

# EIBIR presents its new public image – and much more – at ECR 2009

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The European Institute for Biomedical Imaging Research (EIBIR) unveiled its new corporate identity at ECR 2009 and presented its activities in the development of biomedical imaging technologies and the dissemination of knowledge. EIBIR is a non-profit, limited liability company that was founded in 2006 and is dedicated to the coordination of research. It supports networking activities in research and plays a key role in spreading good practice and promoting common initiatives and interoperability in the field of biomedical imaging research.

## New website offers improved services

Every delegate at ECR 2009 who entered the entrance hall of the Austria Center Vienna will have spotted the new EIBIR logo at the EIBIR lounge, part of the new corporate identity of EIBIR that was introduced with a recent website relaunch. The new website went online at the beginning of ECR 2009 and features a very appealing structure and layout as well as improved services for EIBIR members. EIBIR offers its 240 member institutions, all of which are active in the area of biomedical imaging research, access to a restricted members' area that documents the institutions' fields of expertise and thus facilitates networking activities. Aside from the possibility of finding EIBIR member institutions with the same research interests, the members' area offers users the opportunity to announce events, post vacant positions on the career forum and access and post studies to a database of European assessment studies. Have a look at the redesigned site at [www.eibir.org](http://www.eibir.org).

## EIBIR's activities in EU Project Management

As well as its new face on the world wide web, EIBIR also presented its achievements and ongoing activities in advancing biomedical imaging research. Aside from the further expansion of the EIBIR network, 2008 saw the onset of two major European integrated research projects coordinated by EIBIR. Both projects are funded by the European Commission within the 7<sup>th</sup> Framework Programme (FP7) for Research.

ENCITE – the European Network for cell imaging and tracking expertise – consists of 21 project partners with leading expertise in the field of cell imaging. Within the framework of the project, new MRI imaging methods and biomarkers will be developed and tested in order to get a more comprehensive picture of the cell fate and the reaction of the immune system. To learn more about ENCITE visit [www.encite.org](http://www.encite.org). EIBIR and the consortium partners of ENCITE are organising an educational workshop on molecular imaging, with an interesting variety of topics. The workshop will be held in Prague, May 7–8, 2009, and participation is free of charge. For more information please contact [office@eibir.org](mailto:office@eibir.org).

The other project, HAMAM (Highly Accurate Breast Cancer Diagnosis through Integration of Biological Knowledge, Novel Imaging Modalities, and Modelling) consists of nine international scientific partners aiming to develop a multimodal clinical workstation in order to strengthen image-based breast cancer diagnosis in Europe ([www.hamam-project.org](http://www.hamam-project.org)).

EIBIR also submitted two new proposals within the EU FP7 programme HEALTH call in early December. One project deals with the development of smart agents that provide maps of values of physico-chemical parameters such as pH and pO<sub>2</sub>, or of specific enzymatic activities. The obtained maps will be fused with anatomical images to provide completely new data that has previously been unavailable via imaging methods. The second project focuses on nuclear medicine and consists of a literature survey on dosimetry and the health effects of diagnostic applications of radiopharmaceuticals. These projects are currently under evaluation and a decision is expected from the European Commission in April.

There is also another ambitious project on the way. EIBIR and the European Molecular Biology Laboratory (EMBL) submitted a proposal to the European Strategy Forum on Research Infrastructures (ESFRI) on establishing a European biomedical imaging infrastructure (Euro-BioImaging). ESFRI is dedicated to the development of high quality European research infrastructures. Euro-BioImaging will meet the challenge of access to state-of-the-art equipment, provide training, and continue the development of imaging technologies. The over-arching aim is to provide research infrastructures for multidisciplinary projects by combining biologists, chemists, physicists, bioengineers, computer scientists, imaging technologists and clinicians in order to deliver world class methods for biological and medical applications.



### EIBIR offers many services to its members

During ECR 2009 many interested delegates came to the EIBIR lounge to learn more about these projects and the services EIBIR offers exclusively to its members. Some very productive discussions were held at the EIBIR Lounge and many visitors were convinced of the EIBIR services and joined the network. The Scientific Director of EIBIR, Prof. Jürgen Hennig from the University Clinic Freiburg, was around at the EIBIR Lounge every day to inform delegates about the research focus of EIBIR, the possibilities of developing and setting up new research projects and finding project partners with the support of EIBIR. If you missed the opportunity to contact us during ECR but are interested in becoming a member, you can join EIBIR on our website [www.eibir.org](http://www.eibir.org)

Membership is currently free of charge and is open to institutions involved in fundamental and clinically-applied biomedical imaging research. We offer our members the following services:

- Exchange of multidisciplinary expertise
- Information on EU research calls
- Support from project idea to submission
- Project management
- Research communication and exploitation
- Research training

### EIBIR Meetings and Session during ECR

The congress was also a good opportunity to hold some important meetings, including the annual General Meeting. The EIBIR General Meeting reviews the activities of EIBIR in order to ensure that its overall mission is achieved, i.e. to bring together experts in the field of biomedical imaging research on a European level and support the dissemination of knowledge aiming at improving diagnosis, treatment and prevention of disease. The EIBIR Scientific Advisory Board, the EIBIR Joint Initiatives Biomedical Imaging Analysis Platform, and the European Network for the Assessment of Imaging in Medicine (EuroAIM) also took the opportunity to hold their respective meetings. The EIBIR Scientific Advisory Board, made up of representatives from 16 key research institutions in Europe, plays a key role in the implementation of EU-funded projects and is responsible for deciding whether a project should be co-ordinated by EIBIR. EIBIR's Joint Initiatives take the lead in initiating research projects at the European level. Currently there are four such initiatives, namely the Biomedical Imaging Analysis Platform and EuroAIM, as well as the chemistry platform and a cell imaging network.

EIBIR's industry partners took the opportunity to review the recent activities of EIBIR at the Industry Panel Meeting. EIBIR relies on the continued support of the industry in order to secure sufficient funding for its initiatives, aside from the support it receives from the EU for dedicated research projects. In addition, industry plays a key role in the advancement of the field of biomedical

imaging and their input is of great importance for EIBIR. Currently, Bracco, GE Healthcare, Philips and Siemens are the main supporting partners of EIBIR.

A particular highlight of the ECR was the EIBIR session on Sunday. EIBIR launched this session in order to give an overview of its ongoing activities and to present itself as a very successful partner in the establishment and coordination of new innovative research projects. In this regard, it was a great honour for EIBIR that Dr. Philippe Jehenson from the European Commission accepted the invitation to be a guest speaker and gave a detailed presentation on the funding possibilities and budget for biomedical imaging research within the 7<sup>th</sup> European Framework Programme for Research. The interest in these issues was obvious as many questions were posed by the audience to Dr. Jehenson and many scientists, even from outside Europe, showed interest in participation in European projects dealing with biomedical imaging research. The session, which attracted around 60 attentive listeners, was rounded up by very illuminating presentations on ENCITE and HAMAM.

In the three years since its establishment, EIBIR has developed into a very active and successful coordinating institution. ECR 2009 offered an ideal platform to present these achievements. Please look out for EIBIR's activities in the future.

### Educational workshop on molecular imaging

Prague/Czech Republic

May 7, 13:00 – May 8, 2009, 16:00

EIBIR and the consortium members of ENCITE cordially invite you to a public workshop on molecular imaging with an interesting variety of topics. The workshop has an educational character and is aimed at physicists, technicians, biologists, chemists and other professionals with an interest in the field of cell imaging.

Participation in this workshop is free of charge.

Pre-registration is possible until April 20, 2009 and more information is available at: [office@eibir.org](mailto:office@eibir.org)

[www.eibir.org](http://www.eibir.org), [www.encite.org](http://www.encite.org)

