

On the Background of “One Belt and One Road + Internet” The Dilemma and Strategy of TCM “Culture Output”

Zheqian Su^{1, a}, Xiaochun Du^{2, b} and Zhanyi He^{3, c}

¹ Changchun University of Chinese Medicine, Changchun, Jilin, China

² Changchun University of Chinese Medicine, Changchun, Jilin, China

³ Changchun University of Chinese Medicine, Changchun, Jilin, China

^asuzheqian@sohu.com, ^b907848002@qq.com, ^c229063980@qq.com

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Abstract: With the development of the strategy of “One Belt and One Road/ Beijing Silk Road Initiative”, the Asia-Europe Continental Bridge ushers the economic and cultural exchanges once again; On the background of the concept of “Internet +”, the traditional industry drives to the fast track of development. As the wisdom crystallization of Chinese culture for thousands of years, Traditional Chinese Medicine (TCM), on the background of cultural globalization, leveraging on “One Belt and One Road” and “Internet +”, has become a guarantee to strengthen Chinese cultural soft power. In the process of internationalization of TCM, it is faced with many bottlenecks. This paper focuses on analyzing of the background and problems, and further puts forward the strategies and solutions of “culture output” on TCM.

Introduction

In the report of “Twenty-first Century Challenge”, World Health Organization pointed out: in 21st Century, modern medicine should not see the disease as the main research area, as opposed to the human health as main research direction. In the book “The Wellness Revolution”, the author who is American famous economist Paul Pilze shows that the health industry has become tomorrow star after Internet Revolution. In the era of globalization and enlarged health, TCM has been treated as a treasure and quintessence of Chinese culture, its advantages on the health care and nourishing of life gradually have been recognized and valued all over the world. It is the primary problem to speed up TCM industry “going out” for the benefit of more and more people in the world faced by pharmaceutical companies in China under several barriers. “Industry output, culture ahead” is a reasonable way. With deepening of globalization, the interdependence and mutual relations among all people in the world are becoming more and more than before, so all the nations are aware of the importance of “cooperation”, and the diversity of culture needs to complement by each other. Therefore, TCM can be a very important role in the global culture resources to organize TCM identity through the positive culture output.

Xi Jinping, the chairman of China, once metaphorized TCM as the key to the treasure house of Chinese civilization. Foreign people who want to understand the Chinese civilization should recognize the Chinese medicine culture on the first step. Culture is the leading factor to guide consumer to cost, TCM industry will spread out through solving the problem of cultural conflicts. [1]

Soft Power and Culture

In 1990, Professor Joseph Nai in Harvard University first gave the concept of “soft power”, he mentioned that the country’s comprehensive national strength is divided into hard power and soft power. Hard power consists of resource, economy strength, military, science and technology. Soft power is the invisible influence which means a country relies on the appeal of political system, the appeal of cultural value and the affinity of the national image. Among them, culture is the core

content of soft power, and soft power is the cultural power in narrow sense. Joseph Nai believes that the hard power is always limited, and the real strength of the infinite tension is soft power. [2,3]

American political scholar Huntington·Samuel·P showed the new trend in the book “The Clash of Civilizations and the Remaking of World”, it expounds that the “hard power” era of military, economic and political struggle has become the past, cultural and civilized strength as a kind of important “soft power” began to ascend the international competition stage, and constitute the fundamental and decisive factor of its success. Clifford Geertz, American famous anthropologist, realized that the culture is the property which is inherited from the ancestors; the concept system through the symbol’s expression is used by the people to spread, continue and develop knowledge of life and attitude towards life. [4] “Economic Platform, Cultural performing”, the stronger economy in industrial output, should take account of prerequisite conditions on the cultural maturity, acceptance and recognition. In the globalization era, cultural construction and the output is the premise of industrial internationalization, cross-cultural integration and communication has become the core essence in the regional construction.

TCM Culture’s Overview and Essence

TCM culture is the essence of Chinese culture throughout the entire history of the whole national development. Although the eras have been changed constantly, the core value of TCM culture has been never varied. In “To Set Prescriptions” (Qian Jin Yao Fang Collections) Sun Simiao pointed out that senior doctors can cure unknown diseases, secondary doctors can treat embryonic disease, and junior doctors can remedy apparent disease. And in the TCM culture, these concepts on “the unity of heaven and man” and “people-oriented”, “reconcile to balance” “practiced medicine is humane art”, “life-saving” “practicing medicine is in order to help the public” position the doctors’ professionalism and ethical standards, also these concepts have created a standard guide for the internationalization of TCM.

On July 2009, State Administration of Traditional Chinese Medicine in China promulgated the “Chinese Medicine Hospital of TCM Culture Construction Guide” which clearly defined the concept of TCM internationalization on the first time: TCM can create the brand of Chinese culture and promote Chinese culture to the world most likely through its cultural value and public health care safeguard.

On 22nd December 2011, State Administration of Traditional Chinese Medicine in China issued “Guidance on Strengthening Cultural Construction of Chinese Medicine” which for the first time concluded the important role in the TCM culture: TCM culture is the foundation of traditional Chinese medicine (TCM), the internal motive force in the sustainable development of pharmaceutical industry, the inexhaustible source of TCM academic innovation and progress.

Bearing 5000 years of TCM culture, with the simplest philosophy thought and the system of theoretical system, it inherits from the ancient ancestors’ drug cultivation, harvesting, processing and makes change with the times and innovation on traditional health care. Finally it formats new TCM culture with the color of era. Adhering to the purpose of “natural, green, safe” and “return to nature” modern TCM has become a public recognition of the national culture.

Chinese Official Attention to the Internationalization on TCM

Since the Eighteenth National Congress of the CPC, Xi Jinping has mentioned TCM internationalization on many occasions; also he has recommended TCM many times in different international business talks.

In the Confucius Institute’s opening ceremony of RMIT University Xi Jinping defined the philosophical implication on TCM culture—the philosophical wisdom of TCM and the health care practice in thousands of years, is the gem of Chinese ancient science and the key to the treasure of Chinese civilization. Xi Jinping also pointed out that traditional medicine was a new field of The Shanghai Cooperation Organization Member States on the occasion of The SCO Summit in Bishkek. Chinese government is willing to help each member state to establish medical center in order to safeguard the health services for the people of all countries.

On 27th March 2015, in the Boao forum for Asia, the deputy director of China National Health and Family Planning Commission, the director of State Administration of TCM Wang Guoqiang

proposed the strategy of “six primaries six secondaries” on Chinese medicine output in the discussion of the internationalization of TCM: first, to promote the internal is the primary, to develop the external is the secondary. Second, to focus on the theory is the primary; to emphasize the action is the secondary. Chinese medicine theory is different from western medicine, only the culture outputs in order to enter into his country to lay the foundation for the Chinese medicine, so it can let the foreigners accept the Chinese medicine theory. Third, to take pharmacy is the primary; to take the medicine is the secondary. To interact between pharmacy and medicine is another essential part. And to promote a number of important medical products to the world is important as while as showing the efficacy of TCM; Fourth, to make it easy is primary, to get it hard is secondary, and complete it step by step. Through the promotion of acupuncture, massage and other non-drug therapy, let people in other countries and regions understand the curative effect of TCM. Fifth, to work on the point is the primary, to work on the plane is the secondary, to combine these two factors. The projects which are chosen to meet the actual needs and give full play to the advantages of TCM can explore new ways and mechanisms for international cooperation and exchange of TCM and establish a model to play an exemplary role. Sixth, to take care of public is the primary; to focus on the government is the secondary, to make the public stimulate the government. The responsibilities are to promote the cooperation and exchange of folk medicine, expand the scope of cooperation between Chinese medicines, strengthen the trust of the Chinese medicine, and promote the government to advance some policies and measures on the application and development of TCM in the country or some regions.

The Course of the TCM Internationalization

According to historical records, in the 5th and 6th centuries, Chinese culture gradually spread to the area of Japan, India, Korea, Vietnam, Saudi Arabia, and Chinese culture got identity in the world for the first time of active period, till the 70s of last century, Chinese culture once again went to the world, in this active period, traditional Chinese culture with the culture of acupuncture as a pacesetter quickly spread to 140 countries and regions in the world, it began to seek the cultural identity of the world.

The World Health Organization in 2009 began to prepare for the first time to put the traditional medicine into the international classification of disease classification (ICD-11), which means that it is the first time that traditional medicine is accepted by the international community, and this time the traditional Chinese medicine which was absorbed into the international classification of diseases is a traditional branch, which is a great promotion on the internationalization of TCM.

On the beginning of 1st July 2012, Australia started to register for the traditional Chinese physician across the nationwide, which made Australia become the first country to recognize the legal status of Chinese medicine in western countries, at the same time, also it means that the TCM was taken into the legal management of the legal system. In addition to Australia, the United Kingdom, Canada and other countries are also actively promoting the realization of legislative system on TCM. [5] At present, 168 countries and regions around the world provide TCM products and services, United Nations Educational, scientific and Cultural Organization (UNESCO) has listed Acupuncture in the “intangible cultural heritage”, “Memory of the World Register” has concluded “Compendium of Materia Medica” and “Huang Di Inner Canon (Huang Di Nei Jing) “. [6]

On 25th February 2014, the international organization for Standardization (ISO) released “International Standard for the Use of Sterile Acupuncture for One Time” in Beijing, which was the first time to issue ISO international standards in the field of TCM all over the world. In 22nd April, this organization issued “Ginseng Seed Seedlings The first Part: the Asian Ginseng International Standards”. In August, ISO released the “Traditional Chinese medicine (TCM) Semantic Network Framework Specification Language System” and “TCM Literature Metadata Specification”. These above can promote the standardization of TCM, and speed up the process of TCM internationalization.

Influenced by Chinese traditional culture, Southeast Asian countries such as Japan, South Korea have widely used Chinese medicine. Some famous universities and research institutions have begun to study TCM: Stanford University established a specialized center for Chinese medicine science,

Harvard University established Chinese research institutions to begin to cooperate and exchange on Chinese medicine. [7] Professor Sivin in University of Pennsylvania who made the research into history of science and technology in China pointed out: "Chinese medicine is unlike some people's claim which represents the future of modern medicine. However, if we try to think about medicine of the future, the history of TCM can provide a very valuable thought resource for us." [8]

On 19th December 2014, American Journal "Science" launched special column on TCM publishing eight papers to introduce the research progress of TCM. Margaret Chan, M.D, the director-general of the World Health Organization said in the preface that she supported for the integration and modernization of TCM, nearly 1/4 of the drugs came from natural drugs and many of the relevant components of the drug used in traditional medicine. CEO Alan, Leshner Ph.D. from "Science" said that in traditional medicine and Western medicine, we may be able to find a middle way which can combine the two parts with the benefit of mankind. By the international top level academic publication, it launches issue of TCM to the world which has very important significance on the development of international TCM and traditional medicine.

According to World Health Organization's data, it shows that about 4 billion people have been treated by TCM to cure diseases, which is about 80 percent of the world's total number of population. All in all, Chinese medicine in the world enjoys a large influence.

"One Belt and One Road" Strategy

"One Belt and One Road/Beijing Silk Road Initiative" (OBAOR or OBOR) refers to the "Silk Road Economic Belt" and "21st Silk Road Economic Belt on the Sea". It is not a real entity or mechanism. It is the concept and propose of cooperation and initiatives, a dual multilateral mechanism relying on China and the relevant countries. It aims to take the ancient "Silk Road" to develop political trust, economic integration, cultural inclusion and the fate of the world through the existing and effective regional cooperation platform.

In the opening of 2014 Boao Forum for Asia (BFA), China has comprehensively expounded "the Asian Cooperation Policy", and emphasize on promoting the construction of "One Belt and One Road". "One Belt and One Road" strategy is considered to be the "Chinese version of the Marshall plan". This strategic plan gets together as an union with East Asia, Southeast Asia, South Asia, Central Asia, South Asia, Europe, the eastern parts of the vast region in Africa, and the whole region is covering nearly 50 countries, the total population is more than 4 billion, the total economic gross is more than 20 trillion dollars.

"One Belt and One Road" Strategy Influences TCM "Culture Output"

On the end of 2014, Chinese President Xi Jinping and Prime Minister Li Keqiang witnessed TCM Cooperation Memorandum of Understanding signed between China - Kyrgyzstan, China - Ukraine, China-Hungary. Chinese State Administration of TCM has signed 83 cooperation agreements with foreign governments and regional organizations in the field of Chinese medicine, and the signing parts (regions) of these agreements distribute along the ways of "One Belt and One Road" mostly. Data shows that the nations' import and export volume on TCM products was nearly \$2.08 billion along the way of "One Belt and One Road", which is accounting for more than 50% of import and export volume on China's TCM products.

In 2014, the TCM trade volume between China and the countries along "One Belt and One Road" was \$2.543 billion which increased by 2.26 times compared with \$0.781 billion in 2008. Among them, the number of TCM products' exports to the countries or regions along "One Belt and One Road" was \$1.939 billion which has an increase of 22.79% over levels of last year; the number of imports was \$0.613 billion which has a decrease of 8.63%. Among the countries in this region, the largest need of Chinese herbal products is in the regions and countries of Northeast Asia which is accounting for 38.22% of exports gross in the countries and regions along this region and the export products are mainly extracts, Chinese herbal medicine and herbal pieces.

Imports of Chinese medicine products are mainly from Europe and South Asia, which account for 33.93% and 18.60% respectively.[9] According to data released by the China Chamber of Commerce of Medicines & Health Products Importers & Exporters: the exports of Chinese TCM products remained relatively high growth rate in 2014, the gross export is \$3.592 billion taking an increase of

14.49% over last year. From January to November in 2014, the volume of TCM products imported was \$0.923 billion, decrease of 4.26%.

On the 7th May 2015, the office of the State Council issued “TCM Health Service Development Plan (2015-2020)”, it proposes Chinese medicine will be involved in the construction of “One Belt and One Road”. The State Council in China will choose sustainable development projects to carry out exchanges and cooperation in Chinese medicine with the countries along the Silk Road Economic Zone and the twenty-first Century Maritime Silk Road in order to enhance the international influence of Chinese medicine health services. In 2015 China introduced the “The Push to Build the Silk Road Economic Belt and the Vision and Action of the Maritime Silk Road in the 21st Century”; this document mentions that it is necessary to take advantage of the strategy to promote the international process of TCM. In the process of internationalization of Chinese medicine, “One Belt and One Road” strategy has provided the political protection on the industry and culture output, also it will offer a powerful platform for the integration between TCM culture and foreign culture.

Concept of “Internet +”

When it comes to the source of “Internet +”, the earliest time can be traced back to November 2012, the chairman Yu Yang in Analysys International first put forward the concept in Analysys International· The fifth mobile Internet exposition. He believed that the “Internet +” formula should be the product and service of all industries in the future; it will be like a chemical formula to become a combination of multi screens, whole cyber and cross-platform for the consumers.

In November 2014, Chinese Premier Li Keqiang attended the first World Congress on Internet pointing out that the Internet is a new tool for “The Masses Entrepreneurship and Innovation”. At the NPC in 5th March 2015, Chinese Premier Li Keqiang first proposed the “Internet +” action plan in the governmental work report. Li Keqiang reported for the first time that the “Internet +” was actually a new form and new format of Internet development under the “Innovation 2.0”, it is also the evolution of the Internet to promote “knowledge and social innovation2.0” of the Internet form of evolution. From then on, the concept of “Internet +” like sunshine bathed in various fields, and the reform and innovation of the traditional industry will progress with this.

“Internet +” Provides the Opportunities and Requirements on TCM “Culture Output”

In 2015 Chinese State Council issued the “Opinions on Promoting the Development of Innovative Development of Cloud Computing and Cultivating the Information Industry”, which has brought unprecedented opportunities for the development of informatization on TCM. There is no doubt that in the era of interaction between life science and information technology, the integration of health development and information technology is with each passing day, it is important to promote the inheritance and innovation of TCM.

On 16th June 2015, The 13th Chinese International Software and Information Service Fair held in Dalian city, the theme was “Intelligent Data Cross-border Internet”, the contents of the general assembly were mainly concentrated in the background of “One Belt and One Road” and the problem on how to involve in the wave of “Internet +” as traditional industry. TCM industry was the concerning point for the conference to discuss as one of national pillar industries and the thirteenth Five-year Development Planning.

In the advance of construction on “One Belt and One Road”, to put the concept of “Internet +” on the application to TCM industry can make TCM output along the way on the one hand, on the other hand it can also provide remote medical treatment and inquiry platform for the countries and regions along the “Silk Road”.

If the foreign patients want some treats from the point of view of TCM, he (she) can not only interact with TCM physician through video on the Internet platform, but also he (she) can use the mobile phone's APP on TCM or some special Micro channel public platforms to ask for some medical communications, which will greatly save manpower, material and financial resources. So as China's most traditional industries as TCM, how to create “One-stop Style” “Fingers' Style” on inquiry model, how to involve the concept of “whole-media” into traditional industry, how to create a “Nanny Style” APP on the condition of big data and cloud computing model, they are the problems to be solved by traditional Chinese medicine industry under the impacts of thinking in Internet.

Huang Jianyin, Deputy Secretary General of World Federation of Chinese Medicine Societies (WFCMS), said: Chinese medicine experiences China's TCM, Asia's TCM, world's TCM through the course of TCM's internationalization. It also has three important times for development: "Development Opportunities 1.0" via Chinese reform and opening up in 1978, "Development Opportunities 2.0" via Chinese accession to the World Trade Organization (WTO) in 2001, "Development Opportunities 3.0" via "One Belt and One Road" strategy in 2014. The author of this paper believes that with the rise of "Internet +" and the trend to the national industrial innovation model gradually, the internationalization of TCM ushered in the development of the "Development Opportunities 3.0+". In this period the most prominent feature of this stage is to reinvest traditional Chinese medicine industry with new thinking in the Internet.

Dilemmas on TCM "Culture Output"

Cultural Differences

Anthropologist Redfield once pointed out that the cultural adaptation was "from the individual and has different cultures between the two groups which keep a sustained, direct cultural contact, then it causes the change of original cultural phenomenon on one part or both". [10] In the output process of TCM culture, because of the different cultural environment, cognitive styles and life habits, intercultural communications and integrations are faced with great difficulties. Compared with the micro type of local therapy on western medicine, the macro-measure and dialectical synthesis of Chinese medicine is very different.

As for some foreigners who are unfamiliar with Chinese traditional culture or Taoism, Buddhism and other simple ideas expatriates, it is very hard to understand or explain the abstract concepts such as "Yin and Yang's Unity and Opposites""Five Elements in the Doctrine of Viscera-state" "Six Climatic Exopathogens and Seven Human Emotions".

For example, the United States defined clearly the drug's chemical composition must be clear, even if the compound is also required to specify the manufacturer of each chemical composition of its efficacy, role, and even the interaction between them on the efficacy and toxicity. On such conditions, Chinese patent medicine is difficult to pass the FDA's certification. In addition, traditional Chinese medicines include Chinese patent medicine and decoction of medicinal ingredients, herbs decoction, and medicinal herbs. On the accept of use it is need to pay attention to the theories on "Tropism of Taste", "Monarch, Minister, Assistant and Guide" "Grams Are Equal" "Radiotherapy" and so on. [11]

According to the operational methods of traditional Chinese medicine, it is need to follow the process: interrogation-prescribing-dispensing- decocting on the use of drug. This process is so cumbersome to the foreigners who have the different background from Chinese. They think it is easier to take capsules, tablets, liquid. On the basis of this dilemma it is very hard to find a sense of identity on the process of TCM culture output. And this problem which is also the obstacle of TCM's internationalization cannot be avoided.

Translation Deviation

In the process of TCM output, the translation of ancient Chinese books and medical terms has always been one of the constraints. One of the common problems is that the foreigners are not proficient in Chinese, and there is a certain lack of ability to express in English. These factors have a serious impact on the internationalization of TCM. Especially in the translation of Chinese medicine books, there are so many problems concluding abridged translation, mistranslation, omission, one name with many indications, semantic translation, simple to the translation, blind transliteration and cultural chaos translation. These problems led to information distortion when the Chinese medicine is in the overseas dissemination, also it can cause the target group's acceptance of the translation on TCM is far from satisfactory on Western Medicine Internationalization. And then it makes the Chinese medicine lose dominant power in the cultural output, and also speeds down the process of TCM internationalization.

On the translation of "Huangdi Neijing", in view of the present situation, it is varied; "Huangdi Neijing" is the sign of the theoretical system of formed TCM. It is the crystallization of the collective

wisdom of many doctors from the Spring and Autumn Period and Warring States to the Qin and Han Dynasties, it is a piece of writing in Huangdi's name. In the second chapter of "Basic Theories of Traditional Chinese Medicine "(Bilingualism) edited by Ma Shuran, it is explained as Huangdi's Inner Classic of Medicine (Huangdi Neijing). The translation of "Huangdi" is adopted in the "Notes of Neijing" translated by Zhuming in 200. In the foreign countries there is another version of "Huang Di Nei Jing Su Wen" translated by Germany Paul Unschuld in 2003. The pioneer of translation on Western medicine Hza veith translated it as "The Yellow Emperor's Classic of Internal Medicine" in 1949. In the domestic translation many scholars used foreign respective translation, such as Li Zhaoguo respectively translated "Yellow Emperor's Canon of Medicine Plain conversation" and "Yellow Emperor's Canon of Medicine Spiritual Pivot" in 2005 and 2008. The translation of the man's name "Yellow Emperor" belongs to literal meaning purely which results in complete divorce between the forms of translation and the content of the primitives. Although the translation in the west is well known to many people, the translation does not make the target group fully understand and grasp the profound connotation of the concept of translation; also it cannot fully reflect the advantages of Chinese language and culture meaning. [12] For example it refers to "Wood Restricting Earth" as the liver disease affects the function of the spleen and stomach, it is translated as "The liver restricts the spleen", this translation does not reflect the metaphorical meaning on the relationship between "Five Elements" and "Five Internal Organs". So the translation of "Wood Restricting Earth" is a better one. As for "Sanjiao" in TCM there are plenty of translations: tri-Jiao, triple burner, San Chiao, sanjiao. It is dazzling for foreigners to distinguish these translations which are hard to make it accurate on the interpretations. It is also a certain barrier on the overseas cognition of TCM.

Trade Barriers

In recent years, the international standard on heavy metals and pesticide residues and other requirements is more stringent than before, it has caused a great obstacle to the exports of TCM. Such as Russia's "green trade barrier", Japan's "eco-labeling system", South Korea's "sulfur dioxide residue detection", America's "green seal": FDA requires most of the food to be marked at least 14 kinds of nutrients content, and some non-official green peace organizations and animal protections limit the export of Chinese herbal medicines through an excuse of destroying the nature, killing endangered animals. These are the barriers of output on TCM. It is reported that plant-derived medicines were blocked by 85 batches, 79 batches of special dietary were blocked, and 24 batches of Chinese herbal medicines were blocked in 2009.

According to "Traditional Herbal Registration Program Instructions" issued by the EU in 2004, the traditional Chinese medicine registration program instructions, till 31st March 2011, the herbal products were sold as the food and other kinds of identities must be registered in accordance with the new regulations in the EU. When they get the marketing approval, they can be sold. But due to high registration fees of 1million RMB and rigorous proof of documentation, when transitional period of 7 years ended there is no traditional Chinese medicine successfully registered as a legal status in the EU. [13]

Standard Missing

In late July 2007, the Nobel prize winner in chemistry 2004 Dr. Aaron Ciechanover pointed out the importance of the standardization of Chinese medicine when he visited China: TCM and pharmacy have an unique advantage, but only to pay attention to the construction of its standardization is essential to hold a place to Chinese medicine in the international medical community.

Problems on standardization of traditional Chinese medicine (TCM) have been the unavoidable pain of TCM culture output and the lack of standardization will cause directly many obstacles on new drug application in overseas, trade service of TCM, establishment of institutions on TCM, the formation of general language on TCM, recognition of the culture on TCM. Standardization is the "road", only to establish standardization of TCM will enhance the motivation to internationalize.

Loss of Property Rights

In the context of economic globalization, the world's herbal market sales are speeding up at 10% to 20% per year, which is not opportunity but challenges for China. On the opportunity, Chinese resources and culture are unique. There are more than 10 thousand kinds of Chinese medicine

resources and more than 4000 kinds of TCM. The challenge is the lack of awareness of the Chinese intellectual property rights on Chinese medicine. The intellectual property rights of TCM have wide arrangement including patents, trademarks, copyrights, trade secrets and other aspects. The content includes Chinese herbal medicine, prescription, pharmaceutical technology, literature and information resources, etc. Although China is a big country of production on TCM, but in the international market there are nearly 20 billion dollars presently, China has only 3% of the share, and about 70% of the Chinese herbal medicine, but high added value of Chinese patent medicine exports is little. According to statistics, China has more than 900 kinds of Chinese herbal medicine applied for patents by foreign companies, and a number of foreign companies have been high-profile announced to enter TCM market and TCM research and development, so the patents protection in China is imminent. Now, in China there is such a strange phenomenon: to eat Chinese own ancestral TCM prescription, but to pay the fees for the royalties of foreign countries'. Many people will choose Chinese medicine tablets imported from foreign countries when they are sick. Take children's medicine "Esberitox" as an example, for many parents it is a preferred choice to take this "Germanic Indigowoad Root" when their kids have cold, fever, diarrhea, hand-foot-and-mouth disease. But to look at the compositions carefully: acumen Biotae, Baptisia Root, Echinacea Root. And it has "Z" prefix registration number approved by the state. While the question is coming—isn't different from Chinese patent medicine? But this drug accounts for the major share of the domestic children's drug market.

Take "Kyushin Pills" produced in Japan as an example, this product was developed on the basis of the traditional Chinese medicine "Liushen Pill". In addition, South Korea's "Bezoar Sedative Liquid" came from "Niu Huang Qingxin Liquid" in China. Annual output value of South Korea's "Bezoar sedative liquid" is nearly \$100 million, which has popularity in the world far more than "Niu Huang Qingxin Liquid" in China.

Deficiency of International Service Trade Ability

On 13rd June 2015, "The First World Conference on Traditional Chinese Medicine Summit in Summer · 'One Belt and One Road' International Symposium on Development of Chinese Medicine" organized by World Federation of Chinese Medicine(WFCMS) held in Yangzhou city. The General Assembly issued incomplete statistics: Chinese medicine has spread to more than 160 countries and regions, it has become an international industry obtaining at least 0.1 million Chinese medicine clinics and 0.3 million employees around the world. Jiang Yimao, director of the Ministry of Commerce Services Division in China, said there were many policies on TCM output from the country to the provinces and cities at present, and the key to internationalization is to make overseas patients feel the Chinese medicine can cure!

While on the point of view of international TCM service trade market, especially for the countries along "One Belt and One Road", TCM clinics and TCM stores scatter in the business scope, lack collectivization, systematization and standardization in business model, have no strong brand consciousness in business philosophy. Thus it makes TCM international service have no highlight, and some countries or regions only view TCM service trade as one part of the health care market, therefore it cannot be completed in terms of medical treatment services on the people of the world.

Weakening of Communication Strategy

The culture of TCM has some disadvantages such as the strategy of communication, the means of communication, and the mechanism of communication.

For example, TCM lacks of the international influence of celebrity effect and brand awareness, it also has a single means of communication. The culture which lacks of sense on brand packaging is fragmented, only through the brand effect, celebrity mechanism as a means of propaganda, TCM "culture output" will show the whole world its own ID card displaying their own advantages and characteristics, it is a prerequisite for cross-cultural communication.

Strategies for Solving the Dilemmas of TCM “Culture Output”

Government’s Role

In the process of TCM industry output, the role of government is essential. It is necessary for the government to integrate, package. It will “export” through the policy’s inspiration in the transmission of TCM culture as a fragmented style. “One Belt and One Road” and “Internet +” strategy can be proposed and implemented as the politic support and strategic guidance when TCM internationalization is in face of “bottleneck”.

On 7th May 2015, the office of the State Council in China issued the Traditional Chinese Medicine Health Service Development Plan (2015~2020) proposing TCM will participate in the construction of “One Belt and One Road”. The State Council in China will choose sustainable development projects to exchange and cooperate with the countries and regions along the “Silk Road Economic Zone”, the “Twenty-first Century Maritime Silk Road” in order to enhance the international influence on health services of TCM. As the saying from the Deputy Secretary General Huang Jianyin in World Association of Chinese Medicine Association shows: as for overseas development of TCM, “One Belt and One Road” cooperation mechanism is to uphold the open spirit of regional cooperation, through getting along with countries to carry out “domestic regulation” and “market access” to the medical health policy's coordination, the countries and regions along the “Silk Road” should work together to promote the opening-up, exchanges and integrations in the field of medicine. Under the guidance of “Governments Set up the Stage, Enterprises Put in the Show”, what the governments need to do is to establish intergovernmental consultation and coordination mechanism in order to promote national or regional official recognition of TCM products through “One Belt and One Road” strategy. Mean while to speed up the market access negotiations on TCM products can gain a firm foothold on TCM in the overseas market. In addition, the government should further promote TCM to take the clustering route and package TCM culture to export.

Cultivating the International and Compound Talents on TCM

In the context of cultural globalization, if TCM culture would realize the cross cultural blending and communication with the foreign culture, it is essential to train compound talents with international rules and multi culture. The aim for internationalization of higher education is to realize the internationalization of talents in the final analysis, and the purpose is to learn from the world’s advanced education ideas to cultivate the talents who own international awareness, communication skills, and competitiveness.

The essence of international talents is a kind of quality performance, they generally have the global vision, advanced knowledge, strong innovation ability and international competitiveness; their advantages are to have a good ability on cross-cultural communication and international communication and cooperation ability. [14] Only to have such a group of talented people who can understand Chinese medicine, English and the international standards will grab a certain right of speech in order to develop the international standards and promote TCM culture.

Drawing Lessons from Experience of TCM “Culture Output” in History

Output of TCM culture in history had a boom, as early as in the Sui and Tang Dynasties. At that time Japan, Korea and other countries sent China the “diplomats to the Sui Dynasty” and “the diplomats to the Tang Dynasty” who needed to learn Chinese medicine. It can be seen that TCM has been an important position and role in the international communication. In the Ming Dynasty, the regions located in Southeast Asia had another scene of boom on TCM, which benefited from the technique of TCM and Chinese herbs carried by Zheng He.

Today, Chinese can follow the experience of the ancients in the dissemination of TCM culture along the “Silk Road” to seek inner integrated points across the regions in the new era.

Learning from the Cultural Transmission Mode of Confucius Institute

It was reported by the “Confucius Institute Annual Development Report 2014” that in 2014, 475 Confucius Institutes and 851 primary and secondary school Confucius Classrooms in 126 countries held around 67,000 various Chinese classes. During the year, 35 new Confucius Institutes and 205 new Confucius Classrooms were established. There are altogether 33,745 full or part-time native Chinese and indigenous teachers in Confucius Institutes worldwide, an increase of 17.7% over 2013.

Globally, Confucius Institutes (Classrooms) held around 67,000 various Chinese classes for 1,110,000 registered students, an increase of 30.6% over 2013. There are now 15 Confucius Institutes that have more than 10,000 registered students each.

It can be seen obviously that the Confucius Institutes and the classes have become an important bridge and platform for Chinese culture to spread out. To create the overseas dissemination pattern on the culture of TCM may wish to draw the lessons from the promotional experience on Chinese language of Confucius Institute, and further strengthen the power of communication on TCM among the countries and regions along the way, such as setting up the contents of the related disciplines of TCM in the Confucius Institutes. These approaches such as spreading culture and concept of health care, introducing Qihuang medical health classes in the Confucius Classrooms will be conducive to TCM “culture output”.

Strengthening the Accuracy of Translation of TCM Classics

In view of the problems existing in the English translation of TCM, it is necessary to strengthen the standardization and accuracy of TCM English. From “Huangdi neijing” to “Sheng Nong’s Herbal Classic”, “Treatise on Febrile and Miscellaneous Diseases”, “Classic of Acupuncture and Moxibustion”, “Supplement to Valuable Prescriptions”, “Synopsis of Prescription of the Golden Chamber”, “Compendium of Materia Medica”, “Correction of the Errors of Medical Works”, these classics were focusing painstaking efforts and the authors' whole life experience. In the process of TCM “culture output”, these books are the steadfastness of TCM. How to make the foreign fans on TCM acquire the source and information clearly requires domestic academia to develop the standard of English translation on TCM and construct the corpus of TCM English.

By the end of February 2014, World Federation of Chinese Medicine (WFCMS) has released 11 articles on international standardization of TCM. The formulation and implementation of these standards provide the guidance of language in order to accurately express the unique essence on TCM and obtain a more extensive right of speech.

Strengthening Protection and Application for Intellectual Property

According to the Chinese current situation on loss of TCM intellectual property in the international market, the establishment of specialized intellectual property right of TCM institutions is particularly important. Chinese government and the TCM industry associations should provide the green channel on application for the overseas patents for domestic pharmaceutical companies and encourage Chinese companies to realize the internationalization through the foreign patents' applications to protect the ancestors' technology.

In addition, Chinese government and industry associations should also get together with pharmaceutical companies to build a system of intellectual property-protecting on TCM, such as in the stage of selection on a subject, the new thought and the new scheme can be protected by the some secrecy acts; during the development phase the prescription and technology by patent law protection; in period of development, the prescription and technology is defended by Patent Law; in the time of marketing, the new medicine(drug) can be safeguarded by Trademark Act and measures for the administration of drug registration. Only in this way, Chinese TCM industry will not be swallowed by the “foreign TCM”, and Chinese TCM culture should be inherited and develop well.

Depending on Characteristics of Tourism to Drive “Culture Output”

In the process of cultural output, some provinces in China can also attract foreign tourists to travel through the characteristics of TCM. Through this way on the one hand it can bring revenue for the local government to solve financial problem, on the other hand it can also make foreigners understand the medicine of Yi nationality, Mongolian medicine, Dai medicine, Tibetan medicine, Tu medicine, Zhuang medicine Yao, Korean medicine, Hui medicine, Uygur medicine, Miao medicine, Dong medicine and so on. With the characteristics of the skill, some provinces and regions can design a variety of industry patterns on health care, research learning, popular science tour, shopping and sightseeing zoology.

As a result, in search of the overseas breakthrough of TCM culture output, the group of fans on TCM has been already established. This has a certain effect on the promotion of fame on TCM culture in overseas.

The Importance on the Thinking of “Internet +”

As the media's diverse development, the communication means modernizes increasingly, they have become the booster of TCM culture. The establishment of the world Chinese medicine network, the Chinese medicine culture websites and the Digital Museums of TCM, the filmographies and the interview programs, make TCM culture acquire the multi dimensions to display. [15]

It is very instant, fast and interactive to spread popular science works and famous video on TCM via micro blogs, micro messages, Twitter, Instagram, Facebook and other social platforms so that TCM culture is more likely to be accepted and recognized by overseas public, it can strengthen soft power of TCM culture.

Applying “Cloud Computing” to Building “Intelligent Hospital”

“Cloud computing” is a new technology, which is the combination of network computing, distributed computing, parallel computing, effect calculation, network storage, virtualization and load balancing. [16] “Intelligent Hospital” called perceptive hospital or Internet hospital, is based on the Internet technology and a variety of applications and information service as a carrier to build a new hospital. “Intelligent Hospital” integrates the strong points among informational hospitals, smart hospitals, digital hospitals, their services and managements’ mode can provide a new way of innovation and development for the hospitals and supply medical services for residents. [17]

In the process of TCM culture output, applying the concept of “Cloud Computing” to the construction of “Intelligent Hospital” will be better to provide personalized service for the persons all over the world. Remote diagnosis and monitoring services can break the geographical restrictions, the uses of mobile phones, wearable sensors and other wireless terminal can also break the shackles of time. Patients around the world can realize remote search-inquiry through “Intelligent Hospital”, even prescription, decocting medicinal herbs can also be completed by the O2O mode of “one-stop” service. This will enable TCM culture to spread and develop better via “Intelligent Hospital”.

Using Big Data to Promote Innovation on TCM

According to “Big Data: A Revolution That Will Transform How We Live, Work, and Think” written by Viktor Mayer Schonberger, there is a point of view: to define big data from the value point of view can be finished by people in the large-scale data base, and these things are unable to complete on the basis of small scale of data. [18] Take Google as an example, it launched a “flu trend” service in 2008 through the analysis of key words, then it made an accurate prediction of influenza-outbreak in the United States. Google mad a comprehensive analysis of the large amount of real-time data and historical data to understand the flu outbreaks in different historical stages and keywords, frequencies in corresponding periods, and then it judged the correlation on the factors to test its error repeatedly and adjust, in order to build a reliable model. [19]

Big data's application to TCM also reflects in the specific services for individual physical condition——according to each personal physical parameters, age, gender, season, environment and even the mood, the APP can provide the guidance on health care for the subscribers through analysis and sorting of big data. To some certain extent, it can not only provide TCM health care electronic doctor for the overseas, but also it can decorate TCM with more scientific methods. At the same time, it also makes the recognition and acceptance of TCM culture become more extensive.

Conclusions

In the economic, cultural globalization today, based on the strategy of “One Belt and One Road” and “Internet +”, the internationalization of TCM is faced with many opportunities and challenges. To promote industry output actively, culture output is the first step. The theory of “preventive treatment” in TCM is consistent with the trend of medical treatment. On this point TCM culture is not only suitable for the development of the times, but also it conforms to the tendency of globalization. On the background of “One Belt and One Road + Internet”, TCM “culture output” ushers an unprecedented opportunity \which allows TCM to take off its mystery to show the cognition on TCM for the world.

As Nobel Prize winner Aaron Ciechanover said: modern medicine has become more and complex and advanced, we should make the medical treatment individual as far as possible and design medical programs according to our DNA. In this way, although people cannot live forever, they can live better

than before. And plugging the wings with “cloud computing” and “big data”, TCM culture will benefit the whole world in the tide of information.

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