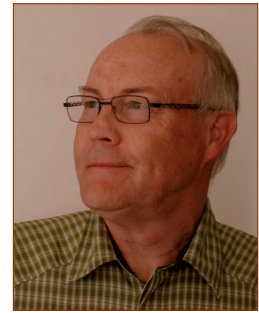


## The 22<sup>nd</sup> World Congress of Dermatology is Fast Approaching

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**In this article you will find many arguments for participating in the next World Congress of Dermatology to be held in Seoul in 2011, as well as advice for making a trip to Korea an experience to remember.**

The International League of Dermatological Societies is the global organization promoting skin health. For over a century it has organized World Congresses of Dermatology, the most recent having taken place in Buenos Aires, Argentina in 2007, where over 12,000 dermatologists participated in updating their knowledge about our specialty.

The ILDS currently has 131 member societies from around the world. Among the newest members are the Chinese Society for Dermatology, the Indian Association of Dermatology,

Venereology and Leprology, the Mongolian Dermatological Society and the Dermatological Society of Vietnam – illustrating the reality of global membership of the ILDS. The ILDS is recognised as the world's leading dermatological body by the World Health Organisation, through which it promotes projects ranging from International Disease Classification to children's medicines.

The ILDS's mission is to promote and improve skin health for all citizens of the world. This is not an easy or instant task. The ILDS has established a division called the International Foundation of Dermatology (IFD), which specifically focuses on dermatology in developing countries (current Chairman Roderick Hay). In 1987, a Regional Dermatology Training Centre (RDTC) was established in Moshi, Tanzania, where over 150 trainees from 15 different African countries have attended 2-year courses in the diagnosis and treatment of the most common skin and venereal diseases. These trainees have returned to their home countries and are working in their local settings. A residency training programme for African dermatologists is also run by the RDTC. Furthermore, the ILDS has promoted epidemiological projects on skin health in Mali, Mexico and India and is planning further projects in Burkina Faso and Cambodia. It has many more ideas, but we have to be realistic and work within our economical constraints. A



Fig. 1. ILDS board with Korean hosts in front of the congress center COEX.



Fig. 2. Exhibition hall.

Danish–Mongolian teledermatology project is in its first year and will be presented later in Forum.

Member societies of the ILDS send delegates to the General Assembly held during the world congresses where they select:

- The next site for the World Congress of Dermatology
- New members of the ILDS board

Recently, under the presidency of Robin Marks, the election of “regional board members” was introduced, meaning that two board members will be selected from each of the 5 regions of the world – securing a genuine “global dermatology structure” for the ILDS.

### The next (22<sup>nd</sup>) World Congress of Dermatology ([www.wcd2011.org](http://www.wcd2011.org))

Seoul in South Korea is hosting the WCD on May 24–29, 2011. So, it is now time to mark your calendars/mobile phones/PDAs. The motto of this Congress is: “Connecting the World through Innovative Dermatology”.

The ILDS board was invited by our Korean hosts to visit Seoul on May 26–28, 2009 to see what they will be offering you as a participant in the WCD.

The meeting takes place in the COEX congress centre. It is, in essence, a cubic structure, the centre of which contains an enormous exhibition area and meeting rooms – the largest is able to accommodate 7,000 persons – and altogether more than 150 rooms of which 15 can seat 500 persons or more. Traffic moves in spacious areas around the centre, which has air conditioning and 4 floors whose escalators and elevators ensure ease of access for everyone. Thus, it is an “all in-house” event. The communication facilities are excellent – wireless communication, information on screens, etc. and will facilitate convenient delivery of PowerPoint presentations. Korea will



Fig. 3. Spacious areas around lecture halls and exhibition area.

impress you with its communication capabilities, something that will be of direct help in key situations. For example, teledermatology is now offered to our colleagues working for *Médecins Sans Frontières*, who can contact the IFD with questions regarding diagnostic problems from all over the world. Pavements outside the centre are broad and pleasant. Visit [www.coex.co.kr](http://www.coex.co.kr) for further information.

### Korea and Seoul

Seoul is a huge city with 12 million inhabitants and a further 8 million in the surrounding cities. It is modern with many tall buildings and is divided by the Han River, crossed by bustling traffic via some 26 bridges. Getting around via the city's subway system is easy, although the best option is probably to book in to a hotel either in or within walking distance of the congress centre.

Just across the street from the congress venue is the Bongu-sunsai Temple, a Buddhist monastery used daily by monks



Fig. 4. One of the major hotels – 3 minutes away.



Fig. 5. ILDS board visiting one of the major palaces in Seoul

and visitors. This is a peaceful place to experience traditional Asian culture amidst its more modern surroundings.

Although Seoul is key to Korea, it is not the country's soul. Consider a trip outside Seoul to see beautiful landscapes and visit wonderful places. Visit [www.visitkorea.or.kr](http://www.visitkorea.or.kr) for more information. Our Korean colleagues will provide plenty of options for you.

Seoul is a safe city. You do not need to worry about hazards. The COEX centre has its own police station and the streets are safe at night, as is the subway system.

### Getting to Seoul

As a major city, Seoul is well connected with the rest of the world. For us who will be travelling from the Nordic countries, Finnair offers a very smooth and quick connection likely the quickest from Europe. It takes only 8½ hours to fly directly to Seoul from Helsinki. Incheon Airport ([www.airport.kr](http://www.airport.kr)) is huge and very modern. It lies about 60 km outside Seoul and connection to the centre of the city takes about 1 hour.

### Why attend the next world congress?

I propose four key reasons:

- To receive updates on your specialty from experts from all over the world
- To support global dermatology by being an active member of the ILDS
- To meet friends – and to make new ones
- To visit Korea and Asia – not an everyday opportunity

### What to see in Seoul – or “the soul of Seoul”

Below are a number of suggestions for things to do aside from attending the congress:

- Visit the Bongusunsai Temple (open daily). It's easy – just cross the street from COEX.
- Go to the National Museum of Korea.
- Visit the Leeum Museum, not only for its collection of beautiful ancient Korean pottery, but also for its innovative architecture.
- For shoppers (i.e. persons in whom the shopping gene is highly expressed), the COEX centre has a basement with hundreds of shops and cafes. Also, just 5 min walk away is the Hyundai Department Store ([www.ehyundai.com](http://www.ehyundai.com)), which sells everything!

### List of websites:

[www.ilds.org](http://www.ilds.org)  
[www.wcd2011.org](http://www.wcd2011.org)  
[www.visitkorea.or.kr](http://www.visitkorea.or.kr)  
[www.coex.co.kr](http://www.coex.co.kr)  
[www.airport.kr](http://www.airport.kr)  
[www.museum.go.kr](http://www.museum.go.kr)

So, arrive a day or a week before the congress, choose a hotel as close as possible to the COEX area, visit the places listed above, and then enjoy participating in a congress that has been very well prepared by our hosts, as well as the fantastic Korean hospitality.