

RESEARCH ON ACCELERATING PARTICIPATION OF TRADITIONAL CHINESE MEDICINE SERVICE TRADE IN THE BELT AND ROAD INITIATIVE

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Abstract: With the advancement of Trade in the Belt and Road initiative, the international recognition of Traditional Chinese Medicine(TCM) has been continuously enhanced. By analyzing the current situation and existing problems of TCM service trade, the author puts forward some suggestions on the development of the service trade of Chinese medicine, improving the industrialization level and creating a Chinese traditional Chinese medicine brand with international influence, accelerating the development of international standardization and regulations and breaking through barriers to trade in TCM technologies making full use of the influence of traditional cultural resources to promote the development of TCM service trade implementing a diversified model of TCM service trade to showcase the characteristics of TCM services paying attention to the training of qualified personnel.

Key words: The Belt and Road initiative Chinese medicine; Service trade

Хураангуй: Нэг бүс нэг зам, төслийн худалдааны давуу тал нь: Хятадын уламжлалт эмийг олон улсад таниулж, хувь нэмэр оруулах зорилготой. Үүний тулд тулгарч буй асуудлыг шинжлэн судалснаар Хятадын уламжлалт эмийг олон улсын түвшинд хүргэж, Хятадын уламжлалт эмийн брэндийг бий болгох зорилгын доор: Хятадын уламжлалт эмийн технологи, худалдааны дүрэм журам, олон улсын стандартын хөгжлийг илүү сайжруулах, уламжлалт соёлын нөлөөг бүрэн дүүрэн ашиглах боломжуудыг судалсаар байна. Мөн уламжлалт эмийн онцлогыг таниулах, худалдаа үйлчилгээний олон талт загварыг хэрэгжүүлэх, хүний нөөцийг сургахад анхаарах, уламжлалт эмийг үйлдвэрийн түвшинд сайжруулахаар зорьж байна.

Түлхүүр үг: Нэг бүс нэг зам; Хятадын уламжлалт эмийг; Үйлчилгээний худалдаа

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With the advancement of the Belt and Road initiative, countries and regions along the belt and road have become important partners in the development of China's service trade, and the increasing international recognition of Chinese medicine has created favorable conditions for the great development of Chinese Medicine service trade.

1. The Development Status of Chinese Medicine Service Trade Under The Belt And Road Initiative

At present, the development of TCM service trade shows a good situation in which overseas consumption, cross-border delivery, commercial existence and natural person's movement are promoted simultaneously and coordinated.

1.1 There has been a rapid development of business and the pace of "going global" of Chinese medicine has accelerated.

So far, Chinese medicine has spread to 183 countries and regions, China has signed 86 Chinese medicine cooperation agreements with international organizations, foreign governments and regional authorities, there are about 300,000 TCM practitioners in these countries and regions, and more than 80,000 TCM medical institutions (including acupuncture and moxibustion), Chinese medicine has successively been recognized in the form of national or local government legislation in Australia, Canada, Austria, Singapore, Viet Nam, Thailand, the United Arab Emirates and South Africa. Chinese medicine content has also been included in 14 free trade agreements¹. With the special support of international cooperation in Chinese medicine, China has built 32 overseas centers of Chinese medicine along the belt and Road, and has opened hundreds of Chinese medicine colleges and universities in more than 30 countries and regions, and Confucius Institutes with TCM characteristics have been established in Australia, Hungary, Thailand and other countries. According to preliminary statistics, More than 60 TCM trading institutions have set up TCM hospitals, TCM clinics, TCM health care institutions and TCM research centers in more than 20 countries and regions, receiving 250,000 visits from local residents annually.

1.2 Overseas consumption remained good, and the number of overseas patients visiting China keep expanding.

With the acceleration of China's service trade, the traditional Chinese medicine and health care service trade in the form of overseas consumption is also expanding. In 2015, 288 institutions and enterprises providing Chinese medicine services to overseas people in China received about 200,000 foreign patients, 25,000 hospitalizations and a business income of 1 billion yuan. In 2016, there were 288 TCM service institutions and enterprises in China, receiving 230,000 foreign

patients and 29,000 hospitalized patients, with a turnover of 1.4 billion yuan. Tong Ren Tang and other TCM service institutions received 280,000 visits and had a turnover of 800 million us dollars. In 2017, the 292 Chinese Medicine service institutions and enterprises in China have received a total of 250,000 foreign patients and 31,000 hospitalized patients, with an operating revenue of 1.9 billion yuan.

Table 1. Status quo of Chinese medicine service trade

	2015	2016	2017
Institutions and enterprises	288	288	292
Providing Chinese medicine services to overseas people	200,000 foreign patients	230,000 foreign patients	250,000 foreign patients
Business Income	1 billion yuan	1.4 billion yuan	1.9 billion yuan
Number of hospitalized Patients	25,000 hospitalizations	29,000 hospitalizations	31,000 hospitalizations

Source: China National Bureau of Statistics website

1.3 Cross-border deliveries are on the rise, and the movement of natural persons shows a positive trend.

Cross-border delivery model is gradually emerging, and TCM telemedicine market is rapidly expanding. In 2014, China's first cross-border Chinese Medicine Service platform called "Marine TCM" International Medical and Health service platform was established in Germany, and several telemedicine platforms are under construction. In addition, the movement of natural persons shows a good trend, which makes it more convenient for TCM practitioners to practice overseas. According to preliminary statistics, China sends more than 2000 TCM clinicians each year to carry out TCM medical treatment, teaching and scientific research, accounting for 60% of the total number of medical service personnel sent abroad.

1.4 TCM service trade drives the comprehensive development of tourism, catering, old-age care, sports, commerce and trade, education and training and other related industries.

At present, some leading institutions in Chinese medicine and education have launched exchanges and cooperation with foreign countries. For example, Beijing University of Traditional Chinese Medicine and its affiliated hospitals have carried out scientific and technological cooperation with the United States, Japan, Canada, Australia and other countries and undertaken 20 international cooperation projects,

have trained more than 14,000 Chinese medicine specialists for 89 countries and regions in the world. The Chinese Academy of Traditional Chinese Medicine and its affiliated hospitals have signed more than 80 cooperation agreements with more than 30 countries and regions, and have jointly established 3 traditional medical cooperation centers for clinical Research and information, acupuncture and Chinese Medicine with the World Health Organization, which has great influence in the international traditional medical community. The annual income of Shanghai in international education of traditional Chinese medicine has reached 20 million yuan, and nearly 20,000 overseas students and professionals have been trained. The annual income in international medical services of traditional Chinese medicine has reached 63 million yuan.

TCM tourism has also become a hit. Shanghai, Hainan, Gansu and other places have carried out various forms of exploration and attempt for Chinese medicine tourism projects. The number of TCM tourism routes in Beijing has been increased to 13, which can provide services for tourists from English, German, Spanish and other countries, and gradually increase its popularity in the tourism market. For example, Gansu with unique TCM health tourism resources actively supports Pingliang, Qingyang and other cities to build Chinese medicine health care Tourism Ecological Park, the planting and processing of Chinese medicinal materials, the development and marketing of TCM tourism and health care products, as well as the diagnosis and treatment of TCM, health care and popularization of TCM culture are all placed in the Chinese Medicine Tourism Ecological Park, making efforts to build a tourism base of traditional Chinese medicine and health care with the core of "Preventive treatment with traditional Chinese medicine Rehabilitation physiotherapy Health maintenance and Health care Medicinal diet therapy", so as to attract foreign tourists.

2. Problems Existing in the Development of Chinese Medicine Service Trade

2.1 The development of TCM industry needs to be improved.

Although the pace of development of Chinese medicine industry in China has accelerated in recent years, but the overall level of the industry is low, the industry is still in the extensive development stage, it unable to provide high value-added Chinese medicine products and Chinese medicine services. Although there are many traditional Chinese medicine production enterprises, they are small in scale and relatively backward in production technology, because of the abuse of fertilizers, pesticides, growth regulators, inadequate implementation of standardized planting, heavy metal pollution, excessive pesticide residues and other phenomena,

The quality of traditional Chinese medicine has declined, the quality and clinical efficacy of traditional Chinese medicine have been affected, and the reputation of traditional Chinese medicine has also been damaged. The sale and management of Chinese medicinal materials are in chaos, the phenomenon of producing and adulterating fake, shoddy, illegal business pieces and so on frequently appears. In addition, due to the reduction of land resources and ecological environment deterioration, some wild Chinese herbal medicine resources have lost and been depleted, the problem about the shortage of Chinese herbal medicines supply is becoming increasingly prominent problem. The production, management and management of Chinese medicinal materials are relatively extensive, the exchange of supply and demand information is not smooth, and the price fluctuation range is too large, which also hinders the healthy development of Chinese medicinal materials industry. Enterprises and institutions mainly engaged in traditional Chinese medicine enterprises, traditional Chinese medicine hospitals and traditional Chinese medicine clinics do not have a high degree of industrial concentration, lack of well-known traditional Chinese medicine brands, and have not formed a diversified service trade system with core competitiveness.

2.2 Facing competition from the more developed countries of traditional medicine.

Like Chinese medicine in China, traditional medicine in India and Nepal also has a perfect theoretical system, which is popularized rapidly in developed countries such as Europe and the US; and South Korea has a lot of experience in traditional medicine management and international sales of traditional medicines. For example, Thai massage techniques cover almost all the actions of pressing, touching, pulling, dragging, rubbing and pinching, not only blending the traditional Thai medicine theory, but also absorbing the essence of many schools, such as Indian herbal medicine, yoga work, TCM and Buddhist Zen cultivation, has formed a systematic and complete massage science. Now Thai massage has become a kind of wellness style that tourists yearn for, which is very popular with tourists.

In addition, many developed countries and multinational corporations also try to seize the dominant position in scientific research, standard setting, industrial development and market possession of Chinese medicine. Developed countries, such as Europe, the United States and Japan, have made use of their capital and technological advantages to step up international efforts in the international development of traditional Chinese medicine and other traditional medicines, besides registering TCM patents, they are also strengthening the formulation and control of traditional medicine standards and norms. Multinational companies have been screening traditional Chinese medicine and cooperating with domestic research

institutions to seek new drugs from the treasure house of traditional Chinese medicine by using ancient Chinese medicine books and traditional medicine literature.

2.3 Encounter restrictions on foreign technical barriers to trade.

In recent years, the protection of trade in services in various countries has intensified. As trade in services is not easy to levy tariffs and other characteristics, in order to protect the service industry in the country, countries have adopted non-tariff barriers, so many trade protection measures in the form of technical standards, technical regulations and green barriers are adopted to restrict the import of TCM products. Even if Chinese medicine enters the foreign market, it will have to undergo long-term experimental and clinical tests and pay high inspection fees. Some countries prohibit the import of some Chinese medicine, many Chinese medicine prescription cannot be equipped. The FDA, for example, said it planned to again ban the sale of proprietary Chinese medicines in the UK on the basis that it had banned the import of proprietary Chinese medicines altogether.

2.4 The standard of trade in Chinese medicine services has yet to be regulated.

At present, there is still a lack of comprehensive and standardized basic terminology of international Traditional Chinese medicine; the lack of international application of the unified standard of Chinese medicine education, and the global Chinese Medicine market Personnel Title Identification Authority system; the lack of international standards for the internationalization of TCM clinics; the lack of standards for the export of Chinese medicine products, but the lack of standards will result in the loss of the right to distribute interests in the international service trade of TCM and damage the integrity of the TCM system. In 2009, South Korea invested 19.1 billion won in setting up the “Korean medical technology standard center” at the Korean institute of medical research, it plans to compete with China and Japan for the leading position in the international standard of traditional Chinese medicine. A number of valuable Chinese medicine invention patents have been registered by Japan, South Korea and other countries, resulting in the destruction of intellectual property rights and huge economic losses. Due to the loss of the dominant power of standard formulation, TCM service trade has formed different standards in different regions in the international development and alienated TCM culture and philosophy. The United States has its own standards for acupuncture and TCM education, replacing Chinese medicine with acupuncture².

2.5 Lack of talent for trade in Chinese medicine services.

The talents needed by the service trade of traditional Chinese medicine should

be interdisciplinary, who need to be proficient in TCM knowledge as well as knowledge of service trade and foreign languages. However, the current situation is that TCM professionals often lack international trade operation ability and foreign language ability, while international economic and trade personnel also lack TCM expertise. Moreover, at present, China's TCM education and training lags behind, the level of foreign language teaching in Chinese medicine colleges and universities has yet to be improved, and multilingual teaching needs to be strengthened urgently. For example, in the practice of physicians, because of the high IELTS scores required by Western countries, many old Chinese medicine experts have lost their qualifications to practise medicine because of their sad language.

3. Countermeasures and Suggestions for Promoting the Participation of Chinese Medicine Service Trade in the “The Belt and Road” Initiative

3.1 Improve the level of industrialization and create a brand of Chinese medicine with international influence.

First, it is necessary to change the past situation that most planting units of traditional Chinese medicinal materials are based on peasant households, centralize land to form large-scale planting, and combine peasant households to form new agricultural bodies, rationally use resources, strengthen standardized management of planting, processing, storage and other links, and improve the quality of medicinal materials. Second, encourage enterprises to introduce advanced technology and equipment, improve independent innovation ability, break through the technical bottleneck and create first-class competitive advantage. Third, accelerate the cultivation of TCM enterprises, TCM hospitals and relevant TCM institutions with strong comprehensive strength and international influence, and create a famous brand of Chinese medicine. The Fourth is to change the way of development, and expand markets in countries along the “One Belt And One Road”, support a number of enterprises with obvious market advantages and superior product quality to actively expand overseas markets, establish several TCM service trade demonstration zones with strong comprehensive strength and prominent international influence, and expand the international market share and popularity of TCM products.

3.2 Accelerate international standardization and regulatory construction, break through the technical barriers to trade in traditional Chinese medicine

First of all, the national standard of TCM should be established, which can be followed from clinical operation to practical teaching and academic research. Develop uniform terminology for Chinese medicine. Schools of traditional Chinese medicine across the country should form a consensus on the establishment of standardized TCM English courses for foreign education, especially the standardization of

the translation of professional terms of various TCM disciplines, such as TCM, meridians and acupoints, and tuina gongfa, so as to avoid spreading misinformation abroad.

Secondly, actively participate in the formulation of international standards of Chinese Medicine. Actively undertake the formulation of international standards for Chinese medicine, put China's advantageous technologies into the standards, and gain the right to distribute the benefits of Chinese Medicine service trade. In promoting bilateral or multilateral international negotiations along the one belt and one road, efforts should be made to jointly promote the development of multilateral international legal system through conditional swaps, special memorandums of cooperation in the field of traditional Chinese medicine (TCM) with other countries and TCM service trade agreement, so as to open up legal channels for TCM to enter the "One Belt and One Road" route. The Chinese government may, through the state administration of traditional Chinese medicine, set up overseas Chinese medicine legislative advisory bodies to provide relevant advice and guidance on international legislation of Chinese medicine to promote the overseas legislative process of Chinese medicine.

3.3 Make full use of the influence of traditional cultural resources to promote the development of Chinese Medicine service trade

TCM service trade is not only the export of TCM products, the provision of TCM medical care, health care and education services, but more importantly, the dissemination of Chinese culture, TCM theory and medical knowledge, the export of a healthy concept of health care, lifestyle, and the advocacy of people-oriented medical care model. From a certain point of view, Chinese Medicine service trade is to build the soft power of Chinese culture³. China can establish TCM culture museums abroad to publicize TCM health preservation culture; Special TCM diagnosis and treatment technology workshops, "One Belt and One Road" TCM culture week, world TCM conference and TCM service trade exhibition can be held to enhance TCM exchanges and enhance the overseas recognition of TCM; Traditional Chinese medicine culture publicity can be carried out from multiple perspectives with film and television, animation, clothing and cosmetics as the carriers, through cultural dissemination, the Chinese Medicine services trade is extended to different countries and regions. For example, when the Tong Ren Tang expands foreign markets, it first makes the local people feel the concept of traditional Chinese medicine culture from the diagnosis and treatment services such as looking, listening, asking and feeling the pulse, acupuncture and massage, and on this basis further experience the good curative effect of tong ren tang products. At the same time, Tong Ren Tang drugstores in different countries and regions often hold free

clinical activities of various forms, hold TCM knowledge lectures in communities and schools, and give professional explanations on local common diseases. These activities have promoted the local people's awareness, understanding and acceptance of Chinese medicine, and established the visibility and reputation of pharmaceutical enterprises.

3.4 Implement diversified Chinese Medicine service model to showcase the characteristics of Chinese medicine service.

With the change of medical model and disease spectrum, people's demand for health presents diversity, and so does the demand for TCM services, which are reflected in various aspects of TCM medical treatment, prevention, health maintenance, health care and recuperation. Innovate the models of "TCM+ Healthy Tourism", "Catering + TCM" and "TCM + Education and Training", which are characterized by the interaction between traditional industries, and give full play to the advantages of value chain integration and resource endowment, and promote mutual and coordinated development , encourage TCM medical institutions to cooperate with tourism service agencies to develop TCM health tourism services that integrate the functions of medical cosmetology, health recuperation, health care, sports and recreation, and cultural entertainment. In the newly released "outline of the strategic plan for the Development of Chinese Medicine (2016-2030)", the promotion of "Internet +" TCM medical care was proposed. Traditional Chinese medicine enterprises can make use of the Internet platform to develop smart medicine, establish an intelligent network medical information service platform, provide convenient and high-quality traditional Chinese medicine service resources, realize the operation of international cross-border e-commerce, and provide faster and more convenient products and services for customers worldwide.

3.5 Strengthen the training of talents in Chinese medicine service trade.

First, we should attach importance to the joint efforts with countries along the belt and road to strengthen personnel training, support Chinese Medicine colleges and universities in China and foreign medical schools through the establishment of cooperative relations and other forms to strengthen the management of Chinese Medicine services trade and the training of professionals; second, we can strengthen the flow of talents by holding various training courses, experience exchanges, special lectures, etc. and the relevant personnel engaged in TCM service trade should be trained according to their work functions, so as to enhance their professional level and practical ability.

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