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INTRODUCTION



TRADITIONAL CHINESE MEDICINE

Traditional Chinese Medicine (TCM) is an ancient medical system that has been used for thousands of years in China. It encompasses various practices, such as herbal medicine, acupuncture, cupping, tai chi, and Qigong. TCM aims to restore balance and harmony within the body, mind, and spirit to prevent and treat illnesses.



Qianjin Fang (Invaluable Prescriptions for Emergency), a classical work of traditional Chinese medicine written by Sun Simiao in the Tang Dynasty.



TCM views the human body as a holistic unique entity where every part of the complex system is interconnected, and the body is a whole integrated unit. Thus, the diagnosis is based upon the observation of the patient as a whole, rather than just a collection of symptoms. The TCM practitioner will ask the patient's overall health, including their physical, emotional, and environmental factors. This allows treatment to be tailored to the individual, rather than a one-size-fits-all approach.

TCM is a patient-centered medical system rooted in ancient Chinese philosophy and tradition. Its theoretical framework, treatment principles, and techniques have been developed through thousands of years' clinical practice and experience. While some aspects of TCM remain controversial, it has demonstrated its effectiveness in treating various health conditions and improving overall well-being. As such, it continues to play a significant role in healthcare in China and around the world.

By implementing the national development strategy of traditional Chinese medicine (TCM), Shanghai is always adhering to the peoplecentered development concept, improving the development policy and strengthening the connotation construction. In addition, Shanghai is committed to inheriting the distinctive strength of TCM with Shanghai features, and

exploring its development mode in order to promote its sound development.

Thanks to the dedicated work, the service capacity, discipline construction, technological innovation, cultural communication as well as internationalization of TCM in Shanghai are in the leading position across the country.

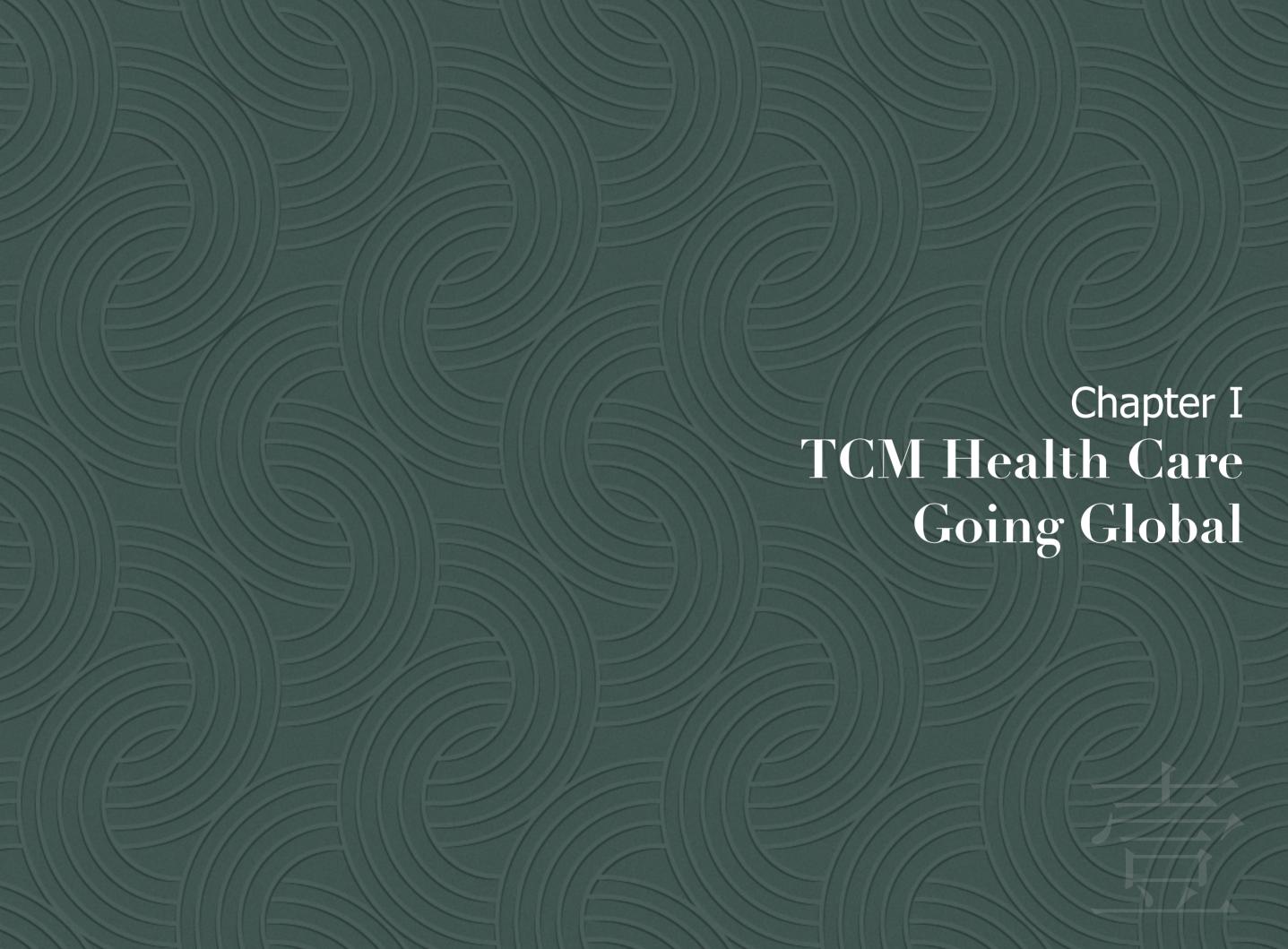


WHO Collaborating Center for Traditional Medicine at Shanghai University of TCM

The management system of TCM is gradually improved. Shanghai Municipal Health Commission is co-located with Shanghai Municipal Administrator of TCM, and health commissions in all districts of Shanghai are co-located with

their own district development office of TCM, which further improves the management system of TCM. A leading group for the TCM development in Shanghai is established to continuously improve the coordination of varying departments.







Shanghai has established a sophisticated and extensive TCM service network, in which TCM hospitals are the main body, supplemented by the TCM departments from other hospitals, community health service centers as well as private institutions. By the end of 2021, there had been 33 TCM hospitals in Shanghai, including 4 municipal hospitals, 18 district-level hospitals and 11 private hospitals. TCM departments are accessible in over 80% of comprehensive (specialized) hospitals and all community health service centers.



Pulse-taking

acupuncture and moxibustion is approved by 103 Member States, of which 29 established laws and regulations on traditional medicine, and 18 incorporated acupuncture and moxibustion into the medical insurance system. In addition to China, there are more than 80000 TCM clinical (acupuncture and moxibustion) institutions in the world, more than 200000 acupuncturists and more than 100000 registered TCM practitioners. One-third of the world's total population have received Chinese herbs, acupuncture and moxibustion, massage or Qigong treatment. It is estimated that the annual service output value of the global TCM service market is 50 billion dollars.

Shanghai has long-term practice and rich experience in building TCM institutions overseas. At present, we have established TCM centers and clinics in Thailand, Mauritius, Morocco, the United Arab Emirates, the Netherlands, the Czech Republic, Malta and other countries, and 2 overseas Tai Chi health centers in Greece and Spain.



Shanghai has established a key TCM specialty group with varying levels, complete disciplines and distinct features. Shanghai boasts 9 national TCM diagnosis & treatment centers, 27 national key clinical specialties and 75 key specialties of the State Administrator of TCM. Among them, such fields as liver disease, orthopedics & traumatology, tumor, Chinese external medicine and Tuina are famous across the world.

With China's vigorous promotion of development, the degree of internationalization of TCM has increased year by year. At present, TCM has spread to 183 countries and regions. The Chinese government has signed 86 special cooperation agreements on TCM with relevant countries and international organizations, and 14 of the signed Sino-foreign free trade agreements involves TCM. The application of



Acupuncture





International Application of "TCM Cloud Shanghai"

Technology assisting TCM

1. Company/Program Profile







The team of TCM Cloud

In 2021, with the plan to build Shanghai into a digital city, and under the guidance of Shanghai Municipal Health Commission and Shanghai Municipal Administrator of TCM, Shanghai University of TCM, together with Healthcare Cloud and other enterprises have jointly built the "TCM Cloud Shanghai". It is an information platform covering online diagnosis & treatment, telemedicine, preventative treatment, health management and health preservation. Via this platform, we are constructing a first-rate digital TCM innovation center.

By giving full play to the strength of TCM inheritance & innovation, "Internet + TCM" as well as modern technology, we are committed to promoting the digital construction and online services of TCM, in order to offer high-quality TCM services to people around the world.



2. Main Service

As the main body of medical services, TCM Cloud Shanghai, on the basis of the hospitals affiliated to Shanghai University of TCM, attempts to construct and operate a university-level Internet hospital and telemedicine platform within the scope of education and medical care. At the same time, it provides all-round support for the asset transformation, scientific research and teaching resources of Shanghai University of TCM. Through analysis, optimization and reconstruction of medical services in TCM hospitals, the platform integrates the experience of TCM experts into the process of online diagnosis & treatment. Besides, it focuses on TCM features and upgrades TCM service resources in order to improve the quality of medical services, promote innovation of TCM governance and service mode, and construct an Internet medical system combined with TCM that benefits all humanity.

3. Successful Cases







Internet Hospital of Shanghai and Yangtze River

Since March 2022, COVID-19 has swept through Shanghai. In this situation, TCM Cloud platform showed its strength. Asset Management Co.Ltd of Shanghai University of Traditional Chinese Medicine worked with the university and its affiliated hospitals to organize medical staff to provide online medical services, in order to meet the needs of citizens for treatment and medicines. During 70 days, about 200 TCM experts and medical staff were online in turn, serving about 200, 000 patients.

4. Future Orientation

We always safeguard the principle of benefiting all humanity, make improvement in policy, overcome the difficulties in implementation, and pursue innovation. In addition, we are and will always optimize resource coordination and operation guarantee.



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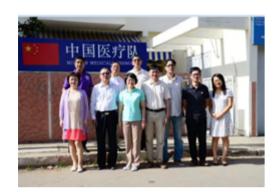
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China-Morocco TCM Center "North Africa TCM Culture Communication Center"

1. Company/Program Profile



Signing ceremony held on October 16,2017.



Deputy secretary of Shanghai Municipal Health Commission, Zheng Jin, attended the signing ceremony.

Under the "Belt and Road" initiative. through the consultation between Chinese and Moroccan health authorities, on the basis of the medical detachment of the Chinese medical aid team in Mohammedi, "China-Morocco TCM Center" was established by Shanghai University of TCM. The center is engaged in TCM diagnosis & treatment, training, promotion and academic exchanges, and gradually exploring the five-in-one work of medical diagnosis & treatment, training, education, promotion and scientific research, including joint education and helping Morocco to launch the excavation and research of traditional Arabic medicines. By providing satisfactory TCM services to local people, the center builds an international brand of TCM, and further promotes TCM internationalization.

2. Main Service

The China-Morocco TCM Center is dedicated to

- a) Leveraging TCM features and strength and providing high-quality TCM services.
- b) Accelerating the promotion of appropriate TCM techniques and building a TCM teaching and training platform.
- c) Enriching the overseas promotion mode of TCM culture and accelerating the overseas development of TCM.

3. Successful Cases

TCM services have been developed in Morocco for more than thirty years, and recognized by local people. The Chinese doctors there are hailed by the Moroccans as "the skilled doctors sent by Allah". In accordance with the new trend of national foreign aid policy, and the construction requirements, the center has opened a Tuina clinic for local people on the basis of the daily acupuncture & moxibution clinic. This move has received strong support from Shanghai Aid Morocco Corps and Shanghai University of TCM. To promote TCM services and its introduction, the center has selected diseases such as cervical spondylosis, lumbar disc herniation, small spinal joint disorder, adolescent scoliosis, atlantoaxial joint disorder, sacroiliac joint disorder, headache, depression, insomnia, liver qi depression and other diseases, which have achieved very good results treated with TCM. Due to the limited local medical conditions, many local hospitals recommend patients to the TCM Center for acupuncture & moxibustion and Tuina treatment given by the Chinese medical team. After treatment, their symptoms are significantly relieved.





Chinese medical team gave acupuncture & moxibustion and Tuina treatment to local patients.

In order to enhance capability of TCM services and decrease the impact of Covid-19 pandemic, the center has established a tele-medicine education platform and actively applied the internet to implement tele-medicine services. The platform links the center with high-quality medical experts in Shanghai and provides remote medical consultations for difficult cases, thereby improving the efficiency and capabilities of the center's services. This extends the high-quality medical and educational resources of Shanghai University of TCM and its affiliated hospitals to benefit overseas patients.

4. Future Orientation

By continuous efforts in deepening cooperation between China and Morocco in the field of medical and health care, the China-Morocco TCM center aims to be a model and to build a good foundation for the friendship between China and Morocco.



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China-Mauritius TCM Center Health Messenger to Mauritius

1. Company/Program Profile

China-Mauritius TCM Center was established jointly by Yueyang Hospital of Integrated Traditional Chinese and Western Medicine Shanghai University of TCM and the City Clinic in Mauritius at the end of 2019. As an international cooperation project of the State Administration of TCM, this Center is the first TCM Center in Europe. The establishment of this center is an important issue in the undertaking of health in Mauritius.



The president of Mauritius witnessed the signing ceremony of strategic cooperation in June, 2019.

TCM Health Care Going Globa

2. Main Service



Starting with acupuncture & moxibustion and Tuina, the TCM center has formulated an innovative model—acupuncture & moxibustion and tuina + Chinese internal medicine. With a team of skilled experts in Tuina and Chinese internal medicine, it entered the overseas market, joining hands with Caitongdetang, a timehonored pharmaceutical company in Shanghai.

China-Mauritius TCM Center

China-Mauritius TCM Center strives for building a cooperation platform between China and Mauritius in medical treatment, education, and scientific research for TCM and western medicine. It gives full play to the advantage of TCM, provides high-quality TCM services to African people, and sets an example for the integration of TCM and western medicine.

3. Successful Cases

In March 2020, the COVID-19 pandemic happened in Mauritius, which made it the first country in Africa to implement lockdown and cut-off flights. During the long period of a complete shutdown of city functions, Chinese doctors at the Center, relying on Yueyang Hospital in Shanghai and Caitongdetang, cooperated with the Chinese Embassy in Mauritius to join the fight against the epidemic with medical staff from City Clinic.



The center officially opened in December, 2019, and Professor Cao Xikang, Chair of the University Council,



Local reports



4. Future Orientation

We hope to carry out diversified cooperation with the help of local non-governmental ethnic Chinese organizations and local medical institutions. Based on the premise of meeting the diagnosis and treatment needs of citizens around the urban hospitals, we will expand the scope of diagnosis and treatment in a planned manner, and carry out academic exchanges actively, so as to further promote cooperative research and academic exchanges between China and Mauritius in TCM and modern medicine.

The import of TCM products in Mauritius will be advanced. We hope that through the efforts of both sides, more Chinese medicines can be legally introduced into Mauritius such as effective preparations and Chinese patent medicines so that people in Mauritius and across Africa can truly enjoy and understand the amazing efficacy of TCM.

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China-Thailand TCM Center

1. Company/Program Profile



China-Thailand TCM Center officially inaugurated on December 15,

In 1996, Longhua Hospital Shanghai University of Traditional Chinese Medicine signed a cooperation agreement with Thailand Huachiew TCM Hospital. Longhua Hospital sends TCM doctors to Thailand every year and Chinese doctors sent there enjoy the same medical qualification as Thai doctors. In 1997, the first batch of Chinese doctors were sent and their medical services included Chinese internal medicine (respiratory medicine and nephrology), oncology, acupuncture & moxibustion, Tuina and dermatology. In addition to daily outpatient service, Chinese doctors also teach students from the Department of TCM of Thailand Huachiew Chalermprakiet University.

In December 2018, Longhua Hospital won the special support from the TCM International Cooperation of the National Administration of TCM and signed a new cooperation agreement with Huachiew TCM Hospital. Based on Huachiew TCM Hospital, the China-Thailand TCM Center was built. The center has won the special support from the TCM International Cooperation of the National Administration of TCM for four consecutive years.

2. Main Service

2.1. Regularly sending TCM doctors to Huachiew TCM Hospital to carry out outpatient service and TCM training



Every year, Longhua Hospital sends 4 experienced and skilled TCM doctors to Huachiew TCM Hospital to carry out TCM training for Thai TCM doctors and students, as well as outpatient consultation for Thai patients, in order to assist Huachiew TCM Hospital in improving its TCM capability and social influence. In 2020, an online video platform for TCM education was established for doctors and medical students in Thailand to learn TCM.

Doctor Xu Weijie was reported to hold lecture at Huachiew TCM Hospital on local Newspaper.

2.2. Providing remote outpatient and consultation services for patients

On November 27, 2019, the International Consultation System of TCM of Longhua Hospital was launched. Liu Lingshuang, director of the Sixth Oncology Department of Longhua Hospital, conducted a TCM international consultation for Angkana, a patient from Huachiew TCM Hospital in Thailand. Via this system, doctors from Huachiew TCM Hospital collect medical records regularly and discuss with TCM experts in Longhua Hospital.

2.3. Establishing teaching cooperation platform to jointly cultivate TCM talents for Thailand

Through cooperative teaching, Longhua Hospital allows Thai undergraduates to practice there and cultivates postgraduates together with Huachiew TCM Hospital, making them professional TCM talents of Thailand.

3. Successful Cases

3.1. Taking overseas Chinese as a bridge to help the construction of China-Thailand TCM Center







Advanced Medical Unit of Thailand 2020.12

On August 6, 2021, Longhua Hospital signed a cooperation framework agreement with the Returned Overseas Chinese Federation of Xuhui District (Shanghai), the Thai Young Chinese Chamber of Commerce, and the Shanghai Overseas Chinese Foundation. Taking overseas Chinese as a bridge will promote the working mechanism of "local overseas Chinese federation + overseas Chinese federation of colleges + alumni association". The agreement will promote the development of TCM in the countries along the Belt and Road, inject new strength into the overseas promotion, and jointly boost the construction and development of China-Thailand TCM Center.



Doctors from Longhua Hospital attended exhibition held by Huachiaw TCM.

On September 9, 2021, TCM experts from Longhua Hospital were invited to a TCM activity organized by the Shanghai Branch of Chinese Academy of Sciences. Experts gave lectures on TCM and provided consultation for overseas talents from the branch. The activity bettered the benefit of TCM to overseas Chinese and the public, and improved the influence of the TCM center among overseas Chinese.

3.2. Establishing journals and academic exchange platform



Thailand Journal of Traditional Chinese Medicine

With joint efforts from Huachiew TCM Hospital, Chengdu University of TCM (China), Department of Thai Traditional and Alternative Medicine, Huachiew Chalermprakiet University and several Thai enterprises, Longhua Hospital actively participated in starting publication of the academic journal Thailand Journal of Traditional Chinese Medicine.

4. Future Orientation

In the future, Longhua Hospital will make full use of the Internet hospital and carry out the project by video conference, online teaching, remote outpatient consultation, etc. In addition, the hospital will cooperate with Thailand in varying aspects, including building teaching bases to promote the education of high-level TCM talents and the development of TCM culture in Thailand, so as to make the center an overseas comprehensive TCM hospital integrating TCM doctors, Chinese medicines, academic ability and high-quality medical services.

5. Contact Information

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Shanghai-Malta TCM Center

1. Company/Program Profile



Signing Ceremony between Shanghai University of TCM and University of Malta, on May 19, 2015.

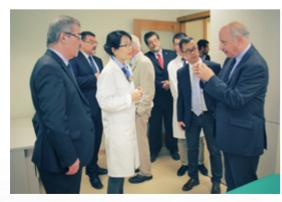


Unveiling Ceremony of China-Malta TCM Center on November 17, 2015.

On November 17, 2015, the TCM Center, established by Shanghai University of TCM and University of Malta with participation from Longhua Hospital, was officially inaugurated at the University of Malta. As an overseas promotion platform for TCM, the China-Malta TCM Center facilitates the cooperation projects with University of Malta in such fields as medical care, teaching, scientific research and culture to explore a win-win model for high-level international cooperation in TCM. The center provides TCM diagnosis & treatment, disease prevention methods, rehabilitation and health preservation to local people.

2. Main Service

2.1 Construction of a standardized TCM treatment center



Minister of Education of Malta visited China-Malata TCM Center on April 29. (Left: Minister of Education) (Right: Then University Rector.)

Every year, Longhua Hospital dispatches 1 to 3 skilled and experienced TCM doctors who can speak English to provide TCM treatment including acupuncture, moxibustion and Tuina. In addition to Taijiquan, Yijinjing, Baduanjin and some modern rehabilitation exercises, the center provides food therapy plans in combination with local herbal medicines.

2.2 Multi-level teaching programs

The TCM center conducts cooperation with the University of Malta's MA program in TCM and clinical teaching of acupuncture & moxibustion for undergraduates from the Department of Physiotherapy; dispatches TCM specialists from Longhua Hospital to conduct academic exchanges with University of Malta's Faculty of Medicine (Mater Dei Hospital); cooperates with the University of Malta's Department of Biology, Mater Dei Hospital, and the Faculty of Health Sciences to introduce new courses related to TCM.

Through TCM training, local family doctors are equipped with TCM treatment indications to refer patients in need to the TCM center for treatment in a timely and efficient manner.

The TCM center gives infantile Tuina lectures to promote its clinical application in Malta. In cooperation with the Chinese Cultural Center, the International Women's Federation of Malta and other organizations, the center provides trainings on TCM treatment on women's health care and beauty. In addition, the center cooperates with the Chinese Embassy in Malta to jointly conducts lectures on food therapy, qigong exercises, acupuncture and moxibustion.

2.3 Strengthening the development of TCM culture and promoting TCM exchanges and communication



Doctor Zhangmin was interviewed on a live show in Malta on February 2,

Supported by local institutions such as University of Malta, Chinese Embassy in Malta and Chinese Cultural Center, the TCM center launches TCM culture promotions and family physician training, and holds TCM lectures in the University of Malta to introduce TCM to local people. By displaying TCM exhibit boards and printing related materials, the center introduces basic theories of TCM, constitution differentiation, appropriate TCM techniques, health preservation methods, and TCM with Shanghai features. Furthermore, the center organizes patients to exercise Taijiquan, Wuqinxi and Baduanjin, and thus help them to appreciate the cultural relationship between traditional qigong exercises and traditional Chinese philosophy, as well as health preservation and TCM.



3. Successful Cases

The TCM center gives infantile Tuina lectures to promote its clinical application in Malta. In cooperation with the Chinese Cultural Center, the International Women's Federation of Malta and other organizations, the center provides trainings on TCM treatment on women's health care and beauty. In addition, the center cooperates with the Chinese Embassy in Malta and jointly conducts such lectures on food therapy, gigong exercises, acupuncture and moxibustion.

The TCM center will provide high-level TCM treatment services to Maltese and overseas Chinese, and improve TCM clinical efficacy and satisfaction; Teach TCM theory and treatment knowledge to Maltese medical professionals and medical students to improve their quality and ability.

- c) Complete clinical courses and intern clinical practice for the "Master of Acupuncture and Chinese Culture", "Department of Physiotherapy Undergraduate " and other programs to jointly train TCM research talents.
- d) Conduct TCM trainings for medical professionals, including lectures and short-term online or offline courses.
- e) Organize large-scale TCM cultural exhibitions, health lectures and popularization activities to enhance the understanding and knowledge of TCM among Maltese people and local Chinese communities.

4. Contact Information

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China UAE Chinese Medical Center

1. Company/Program Profile





TCM Shanghai China-UAE Chinese Medical Center

Opening Ceremony of China-UAE Chinese Medical Center

The China UAE Chinese Medical Center is an overseas TCM promotion base approved by the National Administration of TCM, and also the first TCM center in the Middle East established with official support and cooperation. It is a joint-stock TCM entity jointly invested and established by Shanghai International Cooperation Center of Traditional Medicine (SICCTM) and local resources of the United Arab Emirates. SICCTM provides digital TCM health assessment and standardized TCM intervention projects.

The main shareholders are Mansoor Mohammad AqilAlawar (The president of Hamdan Bin Mohamed Smart University. This university is run by the Dubai government, and the Crown Prince of Dubai serves as the board chairman), SaeedMansoor Mohammad AqilAlawar (The project manager of Rothschild&Co Dubai Branch), Qipan (Senior project manager of oil company) and Lee (Graduated from a TCM university in China, with more than 10 years of experience in TCM in Dubai).



2. Main Service

2.1 TCM diagnosis & treatment





Remote Medical Consultation

TCM Han-approach Physical Therapy Room 玄府瀚法理疗室

Based on the digital remote diagnosis and treatment platform and standardized TCM intervention module output by the international medical and health service platform under SICCTM, the TCM Center adopts the most advanced digital TCM health assessment system to provide remote TCM medical consultation services. The center connects the outstanding TCM medical resources in China, and adopts Chinese medical treatment interventions that have been clinically screened and proved effective in China to provide modern TCM medical and health services. Since its official opening, the Center has provided TCM diagnosis & treatment services for more than 20000 people, mainly for cervical and lumbar diseases, bone and joint diseases, gastrointestinal diseases, nervous system diseases, metabolic diseases, sports injuries, etc.

The clients are from over 20 countries including the United Arab Emirates, the United States, the United Kingdom, France, Germany, Australia, Canada, Spain and Portugal. 95% of the them are local residents.

In the past five years, the Center has achieved outstanding clinical effects in the treatment of cervical and lumbar diseases, obesity and arthralgia with such TCM external treatment such as cupping, moxibustion and Tuina, which has been reported by overseas media, and has formed a certain market influence locally.

2.2 International human resources training

Since its establishment, the Center has completed six trainings on TCM and Chinese culture. Meanwhile, the center promoted the construction of the qualification certification of local TCM doctors.

China UAE TCM Center actively carried out overseas TCM market promotion activities, including the Sheikh Zayed Festival, which is the largest official cultural festival in the Middle East. The center was the only China Pavilion in the exhibition. As the only Chinese medical service provider in the conference, the center participated in such activities as "2018 Dubai Muscle Show", and obtained positive market feedback.

3. Successful Cases

Establish an overseas Chinese medicine center in the form of commercial presence. According to the overseas market environment, give full play to the technical strength of TCM external treatment (nondrug therapy), integrate the appropriate TCM techniques with local cultural customs, living habits, eating habits and health insurance system rules to meet local market demand and develop supporting products. We mainly carry out TCM medical and health services based on external treatment of TCM (nondrug therapy), and have achieved good market results. SICCTM and China Association of Chinese Medicine jointly established the "China Association of Chinese Medicine Cooperation Community for International Promotion of Suitable Techniques ". More than 400 national projects have been collected, and 48 projects have been selected after screening, including Shi's Traumatology Spine Maintenance, the Twelve Movements of Daoyin in Ancient Sinew Transformation Classic, Yan's Tai Yang Zhu Liao Wu Zang Moxibustion, and the development of honeysuckle fungus. Among them, 21 are international promotion projects and 27 are international promotion and cultivation projects. After safety and effectiveness evaluation of technical projects and standardized evaluation of product projects, we selected appropriate technical projects suitable for the Middle East market. As for of product projects, external application products win popularity from the local market, and training projects are gradually opening up the market. Many professional training courses have been held in this center. 20% of the trainees are natives and 80% from Europe or America.

4. Future Orientation

Establish bases in Dubai and Abu Dhabi for TCM medical and health services, TCM skills training and TCM health product research and development. Open up a transport artery for Chinese medicines and TCM professionals to enter the Middle East, and establish a TCM marketing network there. Build the "China UAE TCM Center" into a demonstration base for medical and health services, TCM training, TCM trade, and product research & development, facing the Middle East and radiating to North Africa.

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China-Netherlands TCM Center

1. Company/Program Profile



Signing Ceremony of China-Netherlands TCM Center

In an effort to expand the practice and application scope of TCM in the Netherlands, Shuguang Hospital Affiliated to Shanghai University of TCM, signed a memorandum of understanding with Acufit to jointly explore a new cooperation pattern for overseas TCM centers in October 2018. Acufit is a TCM health care institution in Netherlands featuring acupuncture & moxibustion, tuina and Chinese

herbal medicines, with 10 chain clinics of its own at the moment. The founder of Acufit, Liu Cheng, is also the chairman of the International Organization for Standardization/Technical Committee on Traditional Chinese Medicine in the Netherlands (NEN ISO/TC249).

The Agreement on Cooperation in Diagnosis and Treatment with Traditional Chinese Medicine in the Netherlands was signed in May 2019 by both sides as an exploration of cooperative management. By providing clinical diagnosis & treatment, relevant medical training and cultural promotion, the agreement brought Dutch people close with TCM health care and medical services, exhibiting the strengths of integrated TCM and Conventional medicine.

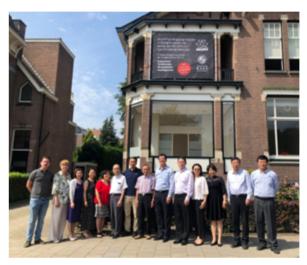
2. Main Service

Comprehensive cooperation between both sides was carried out in the planning, construction and operation of China-Netherlands TCM center, as well as in brand promotion, team building and overall management.

Shuguang Hospital sent a team of doctors to the Netherlands, offering clinical guidance and first-hand diagnosis and treatment. The team helped facilitate the implementation of Acufit's chain-brand specialty in health cultivation with TCM based on the clinical efficacy of acupuncture and massage, which laid a foundation for scientific cooperation. An effective mechanism for long-term and regular exchange of visits and communication was established, ensuring the improvement of professionalism in specialized outpatient diagnosis and treatment, promoting the development of TCM in the Netherlands. The main services are as follows:



2.1 Medical care



Doctors of Shuguang Hospital arrived in the Netherlands.

Diagnostic and therapeutic skills and tools of TCM were introduced. Clinical practices of diagnosis and treatment with acupuncture & moxibustion and Tuina were carried out there, and the causative factors and symptoms of their diseases were studied. By doing so, TCM diagnosis and treatment protocol was formulated according to local conditions. Moreover, the medical model of TCM center was explored and refined, and the medical brand of China-Netherlands "TCM center" was formed.

2.2. Cultural promotion

Giving full play to the brand effect of Shuguang Hospital, this center attracts domestic and foreign counterparts to exchange and discuss cooperation modes and experience. With the help of Acufit platform, this center aims to establish "a base for displaying and spreading of TCM culture".

2.3. Academic exchanges

We organize online/offline academic exchanges in China-Netherlands TCM Center, and also offer lectures, free clinic visits and trainings. Shuguang Hospital and Acufit of the Netherlands hold video conferences, enabling experts to discuss and formulate development plans and exchange their suggestions.

3. Successful Cases

By combining modern health science and technology and making full use of TCM non-drug therapies such as acupuncture & moxibustion, Tuina, Guasha, cupping, dietary therapy and health preservation exercises, individualized TCM diagnosis and treatment plans according to the different needs of local people were provided. By introducing diagnostic and therapeutic skills and tools of TCM strengths of Shanghai Shuguang Hospital, TCM diagnosis and treatment practices based on the constitution and incidence rate of the local people, which adapted to the local conditions while remained orthodox and were generally accepted by local patients were selected and heavily promoted by the TCM Center. Moreover, the medical brand of China-Netherlands TCM center was established, advocating the concept of preventive treatment of diseases with TCM and the practice of TCM exercises.



4. Future Orientation

Through clinical practices of diagnosis and treatment with acupuncture &1 moxibustion and Tuina, we wish to further study the etiology and symptoms of local patients and formulate TCM diagnosis and treatment protocol according to local conditions. Through medical practice, we are confident in cultivating a group of TCM talents with international vision and establish a talent team, so as to better lay a solid foundation for TCM to enter Europe and go global.

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International Medical Programs of Longhua Hospital

1. Company/Program Profile

Longhua Hospital, Shanghai University of TCM was founded in July 1960, and is among the earliest four clinical bases of TCM in China. Longhua Hospital boasts 3 national key disciplines, 9 key disciplines of the National Administration of Traditional Chinese Medicine (NATCM), 3 regional TCM diagnosis & treatment centers of NATCM, 6 national key clinical departments, 13 NATCM key clinical departments, 1 innovation team in key fields of Ministry of Science and Technology and 1 innovation team of Ministry of Education. In 2018, Longhua Hospital became the first TCM hospital around the globe accredited by JCI Academic Medical Center.



Longhua Hospital

2. Main Service

2.1. Promote the construction of the 3 overseas TCM centers.

By adhering to providing international medical support services, Longhua Hospital is committed to promoting the international spread of TCM and Chinese culture (China-Morocco TCM center, China-Thailand TCM Center, and Shanghai-Malta TCM Center)



2.2. Deepen international TCM teaching and training



TCM online lectures

The hospital undertakes the education for over 200 international students of the International Education College every year, including undergraduates and graduates from such countries and regions as Japan, South Korea, Thailand, Malaysia, the United States, France and Germany.

2.3. Establish a cross-border telemedicine services model



The Role of Traditional Chinese Medicine in the Treatment and Rehabilitation of COVID-19 Patients.



Guidelines on COVID-19 Treatment



On March 20, 2020, doctors from Longhua Hospital and Thailand Huachiew TCM Hospital attended an online

With the help of cloud computing, big data, converged network and mobile Internet, the hospital has established a free and open telemedicine services platform that supports cross-border multi-party case consultation, image consultation, distance education and health services. In November 2019, the TCM international remote consultation system for "China-Thailand TCM Center" was officially launched. During the epidemic, Longhua Hospital offered

online general outpatient services. Hundreds of experts provided consultations based on both graphics and texts on the Internet without charge. Moreover, the hospital held a science popularization week project to introduce TCM online.

2.4. Improve international services, effectuate high-end medical experiences, and attract overseas patients

A medical center with renowned doctors was founded in 2020. The center provides comprehensive outpatient services for special needs of people with top-of-the-notch international commercial medical insurance. Doctors are accessible without language barriers. Every year, the hospital serves around 3,000 people with commercial insurance. The article by CNN, "20 places to visit in China in 2016", listed Longhua Hospital as the sole destination for TCM experience. Shanghai-style TCM diagnosis & treatment is one of China's "calling cards for tourists".





Reports from CNN





2.5. Standardization of medicine quality control

Longhua Hospital is highlighting the quality control of decoction-ready medicines, enhancing the source management through the construction of traceability system and has taken the lead in trying out the first batch of commonly used Chinese medicines for traceability. The standards of Longhua hospital demand that the source medicines meet the requirements of "three noes and one complete"; That is, no processing with sulfur, no aflatoxin exceeding the standard, no pollution (including no excessive pesticide residues, no excessive heavy metals and no use of growth regulators for the growth of harvestable organs) and complete traceability for the whole process. In addition, Longhua Hospital requires that the specifications and grades of its medicines be higher in standards than normal ones. For instance, the appearance and shape of the medicines should be more uniform and the drug residues controlled within 1%.

3. Successful Cases

- **3.1.** Longhua Hospital's medical gave full play to the strength of TCM to assist Wuhan in C5 ward of Leishenshan Hospital. The cure rate of patients accepting TCM treatment was 100%, proving the essential role of TCM treatment in the prevention and control of the pandemic. WHO Expert Meeting on Evaluation of TCM in the Treatment of COVID-19 pointed out that, the treatment of COVID-19 with TCM is safe and effective, and suggested that all member countries learn from it and promote it.
- **3.2.** Acupuncture and moxibustion is the calling card that leads TCM to the world. The department of Acupuncture and Moxibustion is one of the four departments with the longest history in Longhua Hospital. The inherited skills and technical details include acupuncture, moxibustion (ginger-insulated moxibustion, monkshood cake- insulated moxibustion, medicinal cake- insulated moxibustion, Du moxibustion, etc.), blistering moxibustion, warm needling, cupping, point application, etc. These are combined with modern electroacupuncture, ear acupuncture, scalp acupuncture, catgut embedding, laser acupuncture, transcutaneous electrical nerve stimulation (TENS), biofeedback therapy and other methods to treat both common and difficult diseases. Satisfactory curative effect is achieved, especially for stroke, facial paralysis, neuralgia, joint pain, insomnia, acute and chronic diarrhea, simple obesity and andrological and gynecological diseases.



Moxibustion

3.3. Promote multidisciplinary team approach to diagnosis and treatment and develop the integration of TCM and Conventional medicine by integrating multiple disciplines. Under the leadership of Professor Lu Jin'gen, one of the renowned TCM practitioners of Shanghai, a multi-mode diagnostic and therapeutic approach was established, with unique characteristics of integrated traditional Chinese and western medicine.

4. Future Orientation

4.1. Facilitate the construction of "first-rate" disciplines and university

In the process of facilitating the "going global of Shanghai University of TCM", Longhua Hospital adheres to the guiding principle of the construction of first-rate university and disciplines, sticks to the internationalization of higher education of TCM, and conveys the strength and voice of TCM education to the world.

4.2. Facilitate international academic exchanges

First, facilitate the internationalization of students by means of "sending out" and "introducing in". Second, attach great importance to the education and training of overseas students, carry on the active cooperation with International Education College, and encourage overseas students to join the hospital's academic exchanges. Third, set great store by cultivating a team of teachers with international vision and innovative thinking.

5. Contact Information

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Hospital WeChat Official Account



International Medical Programs of Shuguang Hospital

1. Company/Program Profile



Shuguang Hospital (East)

Shuguang Hospital Affiliated to Shanghai University of TCM is a general hospital of TCM with a history of more than 100 years. Since 2010, the hospital has been awarded Grade A (Excellent) in the performance assessment of Shanghai municipal hospital directors for nine times. Meanwhile, it has been ranked first in the performance assessment of third-grade public TCM hospitals for three consecutive years. In 2017, it was awarded the "National Clinical Research Base of TCM" by the National Administration of TCM. The hospital adheres to the direction of "integrated traditional Chinese and Western medicine with TCM as the main one". Focusing on meeting people's demand for TCM services, it continues to expand medical services, deepen service connotations, and improve service quality.

2. Main Service

2.1. Department of Chinese External Medicine

The Department of Chinese External Medicine is a clinical department characterized by combined internal and external treatment of TCM and integrated traditional Chinese and western medicine. It is constantly innovating and developing new techniques and methods. It has the advantages of low cost, rapid therapeutic effect, significant long-term effect, high patient acceptance, and slight side effect.



2.2. Department of Traditional Medicine





Traditional Medicine Department

Characteristic Preparations and Therapies of Anorectal Department at Shuguang hospital

The Department of Traditional Medicine is characterized by treating internal diseases with comprehensive TCM methods. It mainly conducts medical treatment, teaching and scientific research on common diseases, chronic diseases, and complicated diseases in TCM. It adopts unique methods to deal with such respiratory diseases as chronic cough and panting, digestive tract diseases as abdominal pain and diarrhea, allergic diseases as allergic rhinitis, chronic strain diseases as neck, waist and leg pain, as well as chronic consumptive conditions.

2.3. Department of Shi's Traumatology

With the inheritance of Shi's Traumatology with a history of 150 years, Shi's Traumatology develops and innovates new techniques and treatment methods. It shows obvious features and strength in the prevention and treatment of cervical spondylosis, lumbar disc herniation and osteoarthrosis.

2.4. Department of Preventive Treatment

In the past 15 years since its establishment, the Center of Preventive Treatment has been focusing on the patients in sub-health and chronic conditions, actively constructing the "Center for Sub-health" and the "Center for Chronic Diseases". Through a lot of practice over the years, the department has gathered rich experience in traditional Chinese physical examination, and health management of sub-health people and people with common chronic diseases. Therefore, it has established a systematic, scientific and practical health management system, and gradually built a modern department advocating both TCM preventive treatment and modern technology.

3. Successful Cases

The Department of Traditional Medicine is the first batch of departments for comprehensive TCM treatment in China. The department is characterized by comprehensive TCM treatment for common diseases, and mainly conducts medical treatment, teaching and scientific research on common diseases, chronic diseases and complicated diseases in TCM. It is the clinical teaching base with outstanding TCM features and the training base for senior clinical talents of TCM in Shanghai University of TCM.

The department integrates internal medicine, acupuncture, moxibustion, Tuina rehabilitation, and other disciplines of TCM. Based on holistic concept and pattern identification, the department uses comprehensive TCM methods (Chinese medicines, acupuncture, moxibustion, Tuina, fumigation, ear acupuncture, point application, blood-letting, catgut embedding, etc.) to deal with sub-health and common, frequent and complicated diseases in clinical settings. It shows distinct features in the comprehensive treatment of such respiratory diseases as chronic cough and panting, digestive tract diseases as abdominal pain and diarrhea, allergic diseases as allergic rhinitis, chronic strain diseases as neck, low back and leg pain, as well as chronic consumptive conditions.

4. Future Orientation

Safeguarding high-speed and high-quality development, this hospital aims to build an Asian center for diagnosis & treatment, teaching and scientific research of TCM, and become a modern, standardized and international research-based hospital of TCM.

5. Contact Information

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International Medical Programs of Yueyang Hospital

1. Company/Program Profile



Yueyang Hospital

Yueyang Hospital of Integrated Traditional Chinese and Western Medicine, founded in 1952, has ranked first in the performance assessment of national third-level public hospitals of Integrated Traditional Chinese and Western Medicine for four consecutive years, and is the clinical practice base of the WHO International Acupuncture Training Center. The hospital adheres to its unique advantages in non-drug therapies of traditional Chinese medicine (TCM), among which the dominant disciplines include Tuina (Chinese massage), acupuncture, moxibustion, and rehabilitation, which are at the leading level in China.

Headquartered in Dabaishu, the hospital is the only third-class, A-level TCM medical center in the northern part of downtown Shanghai. The outpatient department on Qinghai Road is located in Jing'an District, surrounded by a developed business area, and focuses on highend health needs. The outpatient department of the Shanghai Institute of Acupuncture, Moxibustion, and Meridian is located in Xuhui District, which excels in acupuncture and moxibustion treatment. The hospital has 1 TCM master, 8 national TCM expert inheritance studios, 21 famous Shanghai TCM practitioners, 5 national key clinical specialties, 13 key specialties of the State Administration of TCM, and 3 TCM diagnosis and treatment centers in East China. On the basis of acupuncture, moxibustion, Tuina, rehabilitation, and other nondrug therapy specialties, five centers of integrated traditional Chinese and Western medicine in the fields of heart, gynecology, rehabilitation, tumor, and orthopedics and traumatology, respectively, have been built, reaching the domestic advanced level.

2. Main Service

2.1 Piloting the thinking that "acupuncture goes first, followed by the general TCM departments", and wholeheartedly shaping the brand of Shanghai style TCM

A "China-Mauritius TCM Center" was established at the end of 2019 by Yueyang Hospital and City Clinic of Mauritius. It was an international cooperation project of the State Administration of Traditional Chinese Medicine. And Cai Tongde Tang, a time-honored Shanghai pharmaceutical company, also joined the program and made its debut in the overseas market.



Doctors from Yueyang Hospital and CaiTongde Tang at China-Mauritius TCM Center.

2.2 Take the WHO Collaborating Centers for Traditional Medicine as a base to conduct TCM training and research

The hospital endeavors to build an international brand image of a mixture of "Acupuncture, Tuina, and Rehabilitation". Based on the school of acupuncture and WHO Collaborating Centers, the hospital gives full play to the clinical characteristics of the advantageous disciplines, and carries out the education and training of TCM acupuncture, moxibustion, and Tuina. In the past three years, the hospital has trained 87 undergraduate students from the United States, Canada, Japan, South Korea, Kazakhstan, Thailand, Malaysia, Singapore, and other countries. Every year, we provide more than 400 hours of theoretical courses for international students from the School of International Exchange, and have instructed 40 graduate students from Hong Kong, Macao, and Taiwan.

2.3 "Internet + Medical Care" has ushered in new opportunities in the 5G era

In March 2019, Yuevang Hospital signed an official contract with China Telecom Shanghai Co., Ltd., making it the world's first double gigabit smart hospital. Later, Yueyang Hospital conducted a number of 5G remote consultations and trainings with Guizhou Province. At the early stage of its establishment, the China-Mauritius TCM Center cooperated with Huawei to order a remote video system. At the same time, with the help of China's advanced 5G technology, the center carried out remote medical consultation and effectively implemented precise and high-quality medical services for Mauritius patients.



Yueyang Hospital, Telemedicine Center

2.4 Reset the brand image and promote the high-end services

In 2021, Shanghai Acupuncture, Moxibustion, and Tuina Center of Yueyang Hospital on Qinghai Road, which is a famous doctors' special clinic, made its debut. The hospital is the only national clinical research base of TCM in China focusing on non-drug therapies such as acupuncture, moxibustion, and Tuina. The resumption of Shanghai-style acupuncture, moxibustion, and Tuina center aims to inherit essence and make innovation. We actively exert geographical advantages to build a brand with TCM characteristics in the Nanjing Road Economic Circle, the top road in China, to serve high-end white-collar workers and international friends. We aim to make Shanghai-style TCM more influential and fashionable. It serves more than 3,000 international commercial insurance patients every year.



TCM Health Care Going Globa



Shanghai-style Acupuncture& moxibustion and Tuina Center

2.5. Standardized drug quality management

"Genuine regional drugs" are the backbone of quality assurance. The hospital, with the spirit and mission of being highly responsible for people's lives and health, pioneered the use of the first batch of commonly used TCM genuine regional drugs whose origin could be traced. The traceability of TCM herbal medicines relies on the construction of a modern logistics system for Chinese medicinal materials." This makes possible the mode for TCM herbal medicine that "the responsibility can be identified, the manufacture can be recorded, the direction can be tracked, the safety can be guaranteed, the identity can be searched, and products can be recalled".

3. Successful Cases

- **3.1** Yueyang Hospital is responsible for the inheritance of three general schools of Shanghai style acupuncture and moxibustion: the XI's, the LU's, and the YANG's. Specialty clinical departments were set up, including: stroke, peripheral facial paralysis, periarthritis humeroscapularis, urethral syndrome, chronic colitis, chronic atrophic gastritis, Parkinson's disease, insomnia, perimenopausal syndrome, simple obesity, infertility, and knee osteoarthritis. The clinical curative effect of these departments is at a leading level in China.
- **3.2** The Tuina department of Yueyang Hospital has brought together the essence of the three schools of manipulation: Yizhichan (Zen) Tuina (Chinese massage), rolling massage, and Neigong Tuina (Chinese massage), and established four sub-specialties, including spinal diseases, limbs and joints diseases, internal and gynecological diseases, and pediatric diseases. We provide comprehensive intervention from prevention of disease to clinical treatment to rehabilitation and conduct a unified, homogeneous health management from the ward, outpatient setting, homecare, and society.



- **3.3** The dermatology The TCM department takes advantage of TCM non-drug therapies to apply special (Fenggou) needles to treat acne, operate bloodletting at the back of the ear vein to treat flat warts, use facial masks (Juying Cream and seaweed soft membrance) made from Chinese herbal materials to treat acne vulgaris, and choose herbal baths, fumigation, and steaming therapy to cure skin diseases. We have achieved outstanding clinical effects in the treatment of intractable skin diseases.
- **3.4** The Traditional Chinese Gynecology School Inheritance Center of Yueyang Hospital gathers the inheritors of ZHU's gynecology, CAI's gynecology, SHEN's gynecology, and other traditional Chinese gynecology scholars in Shanghai to jointly build the "Traditional Chinese Gynecology Reproduction" brand. Related clinical studies were carried out on three dominant diseases, including dysmenorrhea (endometriosis, myoadenosis), infertility (due to ovulation disorder), and fetal disturbance (early threatened abortion, recurrent abortion).
- **3.5** Adhering to the concept of "Chinese rehabilitation", Yueyang Hospital Rehabilitation Center has gradually formed five sub-disciplines, which are neurological rehabilitation, bone and joint rehabilitation, cardiopulmonary rehabilitation, children's rehabilitation, and surgical rehabilitation. It uses a digital motion capture camera, force measuring table, surface electromyography, and other equipment to conduct a quantitative evaluation of the gait kinematics and dynamics of patients with stroke or bone and joint diseases, which provides objective evaluation criteria for the efficacy of traditional clinical rehabilitation.



Rehabilitation Center of Yueyang Hospital





- **3.6** The hematology department of Yueyang Hospital uses TCM combined with western medicine to treat various anemia diseases, hemorrhagic diseases, hemato-oncology diseases, and so on, and has achieved good curative effects. The therapeutic effects of the following treatments guided by TCM theories are good.
- **3.7** The hospital has retained the tradition of making its own Gaofang (a bar of chocolatelike drug that contains the essence of a large prescription of herbal materials). The inheritance of this traditional craft makes the hospital the only one being able to make its own Gaofang in Shanghai.

4. Future Orientation

The hospital's pursuit is to develop TCM characteristics and integrate TCM and Western medicine equally. It is based in the city center, tries best to serve the surrounding Yangtze River Delta cities, and faces the world. The hospital gathers specialty advantages, breaks discipline boundaries, and integrates various high-quality medical resources on the basis of its three dominant brands of acupuncture, Tuina, and rehabilitation, and its three dominant disciplines of blood, gynecology, and dermatology, in order to promote the integration of clinic and research, improve the prevention and treatment of major advantageous diseases with integrated traditional Chinese and Western medicine, and the ability of independent innovation; improve the quality of TCM clinics; and build a unique brand of "Shanghai style TCM" by contributing TCM energy and methods for the health of all human beings.

5. Contact Information

Yueyang Hospital of Integrated Traditional Chinese and Western Medicine Affiliated to Shanghai University of Traditional Chinese Medicine

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Shanghai Taikuntang TCM Hospital Adopting TCM to benefit all humanity

1. Company/Program Profile



Shanghai Taikuntang TCM Hospital was founded in 2007.

Shanghai Taikuntang TCM Hospital is a socially run TCM hospital founded under the guidance of eminent TCM doctors from Shanghai in 2007. It has been designated as "the first batch of advantageous specialty construction unit of social medical institutions in Shanghai" and "the first batch of characteristic specialty construction unit of social medical institutions in Shanghai" by Shanghai health authorities. Also, it has been rated by the Shanghai Municipal Health Commission as "Shanghai innovative medical service brand", "The first batch of international medical tourism pilot institutions in Shanghai "(currently the only one among socially run TCM institutions in the city).

2. Main Service

The hospital focuses on special departments for certain diseases, combining medical teaching and research, developing the hospital with its own characteristics in a chain way. The existing departments of traditional Chinese medicine (internal medicine, surgery, gynecology and obstetrics, dermatology, oncology, orthopedics, geriatrics, acupuncture and moxibustion); Department of Integrated Traditional Chinese and Western Medicine, Department of Medical Laboratory (clinical body fluid and blood); Medical Imaging Department (X-ray diagnosis specialty, ultrasonic diagnosis specialty) and other clinical departments and medical technology departments. There are 23 famous doctor inheritance studios and special disease



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characteristic clinics. Medicine Professor Yu Jin, based on Taikuntang, carried out the "Study on the diagnosis and treatment of polycystic ovary syndrome (PCOS) by the integration of traditional Chinese and western medicine", which first defined the diagnosis and treatment scheme of PCOS at home and abroad, and achieved significantly higher diagnosis and treatment effect than traditional Chinese medicine and simple western medicine, which has received high attention from the domestic and foreign gynecology and obstetrics world. At present, the gynecology and obstetrics branch of the Chinese Association of Integrated Traditional and Western Medicine On this basis, the Gynecology and Obstetrics Branch of the Chinese Association of Traditional Chinese Medicine has formed the Expert Consensus (Draft) on the Classification of Polycystic Ovarian Syndrome Combined with Traditional Chinese and Western Medicine and published it for promotion.

3. Successful Cases

3.1. The gynecology department is led by Professor Yu Jin, the "grandmother of the world", with outstanding specialty features and excellent efficacy of special diseases.





Prof. Yujin's Consulting Studio

Shanghai Taikuntang Hospital of Traditional Chinese Medicine is dedicated to the special construction and development featuring gynecology of TCM and gynecology of integrated traditional Chinese and Western medicine. It is founded by Professor Yu Jin, the honorary chairman of the Obstetrics and Gynecology Branch of the Chinese Society of Integrative Medicine, the second batch of famous national Chinese medicine doctors and the first batch of famous Chinese medicine doctors in Shanghai. For more than 60 years, she has brought life and joy to more than 1,000 families with complicated infertility in Asia, Europe, North America and Oceania, and has changed the fate of many gynecological patients, and is acclaimed as "Grandma of the World".

3.2. The team boasts skilled and experienced doctors in acupuncture & moxibustion and Tuina, and three national intangible cultural heritage.

The acupuncture & moxibustion and Tuina department of our hospital has 63 treatment beds (including 5 VIP beds). In 2021, 36191 people received treatment here. There are 38 experts in acupuncturist& moxibustion, including 5 chief physicians, 7 deputy chief physicians and 26 attending doctors. We have established characteristic studios such as the "Ying Jian male health studio". We always adopt the treatment of combination of acupuncture& moxibustion and Chinese medicines, and demonstrate prominent characteristics and effects in dealing with chronic musculoskeletal diseases, urinary system diseases, and obesity.

4. Future Orientation

TCM is a treasure of Chinese civilization. The hospital focuses on the dynamic inheritance of traditional Chinese medicine and explores new ways to inherit and innovate traditional Chinese medicine. Our vision has always been "to be the most desired traditional Chinese medicine for modern people". We use modern technology to inherit and recreate traditional classics, and spread them in a way that modern people can accept.

In recent years, the hospital has strived to promote the integration of TCM with mobile Internet, artificial intelligence and big data, explored a new path of integrated development of medical education, research, production and intelligence, developed four successful inhospital preparations, and in December 2020 it was the first socially run TCM medical institution in Shanghai to be approved to carry out Internet hospital business and open online medical insurance payment, thus initially forming a new situation of integrated online and offline heritage development.

5. Contact Information

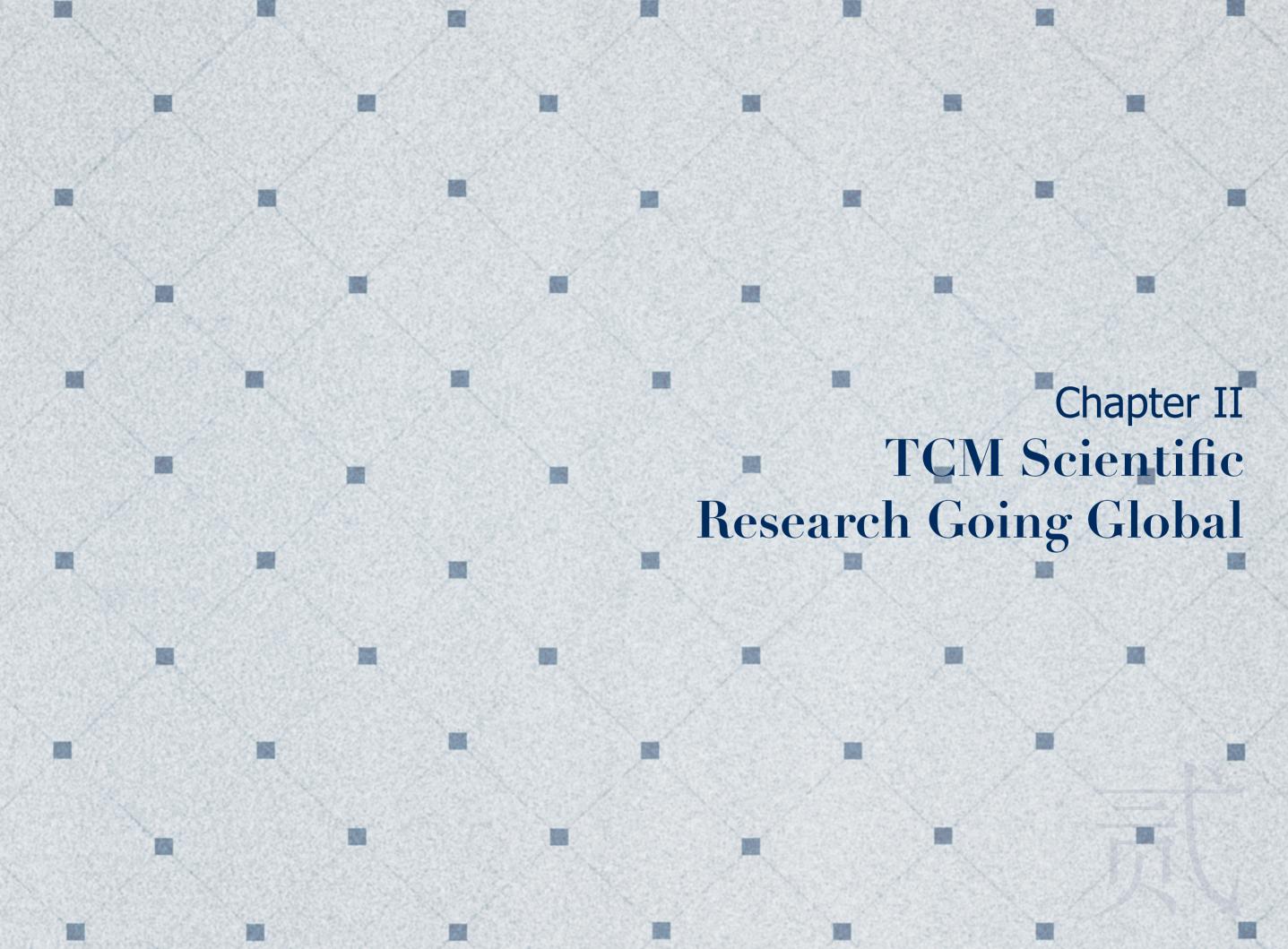




WeChat Official Account

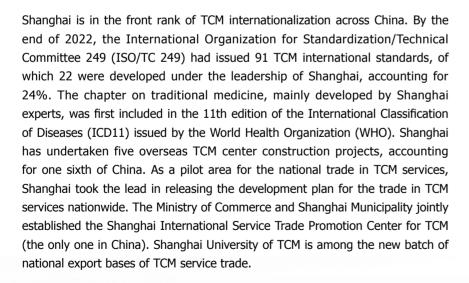
Contact: Huang Xiaoping Tel: +86-18616216388 Email: 18616216388@163.com













Shanghai has built a scientific & technological innovation system of TCM, with the Shanghai Institute of TCM as the core, the joint participation of TCM research institutions and enterprises, and the collaborative innovation of medicine, teaching, research and production. Shanghai boasts a number of scientific & technological innovation platforms, including 3 national TCM inheritance and innovation centers and 3 national TCM clinical research bases. Shanghai took the lead in establishing the "Innovation Research Institute of Traditional Chinese and Western Medicine" to promote the development of integrated traditional Chinese and western medicine.



Shanghai Academy of International Standardization for Traditional Chinese Medicine

1. Company/Program Profile

Shanghai Academy of International Standardization for Traditional Chinese Medicine (SAIS-TCM) was established in 2022, formerly known as the Institute of TCM International Standardization, Shanghai University of Traditional Chinese Medicine. The academy includes Secretariat of ISO/TC 249 Traditional Chinese Medicine, Center for International Classification Research on Traditional Medicine Clinical Conditions and Service Evaluation (WHO ICTM), Secretariat of Committee of Standardization Construction of World Federation of Chinese Medicine Societies (WFCMS-CSC), Secretariat of Shanghai Technical Committee for Standardization of Traditional Chinese Medicine, and SHANGHAI STANDARD Technical Committee for Evaluation (Health Sector). The members of the academy are nominated as experts of the International Expert Advisory Committee of the National Administration of TCM and the standardization work in Shanghai, widely participating in the strategic decisionmaking and consultation in the field of TCM international standardization.

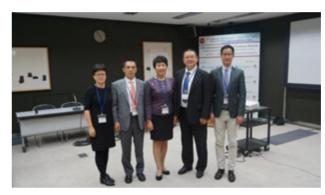
The academy focuses on research, development, promotion and implementation of TCM standards, as well as the interconnection of national and international TCM standards. The specific work includes the development, management and publication of the ISO international standards of TCM, the international classification of traditional medicine (WHO-ICTM), TCM standardization strategy and system, the standardization of the healthrelated industry and research on the world traditional medicine. Up to June 2023, 95 ISO international standards of TCM had been published, and 34 are under development. The academy has undertaken the work of the China Working Group of WHO ICTM project. The achievements are highly recognized by the government, and have been selected as the top ten news of the year for the development of TCM many times.



The 13th Plenary Meeting of ISO/TC 249 in Shanghai



Team of ISO/TC 249 Secretariat



WHO-FIC Network Annual Meeting of 2016 in Tokyo, ICD-11 Revision Conference in Japan

In addition, the academy highlights the inheritance and innovation of TCM. It has cultivated a number of outstanding talents majoring in TCM and international standardization. With ISO/TC 249, WHO-ICTM and WFCMS-CSC as the core, the academy focuses on the standardization and internationalization of TCM. It has undertaken many national and municipal research projects and has participated in developing numerous standards. Relevant achievements have won the China Standards Innovation and Contribution Award and the Shanghai Standardization Academic Achievement Award many times, which strengthen the quality and safety of Chinese medicines, boost international trade and promote the development of world traditional medicine. In addition, the academy has made great contributions to promote Shanghai as the frontier of international standardization.



ISO/TC 249 Traditional Chinese medicine

2. Main Service

Serving the national strategies of standardization development and Healthy China, the academy gathers superior resources of TCM industry to form new strength in expanding international standardization resources, improving standard quality, innovating development model and mechanism and enhancing industrial capabilities. The main services of the academy includes:

2.1 Establishing international standardization system for TCM industries

The academy develops and revises TCM standards. It also explores way to integrate ISO international standards with the registration system of Chinese materia medica overseas and mainstream pharmacopoeias in order to gain access to overseas markets for Chinese materia medica. Besides, it establishes an international standardization system of the precious TCM industry to help form a quality-oriented market pricing mechanism and improve the international trade environment. In addition, technological reserves of Chinese materia medica in new dosage forms are also valued to promote international trade.

2.2 Objectifying and quantifying TCM diagnosis

The academy propels the innovation & cooperation of TCM diagnostic devices and advanced information technologies, including big data and AI. The aim is to develop a standard, objective and intelligent diagnosis & treatment system, and then promote the transformation of technology into productivity, and finally boosts TCM telemedicine and intelligent manufacturing industry.

2.3 Developing standards of TCM informatics

The academy is committed to constructing the international classification of traditional medicine and including it into the WHO Family of International Classifications (WHO-FIC). At the same time, by endorsing the quality and safety of TCM informatics, products, techniques and services, TCM will enjoy greater influence around the world, and thus assists the integration of TCM into the medical systems and inclusion in the medical insurance overseas.

2.4 Enhancing the educational and training system of TCM

Focusing on the core industrial chains and needs of TCM, the academy develops standard for international and domestic TCM education. It also carries out diversified education and training and explores the establishment of international standards of TCM education and training for overseas TCM centers, the BRICS countries and central Asian countries.

2.5 Implementing evaluation system to ensure standard quality

Based on experiences in developing and revising standards, the academy innovatively establishes the evaluation system and model of standard quality and implementation. The system consists of the evaluation scope, index system, evaluation method and other aspects of the standard. The academy shares resources with the world to develop international standards and focus on the advancement and implementation of TCM standards.

3. Successful Cases

The academy has developed and published a series of ISO international standards on Chinese materia medica, finished products, TCM devices and terminology. It has also established stable cooperation with well-known TCM enterprises in China. Besides, it has set up new coordination mechanisms in terms of standards empowering industry development and promoting cooperation between international and domestic standards. The achievements have advanced the interactive development of international standardization and technology innovation and shown advantages in supporting industrial development.

3.1 Chinese materia medica

The publication of ISO international standards for Chinese materia medica has promoted the international trade of Chinese materia medica and relevant products. The standards of Chinese materia medica including Ganoderma lucidum fruiting body (ISO 21315:2018) and Dendrobium officinale stem (ISO 21370:2019), which were developed by Zhejiang Shouxiangu Pharmaceutical Co., Ltd., have been applied in 31 countries and regions including the United States, Canada, Australia, Germany, Italy, Japan, and South Korea. The two medicines also received the standard conversion and mutual recognition of major trading countries, leading to their growth of international trade by 284.5% and 37.5% respectively in 2019. Standards of new dosage forms of Chinese materia medica promote the products going into the global market.

3.2 TCM devices

As the first ISO international standard of traditional Chinese medicine, the standard of sterile acupuncture needles for single use (ISO 17218 2014), established by Suzhou Medical Appliance Factory, marks an important step toward the international standardization of acupuncture & moxibustion. The standard not only improves the quality and safety of acupuncture needles, but also makes acupuncture & moxibustion a globally recognized treatment. International trades of acupuncture needles are also promoted as the year-on-year growth export volume exceeds 30%. Besides, the standard of herbal decoction apparatus (ISO 18665:2015), established by Beijing Donghuayuan Medical Equipment Co., Ltd, contributes to a 15.2% year-on-year increase in sales. The standards of TCM diagnosis devices (ISO 19614:2017, ISO 20495:2018 and ISO 22894:2020), established by Shanghai Daosheng Medical Technology Co., Ltd, not only increase the domestic market shares, but also expand the international market to countries including Japan, the Czech Republic and Canada.





3.3 TCM informatics

The terminology standards for TCM diagnosis (ISO/TR 20498-5:2019, ISO 23961-1:2021, ISO 23961-2:2021) are significant to the introduction of TCM knowledge at home and abroad, communication between disciplines and industries, and application of TCM technological achievements, Relevant achievements were rewarded as the "top 10" academic progress of TCM in 2021" by China Association of Chinese Medicine. Besides, the publication of coding system for Chinese medicines (ISO 18668) provides strong support for constructing the quality traceability system of Chinese medicines.

3.4 WHO international standard terminologies on TCM

In March 2022, the terminology standard was published on the WHO website (www.who. int). This is the first time that WHO has officially published the English translation standards of TCM to 194 member states, providing a benchmarking document on TCM terminology and a basic guarantee of TCM international exchange and information construction. WHO commissioned Shanghai University of Traditional Chinese Medicine to undertake the drafting of this standard, and the members of the academy participated in the whole process of the standard development as the main contributor.

4. Future Orientation

With ISO/TC 249, WHO-ICTM and WFCMS-CSC as the core, Shanghai Academy of International Standardization for Traditional Chinese Medicine is established to lead the development of TCM international standards. It promotes the cooperation between international and domestic standards. By supporting the high-quality development of TCM standards, the academy aims to endorse Shanghai University of TCM as a first-class university.

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China-Thailand Joint Research **Institute of Natural Medicine**

1. Company/Program Profile

In response to the Belt and Road Initiative of the Chinese government and Thailand 4.0 policy of the Thai government, the China-Thailand Joint Research Institute of Natural Medicine was jointly established on March 20, 2019 by the Chulabhorn Royal Academy of Thailand, Shanghai University of TCM, Shanghai Institute of Organic Chemistry of the Chinese Academy of Sciences, and Bangkok Innovation Cooperation Center of the Chinese Academy of Sciences. The opening ceremony of the institute was held in Bangkok on August 8th, 2019 with the Thai center sitting in the Chulabhorn Royal Academy.





Signing ceremony of China-Thailand joint research institute of natural medicine



Princess Chulabhorn of Thailand is the honorary president, and Lin Guogiang, Academician of Chinese Academy of Sciences, is the

With Princess Chulabhorn of Thailand as its honorary president, the institute has set up four research departments: the department of natural medicine, the department of clinical medicine, the department of big data health and the department of cultural exchange, and the Secretariat of Joint Research Institute in the Bangkok Innovation Cooperation Center of the Chinese Academy of Sciences. The research directions of the research institutes include: (1) joint research on natural medicine; (2) cooperation between the hospital and the clinic; (3) medical big



data and joint research on the combination of medicine and health preservation; (4) exchange and training of scientists and technological workers. Such cooperation helps realize the sharing of research philosophy, methods, platforms and achievements.

With the support and help of all parties, the China-Thailand Joint Research Institute of Natural Medicine was funded by the China-Thailand Natural Medicine Cooperative Research and Cultural Exchange Project of the National Administration of Traditional Chinese Medicine in 2019 and was recommended to be included in the "Belt and Road" project in Shanghai in 2020.

2. Main Service

By establishing a joint, open and inclusive platform, the China-Thailand Joint Research Institute of Natural Medicine conducts research and development of natural medicine and promotes its industrialization. The institute has carried out multi-win and effective work to boost modern research and development of traditional medicine in both China and Thailand.

3. Successful Cases

The joint institute has been actively involved in pandemic prevention, donating two medical air purifiers to the Princess Hospital and the Rama Hospital (the royal hospital) in Thailand. In addition, the research institute has worked on designing inhibitors with the novel coronavirus 3CL proteolytic enzyme with homologous dimer, in hopes of employment for the prevention and treatment targeting multiple coronaviruses. Studies have shown that 9,10-dihydrophenanthrene derivatives have good inhibition on 3CL. In 2019, the research group of Academician Lin Guoqiang and researcher Tian Ping of Shanghai University of Traditional Chinese Medicine discovered a kind of compounds containing 9,10-dihydrophenanthrene skeleton, its preparation method and use and applied for a patent, a discovery which will provide a good idea for the research and development of novel coronavirus treatment drugs.



The joint institute donated two medical air purifiers to the Princess Hospital and the Rama Hospital (the royal hospital) in Thailand.

At present, the research and development of natural medicine is still faced with the problems of low efficiency of discovery, insufficient druggability, and the lack of novel molecular design and rule understanding. To solve this problem, we propose two strategies.

The first strategy is to use modern molecular engineering technology to accurately conduct the research on the material foundation of natural medicine effects. Two examples are the research on the material foundation of effects of the natural medicine dendrobium, and the research and development of SHPL-49, a Class I anti-stroke drug developed by Shanghai University of Traditional Chinese Medicine and Shanghai Hutchison Pharmaceuticals.

The preliminary drug discovery and druggability studies of SHPL-49 were completed by the Innovation Research Institute of Traditional Chinese Medicine of Shanghai University of Traditional Chinese Medicine. Lin Guoqiang's team has done the synthesis and activity screening of about 200 salidroside derivatives from both chemical and biological aspects, selecting SHPL-49 as the candidate drug with the best activity and safety. On October 11, 2021, the SHPL-49 injection received clinical trial approval from the National Medical Products Administration (NMPA) in China. On October 18, it also received clinical trial approval from the Food and Drug Administration (FDA) in the United States. With the help of the Chulabhorn Royal Academy, research and development of the new drug will enter the Thai market.

The second strategy is to use modern molecular engineering technology to accurately realize the research of natural medicine formulation, which utilizes molecular docking and target validation to precisely determine natural medicine formulations.

4. Future Orientation

Following the Belt and Road Initiative, the joint laboratory will play a leading and driving role in scientific and technological innovation, build a scientific innovation center of natural medicine with global influence through overseas platforms, seek high-level cooperation, and solve major disease problems.

In terms of personnel exchange and training, three Thai professors are invited to Shanghai University of Traditional Chinese Medicine for academic exchange, program seminars and small international conferences every year. The institute will assemble a research team in the field of natural medicine with international influence based on the international joint laboratory. During the implementation of the project, the institute will publish papers funded by it on important international journals, apply for invention patents, and develop 1-2 preclinical drugs with independent intellectual property rights.

5. Contact Information

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China-Canada Center of Research of Digestive Diseases

1. Company/Program Profile

Based on solving the complex clinical problems of the pathogenesis of metabolic diseases, creating a new model of diagnosis and treatment of digestive diseases with integrated Traditional Chinese and Western Medicine, on April 10, 2015, China-Canada Center of Research of Digestive Diseases (ccCRDD) was jointly established by Shanghai University of Traditional Chinese Medicine (Institute of Digestive Diseases, IDD), Guangzhou University of Traditional Chinese Medicine (Institute of Digestive Diseases, IDD) and the Medical College of the University of Ottawa, Canada (Department of Biochemistry, Immunology and Microbiology). The Chinese base is located in Institute of Digestive Diseases affiliated to the Shanghai University of Traditional Chinese Medicine, and the Canadian base is located in the Medical College of the University of Ottawa, Canada. The three parties held signing and unveiling ceremonies in Shanghai, China and Ottawa, Canada.





The signing ceremony in Shanghai.

2. Main Service

ccCRDD carries out extensive cooperation including talent training, academic exchanges, experimental cooperation, postgraduate training, etc., to promote the progress of clinical and basic research of integrated traditional Chinese and western medicine in digestive diseases, as well as the training of the internationalization of Chinese medicine talents.

3. Successful Cases

ccCRDD is academically oriented and has two main research directions: biological basis of metabolic diseases represented by non-alcoholic fatty liver disease and transformation of inflammation to cancer of digestive tract tumors represented by colorectal cancer. Professor

Ji Guang's team from IDD of SHUTCM led a number of cooperative projects with the teams of Professor Zemin Yao and Professor Lisheng Wang from Ottawa, which promoted the construction and development of the cutting-edge academic field of "Shanghai Frontiers Science Center of Disease and Syndrome Biology of Inflammatory Cancer Transformation", and enhanced the academic influence of the digestive diseases.





Academic seminar with Professor Yao and Professor Wang with members of Institute of Digestive Diseases, Shanghai

3.1 Establish a new TCM treatment for NAFLD

NAFLD has become the most widespread chronic liver disease in the 21st century due to its insidious onset, complex pathogenesis, and lack of recognized therapeutic drugs. Professor Ji Guang of SHUTCM and Professor Zemin Yao of Ottawa co-chaired many international academic forums. In June 2014, the 238th Oriental Science and Technology Forum and the 2016-2018 Longhua Series International Forum on Digestive Diseases, experts from China, the United States and Canada conducted exchanges and discussions on three central topics of basic research, clinical research and translational medicine in the diagnosis and treatment of NAFLD based on traditional Chinese medicine, and promoted the establishment of personalized diagnosis and treatment programs based on clinical evidence and promoted their application.





Professor Ji and Professor Zemin Yao co-chaired the seminar.

On this basis, Professor Ji Guang and Professor Zemin Yao jointly applied for and won the National Natural Science Foundation of China Key Project for International Cooperation (81620108030) in 2016. Through a large-scale clinical cohort study, the epidemic law of spleen-yang deficiency syndrome and its correlation with metabolic diseases were clarified for the first time, a metabolic risk prediction model combined with disease symptoms was established, and high-quality evidence-based medical evidence was obtained for the treatment of NAFLD with Lingguizhugan Decocotion, a classic prescription, and promote Lingquizhugan Granule to become the first classic prescription registered and listed.





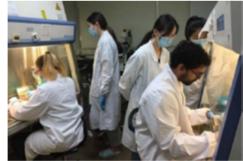
3.2 Focus on the Inflammatory Cancer Transformation of CRC

Cancer is a major disease that affects the life and health of Chinese residents. The theory of "prevention before disease" in traditional Chinese medicine guides the early prevention and treatment of cancer, which is a new strategy to achieve "prevention first, prevention combined".

Metabolic inflammation is a major clinical problem that mediates the tumorigenesis. Based on the ccCRDD, led by the team of the Institute of Digestive Disease as well as the Institute of Chinese Traditional Surgery affiliated to SHUTCM, and jointly carried out biological research based on the evidence of inflammatory cancer transformation with the team of Professor Lisheng Wang of the University of Ottawa, as well as the Institute of Chinese Traditional Surgery affiliated to SHUTCM.

In 2020, Andrew Sulaiman, a doctoral student in Professor Lisheng Wang's team, and Sarah McGarry, a master's student, came to China to carry out scientific research cooperation, jointly constructed the model animal and cancer stem cell in vitro experimental system, and conducted several academic seminars. This is the first time that graduate students from foreign university have come to our institute for scientific research, which has greatly promoted the cooperation of scientific research projects based on the ccCRDD. The research results have been published jointly in the international authoritative journals Adv Therap (2020), Mol Oncol (2018) and Cell Death Dis (2017, 2018), which has become a strong support for the formal approval of Shanghai Frontiers Science Center of Disease and Syndrome Biology of Inflammatory Cancer Transformation.









For the first time, graduate students from overseas universities came to China to carry out scientific research cooperation.

Since its establishment, the ccCRDD has carried out extensive scientific research cooperation, jointly applied for one key international cooperation project of the National Nature Science Foundation of China, and published nearly 20 academic papers. At the same time, ccCRDD has become a bridge for exchanges between researchers from the three sides. Professor Zemin Yao has been appointed as an "Overseas Famous Teacher" in Shanghai (2013-2015, 2016-2018) for two consecutive terms and a Lecture Professor at Guangzhou University of Traditional Chinese Medicine. Professor Lisheng Wang has been appointed as an adjunct professor in Shanghai University of Traditional Chinese Medicine (2016-2019, 2020-2023). In the past five years, Professor Yao and Professor Wang have worked in SHUTCM for more than 21 weeks. Dr. Zhang Li and Dr. Song Haiyan from the Institute of Digestive Diseases of SHUTCM have also studied at the University of Ottawa.



Professor Yao posed with the faculties and students of the Institute of Digestive Diseases.

4. Future Orientation

In the renewed cooperation, ccCRDD will continue to promote comprehensive research in the field of digestive diseases and tumorigenesis, aiming to realize the modernization and internationalization of traditional Chinese medicine. Collaboration between the parties may include, but is not limited to: personnel exchanges (faculty, postdoctoral fellows, students and other researchers); Visiting scholars, joint publications, joint research projects, joint applications, regular scientific meetings and inter-United Nations seminars or conferences.

Chapter III TCM Enterprises Going Global



TCM Enterprises Going Global

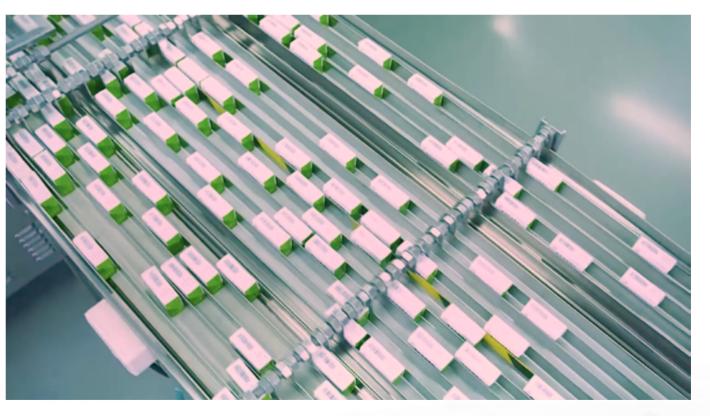


TCM manufacturers and products



The TCM trade in service is essential to make the TCM service consistent with market principles on a global scale. The international trade of TCM products aims to improve the added value and international recognition of TCM products and thus increase the export trade, and it is associated with planting and quality control of Chinese medicines, R&D and export of TCM health products.

Thanks to the great efforts in quality control and R&D of new products by the timehonored TCM enterprises in Shanghai, Danning Tablet (by Shanghai Hutchison Pharmaceuticals) has obtained Canadian Natural Medicine Marketing License and Fuzheng Huayu Capsule has finished the phase-II clinical trial in the United States. In the future, a close university-enterprise cooperation will further facilitate the going global of TCM products.



Shanghai CaiTongde Tang Pharmaceutical Co., Ltd.

1. Company Profile



Shanghai Cai Tongde Tang Pharmaceutical

1.1. Company Motto

To carry forward TCM culture, build up a first-rate brand, comply with the trend of the times and provide satisfactory services.

1.2. Brief Introduction

Founded in 1882, Shanghai Cai Tongde Tang Pharmaceutical Co., Ltd. at No.450, East Nanjing Road is a unique and unmatched Chinese medicines enterprise in Shanghai with honors including Chinese Time-honored Brand, National Model Unit, Shanghai Model Unit and Shanghai May Day Labor Award. The superb skills of processing decoction-ready medicines and condensing medicinal decoction have won universal praise, and the latter has been rated as the Intangible Cultural Heritage in Shanghai.

The Cai Tongde Tang building stands on Nanjing Road elegantly. The century-aged brand will advance with the times and make contributions to the Chinese medicines industry.

2. Main Service

The company deals in geo-authentic Chinese medicines, well processed decoction-ready medicines, valuable condensed decoction, Chinese patent medicines, medical apparatus & instruments, as well as health products.

3. Successful Cases



Cai Tongde Tang in China-Mauritius TCM Center

In December 2019, under the Belt and Road Initative, China-Mauritius TCM Center was put into use. It is established by the joint efforts of Shanghai Cai Tongde Tang Pharmaceutical Co., Ltd., Yueyang Hospital of Integrated Traditional Chinese and Western Medicine and City Clinic Group, Mauritius. As an international cooperation project of National Administration of TCM, China-Mauritius TCM Center is the first center of TCM in

Africa, regarded as a milestone in the health cause of Mauritius. This project is characterized by the innovative mode of "acupuncture & moxibustion and Tuina + Chinese internal medicine". The cooperation with Cai Tongde Tang helps to create a new mode for the going out of TCM with Shanghai features.



local nurse weighing herbs



Visit of the Administration Minister

Shanghai Cai Tongde Tang Pharmaceutical Co., Ltd., a subsidiary of Shanghai New World Co., Ltd., is the first Chinese medicines enterprise to join an overseas TCM center. According to the current situation of health care in Mauritius and local people's demand for medical service, the company has brought more than 200 kinds of decoction-ready medicines to Mauritius, helping to the introduce of TCM culture.



To better the introduction of TCM, the TCM center has designed ads and created a Facebook page. Knowledge about TCM and epidemic prevention measures are posted regularly to help visitors understand TCM. Except for patients from Mauritius, China-Mauritius TCM Center also offered medical services for patients from Rodrigues and Madagascar who came for TCM treatment by plane, as well as patients from South Africa, France, Sweden, Russia, Ukraine, India, Pakistan and other countries who knows the center through Google.

4. Future Orientation

Since the opening of China-Mauritius TCM Center, more than 300 varieties of Chinese medicines have been exported to Mauritius, basically meeting the needs of Mauritian residents. However, there are still some commonly used Chinese medicines that cannot be exported because they are protected medicines. The ultimate goal of "go global" strategy of Chinese medicines is not to simply export medicines from China, but to make them available for local doctors. In the future, it is necessary to formulate policies suitable for the development of Chinese medicines in Mauritius, tap the export potential of Chinese medicines, establish a trade promotion system and marketing system of TCM oriented by local market demand, so that TCM can serve the trade market to a better extent.



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Shanghai Leiyunshang Pharmaceutical Co., Ltd "Adopting geo-authentic Chinese medicines to produce high-quality TCM products "

1. Company/Program Profile



Shanghai Leiyunshang Pharmaceutical Company in the 20th century

With a history of more than 300 years, Shanghai Leiyunshang was founded in 1734, the 12th year of Yongzheng's ruling period in the Qing Dynasty. In 1988, it was reopened as Shanghai Leiyunshang Decoction-ready Medicines Factory, and relocated to No. 518 Fengzhen Road, Shanghai, covering an area of more than 13,000 square meters and a floorage of 9910 square meters. In 2014, it was rated as a five-star enterprise with integrity in Shanghai. The factory serves as the center of management in Hongkou District, inheritance base of Chinese medicines processing and site for TCM introduction in the district.

2. Main Service

The company takes the inheritance of TCM culture and traditional production techniques of Leiyunshang as its own duty to provide safe and effective decoction-ready medicines for the public. The brand Songfen has a full range of decoction-ready medicines. It is the symbol of Shanghai-style TCM processing technique and culture. It has won the title of Shanghai Famous Brand Products and Shanghai Famous Trademark for many times.

3. Successful Cases

Songfen processing technique provides Chinese medicines for clinical use. The technique adopts different processing methods, including tidying, washing, cutting, stir-heating, stir-heating with liquid adjuvant, calcining, steaming, boiling, water-grinding and repetitive processing. All the prescriptions are made in accordance with the specific symptom of patients, using traditional dispensing methods such as weighing medicines with steelyard, making pills with hand, and decocting ointment with the copper pot.





Shanghai Famous Brand Products Songfen's Ganoderma lucidum spore



TCM Enterprises Going Global

The standard operating procedure (SOP) for the production of each medicine is strictly formulated. With the processing of toxic medicines as its technical strength, the company can produce highly toxic medicines with stable quality in accordance with law, such as ban xià (Rhizoma Pinelliae), tiān nán xīng (Rhizoma Arisaematis), chuān wū(Radix Aconiti), căo wū (Radix Aconiti Kusnezoffii), fù zĭ (Radix Aconiti Lateralis Praeparata), mă qián zĭ (Semen Strychni), xióng huáng (Realgar), and chán sū (Venenum Bufonis).

Chán sū (Venenum Bufonis) is one of the raw materials of Liù Shén Wán (Miraculous Pill of Six Ingredients), which belongs to a top-secret project of national science and technology with its production technique listed in the national intangible cultural heritage. Jiāng bàn xià (Rhizoma Pinelliae Praeparatum) produced by the company has been awarded the famous and excellent product of Shanghai Chinese medicines industry for 16 consecutive years.



Frankfurt Pharmaceutical Certification Bureau of Germany regularly visits the factory every three

Lei Yunshang Songfen has become one of the decoction-ready medicines brands that can enter Europe from China, and is exported to Germany, Austria and other European Union countries. Frankfurt Pharmaceutical Certification Bureau of Germany regularly visits the factory every three years for special verification. At the end of 2009, the factory sent staff to Japan to show the enterprise style and made extensive contacts with Japanese colleagues, laying a foundation for future cooperation.

4. Future Orientation

Shanghai Leiyunshang is committed to building a regional representative enterprise with Shanghai processing characteristics. Through industry-university-research cooperation with Shanghai University of TCM, the company has continuously refined its special processing technique and devoted itself to the cultivation of professionals. The company has become the practice base of TCM processing inheritance and teaching.

5. Contact Information

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Shanghai Traditional Chinese Medicine Co., Ltd.

1. Company/Program Profile

Founded in 1955, Shanghai Traditional Chinese Medicine Co., LTD. enjoys a high reputation in Chinese medicines industry, which is the first registered enterprise to trace the sources of decoction-ready medicines in Shanghai. Closed-loop standardized management from the sources of raw materials to the processing of medicines is employed in the company, involving nearly 300 varieties of TCM. It has 7 production bases of decoction-ready medicines and more than 1000 kinds of products, with an annual throughput of 30,000 tons. It has made its sales network cover all levels of medical institutions in Shanghai and all over the country, and has built the TCM medical institution "Leisongfen Tang". Its subsidiaries, Shanghai Shangyao Huayu Pharmaceutical Co., LTD. and Shanghai Shangyao Shenxiang Health Pharmaceutical Co., LTD., have been rated as "Shanghai High-tech Enterprises" for many years. The company and its subsidiaries boast three trademarks listed in Famous Trademark of China: Leishi, Shenxiang, and Tianbao, and many other famous trademarks such as Huguang. What's more, it also has 110 national and international authorized patents, including 18 invention patents, which have won many prizes such as the first and second prize of National Science and Technology Progress and the gold medal of International Exhibition of Inventions of Geneva.

2. Main Service

The company focuses on the cultivation of Chinese medicines, manufacturing and distribution of decoction-ready medicines and TCM health products, and traditional Chinese medicine.





TCM Enterprises Going Global

3. Successful Cases

Shangyao Shenxiang Health Pharmaceutical Co., Ltd. is mainly engaged in traditional precious nourishment and health care products such as wild ginseng, Chinese caterpillar fungus, American ginseng and edible bird's nest. It owns the brand "Shenxiang", which was identified as Famous Trademark of China in 2012.



Shenxiang wild ginseng, Shenxiang American ginseng, Shenxiang product series for both cosmetics and food

Since Shenxiang is the first cooperative brand with Canadian Ontario American Ginseng Growers Association (OGGA) in China, Shenxiang American ginseng is directly supplied from the production base. Quality control is conducted from the source, and only American ginseng produced for more than five years in Canada can be selected.

Shanghai Traditional Chinese Medicine Co., LTD. Tibetan Saffron Business Division is an independent division of Shanghai Traditional Chinese Medicine Co., LTD., which is specialized in scientific research, planting, production and sales of Tibetan saffron, boasting the initial successful technical experience in Tibetan saffron planting and production in China. Yutianshi, a high-quality product brand derived from Tibetan saffron, is the main brand of the division.





Tibetan saffron and the Tibetan Saffron facial mask

As the blockbuster product of Yutianshi, the Tibetan Saffron mask has gained popularity among customers since its birth. Three classic masks, including Yutianshi Tibetan Saffron Dendrobium Hydrating Mask, Lighting Clear Silk Mask and Skin Cleansing Black Mask, won the gold medal at the forty-sixth International Exhibition of Inventions of Geneva in 2018, and are certified as EXCELLENT products by dermatest® in Germany. Yutianshi Tibetan Saffron Dendrobium Hydrating Mask also possesses formula patent licenses of France, Germany, and Spain.In 2021, Yutianshi introduced Tibetan saffron Shampoo and bath mousse.

4. Future Orientation

Development direction: Guided by the four strategic development directions of "big bases, abundant varieties, reliable brands and good health", the company will continue to take its resource advantages, combining the traceability system of Chinese medicines with standardized demonstration cultivation. It will vigorously develop the terminal market of traditional formula and high-end refined decoration-ready medicines, and relies on its advantages of the industrial chain and brand to expand into the big health field of nourishment and TCM health preservation.

5. Contact Information

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Shenxiang TaobaoMart, Shenxiang WeChat Mart, Shenxiang official site

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Harmonious & Vital

Tong Hanchun Tang, a century-old TCM legacy brand

1. Company/Program Profile

Founded in 1783, the 48th year of the Qianlong period of the Qing Dynasty, Tong Hanchun Tang is a century-old Chinese pharmaceutical brand boasting a history of 240 years in Shanghai. Its slogan, "Tong for Authentic, Han for Harmonious, Chun for Vital, Tang for Upright", not only carries the essence of TCM, namely, selecting authentic materials, following the law of processing, pursuing quality production, and cultivating nourishment, but also embodies the brand spirit and pursuit of righteousness and innovation and serving society.





Tong Hanchun Tang

In line with TCM system for thousands of years, Tong Hanchun Tang has been producing home-made Ren Sheng Zai Zao Pills, Pure Black Donkey Skin Asini Corii Colla, Pathogenic Wind Dispelling and Activating Collaterals Wine, Processed Pinellia Tuber, Monkshood Branched Root Pill, Betel Nut Pill and other TCM Wan (pills), San (powders), Gao (creams) and Dan (pellets). These products are exported to Southeast Asia with great reputation. Tong Hanchun Tang boast their "Wild Ginseng, Cordyceps Sinensis, Tin Pei Feng Dou, Western Ginseng" and other series of nourishment and refined TCM decoction pieces at home and abroad.



2. Main Service

With its dedication to craftsmanship, Tong Hanchun Tang is committed to preserving TCM culture while also contributing to its inheritance in various fields, including profession, product, service, and culture.

2.1. Adhering to quality: authentic TCM materials and processing technology.

As for the source of TCM materials, Tong Hanchun Tang has cooperated and established original TCM bases such as Jilin Xiaoyingzi ginseng base, Ningxia Xichou wolfberry base, Qinghai Cordyceps acquisition base and Liaoning Huanren wild ginseng base. After a hundred years of skill inheritance, Tong Hanchun Tang Chinese Medicine Pill Factory strictly follows the national GMP (Good Manufacturing Practice) standards for quality control. It is also the first factory in Shanghai to produce refined decoction pieces. The company's products, including Cordyceps sinensis, wild ginseng, Chinese wolfberry, astragalus and prepared fleeceflower root, have won the "Shanghai Famous Brand" award for consecutive years.

2.2. Adhering to innovation: re-researching ancient prescriptions and creating new developments.

Ren Sheng Zai Zao Pill (Ginseng Renewal Pill), was created on the basis of prescriptions of the Bureau of People's Welfare Pharmacy, official medical bureau of the Song Dynasty. Combing with the physical conditions of urban and rural population, the pill had the effects of dispelling pathogenic wind and promoting blood circulation with the characteristic of being "fragrant, sticky, and sweet.", allowing the best ginseng medicine available to ordinary people. The company has established a joint laboratory with the School of Pharmacy of Shanghai University of Traditional Chinese Medicine to research and launch ginseng derivative, new ointment, health tea series and other light health products, based on the TCM classic prescriptions and the concept of medicinal and food compatibility.



The company has established a joint laboratory with the School of Pharmacy of Shanghai University of Traditional Chinese





2.3. Adhering to service: Inheritance of classic technics and people-oriented service.

Tong Han Chun Tang outpatient service has a number of TCM clinics, and it owns famous specialties such as gynecology, pediatric Tuina, Chinese internal medicine, and difficult and miscellaneous diseases, etc. In 2017 and 2018, it was awarded "National Top Ten Famous TCM Pharmacy".

The clinic gathers a large number of famous TCM specialists and offers specialties including Chinese internal medicine, gastroenterology, cardiovascular medicine, hepatobiliary medicine, gynecology, pediatrics, respiratory medicine, endocrinology, acupuncture & moxibustion and Tuina.



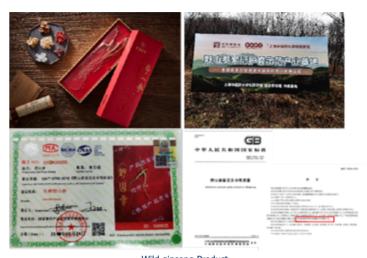
2.4. Adhering to culture: TCM Museum

Tong Hanchun Tang has built the "Tong Hanchun Tang TCM Museum", the first museum in Shanghai's TCM industry that integrates the inheritance of TCM culture, authentic historical materials and relics, precious TCM materials, health care service of famous doctors, and popular science education and promotion by using their own funds, creativity, innovation, and design.

The museum showcases over 1257 pieces of TCM relics, including natural plant specimens, sculptures, original cutting tools, tablets, specimens, stories, famous Chinese medical paintings and calligraphy, digital multimedia displays, etc. It reflects the development of TCM culture in Shanghai and has become a popular destination for both domestic and international tourists to experience the authentic and cultural side of TCM.

3. Successful Cases

3.1. Wild Ginseng



Wild ginseng Product Wild ginseng base in Liaoning Province Certificate of National Standard of the People's Republic of China

Shangyao Shenxiang Health Pharmaceutical Co., Ltd. is mainly engaged in traditional precious nourishment and health care products such as wild ginseng, Chinese caterpillar fungus, American ginseng and edible bird's nest. It owns the brand "Shenxiang", which was identified as Famous Trademark of China in 2012.

3.2. Derivative Products



Ginseng herbal drink, ginseng health tea, ginseng instant drink

The company develops health food products with ginseng as their core ingredient, including ginseng plant drink, ginseng health tea, ginseng instant drink and other products. Among them, Pomegranate Rose Ginseng Drink is jointly developed with the School of Chinese Medicines of Shanghai University of TCM and Unilever Laboratory, with 8 herbs (red pomegranate, red dates, longan flesh, osmanthus, honeysuckle, Chinese wolfberry, aged tangerine peel and licorice) to help women replenish qi and blood, and revitalize their skin.







4. Future Orientation

Tong Han Chun Tang, sourced TCM materials from North China and processed them in Shanghai before shipping them to Southeast Asia, Hong Kong, Macau, and other countries in Qing Dynasty. This led to the popularity of Tong Han Chun Tang's medicines both at home and abroad.

By 2023: By complying with laws, regulations and policy of overseas target regions and countries, the company aims to export its key core products as a trial run.

By 2025: By taking Southeast Asian market as the primary target market for expansion, the company plans to open 1-2 Chinese wellness centers including physical therapy, nourishing treatments, medicinal meals, and tea drinks.

By 2032: The company plans to complete a global layout of over 20 Chinese wellness centers, with Chinese focused regions and countries as the main target, promoting Eastern health and lifestyle concepts and spreading TCM health philosophy and culture.

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Asset Management Co.Ltd of Shanghai University of Traditional Chinese Medicine

1. Company/Program Profile

Asset Management Co., Ltd of Shanghai University of TCM, set in May 2008, is a whollyowned subsidiary of Shanghai University of TCM. Relying on the professional advantages in TCM and scientific research as well as the talents from the university, the company has clear property rights, clearly defined powers & responsibilities, and scientific management, which made it the only investment holding company that implements industrialized management representing Shanghai University of TCM.

It invests mainly in such fields as R&D (research and development), production, sales, TCM techniques, medical devices, TCM healthcare, and cultural communication. It has developed extensive cooperation with well-known enterprises at home and abroad such as Shanghai Industrial Investment (Holdings) Co., Ltd, Shanghai Leiyunshang Pharmaceutical Co., Ltd, Jinling Pharmaceutical Co., Ltd, and Green Valley Pharmaceutical Co., Ltd.



2. Main Service

The company integrates social resources and enjoys abundant resources of scientific research and education from the Shanghai University of TCM and Shanghai Institute of Traditional Chinese Medicine as well as resources from affiliated medical institutions. It is committed to the R&D, cultivation, and transformation of achievements in TCM technology, and promotes the incubation and industrialization of these achievements through the construction of the university science park. The integration of IUR (industry, university, and research) has been carried out to build industry sectors in R&D and production of Chinese medicine, medical techniques, healthcare, innovation bases, publishing & media, cultural communication, and investment of TCM.



3. Successful Cases

Products whose commercialization has been achieved

3.1. Yuanqi Jelly of Guangxi Herbal Medicine Health Products Co., Ltd.



The ingredients like Lycium barbarum, mulberry, and Chinese yam were selected elaborately following the standard of ChP (Pharmacopoeia of the People's Republic of China). The healthy and nutritious handy jelly bar developed through the modern refined extraction process has the effect of warming the uterus.

3.2. Red rice tablet candy

For the problems of blood lipids caused by insufficient metabolic function, compared with other statins, Red Rice Tablet Candy has no risk of increasing blood glucose levels. Taking it can prevent NASH (nonalcoholic steatohepatitis) to some degree.



Red rice tablet candy



Jinli Medicinal Liquor

3.3. Jinli medicinal liquor of Shanghai **Pharmaceutical Co., Ltd**

Jinli Medicinal Liquor of Shanghai Pharmaceutical Co., Ltd can improve sleep, tonify the kidney, dispel pathogenic wind and dampness, nourish qi and blood, strengthen the heart, warm the lower back, strengthen the spleen and prevent/ relieve hypertension, hyperlipidemia, as well as hyperglycemia.

3.4. Five-element aroma oil

It can regulate the mind, calm down the heart and improve sleep.





4. Future Orientation

The company integrates social resources and enjoys abundant resources of scientific research and education from the Shanghai University of TCM and Shanghai Institute of Traditional Chinese Medicine as well as resources from affiliated medical institutions. It is committed to the R&D, cultivation, and transformation of achievements in TCM technology, and promotes the incubation and industrialization of these achievements through the construction of the university science park.

Its featured products include light health food of herbal medicine and a series of products for personal care. We extract the natural essence of herbal medicine and are committed to developing healthy products with high quality and price-performance ratio relying on the scientific production process, strict quality insurance, and ingredients that have been patented.

5. Contact Information

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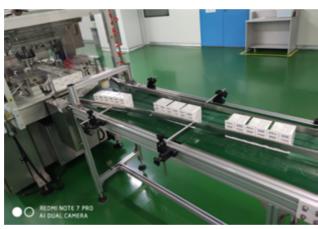
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Hutchison Pharmaceuticals Living the dream of TCM internationalization

1. Company/Program Profile

Shanghai Hutchison Pharmaceuticals Co., Ltd. was established by Hutchison Whampoa (China) Co., Ltd. and Shanghai Traditional Chinese Medicine Co., Ltd. in August 2001. It is the first joint venture of Chinese medicines in Shanghai. Hutchison Whampoa Group is committed to the globalization of TCM. It has invested in a number of TCM joint ventures both at home and abroad, as well as the establishment of Hutchison Whampoa Pharma (Shanghai) Co., Ltd. in Zhangjiang, Shanghai, which focuses on the research and development of innovative targeted drugs for cancer and immune diseases.





The R&D team of Biliflow

Beltline of Biliflow

2. Main Service

Shanghai Hutchison Pharmaceuticals has 74 products, including pills, tablets, injections and other dosage forms, and a series of modern Chinese medicine products such as She Xiang Bao Xin Pill, Dan Ning Tablet, Zheng Qi Tablets, Sheng Mai Injection, etc.



3. Successful Cases

The key varieties Dan Ning Tablet obtained the Canadian Natural Medicine Marketing License (NPN: 80073325, trade name: BILIFLOW) and the production site certification outside Canada (FSRN: 5000525) in December 2016 and July 2019, respectively. In October 2022, Daning Tablet was exported to Canada, officially entering the international mainstream medicine market, which is a landmark demonstration of the internationalization of TCM.

4. Future Orientation





The product of Biliflow

The test report of Biliflow

We are committed to getting into a leading company of Chinese medicines and a provider of health products and services.

5. Contact Information

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Tel: +86-(0)21-63503300

Fengpu R&D and production base: No. 388, Xiaoye Road, Fengxian District, Shanghai

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Gushengtang Traditional Chinese Medicine

1. Company/Program Profile



Gushengtang

Gushengtang is a chain management group of TCM. It is the first TCM institution spanning Beijing, Shanghai, Guangzhou and Shenzhen, integrating TCM diagnosis & treatment, TCM teaching and TCM promotion. Gushengtang is committed to developing TCM, adhering to the core business philosophy of "skilled doctors, high-quality Chinese medicines and satisfactory services", focusing on basic medical care, reshaping the traditional diagnosis and treatment model and basic care, combining TCM and modern medical means, and creating a new OMO platform of TCM that integrates offline business and online layout, covering the whole life cycle and whole scene health management.

2. Main Service



"Skilled doctors, high-quality Chinese medicines and satisfactory services"



Diagnosis and treatment area

Gushengtang is committed to providing customers with closed-loop medical and health solutions of TCM. It was listed on the main board of the Hong Kong Stock Exchange on December 10, 2021, becoming the first share of domestic medical services of TCM.

3. Successful Cases





Gushengtang outpatient clinics



Gushengtang was listed on the main board of the HongKong Stock Exchange on December 10, 2021.

Up to now, Gushengtang has opened more than 40 TCM centers in 11 cities, serving 340 cities across the country through Internet medical services. It now has 7 national TCM masters, 6,667 chief and deputy chief physicians, 4,573 attending physicians and 5,059 resident physicians. By the first half of 2022, they have served more than 11 million people in total. Moreover, it has also established a quality control system for Chinese medicines that

are collected directly from the place of origin and inspected by experts. Today, Gushengtang has become a leading TCM chain brand in China.

4. Future Orientation

After nearly 11 years of development and technical advancement, Gushengtang has established its own sophisticated product research and development system from information technology into the digital and intelligent era. Through innovations based on such technical means as mobile Internet, big data and artificial intelligence, we will continue to improve services and digital management & construction in the hospital, and continue to empower and drive the rapid development of Gushengtang's TCM services, so as to "make TCM a part of mainstream medicine in the world".

5. Contact Information

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Traditional Chinese medicine has gained increasing recognition by the international community, with 183 countries using traditional Chinese acupuncture and traditional Chinese medicine for treatment. Shanghai University of Traditional Chinese Medicine, an internationally-renowned TCM university, is one of the first four higher-learning institutes of traditional Chinese medicine established by the state after the foundation of New China. The programs of traditional Chinese medicine and Chinese Materia Medica are listed as "double first-class" disciplines in the country. Commissioned by WHO to train international acupuncturists since 1970s, it was recognized by the Ministry of Education as one of the first universities accepting international students in 1983. In 2020, the number of long-term international students has reached more than 1,400, and the number of short-term international students every year is more than 1,000. The percentage of international students pursuing academic degrees among all full-time students on campus ranks top in China.





Acupuncture





Represented by Shanghai University of Traditional Chinese Medicine, Shanghai has actively promoted TCM education to go global. International partners include University of Malta, University of Hamburg Chinese Medicine Center (graduate program), Shanghai University of TCM Japan School (graduate program), Malaysia International Medical University (graduate program), UCLA Summer Program (Medicine and Public Health), Purdue University (Summer program), Duquesne University (Summer Program), National Medical University of Singapore (Student Exchange Program), Singapore Eu Yan Sang College, (TCM physician Training), and Atlantic College of Traditional Chinese Medicine (graduate program) in the United States. Meanwhile, it is also actively promoting long-term and short-term new projects such as China-Italy Cooperative Project.



International Education College in Shanghai University of TCM

1. Company/Program Profile









International Education College

Shanghai University of Traditional Chinese Medicine has been a WHO Collaborating Center for Traditional Medicine since 1983. Since its establishment, the center has been actively engaged in cooperation with WHO headquarter and the Western Pacific Region, providing technical support and consulting services in TCM terminology standards, guidelines, healthcare service standards, TCM safety, as well as carrying out various training programs for WHO member states.

Located in the innovative Zhangjiang Free Trade Zone, Shanghai University of TCM (SHUTCM) is a research-oriented educational institution with distinctive features and collaborative outreach. The International Education College was founded in December, 1994 to offer TCM education for international students. The College has passed the GB/T 19001-2008/ISO 9001: 2008 quality management certificate and obtained the CNAS (China National Accreditation Service) and ANAB (American National Accreditation Board) certificates.

With its beautiful campus, distinguished professors, well-designed curriculum and prestigious hospitals, the University is attracting more and more international students from more than 60 countries. Annually, there are over 1,700 degree students in Chinese Medicine, Acupuncture & Tuina, coupled with additional over 1,300 students for non-degree training. The past decades have witnessed the graduation or training of over 10,000 overseas TCM practitioners and acupuncturists. Short-term training courses are taught in Chinese, English, French, Japanese and Korean.

2. Main Service



Five-animal exercise (imitating the movements of tiger, deer, bear, ape, and bird)

Currently, the University offers doctorate degree programs in all TCM disciplines. According to the latest data released by ESI (Essential Science Indicator), three disciplines of SHUTCM have entered into ESI global discipline ranking top 1%. The past five decades have witnessed its equal emphasis on education, distinction and openness.





International Education College

Bachelor Degree Programs

☐ Traditional Chinese Medicine (taught in Chinese)







Classes of the International Education College

This program will enable students to maintain upstanding value orientation of Chinese medicine, understand its essential theory, grasp its expertise and practical skills and improve their self-learning ability.

After graduation, students may conduct medical practice in Chinese internal medicine, external medicine, gynecology, pediatrics and traumatology. They may also work in the fields of prevention, healthcare and rehabilitation. Alternatively, they may conduct Chinese medical education, research, and management in medical institutions.



☐ Traditional Chinese Medicine (Acupuncture) (taught in English)

This program will enable students to understand the essential theory of Chinese medicine, grasp the knowledge and techniques of acupuncture and improve their self-learning ability.

After graduation, students may conduct medical practice, teaching and research in departments of acupuncture, Chinese medicine in medical institutions. Alternatively, they may conduct education, research, international exchange and management of Chinese medicine.

☐ Chinese Language (Traditional Chinese Medicine-oriented) (taught in Chinese)

This program aims to cultivate talents who have certain level of Chinese and basic TCM knowledge, are proficient in Chinese writing and speaking, and are able to use Chinese proficiently for international exchange and cooperation in TCM, international communication of TCM culture, and international trade in TCM.



The students' dance show

Packing rice dumplings and making sachets on the opening day of International

Master Degree and Ph.D Programs

- ☐ Acupuncture, Moxibustion and Tuina
- ☐ Integrated TCM and Western Medicine Clinics
- ☐ Fundaments of Integration of Chinese and Western Medicine
- ☐ TCM Internal Medicine
- ☐ TCM External Medicine
- ☐ TCM Pediatrics



"Experience China, understand Chinese medicine and culture, and visit a new village.

| ☐ TCM Gynecology |
|--|
| ☐ Chinese Materia Medica |
| ☐ TCM Osteopathology and Traumatology |
| ☐ TCM Diagnostics |
| ☐ Pharmacology |
| ☐ Integrated TCM and Western Medicine Rehabilitation |

3. Successful Cases

Shanghai Summer School (Traditional Chinese Medicine Program)

This program initiated in 2012 and has been held every summer ever since. It will last for four weeks and provide a systematic introduction to TCM, including basic TCM theory, TCM diagnostic techniques, overview of meridians and acupoints, commonly used Chinese herbs, and clinical applications of acupuncture and Tuina. In addition to learning theoretical knowledge, students will have the opportunity to visit the campus of Shanghai University of Traditional Chinese Medicine, the affiliated hospitals and the Shanghai Museum of Traditional Chinese Medicine to learn about the clinical applications of TCM, acupuncture, moxibustion and Tuina. The program also helps students learn practical Chinese for everyday life, as well as a variety of activities to experience Chinese culture, such as learning about traditional Chinese festivals and other interesting activities. Students also can experience the charm of Shanghai, a cosmopolitan city with a multicultural atmosphere via live streaming.

Traditional Chinese Medicine Workshop for High-End Professionals from Countries along "Belt and Road



The 2019 Traditional Chinese Medicine Workshop for High-End Professionals from Countries along the "Belt and Road"

Traditional Chinese Medicine Workshop for Professionals from Countries involved in the Belt and Road Initiative (BRI) began in 2017. It will last for three weeks and showcase various aspects of TCM through lectures, hospital visits, academic salons, and cultural activities. Attendees will learn about medical policy, special clinical diagnosis and treatment, regimen practices, and technological innovation related to TCM. Attendees will also have opportunities to communicate with leading TCM clinical experts and talents in China.





International Acupuncture Course

The class, taught in English, will last for three months and include 420 class hours involving the basic theories of TCM, TCM diagnostics, acupuncture manipulation and moxibustion, meridian and acupoints, acupuncture therapeutics, and clinical practice. The annual class has been held since the 1970s and has been continually modified to stay up to date with modern practices. It now devotes more class hours for clinical practice.

4. Future Orientation

The mission of the International Education College is to provide high-quality education service for international students and enable them to become great physicians with absolute sincerity. The core values of the College are innovation, pragmatism, friendliness and excellence. Our vision is to be a trustworthy and respectable college.

5. Contact Information

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Pharmaceutical Education Program between Shanghai University of Traditional Chinese Medicine and London Metropolitan University

1. Company/Program Profile

Shanghai University of Traditional Chinese Medicine (SHUTCM) cooperated with London Metropolitan University to establish the Pharmaceutical Sciences (Sino-foreign Cooperative Education) program in 2003. The program was approved by the Ministry of Education and belongs to the Sino-foreign cooperative undergraduate education program (https://www. crs.jsj.edu.cn/aproval/detail/303). The program has a duration of four years and an annual enrollment plan of 60 students. It stood out from over 200 programs in the first Shanghai Demonstration Cooperative Education Project selection and became one of the first eight demonstration programs.

2. Main Service

The aim of the program is to cultivate students' solid theoretical and practical abilities in pharmacy through the study of drug discovery and design, pharmaceutical chemistry, toxicology, biomedicine, public health, and other disciplines. In this process, students not only master English language skills, but also acquire basic knowledge of the main branches of pharmacy and receive basic training in pharmaceutical experimental methods and skills. To be a professional technician with strong bilingual ability who is suitable for drug identification, drug design, drug quality control, drug efficacy evaluation, drug preparation, drug sales, and rational clinical application in the fields of drug production, testing, circulation, use, and research.

3. Successful Cases







Professors from London Metropolitan University in Shanghai.

In the first three years, some courses at London Metropolitan University will be introduced and taught in English. In the fourth year, all courses are exactly the same as those at London Metropolitan University. By July 2021, the program has enrolled 1,019 students in 19 years





and trained 810 graduates. The enrollment of this program is included in the enrollment plan of colleges and universities issued by the state, which is carried out according to the specialty enrollment directory within the annual enrollment scale of the school, and the enrollment is implemented through an open and transparent enrollment policy.

The curriculum covers basic biology, basic chemistry, basic pharmacy, and general courses. In the early stage, basic knowledge of chemistry and biology is emphasized, while in the later stage, professional courses are given, such as natural pharmaceutical chemistry, pharmacy, pharmacognosy, etc. In addition, courses from London Metropolitan University such as toxicology and advanced bioanalysis are introduced. The main practical training includes pharmacognosy intern practice and a graduation internship.

4. Future Orientation



Group Photo of 2017Graduates

In order to promote the modernization of Traditional Chinese Medicine (TCM), importance is attached equally to TCM and Western medicine. The two medical systems develop in a coordinated and complementary manner, which promotes the high-quality development of TCM and its industry. Through the reform of the curriculum system and the introduction of foreign resources, we shape students' personalities,

broaden the scope of their knowledge, and cultivate their solid pharmaceutical theory and practical ability. By enhancing the language abilities and intercultural communication skills of the students, we aimed to train them in both domestic industries and diplomatic occasions so that they can become pharmaceutical professionals with an international vision. They will be able to not only work independently but also make innovations based on the inheritance in the professional field, becoming a bridge of cultural communication and scientific and technological integration between China and the West, and promoting the internationalization and globalization cause of TCM.

5. Contact Information

https://zyxy.shutcm.edu.cn/2020/1204/c2297a128893/page.htm

Shanghai University of Traditional Chinese Medicine and Huachiew Chalermprakiet University 's Sino-foreign Cooperative Education Program

1. Company/Program Profile

Thailand, aside from China, is the only country that legislates for Traditional Chinese Medicine (TCM) in Southeast Asia. Huachiew Chalermprakiet University, a private university in Thailand, is the only one that has been granted the name by His Majesty King Bhumibol Adulyadej and inaugurated by the king in person. In September 2003, Shanghai University of Traditional Chinese Medicine (SHUTCM) cooperated with Huachiew Chalermprakiet University of Thailand to jointly cultivate Thailand's undergraduate talents in TCM. The first undergraduate program of TCM cooperated by the two universities was successfully approved by the Thai Ministry of Education, and was officially included in the list of professional programs for higher education in Thailand. In 2004, Huachiew Chalermprakiet University recruited the first batch of 50 students majoring in TCM, which opened the way for local undergraduate education in TCM in Thailand, and also pioneered a new model for joint cultivation of TCM talents with foreign universities.



Group photo of Graduation(2013)

2. Main Service

In October 2009, the two sides agreed to deepen their cooperation on the basis of previous cooperation, and adjusted the cooperative education plan to a "4+2 years" model. So now, there exist two parallel education cooperation models, which are the "4+2 years" model and the "5+1 years" model.



TCM Education Going Global

In the "4+2 years" cooperative education model, students are registered at both universities upon enrollment. For the first four years, students study in Thailand, Chinese and Thai teachers jointly complete the teaching of Chinese language, basic courses in TCM, and related elective courses at Chulalongkorn University. In the last two years, students will study at SHUTCM for clinical courses, elective courses, and graduation internship teaching. Students who complete their studies, pass the exams, and meet the degree requirements will be awarded a bachelor's degree in TCM from both Huachiew Chalermprakiet University and SHUTCM.

In the "5+1" cooperative education model, students do not need to register in SHUTCM upon enrollment. For the first five years, Chinese and Thai teachers cooperated to teach the theoretical courses in Thailand. In the last year, students will conduct graduation internships in Shanghai(,and some students may choose to return to Thailand for an internship in the second half of the year). Graduates will be awarded a diploma from Huachiew Chalermprakiet University only.



Curriculum settings

The teaching goal is to train students to have broad knowledge of basic life science and natural science, and master fundamental TCM theory, TCM professional knowledge, and TCM practical skills. The specific curriculum is divided into three modules: (1) Natural science courses, basic medicine courses, behavioral science, social science, medical ethics courses, and Western clinical medicine courses offered by Thai professors for students in Thai (or English). (2) TCM courses offered by Chinese professors in Chinese, including basic theory of TCM, TCM diagnostics, herbal medicine, prescription, TCM internal medicine, TCM gynecology, TCM pediatrics, TCM orthopedics and traumatology, meridian and acupoints, acupuncture and moxibustion, acupuncture therapy, Tuina (massage) manipulation, Tuina (massage) therapy, and other courses. (3) Course internships and graduation internships, which are divided into compulsory courses, limited optional courses, and free elective courses. The compulsory courses include pre-job training, internal medicine outpatient and ward rounds, and acupuncture outpatient services. Limited optional courses include Tuina (massage) outpatient services or orthopedic outpatient services, and gynecological outpatient services or pediatric outpatient services. Free elective courses include training in the hospital's characteristic departments or enhanced internship training in a specific department. The teaching syllabus, requirements, and mode of the TCM courses are exactly the same as those in SHUTCM, and a unified teaching-examination method is implemented.

Every year, there are more than 10 courses taught by teachers from SHUTCM. So far, nearly 200 professors, associate professors, and lecturers have been sent to Thailand, and they have won the hearts of the Thai students. Some of the Thai students even come to China to learn after their favorite teachers for postgraduate diplomas. The sending of Chinese teachers has played an important role in ensuring the quality of the professional curriculum and the quality of student learning in Thailand.

In the process of training medical students, the project attaches great importance to the cultivation of clinical ability and TCM thinking. The design of the third short semester ensures that students can have clinical practice as early and as much as possible. The seven affiliated hospitals of SHUTCM have their own characteristics and relatively complement each other in revolutionary clinical teaching and clinical practice and training. In clinical courses, we pay attention to the reasonable arrangement of the intern courses by making full use of clinical advantages to carry out problem-based learning and case discussion; during the clinical internship, we not only make full use of the role of ward rounds and outpatient clinics for teaching, but also adopt various teaching methods, such as clinical small lectures, ward round teaching, and bedside teaching. Mini-CEX, which is more effective in promoting the integration of students' medical knowledge, skills, and humanities, and clinical OSCE, which enhances clinical abilities, are adopted.

Established a scholarship award mechanism

This scholarship is funded by the Chinese Government Scholarship, the Shanghai Government Scholarship, and the CAI Tongde Scholarship sponsored by enterprise. The university has set up a variety of scholarships, including the Golden Key Award, the Good Student Award, the Preschool Award, and the Degree Student Grant. SHUTCM also conducts the evaluation of the C Class Shanghai Government Scholarship for the students who come to study in China to award the outstanding Thai students. In the selection of the Good Student Award, there are also awards for the Thai students.

In addition, SHUTCM has added the "Good Student Award of the China-Thailand Cooperation" Program" for students who have registered in SHUTCM when they are studying in Thailand. The award is aimed to reward outstanding students who are studying in Thailand at the early stage. This scholarship was established in 2013, so a number of outstanding Thai students have been awarded in 2014.









3. Successful Cases

The Thai government has optimized many TCM policies. For example, the "Thai Traditional Chinese Medicine Clinic (Hospital) Ordinance" issued in April 2015, which allows the establishment of TCM clinics and hospitals. And the employment rates of the graduates are good, so nowadays, the TCM major has become popular among Thai people. Even though there are 7 TCM colleges and universities in Thailand, the freshman admission rate of freshmen at Huachiew Chalermprakiet University remains at a relatively high level of 5:1.

The cooperation between SHUTCM and Thailand's Huachiew Chalermprakiet University has a radiation effect of 1+1>2. The average employment rate of graduates is more than 95%. Many graduates are employed by local medical and health departments and government administrative agencies, or serve as members of the Chinese medicine qualification examination committee, becoming the backbone of TCM medical services in Thailand. This has effectively enhanced the influence of the two universities in Southeast Asia and even in the global TCM education field, promoting the international reputation of the two universities.

4. Contact Information

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China-Malaysia Cooperative **Teaching Project**

1. Company/Program Profile

In 2009, the cooperative teaching project was started by Shanghai University of TCM and International Medical University (IMU) in Malaysia to cultivate TCM talents for Malaysia.

2. Main Service





Enrollment day of freshmen from International Medical University (IMU)

2.1. Teaching project for undergraduates majoring in TCM

The length of schooling is five years. The basic theoretical study needs to be finished at IMU in the first three years, then the study of clinical theory and graduation internship should be finished at SHUTCM in the last two years. Students will get the undergraduate diploma and bachelor's degree certificate from SHUTCM after graduation.

2.2. Teaching project of advanced studies (internship) in TCM major

The length of schooling is a year. After getting the full-time Honors Bachelor's degree through four years of study at IMU, students have to complete an internship at the hospitals affiliated to Shanghai University of TCM for a year.







2.3. Teaching project for graduates majoring in acupuncture & moxibustion

In 2017, the teaching project for graduates majoring in acupuncture & moxibustion was started by Shanghai University of TCM and IMU jointly to cultivate high-level talents for Malaysia. Its length of schooling is three years. Students will get Master's graduation certificates and degree certificates of Master of Medicine after graduation.

3. Successful Cases

In 2018, the first 8 graduates from IMU registered for the cooperative teaching project of postgraduate students. As of 2021, 30 students have participated in the project.

14 undergraduates from IMU had been attracted to study at SHUTCM by 2021, thanks to the fruitful results made in the teaching project for undergraduates.

In 2016, IMU selected two outstanding lecturers as postgraduates to study from Professor Zhang Zailiang in TCM and Professor Xu Ping in acupuncture & moxibustion and Tuina respectively. They graduated in 2019 and 2020 respectively. It has enhanced the high-level cooperation between the two universities and enriched the faculty resources of IMU.

4. Future Orientation

We hope to carry out all-dimensional cooperation and cultivate more excellent TCM practitioners for Malaysia. In addition, we are committed to advancing the application and development of TCM in Malaysia and even the whole world.

5. Contact Information

International Education College in Shanghai University of Traditional Chinese Medicine Website: http://apply.shutcm.edu.cn/

China-Italy Cooperative Project TCM Education Center in Naples, Italy

1. Company/Program Profile

More and more countries are aware of the value of TCM, including Italy, who keeps a positive attitude towards the TCM cooperation with China.





Universita' Vanvitelli Della CAMPANIA

Affiliated Hospital of Universita' Vanvitelli Della CAMPANIA

The Master's project in integrated Traditional Chinese and Western Medicine, started by Shanghai International Cooperation Center of Traditional Medicine (SICCTM) and Universita' Vanvitelli Della CAMPANIA jointly, had been approved by the Ministry of Education and the university in Italy in 2019, focusing on the overseas promotion of appropriate TCM techniques. 25 training modules involving TCM theories and techniques are provided in the course for undergraduates in medical-related majors and practicing doctors of natural medicine. Meanwhile, the Institute of Integrated Traditional Chinese and Western Medicine as well as affiliated clinics are set up in the university.

2. Main Service

We recruit students with bachelor's degrees and above in medical or medical-related majors including students in medicine, dentistry, surgery, pharmacy, veterinary medicine, biological sciences, health care & rehabilitation, podiatry, physiotherapy, speech therapy, ophthalmology, psychiatric rehabilitation, neurophysiological pathology, psychology, orthopedics, dental hygiene, nutrition, motivation and kinesiology, and practicing doctors of natural medicine. Students will be trained and awarded the Master's diploma in the integrated traditional Chinese and western Medicine.





3. Successful Cases

The preparation for the project has been completed. The cooperation is waiting to be restarted when the pandemic is over. Graduates of the project can participate in the cooperation and work in relevant medical and health centers approved by the Italian authorities.

4. Contact Information

Shanghai International Cooperation Center of Traditional Medicine (SICCTM) Address: 5th floor, No. 100, Lane 4088, Luoshan Road, Pudong New Area, Shanghai Tel: +86-(0)21-80503050

Test center for the Clean Needle Technique of American National Certification for Acupuncture and Oriental Medicine

1. Company/Program Profile

Since 2019, Shanghai University of Traditional Chinese Medicine (SHUTCM) has set up an examination center for clean needle technique (CNT) of the American National Certification for Acupuncture and Oriental Medicine. SHUTCM has become the third Chinese university, following the University of Hong Kong and Beijing University of Chinese Medicine, to independently offer the examination of CNT, granted by the United States.





Examination center for clean needle technique (CNT) of the American National Certification for Acupuncture and Oriental Medicine has been set up since 2019.

2. Main Service

After several negotiations, the School of Acupuncture-Moxibustion and Tuina of SHUTCM and the Council of Colleges of Acupuncture and Oriental Medicine (CCAOM), which administers the CNT test, reached a consensus in November 2018 that, the School of Acupuncture-Moxibustion and Tuina will be responsible for work including candidate selection, examination management, and related training since 2019.

The diplomates of the National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM) can practice Traditional Chinese Medicine (including acupuncture) in 44 U.S. states. The certification test consists of two parts: a written examination for theories and an operational examination. And the CNT test is an inevitable part of the operational examination. The requirements, procedures, and contents of the CNT test held in China were all confirmed by the US side.



TCM Education Going Global

3. Successful Cases

The School of Acupuncture-Moxibustion and Tuina of SHUTCM invited experts familiar with the American doctor qualification examination to conduct special training in the fields of foreign language, diplomatic etiquette, clinical techniques of acupuncture, knowledge of western medicine, etc.



Experts conducted special training.

SHUTCM had a deep partnership with the affiliated Yueyang Hospital. They have jointly carried out the "Traditional Chinese Medicine (TCM) diplomatic talents' training" project since October 2017, and compiled the handout "1000 Sentences of TCM English". In addition, SHUTCM has carried out the "Intercultural Communication Course of TCM" with Shanghai International Studies University, the "Intercultural Communication and Comprehensive Improvement of English Ability" Project with Shanghai Jiao Tong University, and the "Ability Improvement Program for TCM Acupuncture and Tuina Physicians in Global Medical Service" with Shanghai International Medical Center.



On April 4, 2019, the CNT examination of the NCCAOM was held successfully.

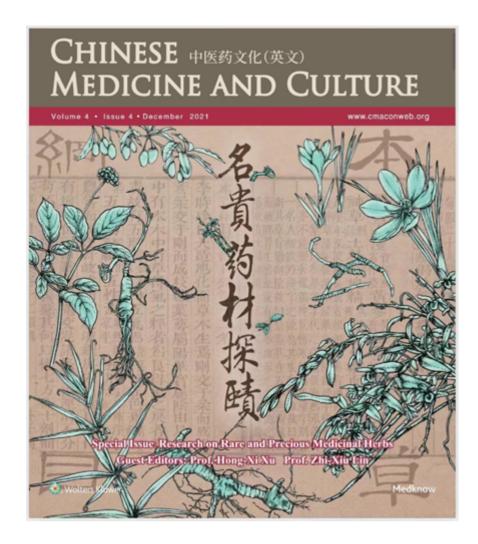
On April 4, 2019, the CNT examination of the NCCAOM was held successfully at the School of Acupuncture-Moxibustion and Tuina of SHUTCM. Thirty-two candidates from TCM clinics and academies all over the country participated in the exam.

4. Future Orientation

SHUTCM believes that the settlement of the CNT test center will further promote the cultivation of TCM export-oriented talents. And it is of great significance to serve the demands of the construction of overseas TCM centers with more TCM acupuncturists and Tuina physicians with excellent professional skills, intercultural communication abilities, and overseas certifications.







The introduction model of TCM culture is constantly innovated. In order to introduce TCM culture to teenagers, Shanghai has built a TCM culture introduction system, compiled a set of books and established the first TCM MOOC platform. Besides, Shanghai has built a number of bases to introduce TCM culture to Shanghai citizens. Shanghai has established a global research center for TCM culture and creativity. Chinese Medicine and Culture (English), as the only professional magazine of TCM culture in the world, is promoting the internationalization of TCM.





TCM manufacturers and products





Overseas Taiji Health Center

1. Company/Program Profile



Unveiling ceremony of Taiji Health Center on December 22, 2016.

Symbolized by the profound Chinese Taiji culture, Taiji Health Center of Shanghai University of TCM/ Shanghai Academy of TCM aims for the health concept advocated by WHO, which is a state of complete physical, mental and social wellbeing. It TCM as technical means, including TCM health cultivation, Daoyin, Tuina, dietary therapy, medicated diet and mental therapy. We hope to build a self-healing model of "Taiji Health" for the health and well-being of people all over the world.

2. Main Service

The main services of the Taiji Health Center include exchanges of visits, overseas education and training, academic exchanges and combat against the COVID-19 epidemic.

3. Successful Cases

3.1 Demonstration of traditional gigong exercises in front of the Temple of Poseidon

In September 2018, the first overseas training program of Taiji Health started at the University of Western Attica, Athens. More than 30 local physiotherapists and postgraduate students from the University of Western Attica participated in the program. After the oneweek training, tutors from the Taiji Health Center demonstrated traditional gigong exercises with students from the university in front of the Temple of Poseidon. The exercise not only drew the attention of visitors, but also attracted some students to join them, showing a new trend of communication and integration between Chinese and Western culture. Mainstream media including The New York Times, Ekathimerini and People's Daily reported the event.

3.2 Bilingual reference book for learning traditional gigong exercises



Traditional and Classical Chinese Health Cultivation(Chinese-English)

In the introduction of traditional gigong exercises, the standardized translation of terms are not able to convey the exact connotations. Dictionary of Common Qigong Terminology has solved problems. With versions including English-Chinese, French-Chinese and Spanish-Chinese, the dictionary has played a crucial role in the construction of overseas Taiji Health Center. In April 2022, the online English-Chinese dictionary was completed, providing powerful online learning tool for the overseas Taiji Health Center.

4. Future Orientation

Guided by traditional Chinese Taiji philosophy, "Taiji Health" follows the concept of health advocated by WHO, which is a state of complete physical, mental and social well-being, and takes TCM health preservation methods as technical means. It will make great contributions to the development of the world health cause.



The 2nd episode of TCM Around the World.

In the future, Taiji Health Center will continue to construct its two branches in Greece and Spain, and look for new partners at the same time to expand the influence of "Taiji Health" and benefit people all over the world.

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Overseas Promotion of **Traditional Qigong Exercises**

1. Company/Program Profile

Shanghai Qigong Research Institute has been dedicated to the teaching, training, academic research and cultural communication of traditional gigong exercises at home and abroad to promote TCM culture. In 2013, the institute was selected as one of the first units for the pilot project of TCM service trade in Shanghai. Starting from Qigong Health Preservation Center, Qi-Dao School and Taiji Health Center, Shanghai Qigong Research Institute has steadily expanded abroad from home. It has published bilingual books on traditional gigong exercises and multilingual dictionaries of common gigong terminology, participated in the development of the WHO International Standard Terminologies on TCM, and produced multilingual learning videos. All these efforts make great contributions to the overseas promotion of traditional gigong exercises. In addition to holding offline teaching and cultural exchange and international conferences, the institute has also released gigong videos on the internet to spread traditional gigong exercises abroad.

2. Main Service

The Shanghai Qigong Research Institute has carried out the overseas promotion of traditional gong exercises by holding or participating in the following activities: International Taiji Health and Qigong Science Symposium, short courses on traditional qigong exercises, learning exchange programs for overseas groups, Level series courses for overseas teachers and TCM workshops for medical professionals from countries along the Belt and Road. Due to the COVID-19 pandemic, the institute began to explore digital and online overseas promotion of qigong in 2020.



3. Successful Cases

3.1 International Taiji Health Symposium



China-Shanghai international symposium on Oigong science.

Since the first International Qigong Science Symposium in 1986, the institute has held 16 sessions with more than 10,000 domestic and international experts and scholars in traditional gigong exercises. With the integration of Taiji health concept into the symposium, the institute has held the International Taiji Health and Qigong Science Symposium once every two years since 2017, receiving favorable response at home and abroad. Due to the COVID-19 pandemic, the symposium adopted "online + offline" livestream globally, changing the previous offline conference form and maximizing the breadth and width of communication. More than 3500 delegates from over 10 countries participated in the symposium online during two days. The delegates discussed the research achievements and cooperation prospects of Taiji in health preservation, medical rehabilitation and cultural exchange. With the promotion of Taiji health and the closer connection with medical science, Taiji and gigong, treasures of traditional Chinese culture, are expected to make greater contribution to the physical and mental health of modern people and moreover, the community of shared future for humankind and harmony of man and nature.

3.2 Compiling Common Qigong Terminology



Dictionary of Common Qigong Glossary

Due to unstandardized terminologies and inaccurate translation in the previous promotion, Shanghai Qigong Research Institute organized a professional team to compile the Dictionary of Common Qigong Terminology by word frequency statistics, expert interviews, questionnaires, and regular discussions to include 178 terms in the dictionary. The dictionary has been published in English-Chinese, French-Chinese, and Spanish-Chinese versions,





playing an important role in the promotion of traditional gigong exercises. In April 2022, the institute released a web-based version of the dictionary to facilitate online learning and inquiry for gigong enthusiasts overseas. Based on its previous work, the institute's experts have been regularly participating in the conference of WHO International Standard Terminologies on TCM since December 2016, responsible for reviewing terminology standards for Daoyin, gigong and Taiji. In March 2022, the WHO International Standard Terminologies on TCM was officially released.

TCM gigong course enters the curriculum of French universities





Course on "TCM Qigong for Health and Disease Prevention" in Lyon.

In 2020, Shanghai University of TCM and the Eastern Medical School of Claude Bernard University Lyon 1 cooperated to offer an elective course on "TCM Qigong for Health and Disease Prevention". The 60-hour course is a combination of online video lectures and offline classes, with the goal of teaching TCM disease prevention & health preservation and introducing TCM alternative therapies. This is the first time that a TCM course has been introduced to the curriculum of a French higher education institution. The course has received positive feedback from French students after completing its second session.

"TCM Qigong for Health and Disease Prevention" Features:

- 1. Joint teaching by the two universities.
- 2. Carefully designed course contents for medical students, including explanations of TCM theory, introductions to TCM therapies, and analysis of clinical cases.
- 3. Teaching through the combination of online video lectures and offline lessons.

The course was launched in 2020 and received over 300 enrolments, with 85 students choosing it as their first preference. The teaching group selected the enrolled students based on multiple dimensions, including overall prevention, personal experience, love of Chinese culture and TCM, and their future career plans. 42 students in their 2nd to 5th year of university was selected in the course. The teaching team devised a questionnaire on the students' feedback on the curriculum and teaching content, and 98% of the students were satisfied with the first phase of the course.

4. Future Orientation

The Shanghai Qigong Institute will continue to spread traditional qigong exercises abroad through online and offline methods, allowing people all over the world to understand and appreciate these health preservation therapies. With the combination of traditional gigong exercises with modern health concepts, the institute aims to spread the concept of Taiji health, thus making contributions to the world healthcare cause.



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Shanghai Museum of TCM **International Touring Exhibitions**

1. Company/Program Profile



Shanghai Museum of TCM

The construction of Shanghai Museum of TCM was complete in 2004 and the museum opened in the same year. Its predecessor, the Medical History Museum of Chinese Medical Association, was established in 1938 and was the first medical history museum in China, enjoying a long history and abundant collections.

Shanghai Museum of TCM is a multidimensional base for education and cultural experience. It is a state-level education base for the publicity of TCM, a state-level education base for science popularization, a Shanghai education base for patriotism, a national AAA-level tourist attraction and a cultural experience base for overseas students. The museum covers an area of 6,413 square meters and its exhibition area is 4,050 square meters. There are more than 14,000 cultural artifacts of TCM in the museum, which can be dated as far back as the Neolithic Age and as recent as the modern times.



A bronze acupuncture figure, the treasure of the museum.

The influence of Shanghai Museum of TCM is profound among the TCM circle in China. Not only is the museum an echo of the thousands of years of TCM development, but a microcosm of the profound and longspanning TCM culture, and even, a microcosm of outstanding traditional Chinese culture. The museum opened for public visits in 2004. Ever since, its annual reception of visitors has

been 100,000 people per year on average. Up to now, it has received more than 900,000 guests from all walks of life and from all four corners of the world.

Introduction to international exhibitions



In response to the "Belt and Road Initiative" and as an effort to be the best of museums within a high-level university, Shanghai Museum of TCM gives full play to its own unique features and advantages and acts as the messenger of cultural communication. Not only did the museum accept visitors and publicize and educate about TCM culture, but also facilitated the improvement of deep meaning with time. What's more, the museum brought TCM culture to countries along the "Belt and Road".

2. Main Service

Since 2013, the museum has been actively holding international exhibitions to promote the internalization and spread of TCM culture. From 2013 to 2019, 11 overseas countries saw the international exhibitions of Shanghai Museum of TCM. In 2013, Shanghai Museum of TCM held temporary exhibitions in the United States and Sri Lanka. In 2015, the Czech Republic. TCM culture exhibitions of health care were held in the UK and Singapore in 2016. Themed TCM culture exhibitions were held in Belgium, France and Japan in 2017, Germany in 2018, and Athens and Panama in 2019.





The international exhibitions held and planned by the museum all came with real artifacts and pictures, together with academic lectures and a series of unique experiences, including Human-Computer Interaction experiences such as intelligent robot for acupuncture, intelligent pulse apparatus, intelligent mirror for the four examinations of TCM, and VR for collecting Chinese medicinal herbs, and interactive experiences such as hand-made TCM sachets and moxa sticks, writing calligraphy with Chinese brush, making ink rubbings and practicing Wuginxi and Baduanjin. There are also Chinese martial arts and folk music performances to show the profound TCM culture in an immersive, three-dimensional and omnibearing way, so that overseas audiences can have a basic and correct understanding of TCM. These experiences and performances greatly stimulated the interest of the world about TCM, in a way that TCM may better serve the health of everyone on earth. Most of the international exhibitions lasted for a week, attracting a large number of visitors and winning the interest and recognition of the locals.

3. Successful Cases

Shanghai Museum of TCM is active in turning itself into the best of museums and keeping its leading role among museums of Chinese universities. International exhibitions and lectures on TCM are held. The unique and varied way of demonstration of TCM culture were embraced and celebrated by the locals.

The TCM culture exhibitions of health care held in Brussels, Belgium consisted of four topics, Exercise, Medicine, Meridians, and Surroundings. Each topic depicted TCM history, knowledge and concept of health preservation from a different point of view. The exhibition was presented both in real-life and in pictures. Real-life artifacts and specimens include the statue of Huangdi, the statue of Shennong, copper fumigation ball, copper handwarmer, bronze acupuncture figure, pottery pigsty with toilet, swimming clay figure, Daoyin Tu (a map of the guiding techniques of a kind of TCM exercise), Chi Feng Sui (a book on guiding techniques of a kind of TCM exercise), Yi Jin Jing (a book on quiding techniques of a kind of TCM exercise), Meridian-Collateral Map, TCM wax leaf specimen and so on. Picture demonstrations include the statue of Sun Simiao, copper fumigation figure of Xie Zhi (a mythic being of Chinese culture), Ming Tang Tu (a TCM classic), Ganoderma Lucidum from the Qing Dynasty, medicine bottles featuring the 12 animals of the Chinese zodiac, to list a few.

At the same time, lectures were given daily on topics like "Meridians and health care", "Exercises and health care" and so on. These lectures served to help foreigners understand the TCM knowledge, concepts and stories behind the exhibits. The exhibition offered interactive experiences that demonstrated the practice of Wuginxi, the process of making TCM sachets and moxa sticks, and the skills of writing calligraphy with Chinese brush and making ink rubbings. Meanwhile, Human-Computer interactive experience activities that conveyed the ancient TCM using modern technology were also at hand, such as intelligent robot for acupuncture, intelligent pulse apparatus, intelligent mirror for the four examinations of TCM, and VR for collecting Chinese medicinal herbs. Bursting with elements of Chinese culture, Chinese martial arts and folk music performances expanded the purpose of the exhibition to the display of remarkable traditional Chinese culture. The unique, varied and three-dimensional demonstrations were widely reported by People's Daily, Xinhua News Agency and other media.

The exhibition in Tottori, Japan, was reported by the local TV station. During the exhibition in Athens, Greece, the hometown of Hippocrates and the birthplace of conventional medicine, mainstream local TV station STAR TV did a half hour exclusive interview on it. Organizers of the exhibition took the opportunity to advertise about the exhibition and Shanghai University of TCM. It was a case of success for the exchange and mutual learning between TCM and conventional medicine. Not only did the exhibitions showed the world the profoundness and unique beauty of TCM culture, but also improved the international influence of it. The world was lit up by the wonderfulness of TCM and the seeds of TCM would grow and bloom along the Belt and Road.

4. Future Orientation

TCM International exhibitions are effective carrier of culture and a constructive medium of communication between TCM and the world. Vivid and tangible demonstrations of TCM culture presented overseas audiences with visible, touchable and real-life experiences and understanding of the mythic oriental culture of TCM.

All the 11 exhibitions were successful. Through the immersive experiences of fruits of the modernization of TCM and the interactive experiences of tangible TCM skills, TCM culture was publicized and TCM health concept was promoted and spread. It is hoped that international exhibitions could be normalized and held regularly in the future. In addition, when the time is ripe, long-standing exhibition halls shall be built in suitable countries and regions and permanently demonstrate and publicize TCM culture to the world.

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Online Exhibition of Shanghai Museum of TCM

1. Brief Introduction

Shanghai Museum of TCM founded a digital bilingual exhibition hall—the Virtual Exhibition Hall of Shanghai Museum of TCM in 2020, which virtualized the hypostatic museum, so that the audience at home and abroad can visit the museum online all the time. The international communication and education of TCM culture have been implemented during the pandemic. In 2021, the preliminary construction of the Online Exhibition Hall of the Shanghai Museum of TCM has been finished. It contains the overall plan for the virtual exhibition and the development of its interactive system including displaying the overall plan, theme, main contents, visiting order, interactive projects, games, and features of the expo.





https://em.shutcm.edu.cn/web/index.html

2. Main Service

The digitalization of exhibits in the Shanghai Museum of TCM was finished in 2019 and laid a foundation for the digitalization of the museum. The IP image, brand logo, cartoon image, and standard color have been designed for the going out of TCM culture. We have built a multidimensional oversea communication model and brand of TCM culture which integrates varying forms like exhibitions, interactive experiences, lectures, IP, cultural and creative products as well as forums. Based on the existing overseas exhibition, we added the virtual exhibition online to promote the international communication of TCM culture. In addition, the online exhibition can update exhibits for the world to appreciate.

3. Successful Cases

The design of the Online Exhibition Hall of the Shanghai Museum of TCM is based on the Taiji diagram. It not only reflects the harmony of yin and yang but also corresponds to the existing virtual museum. The Online Exhibition Hall consists of five parts including TCM Development Hall, TCM Culture Hall, Acupuncture & Moxibustion and Tuina Hall, Health Preservation Museum, and Medicines & Prescriptions Hall with bilingual versions in Chinese and English. TCM enthusiasts around the world can admire the exquisite collections just at home.

The Online Exhibition Hall is a combination of instructiveness, culture and entertainment. It not only displays precious collections but also publicizes the development history of TCM, its cultural features, and its application in our lives such as fighting against the Covid-19 pandemic. For international visitors, it focuses on the relationship between TCM and traditional Chinese culture. For instance, the health preservation via emotions in the Health Preservation Hall provides three pieces of Chinese classical music, as well as the interactive experience of Chinese calligraphy. Interactive games such as GIFs of the four TCM diagnostic methods, quizzes, GIFs of Wuqinxi, GIFs of infantile Tuina, Chinese medicines link game, and formula preparation game have been designed.

The overseas IP image of the Shanghai Museum of TCM, like a gourd, is called Hubao (literally, gourd baby) whose pronunciation is similar to that of treasure for Shanghai and treasure for protection in China. The literal sense of Hu is gourd, and it also means hanging a gourd (practicing TCM) to help the world. Hu implies that there are good medications and medical skill in the gourd and means the guardian of the treasure house of TCM. The main color of Hubao is cyan which is one of colors of the five elements and represents the east and spring. Cyan symbolizes Shanghai as the pearl of the orient and the vitality of ancient TCM.

4. Future Orientation

We will develop new interactive projects suitable for overseas visitors such as human-computer interaction, modern demonstration of TCM, lectures on TCM, and relevant forums. We hope to expand the denotation of the exhibition by developing cultural and creative products related to the exhibits and exhibition relying on the IP image Hubao. Then we can promote the going out of TCM, and develop the fine traditional Chinese culture with the help of the introduction of TCM culture.

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Chinese Medicine and Culture TCM and Future

1. Company/Program Profile

Chinese Medicine and Culture (ISSN: 2589-9627, CN: 31-2178/R9) Chinese Medicine and Culture, an English academic journal, is supervised by Shanghai



Chinese Medicine and Culture, editions of March, June, September 2022

Municipal Education Commission and co-sponsored by Shanghai University of TCM and China Association of Chinese Medicine. The journal highlights TCM and culture. By telling the stories of TCM as well as China, it is committed to being an influential interdisciplinary communication platform of TCM. It publishes original and high-level research papers on such fields as traditional Chinese medicine, theory and practice of Chinese medicines, acupuncture & moxibustion, history of medicine and philosophy of medicine. In recent years, its editorial board has developed partnerships with several overseas universities and research institutions, which has significantly improved its international and academic influence. In 2019, it signed a memorandum of cooperation with the French journal Acupuncture & Moxibustion. It is currently collected by Scopus, Ulrich, Ovid, DOAJ, EBSCO Publishing's Electronic Databases, Ex Libris - Primo Central, Google Scholar, Hinari, Infotrieve, Netherlands ISSN Center, ProQuest, TDNet, Baidu Scholar, CNKI (China National Knowledge Infrastructure), Wanfang Data, CSTJ, etc. In 2019, it was selected as one of the "High-Starting-Point New Journal of the China Science Journal Excellent Action Plan" and has been officially launched in China, serving as a new platform for the international academic exchange of TCM. In 2022, it was selected as one of the "Top Ten Most Beautiful Covers of Chinese Scientific and Technological Journals in 2021". The journal is promoting the going out of TCM culture.

2. Main Service



Chinese Medicine and Culture on Wolters Kluwer

With the acceleration of journal networking, digitization and globalization, international cooperative publication of journals has become an important approach for English journals to "go global", enhance their international visibility and strengthen their international competitiveness. Since 2021, the journal publishing platform has been upgraded from Medknow to Linppincott Williams & Wilkins (LWW)

system of Wolters Kulwer, using the new submission system Editorial Manager (EM) and the academic misconduct detection system iThenticate, all of which contribute to the journal's open access publishing. The journal has also established a global database of 504 TCM experts from 41 countries/regions by utilizing global network resources and big data technology.

At the same time, the journal continues to expand its cooperation with international institutions, including the overseas Chinese cultural centers, overseas TCM centers, Taiji Health centers, Confucius Institutes of TCM, World Federation of Chinese Medicine Societies, World Federation of Acupuncture & Moxibustion Societies, etc.; overseas universities including University of Victoria in Canada, University of Washington in USA, University of Basel in Switzerland, Phoenix Institute of Herbal Medicine & Acupuncture in USA, Faculdade EBRAMEC in Brazil, etc.; Its cooperation also includes: signing a memorandum of cooperation with the French Journal of Acupuncture and Moxibustion to promote the sharing of academic resources of TCM between China and France; reaching cooperation intentions with the American TCM Union and the American Association of Acupuncturists to promote international cooperation and communication of TCM between China and the United States. Facing the globalization, the journal joined the Committee on Publication Ethics (COPE) to improve its ethical regulation on journal publication.



3. Successful Cases

3.1. High-Starting-Point New Journal

Chinese Medicine and Culture (English) was selected in the "High-Starting-Point New Journal of the China Science Journal Excellent Action Plan" in 2019. Approved by the General Administration of Press and Publication, the journal was granted the domestic issue number (CN: 31-2178/R9), thus officially launched in China. In cooperation with Wolters Kluwer, it achieved international publication and established its official website in English. Adopting the international first-class editorial system, the journal has gone straight to the overseas academic circle, with the number of international papers exceeding 30% of the total. The journal focuses on academic hotspots and the planning and publishing of special topics and issues in TCM humanities research, resulting in a significant increase in academic organization and international influence.

3.2. Academic Workshops and Hot Topics

The workshop which was established by the Chinese Medicine and Culture has become a well-known international academic forum with cross-disciplinary collaboration, and has basically built an academic community in TCM humanities at home and abroad. Therefore, the journal's columns have been optimized and developed, and the quality of its papers has been improved.

By inviting famous scholars as quest editors, the journal has successfully planned such special issues on varying topics as "Studies on Narrative Medicine", "Studies on the Intellectual History of TCM" and "Studies on the Global History of TCM". "Global History of Chinese Medicine", "Overseas History of TCM", "Belt and Road Study of TCM Culture", "TCM in North America", "TCM in Australia", and "Western Tradition of TCM-A Dialogue Across Time and Space".

The journal has published academic special issues and academic columns, such as "TCM experience in Covid-19 prevention and treatment", "TCM Research under the Perspective of Sinology" and "Precious Chinese Medicines".

To mark the centenary of Li Shizhen's birth, the journal launched a special issue on Ben Cao Gang Mu (The Grand Compendium of Materia Medica). In addition, it has also planned hotspot columns such as "Research on Huang Di Nei Jing (The Yellow Emperor's Inner Classic)" "Research on the History of Epidemics", "Foreign Materia Medica", "Chinese medicines and dyes sharing the same source", and "International Student Column". The international academic brand of the journal has been formed and its academic influence has been expanded.

3.3. WeChat Official Account

In 2016, "Chinese Medicine and Culture Magazine" WeChat Official account was opened to expand its influence and communication via new media. The account has columns such as New Issue Express, Journal Papers, Cuisine, Urban Beauty, Overseas TCM, The 24 Solar Terms, and Academic Short Videos. The account mainly posts the latest academic papers published on the journal. As of June 1, 2021, the total number of followers is about 17,000 and the number of posts is about 1,000, with a total reading volume of about 600,000. In addition, "Exploring TCM" on Toutiao has a fan base of 130,000+ and a total reading volume of 830,000+, while the "Traditional Chinese Medicine Culture" on Yidian has a recommendation of 7.26 million+ and a total reading volume of 280,000+.



4. Future Orientation

In the future, Chinese Medicine and Culture will be guided by the following principles: "professionalism", to lead the development of the discipline; "standardization", to consolidate the foundation of the journal; "internationalization", to meet the needs of the times; "digitalization" to seek long-term development. To tell the stories of TCM and spread TCM culture, the journal is committed to be an international influential academic journal, an international first-class academic forum, and a digital platform for international communication of TCM culture.

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Shanghai DO-ING Cultural Media Co., Ltd.

1. Company/Program Profile

Shanghai DO-ING Cultural Media Co., Ltd., founded in July, 2014, is committed to the production and operation of high-quality IP (Intellectual property), including variety shows, documentaries and columns, and establishes multi-media platforms in the fields of comprehensive health, TCM culture, entertainment and fashion to integrate video contents, audience and followers.

2. Main Service

DO-ING transforms market challenges into business schemes through the creative integration of content research & development, media communication and business operation.

3. Successful Cases



The Tale of Chinese Medicine-China's Amazing Herbs

DO-ING has produced phenomenal IP such as the first Chinese documentary on TCM culture named The Tale of Chinese Medicine, the first Chinese first aid documentary named Life Speed • On Call 120, and Victoria's Secret model search reality show named Road to the Runway.

In 2016, the first season of the documentary "The Tale of Chinese Medicine" premiered, setting a precedent for the prime-time broadcast of the documentary on the major TV station on Friday, breaking the record of the documentary ratings performed on TV station. It achieved extraordinary performance both in ratings and word of mouth.

In 2017, as top ten internet variety show of the year, "Road to the Runway" was the first fashion reality TV show produced by the combination of iQIYI Video and Tencent Video in China, and provided a chance for the season's champion to perform on the annual Victoria's Secret Fashion Show.

In 2018, the documentary "Life Speed •On Call 120" focused on the ordinary medical workers fighting on the frontline of rescue. It focused on the current hotspot social issues, recorded the events between the doctors and patients, between patients and their relatives and friends, and imparted the information of first aid and self-help and mutual rescue.

In 2019, the second season of the documentary "The Tale of Chinese Medicine" was aired on CCTV-4 (CCTV INTERNATIONAL) and iQiyi (a leading video website in China). It takes "developing the essence and significance of TCM and TCM culture as its calling, so as to deliver much more knowledge about TCM and to tell Chinese stories in a more appealing way to the wider world".

"The Tale of Chinese Medicine" has become a phenomenal IP of TCM culture. During the production and shooting of the first two seasons, thanks to tremendous support from National Health Commission of the People's Republic of China, National Administration of TCM and the Department of Intangible Cultural Heritage of the Ministry of Culture, we have investigated major Chinese medicine industry bases and research and development centers across the country, and accumulated a large number of top expertise. We also learned about a large number of local renowned clinical practitioners of TCM, as well as the classic prescriptions and proved recipes, combined with the development means of modern biological medicine (big data, large scale multicenter trial, etc.).

The premiere rating of "The Tale of Chinese Medicine" reached 0.913%, breaking the TV documentary rating record. People's Daily and dozens of other media rushed to report. It has achieved remarkable social effects and great influences.

As a significant facet of the promotion and exchange of TCM culture, "The Tale of Chinese Medicine" was introduced into the 9th Global Conference on Health Promotion, the 2017 BRICS Health Ministers Meeting and High-level Meeting on Traditional Medicine, and the 2nd Ministers Meeting Between China and CEEC. At the invitation of the organizer of the 2019 Beijing World Horticultural Exposition, it appeared at the Herbal Impression Hall to promote TCM culture to the world.





4. Future Orientation

With the IP of "The Tale of Chinese Medicine" as the core, and revolving around the comprehensive health culture of TCM, we will break the deep-rooted barrier of TCM and strive to find opportunities for modernization, standardization, industrialization, and commercialization of TCM. It is of great importance to build up cultural confidence by developing excellent Chinese culture and by telling TCM stories to the wider world.

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Appendix

Introduction to The Tale of Chinese Medicine

The Tale of Chinese Medicine is the first large-scale documentary series about "TCM culture" in China.

The documentary was proposed and fully invested by Shanghai DO-ING Cultural Media Co., Ltd. in 2014 and officially launched in March 2015, with a plan of four seasons. The Department of Publicity of the National Health Commission of the People's Republic of China served as the supporting unit, with Office of the National Administration of TCM as the professional quidance unit, China Population and Culture Promotion Association as the supervising unit, and Foreign Promotion Bureau of the State Council Information Office of the People's Republic of China as the supporting unit. Besides, the coordination of TCM resources nationwide also quaranteed the professionalism of the documentary. Nearly 100 TCM experts worked as a professional group to provide quidance and participate in the film.

The Tales of Chinese Medicine is meticulously crafted by top documentary teams in China, with ultra-clear cameras and advanced photography methods, making the series both magnificent and exquisite. In this documentary, the audience can enjoy a feast of TCM culture by the comprehensive presentation of how Chinese people live in harmony with nature. What's more, through TCM stories in history, they can also unveil the secrets of traditional Chinese medicine and learn about Chinese understanding of life. The documentary reviews the great contributions TCM has made to protecting lives and inheriting civilization, and completes an everlasting journey of research with the audience.

Season 1: Tracing Chinese Medicines



The Tale of Chinese Medicine





TCM Culture Going Global

Focusing on Chinese medicines and Chinese medicine craftsman whose skills are passed on for generations, stories in the season are about how craftsman seeks geo-authentic Chinese medicines and their proficient techniques for processing of medicines, reflecting the way Chinese people stay with nature for thousands of years.

Season 2: Seeking Master Doctors



First Season of The Tale of Chinese Medicine second season

From medicines to doctors, stories in this season are about TCM masters. By showing how they learn from the experience of predecessors, we can see the subtle part of TCM, as well as their proficient medical skills and lofty medical ethics.

Season 3: Inheriting and Spreading TCM

From the perspective of globalization, this season tells about the combination of TCM with human wisdom and modern technology to explore the treasures of traditional Chinese culture, showing the trend of TCM internationalization and modernization.

Season 4: Understanding Our Lives

Focusing on exploring Chinese people's view of life, the last season demonstrates the four dimensions of TCM, including doctors, medicines, techniques and health preservation, with respect to nature and life in order to spread the modern way of TCM health preservation.

