Aims and objectives of this session
MIBC is a multifaceted entity where one size no longer fits all, supporting the development of personalized and, in selected cases, organ-preserving strategies.
Are the advances in imaging, molecular biology, conservative surgery; medical oncology and radiotherapy strong enough to shift the current pre-eminence of the ablative approach toward a more integrated and conservative perspective? If yes, what are the ideal candidates?

• One size does not fit all and urologists are central to the development of personalized treatment in MIBC.
• Patients selection is critical and based on advances in imaging, resection techniques and pathology.
• Organ preservation is feasible in a significant proportion of patients.
• Radical cystectomy and pre-emptive chemotherapy are essential to optimize results in aggressive conditions.

Introduction
B. Malavaud, Toulouse (FR)

Cystectomy in the management of bladder invasive and locally-advanced bladder cancer
M. Burger, Regensburg (DE)

Elements for a multidimensional approach to MIBC
B. Malavaud, Toulouse (FR)

Bladder-sparing approaches to muscle invasive bladder cancer
B. Malavaud, Toulouse (FR)

Overview of systemic treatments in metastatic bladder cancer
B. Malavaud, Toulouse (FR)

Concluding remarks