

## **Egb 761® Gaining Recognition at Prestigious Regional Conference – 11th ASAD 2017**

1 – 5 August 2017, The Berkeley Hotel Pratunam Bangkok, Thailand

Barry Ang

Schwabe Pharma Asia Pacific is happy to announce our participation in "The 11th International Congress of Asian Society Against Dementia (11th ASAD 2017)"

Dr Willmar Schwabe Pharmaceuticals (Germany) and Schwabe Pharma Asia Pacific (SPAP) collaborated to participate in the 11th Asian Society Against Dementia (ASAD) Conference 2017 in Bangkok, Thailand, with a central theme on "Management of Dementia Beyond Cognition – A Deeper Look into BPSD and CVD".

Being the most important dementia event in the region, ASAD 2017 attracted around 550 delegates from the region. Schwabe together with our partners sponsored 62 delegates. This conference has provided a perfect platform for Schwabe to present the latest scientific findings on Egb761® in dementia.

Various scientific programs were organized by SPAP throughout the congress period to build on the key messages of Egb761® in the management of dementia with BPSD and CVD. The KOL Workshop provided our delegates with background clinical data on Egb 761®, and built the foundation for understanding the full clinical efficacies and advantages of Egb 761® in dementia management.

Our Lunch Symposium delivered the most up-to-date clinical findings on Egb 761® in dementia with BPSD & CVD. The first speaker, Prof. Ralf Ihl (Germany) spoke about "Treatment effects of Egb 761® on the spectrum of BPSD" and emphasized that the use of Egb 761® in the treatment of BPSD is supported by international guidelines. The second speaker, Assoc. Prof. Nagaendran Kandiah (Singapore) shared his findings on the role of small vessel cerebrovascular disease in dementia and presented the evidences of Egb 761® in the treatment of Alzheimer's disease, vascular dementia and mixed dementia (AD with CVD). Separate video interviews with the speakers were conducted to further capture the most pertinent points from the lunch symposium. To view the Speakers Interview, please click on the link.

The Schwabe Hospitality Suite provided a conducive environment for Schwabe and partners to interact with KOLs and had in-depth discussions on Egb 761®. We have also taken the opportunity to showcase the 150-year history of Dr Willmar Schwabe Pharmaceuticals. An Egb 761® exhibition booth was also set-up by our partner A.Menarini (Thailand) to complement our messages and further strengthen our brand image.

Our participation in ASAD 2017 turned into a celebratory moment when our own Dr Robert Hoerr won the Best Poster Presentation Award for his poster presentation entitled "Patients Diagnosed Clinically with Amnesic Mild Cognitive Impairment Show a High Prevalence of Vascular Risk Factors, Diseases And Brain Lesions".

As a final highlight of the series of events in ASAD 2017, an Asian Dementia Advisory Board Meeting was organized to review the role of Egb 761® in the treatment of dementia and develop a regional consensus statement. The series of well-coordinated activities has culminated into a positive advisory board outcome.