

SERONO S A
Form 6-K
December 02, 2002

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 6-K

**REPORT OF FOREIGN PRIVATE ISSUER
PURSUANT TO RULE 13a-16 OR 15d-16 OF
THE SECURITIES EXCHANGE ACT OF 1934**

For the month of December, 2002

Serono S.A.

(Registrant's Name)

15 bis, Chemin des Mines
Case Postale 54
CH-1211 Geneva 20
Switzerland

(Address of Principal Executive Offices)

1-15096

(Commission File No.)

(Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.)

Form 20-F Form 40-F

(Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101 (b)(1).)

(Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101 (b)(7).)

(Indicate by check mark whether the registrant by furnishing the information contained in this form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.)

Yes No

(If Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-_____)

Media Release

FOR IMMEDIATE RELEASE

SERONO TO HOLD R&D DAY FOR INVESTORS AND ANALYSTS TODAY

London, UK, December 2, 2002 Serono S.A. (virt-x: SEO and NYSE: SRA) announced that it will hold an R&D Day for investors and analysts in London today at which it will present an update on projects in research and development. The event will begin at 14.00 Greenwich Mean Time (15.00 Central European Time and 9.00 A.M. Eastern Time).

The agenda for this meeting is available on www.serono.com. The presentation will be available via a live audio webcast with slide transmission, also accessible at www.serono.com. An archive of this webcast will be available until December 20, 2002.

About Serono

Serono is a global biotechnology leader. The Company has six recombinant products on the market, Gonal-F®, Luveris®, Ovidrel®/Ovitrelle®, Rebif®, Serostim® and Saizen® (Luveris® is not approved in the USA). In addition to being the world leader in reproductive health, Serono has strong market positions in neurology, metabolism and growth. The Company's research programs are focused on growing these businesses and on establishing new therapeutic areas. Currently, there are twenty-one new molecules in development.

In 2001, Serono achieved worldwide revenues of US\$1.38 billion, and a net income of US\$317 million, making it the third largest biotech company in the world based on revenues. The Company operates in 45 countries, and its products are sold in over 100 countries. Bearer shares of Serono S.A., the holding company, are traded on the virt-x (SEO) and its American Depositary Shares are traded on the New York Stock Exchange (SRA).

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Some of the statements in this press release are forward looking. Such statements are inherently subject to known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements of Serono S.A. and affiliates to be materially different from those expected or anticipated in the forward-looking statements. Forward-looking statements are based on Serono's current expectations and assumptions, which may be affected by a number of factors, including those discussed in this press release and more fully described in Serono's Annual Report on Form 20-F filed with the U.S. Securities and Exchange Commission on May 21, 2002. These factors include any failure or delay in Serono's ability to develop new products, any failure to receive anticipated regulatory approvals, any problems in commercializing current products as a result of competition or other factors, our ability to obtain reimbursement coverage for our products, and government regulations limiting our ability to sell our products. Serono has no responsibility to update the forward-looking statements contained in this press release to reflect events or circumstances occurring after the date of this press release.

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For more information, please contact:

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Agenda for Serono s R&D Days

London, December 2nd 2002

New York, December 4th 2002

1	Introduction	Jacques Theurillat, Deputy CEO
2	Overview of R&D Progress	Andrew Galazka, MD, Senior Vice President, Scientific Affairs
3	Overview of Serono s Research Projects	Silvano Fumero, PhD, Senior Executive Vice President, Research & Pharmaceutical Development
4	Overview of Clinical Development	Stevo Knezevic, MD, Senior Executive Vice President, Clinical Development
5	Genomics in Drug Discovery and Development at Serono	
	Serono and Genset - a Unique Biotech Approach	
		Marc Vasseur, PhD, Chairman & CEO, Genset
	Genetics and Genomics From Human Disease to a Tractable Pathway	
		Daniel Cohen, MD, PhD, Chief Scientific Officer, Genset
	From Genomics Through to Leads Driving the Discovery of New Medicines	
		Tim Wells, PhD, Vice President Research, Head of Discovery
6	Reproductive Health	

	Developments in Reproductive Health	Steve Arkinstall, PhD, Vice President, Head of Serono Reproductive Biology Institute
	Anastrozole Project	Donald Tredway, MD, Medical Director Reproductive Health
	Break	
7	Metabolic Endocrinology	
	New Developments in Metabolic Endocrinology	Elisabeth Svanberg, MD, PhD, Vice President, Head of Metabolic Endocrinology
8	Multiple Sclerosis	
	Recent Deals in Multiple Sclerosis	Andrew Galazka, MD, Senior Vice President, Scientific Affairs
	Neurology Clinical Development	Gordon Francis, MD, Vice President, Neurology Clinical Development
	Multiple Sclerosis - Evolution of the Competitive Landscape	Samir Shah, MD, Vice President, Corporate Marketing, Neurology
	New Therapies	
9	Efalizumab in the Treatment of Moderate-Severe Plaque Psoriasis	Craig Leonardi, MD, University of St Louis, Missouri, USA
10	The Importance of IL-18 and IL-18 Binding Protein in Inflammatory Diseases	Charles Dinarello, MD, University of Colorado, Denver, USA
11	Developments in New Therapies	Philippe Wiesel, MD, Medical Director New Therapies US
12	Concluding Remarks	Andrew Galazka, MD, Senior Vice President, Scientific Affairs

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

SERONO S.A.
a Swiss corporation
(Registrant)

Date: December 2, 2002

By: /s/ Jacques Theurillat

Name: Jacques Theurillat
Title: Deputy Chief Executive Officer

