



## AIT Wins First-place in the Personalized Medicine World Conference (PMWC) Israel Company Competition

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AIT (Applied Immune Technologies) develops specific antibodies (TCRL) that identify and attack cancer, won first place at companies in the Personalized Medicine World Conference (PMWC) Israel held last week by [Silicom Ventures](#), Investor Forum (United States), in cooperation with [AdventesTeva](#) a pioneer and leader in the field of personalized medicine. 17 medical companies competed: AIT, anime, Infigo Diagnostics, 20/20 Genesystems, BioCancell, Cornerstone, GGA - Galil Genetic Analysis, Gamida Cell, Hemoscreen, HMU, ImmuneArray, InSightec, Medasense, Optimata, Pluristem, SCTyx, SparkLix.

According to Dr. Amos Barzilay, chairman of the PMWC Israel: "The custom medical market is gaining momentum globally and is now worth an estimated \$232 billion, growing at an annual rate of 11%. We see Israel as fertile ground for breakthrough innovation and customized medicine. The Conference connects researchers, developers and investors worldwide to help them realize their potential to advance significantly in the medical world. The technology being developed by AIT serves as a platform to fight viruses and also depresses the immune system, such as in HIV. In such situations, the body does not make enough T cells to fight the virus, instead of the T cells in patients lozrko missing the TCRL antibodies specific to the virus. "

The PMWC featured business sectors, technological, medical and academic, innovations, trends and recent studies in pharmacogenomics, molecular diagnostics, oncology, information systems and IT service customized medicine, ethics and regulation, and corporate presentations on breakthroughs and promising areas. The Conference produced a business platform - promoting scientific development and deployment of customized medicine in Israel and abroad.

Silicom Ventures is a forum of investors from the United States, focusing on technology in Silicon Valley and featuring senior speakers around the world. They produced the PMWC 2010 this past January in collaboration with Stanford Hospital & Clinics. The Conference was attended by leading companies including Pfizer, Dell Healthcare, Takeda Pharmaceuticals, Illumina, Affymetrix, Merck & Co Inc, senior policy makers leading hospitals, academic institutions and government agencies like the FDA.