



**ISE 2012**  
KOLKATA  
INDIA



Jadavpur University  
Kolkata, India

International Society  
of Ethnopharmacology

## “Traditional Medicines and Globalization – The Future of Ancient Systems of Medicine”

### 12th International Congress of Ethnopharmacology

February 17-19, 2012, Kolkata, India

**School of Natural Product Studies**

**Jadavpur University, Kolkata, India**

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[www.ise-snpsju.org](http://www.ise-snpsju.org)

**FIRST CIRCULAR**

The International Society for Ethnopharmacology (ISE) is dedicated to the interdisciplinary study of the therapeutic profile of plants, and natural product used in indigenous and modern medicine. The 12th congress of ISE is proposed to be held in India during February 17-19, 2012 at Kolkata. This is the first major congress on ethnopharmacology in India. The conference's main focus is on promotion and development of ancient system of medicines, with all aspects of their promotion and development

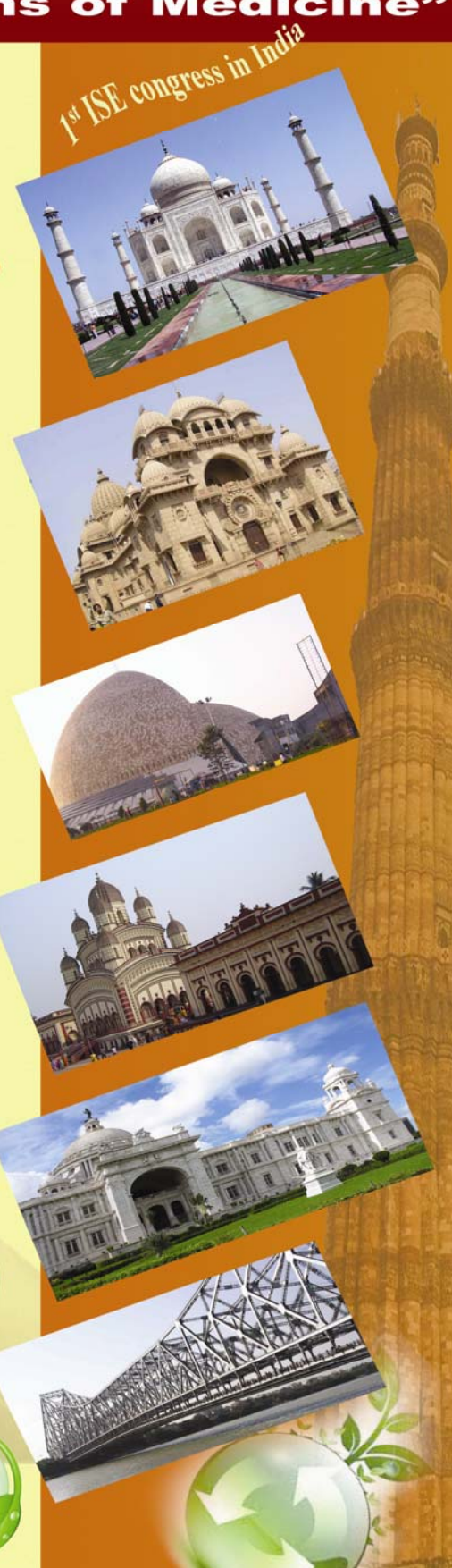
#### Topics to be covered in the conference are:

- Ethnopharmacological perspectives - from traditional to modern pharmaceuticals.
- Global trade and commercialization of traditional medicines.
- The interface between History and ethnopharmacology of traditional medicines.
- Phytochemicalpharmacological and clinical studies of natural products.
- Trends in the evaluation of traditional medicine
- Promotion and development of natural products with international cooperation.
- Polypharmacology of herbal medicine
- Traditional medicine and neglected diseases.
- Traditional medicines and the world wide web: Globalising local knowledge or localizing global technologies.
- System Biology and Synergy in herbal medicine.
- Nutraceuticals and traditional medicines - evidence-based health care claims.
- The future of traditional medicines - multidisciplinary approaches in health sciences.
- Biodiversity and conservations.
- Traditional medicines and biomedicine - common or conflicting interests?
- Ethnopharmacology and bio-cultural diversity.
- Various Symposia and workshops.

This conference will focus on some crucial and contemporary issues on the scientific study, development and evaluation of ancient systems of medicines and will centre on the theme of globalization. We welcome everybody working in this area particularly the researchers, manufacturers of medicine, raw materials, phytomedicines, pharmaceuticals and dietary and food supplements; representatives of conventional and traditional health care systems; regulatory authorities; standard-setting organizations; contract laboratories and research organizations, NGOs, academicians, scientists, students and healthcare professionals all over the world. The conference will be organized by the School of Natural Product Studies (SNPS), Jadavpur University, India. For registration, abstract submission, collaboration and sponsorship please visit our website. Last date for abstract submission and early bird registration is November 30, 2011.

#### For further details please contact:

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1st ISE congress in India