

# ESOF countdown continues!

Would Einstein get hired today? Is the future of mathematics medieval? Is milk nature's perfect food? What is the future of the PhD in the 21st century? Excitement is building in Dublin as The Euroscience Open Forum is less than 20 days away and will help provide answers to these wacky questions.

## Brave New World

The ESOF program is finalised and a plethora of top notch keynotes are en route to Dublin by planes trains and automobiles. Arriving in Dublin in July and creating speculation and controversy wherever he goes Craig Venter exploded into the public consciousness by sequencing and analysing the human genome in 2001. More recently Craig Venter played a central role in creating the first cell with a synthetic genome in 2010, that is, the first ever cell whose parent was a computer! The philosophical, ethical and moral issues surrounding Venter's research in synthetic biology are currently extremely topical in the media with speculation rife that Huxley's Brave New World is now a reality!

## God's Particle

In late 2011, Rolf Dieter Heuer, director of CERN released tantalizing evidence that scientists at CERN were zoning in on the illusive Higgs particle enabling scientists to search for the particle within an ever narrowing energy range. Will 2012 be the year that the existence of the "God particle" is finally and rigorously confirmed? Rolf Dieter Heuer will give a keynote address in Dublin.

## Human Rights

The names Bob Geldof and Mary Robinson are synonymous with human rights and human dignity. Their international reputation and profile speaks for itself. But why are they giving keynote addresses at a science conference? Dublin seeks to increase the interdisciplinary nature of the Euroscience Open Forum. In a rapidly changing world whose problems are global, science offers global solutions to these problems. Knowledge is fast becoming an invaluable commodity and grey matter is soon to become a country's most valuable asset.

## Policy Day

It's not just the white hot science that makes ESOF 2012 so special. The Forum will be used to steer the direction of European research policy. Commissioner Maire Geoghegan Quinn will give a keynote address in Dublin titled "Collaboration, competition, connection – evidence of intelligent design in European science policy". In fact Friday, July 13th at the Euroscience Open Forum 2012 has been designated as 'Policy Day'. Ireland's leading policy agency Forfás will discuss the future of innovation policy. Policy day will also include a keynote talk from Helga Nowotny, President of the European Research Council and conclude with a plenary debate on "Scientific Publishing and Open Access".

This year in the exhibition hall we are introducing a vibrant speakers corners running for 3 days with over 75 different speakers discuss various Scientific, Research and Careers issues. We only have 10% of the exhibition space left so if you want to secure a prime position for your organisation please contact: Colm O'Grady, Sponsorship and Exhibition Manager.

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