



2<sup>nd</sup> PUA International Conference on  
 “Multidisciplinary Approaches in Pharmaceutical Sciences”  
 Program - Day 1



09:00 am - 10:00 am

**Registration (PUA Grand Hall)**

**Opening Ceremony (PUA Grand Hall)**

10:00 am - 10:45 am

**Welcome Speech**

**Prof. Mahmoud Mohy El Din**

*President of Pharos University in Alexandria*

**Prof. Maged El-Ghazouly**

*Dean of Faculty of Pharmacy & Drug Manufacturing,  
Pharos University in Alexandria*

**Plenary Session  
PUA Grand Hall**

**Pharmacy Education and Practice**

**Chairperson**

**Prof. Nourhan H. Fanaky**

*Vice-President for Education & Students, Professor of Microbiology & Immunology,  
Faculty of Pharmacy & Drug Manufacturing, Pharos University in Alexandria*

**Scientific Lectures**

10:45 am - 11:05 am

**Flipped Classroom as a Strategic Approach in Higher Education**

**Prof. Markku Saarelainen**

*Strategic Advisor, University of Eastern Finland (UEF)  
Professor of Practice Tampere University (TAU), Finland*

11:05 am - 11:25 am

**Open Educational Resources for Pharmacy Education**

**Prof. Ghada El Khayat**

*Head of Information Systems & Computers Department  
Head of Pedagogical Innovation & Distance Learning Unit, Alexandria University*

11:25 am - 11:45 am

**New Trends in Pharmacy Education in France**

**Prof. Jean-Marc Chillon**

*Dean of Faculty of Pharmacy  
Laboratory MP3CV-UR UPJV-7517 CURS  
University of Picardie Jules Verne, Amiens, France*

11:45 am - 12:00 pm

**Open Discussion**

12:00 pm - 12:30 pm

**Coffee Break, Research Poster Session (PUA Grand Hall)**

**Session A  
PUA Grand Hall**

**The Road from Pharmaceutical Sciences to Patient Care Approach**

**Chairperson**

**Prof. Nawal Khalafalla,**

*Professor of Pharmaceutics, Faculty of Pharmacy, Alexandria University*

12:30 pm - 12:50 pm

**Clinical Pharmacy from Physician Point of View**

**Prof. Ashraf El Ghandour**

*Professor of Hematology, Vice Dean of the Faculty of Medicine, Alexandria University*

12:50 pm - 1:10 pm

**Asthma and Exercise: are they Friends or Foes?**

**Prof. Ibrahim El Akkary**

*Professor of Clinical Pulmonary Physiology  
Head of Bronchial Asthma Research Unit, Alexandria University*

1:10 pm - 1:30 pm

**The Art of Prescribing in Psychiatry Therapeutics from a New Perspective**

**Nancy Ali Mahfouz, Pharm D.**

*Clinical Pharmacist, Department of Neuropsychiatry, Alexandria University Hospitals  
Supervisor of the Clinical Pharmacy Department, El Hadara (Hospital Nariman)*

Day 1: Wednesday, March 11<sup>th</sup>, 2020

1:30 pm - 1:50 pm

**An Outlook on the past, Present, and the Future of the Role of Economic Evaluations in Healthcare Decision Making Across the Middle East**

**Dr. Omneya Mohamed**

*HEOR Sr. Consultant, RWE, IQVIA, Dubai, UAE*

1:50 pm - 2:00 pm

**Open Discussion**

**Session B  
PUA Grand Hall**

**Innovation in Pharmaceutical Industries & Entrepreneurship**

**Chairperson**

**Dr. Noha Alaa El Dine**

*Lecturer of Clinical Pharmacy, Faculty of Pharmacy, Alexandria University*

2:00 pm - 2:20 pm

**The Future of Pharma from Evolution to Revolution**

**Prof. Alaa Draz**

*Chairman & Manager Director of Alexandria Co. for Pharmaceuticals*

2:20 pm - 2:30 pm

**Bringing Advanced Scientific Research to your Door Step**

**Dr. Omar Sakr**

*CEO & Founder of Nawab Scientif*

2:30 pm - 2:40 pm

**Vision to Action**

**Dr. Ragia M. Awad, Pharm D, BCNSP**

*Clinical Nutrition Consultant, NAPHS Co-Founder*

2:40 pm - 2:50 pm

**Entrepreneurship in Pharmacy as a Solution to Solve Employment Problem**

**Dr. Mahmoud Almarsafawy**

*Chairman of Neon Co.*

2:50 pm - 3:00 pm

**Online and Digital Marketing for Pharmacy Providers; and Entrepreneurship Supported Pharmacy Services**

**Dr. Mahmoud Bakir**

*Chairman & CEO of B-Mark Co.*

3:00 pm - 3:10 pm

**Clinical Pharmacy Practice in Outpatient Providing Services; An Updated Entrepreneurship Core Practice**

**Dr. Fatema Elamrawy**

*Pharmacy Department Director, Mostashfa Network*

**Session C  
Pearl Hall  
Grand Plaza**

**New Aspects of Natural Products in Drug Discovery**

**Chairperson**

**Prof. Nadia EL-Sebakhy**

*Professor of Pharmacognosy, Faculty of Pharmacy, Alexandria University*

1:00 pm - 1:20 pm

**Deciphering the Phytoestrogenic Activity of Medicinal Plants: Towards a Novel and Selective Phytoestrogenic Assay**

**Assoc. Professor Mohamed El-Shazly**

*Head of Pharmaceutical Biology Department, The German University in Cairo*

**Research Oral Presentations**

1:20 pm - 1:30 pm

**Ion Mobility Tandem Mass Spectrometric Assays for Drug Discovery of Naturally Occurring Carbohydrates**

**Assoc. Prof. Amr M. El-Hawiet**

*Department of Pharmacognosy, Faculty of Pharmacy, Alexandria University*

1:30 pm - 1:40 pm

**Efficacy-Directed Discrimination of Ivy (Hedera helix L.) Subspecies Using Untargeted and Targeted Chemical Profiling by HPTLC-Image Analysis and HPTLC/MS**

**Assoc. Prof. Eman Shawky**

*Department of Pharmacognosy, Faculty of Pharmacy, Alexandria University*

1:40 pm - 1:50 pm	<p><b>Discovery of the Marine Dibromotyrosines as a Novel c-Met Kinase Inhibitory Class for Breast Cancer Control Using Computer-Aided Virtual Screening</b>  <b>Dr. Mohamed M. Mohyeldin</b>  <i>Department of Pharmacognosy, Faculty of Pharmacy, Alexandria University</i></p>
1:50 pm - 2:00 pm	<p><b>Chemical Constitutes and Biological Studies of the Aerial Parts of Lotus Corniculatus Growing in Egypt</b>  <b>Dr. Shaimaa M. Sallam</b>  <i>Department of Pharmacognosy, Faculty of Pharmacy, Alexandria University</i></p>
2:00 pm - 2:10 pm	<p><b>Engineering a Microbial Cell Factory on the Road to Biosynthesis of the Terpenoids, Taxol and Artemisinin</b>  <b>Dr. Ingy I. Abdallah</b>  <i>Department of Pharmacognosy, Faculty of Pharmacy, Alexandria University</i></p>
2:10 pm - 2:20 pm	<b>Open Discussion</b>
2:20 pm - 3:00 pm	<b>Students Poster Session (Grand Plaza)</b>
<b>Session D</b>	<b>Computer-Aided Drug Design &amp; Synthesis</b>
<b>Crystal Hall</b>	
<b>Grand Plaza</b>	
<b>Chairperson</b>	<p><b>Prof. Sherif Rostom</b>  <i>Department of Medicinal Chemistry, Faculty of Pharmacy, Alexandria University</i></p>
1:00 pm - 1:20 pm	<p><b>Design &amp; Synthesis of New VEGFR2 &amp; BC12 Inhibitors; A Starting Point for Development of Targeted Anticancer Agents</b>  <b>Prof. Dalal Abo El-Ela</b>  <i>Professor of Medicinal Chemistry, Faculty of Pharmacy, Ein Shams University</i></p>
1:20 pm - 1:40 pm	<p><b>10 Simple Rules for Computer-Aided Drug Design”</b>  <b>Prof. Antti Poso</b>  <i>Professor of Drug Design, University of Eastern Finland, Finland</i></p>
1:40 pm - 2:00 pm	<p><b>Transporter-Utilizing Brain-Targeted Prodrugs</b>  <b>Prof. Kristiina Huttunen</b>  <i>Adjunct Professor, University of Eastern Finland, Finland</i></p>
<b>Research Oral Presentations</b>	
2:00 pm - 2:10 pm	<p><b>Disubstituted Pyrazoles a New Class of Hsp90 Inhibitors in Hepatocellular Carcinoma</b>  <b>Dr. Samy M. Mohamady</b>  <i>Department of Pharmaceutical Chemistry, Faculty of Pharmacy, The British University in Egypt</i></p>
2:10 pm - 2:20 pm	<p><b>Alternating Playing Role Between 1,4-Isoteric Substituents of Benzocaine Moiety: Search for Potential Antimicrobial Agent</b>  <b>Prof. Heba S. A. Elzahabi</b>  <i>Department of Pharmaceutical Chemistry, Faculty of Pharmacy, Al-Azhar University</i></p>
2:20 pm - 2:30 pm	<b>Open Discussion</b>
2:30 pm - 3:00 pm	<b>Students Poster Session (Grand Plaza)</b>
3:10 pm - 4:00 pm	<b>Lunch Break (Pearl Hall, Grand Plaza)</b>
<b>Session E</b>	<b>Nutrition in Clinical Practice</b>
<b>Crystal Hall</b>	
<b>Grand Plaza</b>	
4:00 pm - 4:20 pm	<p><b>Nutrient-Drug Interactions in Clinical Practice</b>  <b>Assoc. Prof. Germiné M. El Kassab</b>  <i>Associate Professor of Nutrition, Head of Clinical Nutrition Department, Andalusia Hospitals, Alexandria</i></p>
4:20 pm - 4:40 pm	<p><b>Obesity: The Disease of Diseases</b>  <b>Dr. Wafaa Hassan Ali Mehelba</b>  <i>PhD Public Health, High Institute of Public Health, Nutrition Department, Alexandria University</i></p>
4:40 pm - 5:00 pm	<b>Open Discussion</b>

