

## The 16<sup>th</sup> Congress of the Japanese Society for Regenerative Medicine

Japanese Society for Regenerative Medicine (JSRM) is the biggest society in Japan for regenerative medicine covering from basic stem cell research to clinical application and regulatory issues. This year we invited speakers for our luncheon seminar and the talk focused on newly launched media for differentiation from ES/iPS cells, and electrophysiology assay using iPS-derived neurons aiming at toxicity and drug screening application. We also had a booth to introduce full lineup of media which can support total workflow of ES/iPS research.

### ■ Place and date

Sendai International Center, March 7<sup>th</sup> to 9<sup>th</sup> 2017

### ■ Our luncheon seminar activities

➤ Title: Functional evaluation technique for ES/iPS-derived cells aiming at drug discovery and regenerative medicine

➤ Organizer: Dr. Norimasa Miyamoto (Eisai Co., Ltd.)

➤ Speaker 1: Dr. Melanie Kardel (STEMCELL Technologies Inc. Canada)

The talk focused on newly launched media for trilineage and hematopoietic differentiation from human ES/iPS cells.

➤ Speaker 2: Dr. Ikuro Suzuki (Tohoku Institute of Technology)

The talk focused on various applications using iPS-derived neurons including microelectrode array (MEA) which is aiming at toxicity and drug screening applications.

### ■ Our booth activities

We specially decorated our booth to introduce new products and attracted researchers by putting golf, giveaways, and free sample offer.



### ■ Summary

3,500 researchers attended the meeting. Over 200 attended our luncheon seminar. 69 registered at our booth and ~30 requested for free sample.