

Winner: I Care for Palliative Care campaign, by Cancer Council New South Wales, Australia

Finalists: Tobacco Control programme, by Nepal Cancer Relief Society, Nepal; and #Sjekkdeg (Get Tested) campaign, by Norwegian Cancer Society, Norway

Collaboration Award

Winner: African Palliative Care Association's collaborative initiative to support the implementation of national palliative care policies in Southern Africa (Swaziland, Mozambique and Zimbabwe)

Finalists: Project ROSE (Removing Obstacles to cervical ScReening), by University of Malaya, Malaysia; and World Cancer Research Day, by Asociación Española Contra el Cáncer, Spain

Fundraising Award

Winner: Saving Lives One Bite at a Time, Restaurant Care Program, by King Hussein Cancer Foundation, Jordan

Finalists: Light a Candle, by Children's Cancer Center of Lebanon, Lebanon; and World's Biggest Coffee Morning, by Macmillan Cancer Support, UK

World Cancer Day Spirit Award

Winner: Project PINK BLUE, Nigeria

Judges' commendation: Liga Portuguesa Contro o Cancro, Portugal

Finalists: The Cyprus Anti-Cancer Society, Cyprus and Shwe Yaung Hnin Si Cancer Foundation, Myanmar



"I simply loved the Awards. To see the passion in the people who were shortlisted and then the humbleness of the winners was truly inspiring."

HRH Princess Dina Mired,
UICC President 2018-2020

"We don't have to reinvent the wheel; we have to learn from each other. Sharing best practices is the best way one gets inspired."

Dr Maira Caleffi, President
of Femama, Brazil

UICC Regional Meetings presenting the best regional collaborative initiatives

The six Regional Meetings gathered over 350 participants – a 50% increase from the previous Congress – to foster collaborations and share best practices amongst UICC members.

The subject being considered in each meeting was **'how to leverage the expertise and potential of collaboration amongst UICC members'**, building on the 140 collaborative initiatives submitted by UICC members from all over the world. Three exemplary case studies, judged for their replicability, scalability and innovation, were presented at each Regional Meeting.



2,560 registered participants from **120 countries**



41% of participants were **UICC members**



120 sessions presented by **330 speakers**

700 abstracts presented

31 sponsors

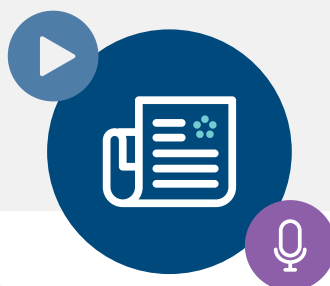
57 exhibiting organisations in the **Global Village**



150 journalists on-site

500 articles published

Coverage in nearly all major Malaysian news outlets, China, US, Latin America and Africa



Social media

8000

Congress related tweets

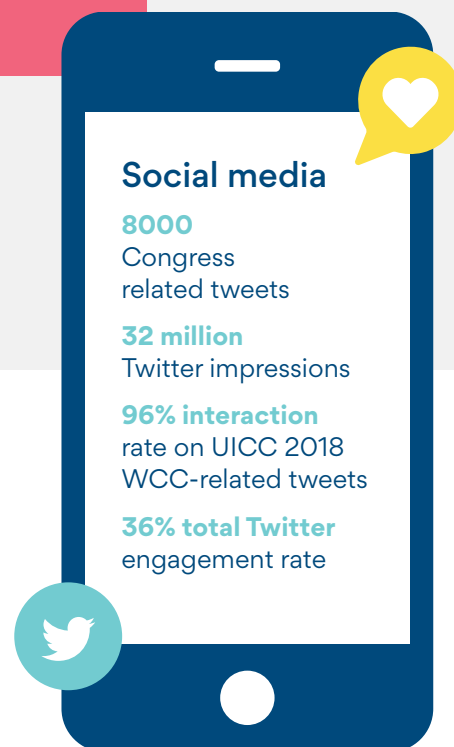
32 million

Twitter impressions

96% interaction

rate on UICC 2018 WCC-related tweets

36% total Twitter engagement rate



Top 3 factors in deciding to attend

1

Listen to experts

2

Learn best practices

3

Networking opportunities

33

"It is humbling to see that 95% of delegates would recommend the World Cancer Congress to a colleague. This shows me that we are delivering a Congress which really makes a difference to people."

Jessica Mathieu,
Head of Congress,
UICC

85% of delegates rated their Congress experience from very good to outstanding

90% of exhibitors rated the quality of interactions in the Global Village as outstanding or very good

95% of delegates would recommend the Congress to a colleague

The Congress would not have been possible without the commitment of our sponsors and partners who were active throughout the four days in Kuala Lumpur.

28 organisations drawn from the UICC partners and membership and from the region actively participated in the Congress, bringing a diverse suite of topics relevant to the region and in line with the key topics of the programme. They showcased best practices, brought experts to the event and helped delegates share, learn and interact across the four days and particularly in the Global Village. Their enthusiasm for the Congress was infectious and helped many delegates experience content which was unique and of the highest quality.

Our sponsors helped us fulfil our ambition to strengthen, inspire and deliver.



Read more about the innovative thinking and multisectoral collaboration covered across the sponsored sessions and activities.

33

“The World Cancer Congress has been an outstanding event for us. It was a remarkably interactive, positive and rewarding few days in Kuala Lumpur and we look forward to the next Congress in Oman in 2020.”

Neil Wildman, Oncology Public Affairs Lead, Asia Pacific, Pfizer Inc.



Sponsored Sessions and Workshops

Adolescents and young adults with cancer: why do they need our attention?

by Canadian Partnership Against Cancer

Best practice patient advocacy in Asia Pacific: the importance of collaborating for change
by Amgen

C3 Prize innovation challenge: live pitch by finalists
by Astellas

Chinese session
by China Anti-Cancer Association

Colorectal cancer screening
by Canadian Partnership Against Cancer

Identifying obstacles & cultivating new opportunities for biosimilars
by Pfizer

Improving communication in cancer – an ABC
Global Alliance, Breast Cancer Network Australia, Champalimaud Foundation workshop
by European School of Oncology

Initiatives to support the patient journey
by Pfizer

Innovative access solutions for immunotherapy through public-private partnerships?
by MSD

Mobilizing oncology carers globally: unique challenges facing women
by Merck

Patient driven data to drive change
by Pfizer

Planning workshop for the IARC Pacific Islands Cancer Registry Hub
by IARC and Cancer Council Australia

Taking action together: improving care for cancer patients in ASEAN countries
by Bayer Southeast Asia

Tobacco tax wins – preventing cancer through joint action
by American Cancer Society and Cancer Research UK

Transforming public-private partnerships to strengthen health systems
by City Cancer Challenge, UICC and Access Accelerated

What does UHC mean for cancer treatment? Outlook based on the WHO Cancer Resolution of 2017
by UICC-ARO

What is the real value of Personalised Healthcare (PHC) in cancer?
by Roche



Master Courses

American Cancer Society, Bristol-Myers Squibb, Pfizer, Prevent Cancer Foundation, and Roche

We would particularly like to thank the 2018 World Cancer Congress Platinum sponsors:



TATA TRUSTS



We look forward to seeing you at the next World Cancer Congress in Muscat, Oman from 19 - 22 October 2020.

33

"Thanks to the World Cancer Congress, the Singapore Cancer Society has partnered with the National Cancer Center Singapore, an organisation based in the same country. This great partnership has allowed us to showcase our own local activities and expertise both at regional and global level. In addition, this event has been a wonderful learning and networking experience including learning from the many experts in the various organisations doing their part in the fight against cancer."

Albert Ching, CEO at the Singapore Cancer Society

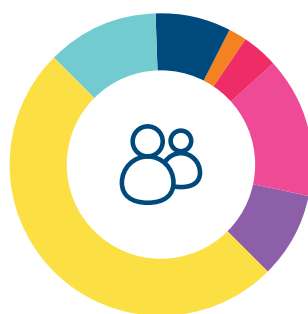


Work areas of attendees

- 1 Clinical oncology and research
- 2 Cancer care and healthcare services
- 3 Advocacy, planning and policy
- 4 Governance and project/programme management
- 5 Academia and students
- 6 Communications and marketing



Regional spread of attendees



- 8% Africa
- 2% Central & Latin America
- 4% Eastern Mediterranean
- 15% Europe
- 9% North America
- 50% Western Pacific
- 12% Southeast Asia



Union for International Cancer Control

31 - 33 Avenue Giuseppe Motta, 1202
Geneva, Switzerland

T. +41 (0)22 809 1811 F. +41(0)22 809 1810

www.worldcancercongress.org



Join the conversation

@UICC

#2018WCC

#CancerCongress