

## Pharmacogenomics hub in a strengthened IMGGE (PharmGenHUB)

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Adverse drug reactions kill hundreds of thousands of patients every year in Europe alone. Hence the development of pharmacogenomics (PGX) to personalise therapies to improve the outcomes of the treatments is of great importance. The EU-funded PharmGenHUB project will support the effort of several university partners, coordinated by the Institute of Molecular Genetics and Genetic Engineering at the University of Belgrade in Serbia to develop PGX diagnostics, education, training, and translation of PGX knowledge into digital solutions for medical applications in the Western Balkans (WB) region. The project will employ high-throughput DNA sequencing to identify WB-specific drug-PGX marker pairs and to design electronic tools for treatment individualisation in clinical practice.