4th International Conference on Medicinal Chemistry & Computer Aided Drug Designing

(**Theme:** Exploring the Current Techniques and Practices in the Field of Medicinal Chemistry and Computer Aided Drug Designing)

About the Conference:

OMICS Group is organizing **4th International Conference on Medicinal Chemistry and Computer Aided Drug Designing** during November 02-04, 2015 Atlanta, USA. This conference includes 11 tracks and 71 sessions and is designed to offer comprehensive sessions that prefers to current issues in Medicinal Chemistry & Computer Aided Drug Designing.

The main aim of Medicinal Chemistry International Conferences is to collaborate with eminent scientists, professors, young researchers and student's expertise in the field. Medicinal Chemistry events make connections and evaluate opportunities to create an environment that will foster pharmaceutical innovations in organizing Workshops and Symposiums in the field of Medicinal Chemistry and Computer Aided Drug Design. The event Medicinal Chemistry & Computer Aided Drug Designing International Conference 2015 will schedule and coordinate meetings with our Editorial Board Members and other experts in various research fields.

For more details please visit-http://medicinalchemistry.pharmaceuticalconferences.com/

Importance & Scope:

Significance of Recent Trends reviews the state of the art and aims to determine the significance of technology and market trends in medicinal chemistry for advancing productivity in drug discovery. One in particular, fragment-based drug design, stands out as promising major improvements in research productivity. After analysis it proves that medicinal chemistry-related approaches and methodologies that drug discovery organizations employ in an effort to increase productivity in early drug discovery. Its key topics considered include structure-based drug design, fragment-based drug design, natural products-based drug design, diversity-oriented synthesis, and chemo genomics. Various ways of computer-aided drug design are also considered, as the complexity and limitations of drug discovery programs that are based on biochemical screens of large compound collections have been major factors in stimulating the growth of this modality.

Why Atlanta?

Atlanta pharmaceutical giant maintained a robust lead over other drug makers in our annual ranking of the largest Bio-Pharma companies in the United States of America. Transparency International Georgia has released its new report about The Georgian Pharmaceutical Market. A number of key issues are highlighted in the report.

However, the pharmaceutical market is still dominated by a few very large companies that control the import/distribution, retail and manufacturing sectors. While these companies have played an important role in the pharmaceutical sector's development in Georgia, their market dominance leads to high mark-up for medicines which explain the high expenditures on pharmaceuticals. The mark-up for medicines in Georgia is far above the average mark-up for medicines than in European countries.

Conference Highlights:

- Rational Drug Design
- Computer-Aided Drug Design and Structure Determination
- Advanced Medicinal Chemistry
- Quantitative Structure-Activity Relationships
- Drug Development and Delivery System
- Drug Interactions
- Drug Metabolism
- Receptors and Inhibitors
- Membrane Proteins as Pharmaceutical Targets
- Recent Research and Developments
- New Approaches in Drug Discovery

Why to attend???

Meet Your Target Market with members from around the world focused on learning about Advertising and marketing, this is your single best opportunity to reach the largest assemblage of participants from all over the world. Conduct demonstrations, distribute information, meet with current and potential customers, make a splash with a new product line, and receive name recognition at this 3-day event. World-renowned speakers, the most recent techniques, tactics, and the newest updates in Advertising and Marketing fields are hallmarks of this conference.

A Unique Opportunity for Advertisers and Sponsors at this International event:

http://medicinalchemistry.pharmaceuticalconferences.com/sponsors.php

Major Marketing Associations around the Globe

- American Association for Clinical Chemistry
- American Chemical Society
- American Institute of Chemists (AIC)
- American Society of Brewing Chemists
- American Society for Mass Spectrometry
- Royal Society of Chemistry (RSC)
- Swedish Chemical Society
- New Swiss Chemical Society
- Syngenta, Hyderabad Area, India
- DCTG, Beijing City, China
- Oceanus Group Ltd, Singapore

Major Marketing Associations in USA

- American Association for Clinical Chemistry
- American Chemical Society
- American Institute of Chemists(AIC)
- American Society of Brewing Chemists
- American Society for Mass Spectrometry

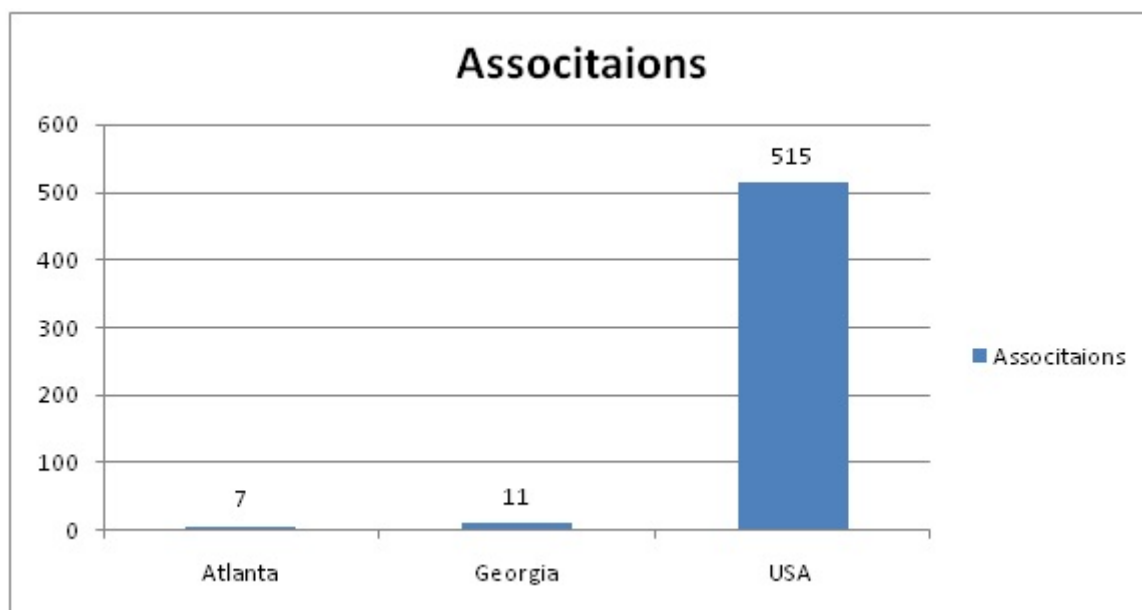## Statistical Analysis of Associations

Figure 1: Statistical Analysis

Target Audience:

Directors/Managers & Business Intelligence Experts, Departmental Managers, Vice Presidents/ Directors & Brand Manufacturers/ Marketers of Consumer Products. Retailers, Marketing, Advertising and Promotion Agency Executives, Solution Providers (digital and mobile technology, P-O-P design, retail design, and retail execution), Professors and Students from Academia in the study of Marketing and Advertising filed.

Top Universities in Atlanta:

- University of Michigan
- University of Minnesota
- University of Washington
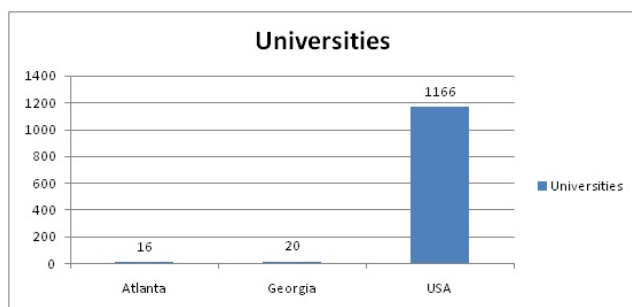- University of Buffalo
- University of the Sciences

Figure 3: Top Universities in Atlanta

Source: Reference1

Companies Associated with Advertising and Marketing activities
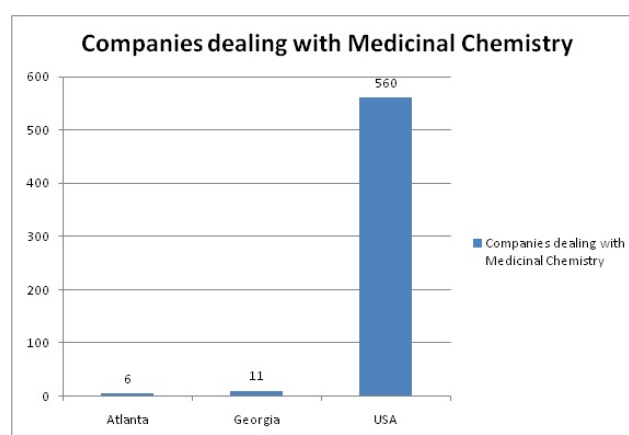

Figure 4: Companies Associated with Advertising and Marketing
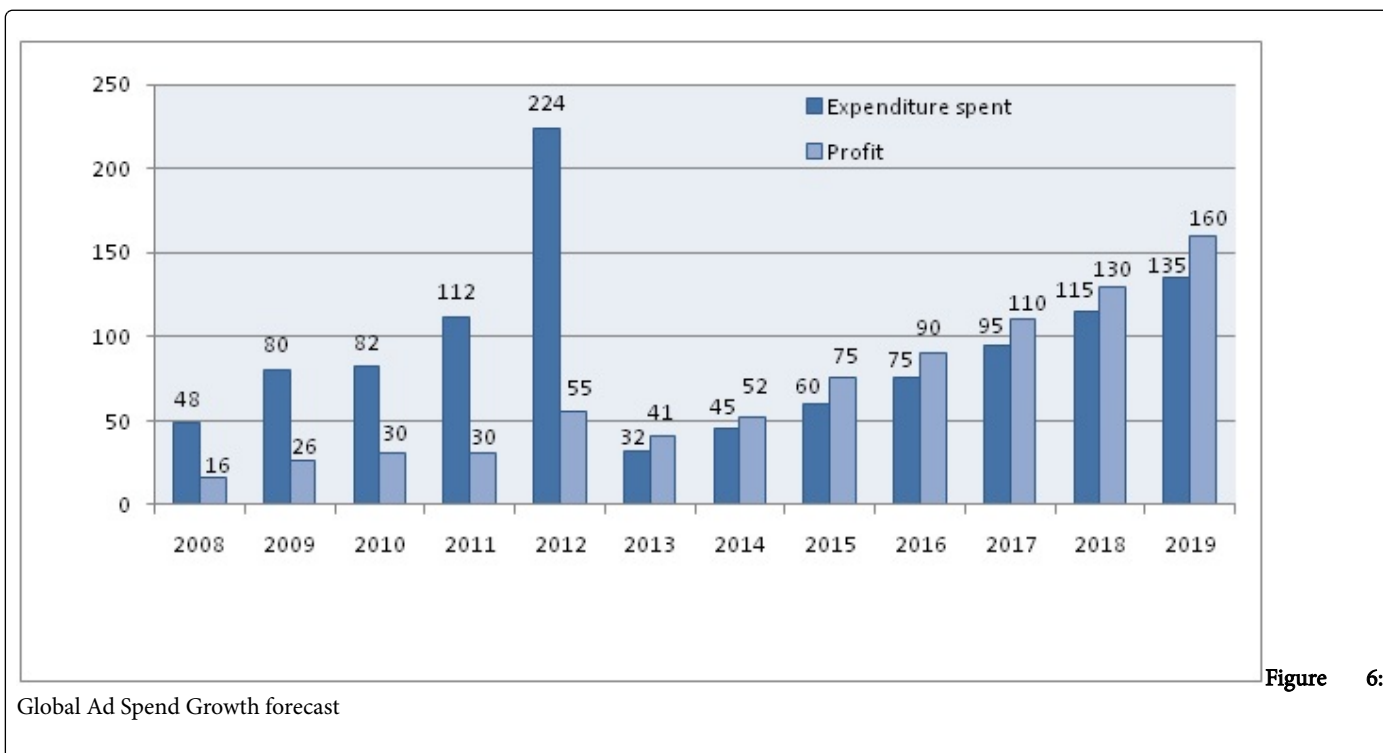
Glance at Market of Advertising and Marketing:

It has estimated that in the field of medicinal chemistry more than $79 million in research funding has spent since 2008. A complete overview of drug designing process has come up with some crucial details that from year 2008 to 2013 the market has a growth with $ 198 Billion and in further this rate may increases to $236 Billion from year 2014 to 2019. Special emphasis is given on computational approaches for drug discovery along with salient features and applications of the software's used in de novo drug designing.

In the future year of 2020, the revenue budget of drug designing or drug production reveals that the large drug companies are facing the expiry of patents on their best sellers. At the same time they are having trouble inventing new medicines, and this means that the drug industry's sales may at best tread water and could face some steep drops. The point of market analysis is to see what happens after the

immediate patent expirations, like the loss of Lipitor from highly reputed companies, to see what happens next. Reference2

Market Growth of Advertising and Marketing

Statistics which shows growth in importance of advertising and marketing

Figure 6: Global Ad Spend Growth forecast

Source: Reference3, Reference & Reference5

The above graph shows from the year 2008 to 2013 the sale of drug has increased to $198 Billion and from year 2014 to 2019 the sale of drug has increased to $ 236 Billion.

References:

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