



## Hong Kong - Shanghai International Liver Congress 2008

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12th - 15th June 2008 ■ Hong Kong Convention and Exhibition Centre ■ Hong Kong ■ China

## MEDIA GUIDE

11 June 2008

### Website

[www.livercongress.org](http://www.livercongress.org)

### Congress Secretariat

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## Congress Chairman

大会主席  
Shiu-Kum Lam  
林兆鑫  
Zhao-You Tang  
汤钊猷

## Secretary General

秘书长  
George K.K. Lau  
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Hui-Chuan Sun  
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李载平  
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吴孟超  
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Sheung-Tat Fan  
范上达  
Joseph J.Y. Sung  
沈祖堯  
Sheng-Long Ye  
叶胜龙  
Chung-Mau Lo  
卢宠茂  
Kwok-Yung Yuen  
袁國勇

Dear Editors and Journalists:

It is our pleasure to welcome you to the 4<sup>th</sup> Hong Kong – Shanghai International Liver Congress (ILC) 2008, being held from the 12<sup>th</sup> – 15<sup>th</sup> June 2008 at the Hong Kong Convention and Exhibition Center, Hong Kong, China.

Since its inception, this biennial Congress has attracted the participation of a large panel of renowned experts who are widely-recognized throughout the medical community, as well as the attendance of approximately 2,500 delegates. The congress has not only provided a deep understanding of the serious consequences and latest treatments of viral hepatitis, but also created an excellent "Platform to Link the Chinese and International Medical Communities" and enhance the interaction between Asian and International hepatologists.

This year is no exception. We will make every effort to embrace and exchange the latest developments in the field of liver disease. In addition, the Organizing Committee has tailored a special four-day media program in which distinguished scholars from around the world will share with you their latest findings and trends in a wide spectrum of liver disease issues.

As the majority of hepatitis infections occur in Asia, we believe that, with your support, the experience shared by international liver experts will greatly boost the understanding of liver disease in this region.

As the opening of the ILC approaches, our team has prepared this Media Guide to assist you in planning your coverage and participation in the Congress. It includes program highlights, directions to the venue, media centre facilities information and more. For the latest information and updates on the program, please be sure to check the Media Center and Scientific Center pages of the ILC website [www.livercongress.org](http://www.livercongress.org).

We are confident the 2008 Congress will be an unforgettable and informative experience for all involved and look forward to seeing you there.

Yours truly,

The ILC Secretariat

## **Hong Kong-Shanghai International Liver Congress 2008**

This year, the theme of the Congress is “Molecular Targeting in Liver Disease – from Bench to Bedside” and we will make every effort to embrace and exchange the latest developments in hepatology. The three-and-a-half day program will commence with a half-day postgraduate course jointly organized by the Clinical Trial Centre of the University of Hong Kong, Liver Cancer Institute of Zhong Shan Hospital and the Mayo Clinic of Rochester, USA. Distinguished scholars from around the world will present their latest findings and unique experiences over the three-days of the event to provide expert insight on a wide spectrum of topics and issues on liver disease. Moreover, you can take part in various industry sponsored symposiums and workshops to further your knowledge of this very important medical industry sector. While the scientific program serves as a platform for academic sharing between healthcare professionals and scholars, the exhibition will showcase the latest developments and technologies in the industry.

More than 2,000 liver disease specialists from around the world will participate in the Hong Kong-Shanghai International Liver Congress 2008 to discuss recent trends, studies and breakthroughs regarding the treatment of the different types of liver ailments which afflict over 350 million people around the globe, 75 percent of whom reside in Asia

English is the main language of presentation at the plenary sessions of the Congress

### **The Organizers**

The ILC is jointly organized by the Cheng Si Yuan (China-International) Hepatitis Research Foundation of Hong Kong and the Liver Cancer Institute and Zhong Shan Hospital Fudan University of Shanghai. The Hong Kong-Shanghai International Liver Congress is the result of the joining of two meetings – Shanghai International Symposium on Liver Cancer & Hepatitis and the Scientific Meeting of Cheng Si Yuan (China-Int'l) Hepatitis Research Foundation. The organizers' contact information can be found on the ILC website [www.livercongress.org](http://www.livercongress.org).

## **The Four-Day Media Programme**

As part of the official proceedings, and to ensure the media is kept abreast of the situation and the developments, the Congress Committee of the bi-annual Hong Kong-Shanghai International Liver Congress will host specially-tailored media briefings scheduled to run alongside the Congress. Topics to be discussed are:

### **June 12: New APASL Hepatitis B Management Guideline**

**Time:** 11:00 am– 12:25 pm

**Venue:** Room 402, 4/F, Hong Kong Convention and Exhibition Centre  
Wanchai, Hong Kong

**Language:** Mandarin  
(Simultaneous translation in English and Cantonese available)

#### **Speakers:**

- Prof. Zhao-You Tang, Chairman of Liver Cancer Institute, Fudan University, Zhongshan Hospital
- Prof. George Lau, President, Asian-Pacific Association for the Study of the Liver, The University of Hong Kong
- Prof. Jin-Lin Hou, Director and Professor, Department of Infectious Diseases, Nanfang Hospital, Guangzhou, China.
- Patient sharing focusing on the importance of regular monitoring

Thirty-seven leading liver specialists from 10 Asia Pacific countries joined together in March this year to develop a new version of the Asian-Pacific Association for the Study of the Liver (APASL) hepatitis management guideline. This initiative will have a huge impact on the development of public health policy, education and best clinical practices in many of the region's countries, affecting the lives of people from all walks of life.

## Agenda

<b>Time</b>	<b>Activities</b>	<b>Speaker</b>
11:00 am	Media reception	
11:30 am	Welcome remarks	MC
11:35 am	Introduction of ILC	Prof. Zhao-You Tang, Professor of surgery and Chairman of Liver Cancer Institute, Fudan University, Zhongshan Hospital
11:40 am	New APASL Guideline – the impact to Asia	Prof. George Lau, President, Asian-Pacific Association for the Study of the Liver, The University of Hong Kong
11:55 pm	Practical roadmap to monitor treatment effectiveness	Prof. Jin-Lin Hou Director and Professor, Department of Infectious Diseases, Nanfang Hospital, Guangzhou, China.
12:05 pm	Patient sharing	Mr. Chan
12:15 pm	Media Q&As	All speakers
12:25 pm	Closing – event ends	MC

## June 13: Hong Kong Shanghai International Liver Congress Opening Ceremony

**Time:** 9:45 am – 11:00 am  
**Venue:** Hall 5A, Hong Kong Convention and Exhibition Centre  
Wanchai, Hong Kong  
**Language:** English (No simultaneous translation available)

### Speakers:

- Prof. Zhao-You Tang, Chairman of Liver Cancer Institute, Fudan University, Zhongshan Hospital
- The Hon. Dr. York Y.N. Chow, Secretary for Health, Welfare and Food of Hong Kong (Guest of Honour)

It is estimated that up to 80% of fatal liver cancers can be attributed to either Hepatitis B or Hepatitis C, which is second only to smoking in terms of the number of deaths among known cancer causing agents. This rate is only expected to rise with increased cross border travel between Hong Kong and China. The Hong Kong - Shanghai Society of Hepatology will continuously update the medical community with new insights in addressing many unresolved issues and new methods of managing hepatitis

### Agenda

<b>Time</b>	<b>Activities</b>	<b>Speaker</b>
9:45 am	Media reception opens	
10:35 am	Introduction of VIPs by M.C.	
10:45 am	Welcome Speech by Congress Chairman	Prof. Zhao-You Tang, Professor of surgery and Chairman of Liver Cancer Institute, Fudan University, Zhongshan Hospital
10:52 am	Speech by Guest of Honor	The Hon. Dr. York Y.N. Chow, Secretary for Health, Welfare and Food of Hong Kong
10:55 am	Group photos – signing ceremony	
11:00 am	Ceremony ends	

## June 14: Current and future management of Hepatitis C

**Time:** 11:00 am – 12:10pm

**Venue:** Room 402, 4/F, Hong Kong Convention and Exhibition Centre  
Wanchai, Hong Kong

**Language:** Mandarin  
(Simultaneous translation in English and Cantonese available)

### Speakers:

- Professor Jean-Michel Pawlotsky, Professor of Medicine at the University of Paris 12.
- Professor Zhang Xin Xin, Zhang, Department of Infectious Diseases, Ruijin Hospital Affiliated to the Medical College of Shanghai Jiaotong University
- Professor Zhi-Meng Lu Department of Clinical Virology, Ruijin Hospital Affiliated to the Medical College of Shanghai Jiaotong University

Hepatitis C was not identified until 1989 and it is thought that millions of people are yet to be diagnosed with this potentially fatal virus. After nearly two decades, has the incidence of chronic hepatitis C in Asia changed? What are the issues regarding the management of hepatitis C? What are the new developments in treatment?

### Agenda

<b>Time</b>	<b>Activities</b>	<b>Speaker</b>
11:00 am	Media reception	
11.30 am	Welcome remarks	MC
11:35 am	What is the history of hepatitis C – from discovery to current status How to prevent or manage hepatitis C	Professor Jean-Michel Pawlotsky, Professor of Medicine at the University of Paris 12
11:45 am	What is the difference among hepatitis C and other viral hepatitis? What is the current status of hepatitis C in Asia Pacific especially HK and mainland China	Professor Xin Xin Zhang, Department of Infectious Diseases, Ruijin Hospital Affiliated to the Medical College of Shanghai Jiaotong University
11:55 am	Challenges of hepatitis C management in China - Challenges - Unmet needs - ways of infection, diagnosis and treatment	Professor Zhi-Meng Lu, Department of Clinical Virology, Ruijin Hospital Affiliated to the Medical College of Shanghai Jiaotong University
12:05 pm	Media Q&As	All speakers
12:10 pm	Event ends	

## **June 15: Liver donor and liver transplantation**

**Time:** 11:00 am – 12:00 pm

**Venue:** Hall 5A, Hong Kong Convention and Exhibition Centre  
Wanchai, Hong Kong

**Language:** Cantonese  
(Simultaneous translation in English and Mandarin available)

### **Speakers:**

- Dr. Alexander Chiu, Associate Consultant, Queen Mary Hospital

Since the 1990s, breakthroughs in liver transplantation have redefined the way medical practitioners treat late stage cirrhosis. However, identifying suitable organs for transplantation within a patient's home country is an ongoing and controversial issue in many Asian countries. A new dialysis technology is now available which helps patients to buy more time for identifying a new liver donor.

<b>Time</b>	<b>Activities</b>	<b>Speaker</b>
11:00 am	Media reception	
11:30 am	Welcome remarks	MC
11:35 am	What is liver transplantation and when do a patient needs transplantation.	Dr. Alexander Chiu, Associate Consultant, Queen Mary Hospital
	What was the breakthrough developments of liver transplantation in Asia in past two decades and are there still unmet needs?	
	Latest development of liver dialysis	
11:55 pm	Media Q&As	Dr. Alexander Chiu,
12:00 pm	Event ends	

## Congress Location

The Hong Kong-Shanghai International Liver Congress 2008 will be held in the Hong Kong Convention and Exhibition Centre- Old Wing, which is conveniently located in the business centre of Hong Kong at 1 Expo Drive, Wanchai.

The Centre is linked by covered walkways to adjacent hotels, including the Grand Hyatt Hong Kong and Renaissance Harbour View Hotel, and is about a 5- to 10-minute walk from the Wanchai MTR station – Hong Kong’s subway system. Please refer to the map on the following page for a detailed view of the area along with exact locations of access points to public transportation.



## **Media Registration and Check-In**

Attending media are required to register as media delegates. On-site media registration is available at Level 5, HKCEC. Journalists and freelance writers are required to present their name cards for registration. There is no registration fee for accredited media delegates.

All media will have free access to the Media Centre. Media registrants will also have access to the opening ceremonies, the exhibition, and most sessions. A small number of sessions that are deemed by participants to be of an extremely personal nature will not be open to the media. These sessions will be identified upon registration.

Press pass received must be worn at all times for admission to each session and function.

Press materials of daily press briefing will be available at the reception outside the press briefing room. Extra copies will be available at the press centre after the daily briefing.

An abstract book is available for sale on-site at an additional cost.

## **On-Site Media Centre**

The Media Centre is located at Room G4, 6/F of the congress venue. Its access and use will be reserved explicitly for registered media. Conference Secretariat offices are not accessible to journalists.

Staff who can speak English, Cantonese and Mandarin will be available to assist journalists with editorial, technical and logistical support as needed.

### ***Operating Hours***

June 12: 11:00 – 18:00

June 13: 11:00 – 18:00

June 14: 11:00 – 16:00

June 15: 11:00 – 14:30

There will be no access to the centre outside the operation hours.

Press conference schedules will be available on a bulletin board inside the media centre. All media delegates are welcome to attend.

**Communication Facilities**

The Media Centre will be equipped with a wireless internet network (Wi-Fi).

No fixed telephone lines will be available. Journalists are advised to use the pay phones located on each floor of the Congress venue.

We advise visiting journalists to bring universal adapters to charge cell phones, computers and other equipment. The electric voltage in Hong Kong is 220V with a frequency of 50Hz and Type G plugs are used.

No broadcasting facilities will be provided on site.

**Interview Requests**

Should you wish to interview a doctor about a specific liver disease subject area, please contact the Information Desk at the Media Centre. Staff members will try their best to liaise with various speakers.

**One-on-one Interview and Press Conference Rooms Bookings**

Press briefing room is located at Room 402, 4/F and one-on-one media interview room is located at Room V2, 2/F.

To reserve, please contact attending staff at the media centre.

**Photographs**

Photographic coverage of the press conference will be provided. High-resolution photographs will be available for download on media centre page of the ILC website ([www.livercongress.org](http://www.livercongress.org))

**Press Materials**

Press kits will be made available at the Media Centre and electronically on the ILC website ([www.livercongress.org](http://www.livercongress.org)). Selected photographs of the press conference will be available within three hours of the media briefing.

**Storage**

There will be no storage space available for journalists inside the Media Centre.

## **Other Useful Information**

### ***Banking Facilities***

There are cash machines/ATMS near the venue at Convention Plaza, Harbour Road, which is en route to the MTR subway station.

### ***Business Centre***

There will be an Information Counter located at the Harbour Road entrance where faxes can be sent locally for HK\$2 per page, and IDD for \$20 per page.

### ***First Aid and Medical Services***

Please dial ext. 33 on any house phone in the case of an emergency.

### ***Food***

Food will not be permitted inside any event or session or inside the Media Center.

### ***Lockers***

A limited number of lockers will be made available on a first come, first serve basis in the Expo Drive Entrance building near the Trade and Development Council (TDC) Business Info Centre. The Congress will not be liable for loss or damage to any items placed in the lockers.

### ***Meals and Snacks***

There are three restaurants located inside the venue which serve breakfast, lunch, tea and dinner. Both international and local cuisines are offered and take-out food is available.

### ***Pay-phone***

Payphones are located at the H5 Concourse on the Convention Foyer and on every floor.

### ***Smoking Policy***

All internal areas of the Hong Kong Convention and Exhibition Centre are non-smoking.

**For further media enquiries**



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