

Corporate Satellite Symposium

Luncheon Symposium: Supported by Merck Serono



Friday, 2 July 2010

13:15 - 14:45

Level 1, Rooms 111 - 112

Personalizing treatment – A new standard for prolonging overall survival in mCRC

Chairs: *Andrés Cervantes & Eric Van Cutsem*

Welcome and introduction

Andrés Cervantes *Eric Van Cutsem*
Spain Belgium

Prolonging survival through a personalized approach in mCRC

Heinz-Josef Lenz
United States

Response rate and tumor shrinkage in the treatment of mCRC

Fortunato Ciardiello
Italy

Perspectives on resection in mCRC

Graeme Poston
United Kingdom

Summary

Eric Van Cutsem *Andrés Cervantes*
Belgium Spain