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## enterprise europe

## PETER HYLANDS

### TRADITIONAL CHINESE MEDICINE IN THE EU DOES IT HAVE A FUTURE?

**25 March 2011 - 11:00**

SARDEGNA RICERCHE  
Loc. Piscinamanna – Edificio 2 – Pula

**Moderator: Prof. Enzo Tramontano, UniCa**

#### **Peter Hylands**

Head of the Pharmacy Department & Joint Head of Institute of Pharmaceutical Science  
King's College London

The seminar will give an overview of Traditional Chinese medicine practice in the EU, with particular reference to the UK, and highlight some current difficulties. Current research at King's College London is addressing some of these problems by the application of so-called 'omics' technologies, notably high field nuclear magnetic resonance spectroscopy and metabolomics, both *in vitro* and *in vivo*. Also, hidden correlations are being discovered by *in-silico* methodologies using virtual screening

and Random Forest modelling approaches that suggest relationships between Chinese terminology and western medical practice.

Examples of these studies will be presented from the author's own work which lead to the suggestion of some bilateral research priorities in the fields of drug discovery as well as the practice of complementary and alternative medicine.

Information and registration available at [www.sardegna ricerche.it](http://www.sardegna ricerche.it)