

# Exporting "National Treasures": China hegemony and the globalisation of Traditional Chinese Medicine



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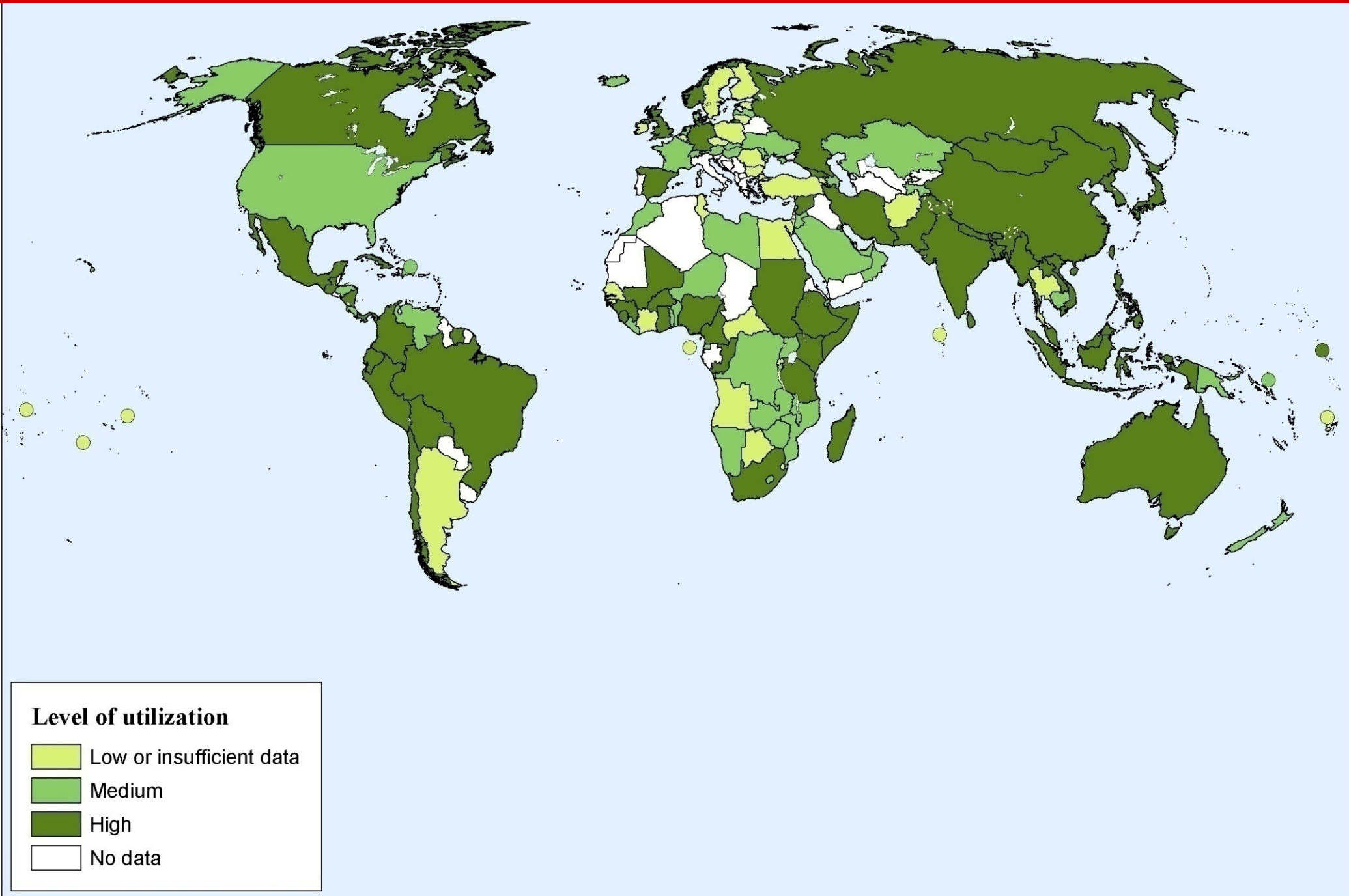
*American Public Health Association Conference 2010*

# Presenter Disclosures

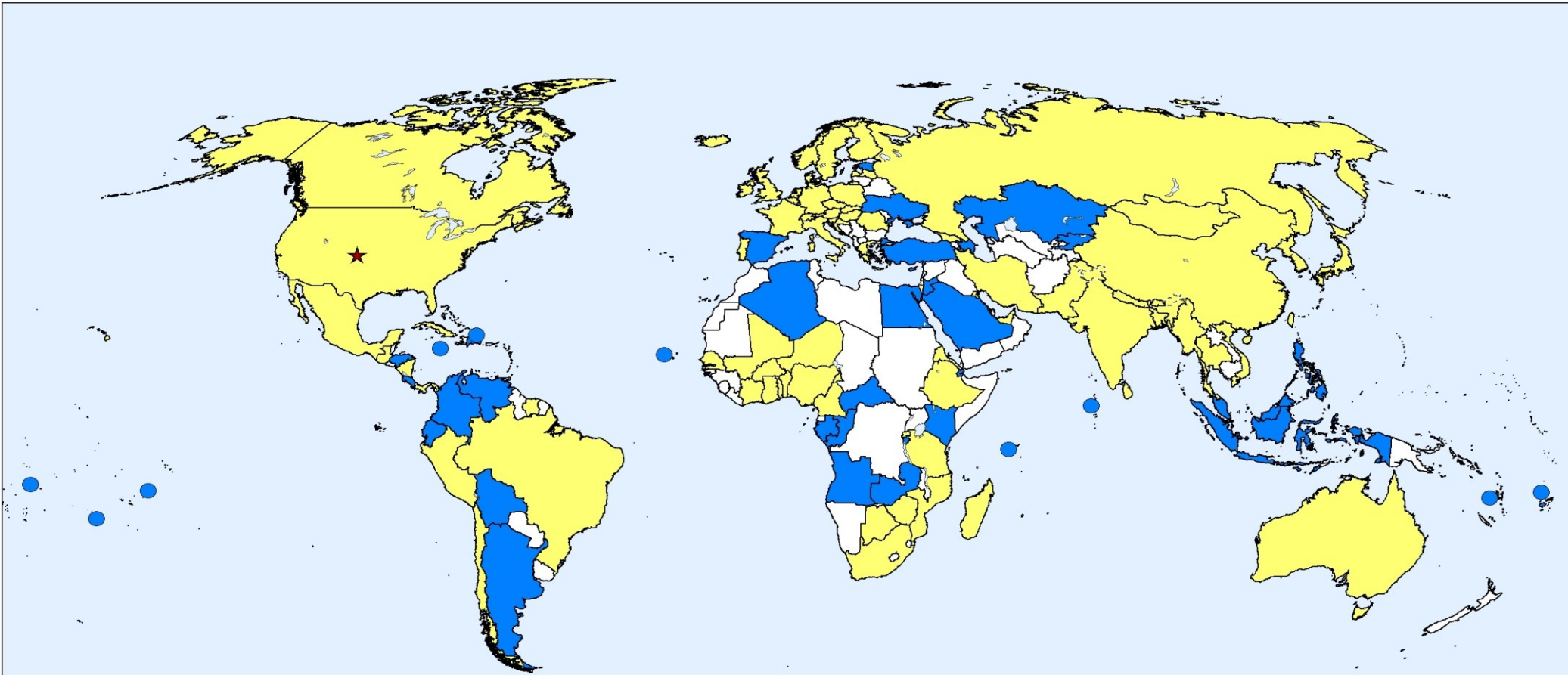
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**I, Paul Kadetz, the sole author of this presentation,  
have no relationships to disclose.**

# Global Use of Herbal Medicines and TCAM



# Global Public Financing for TCAM

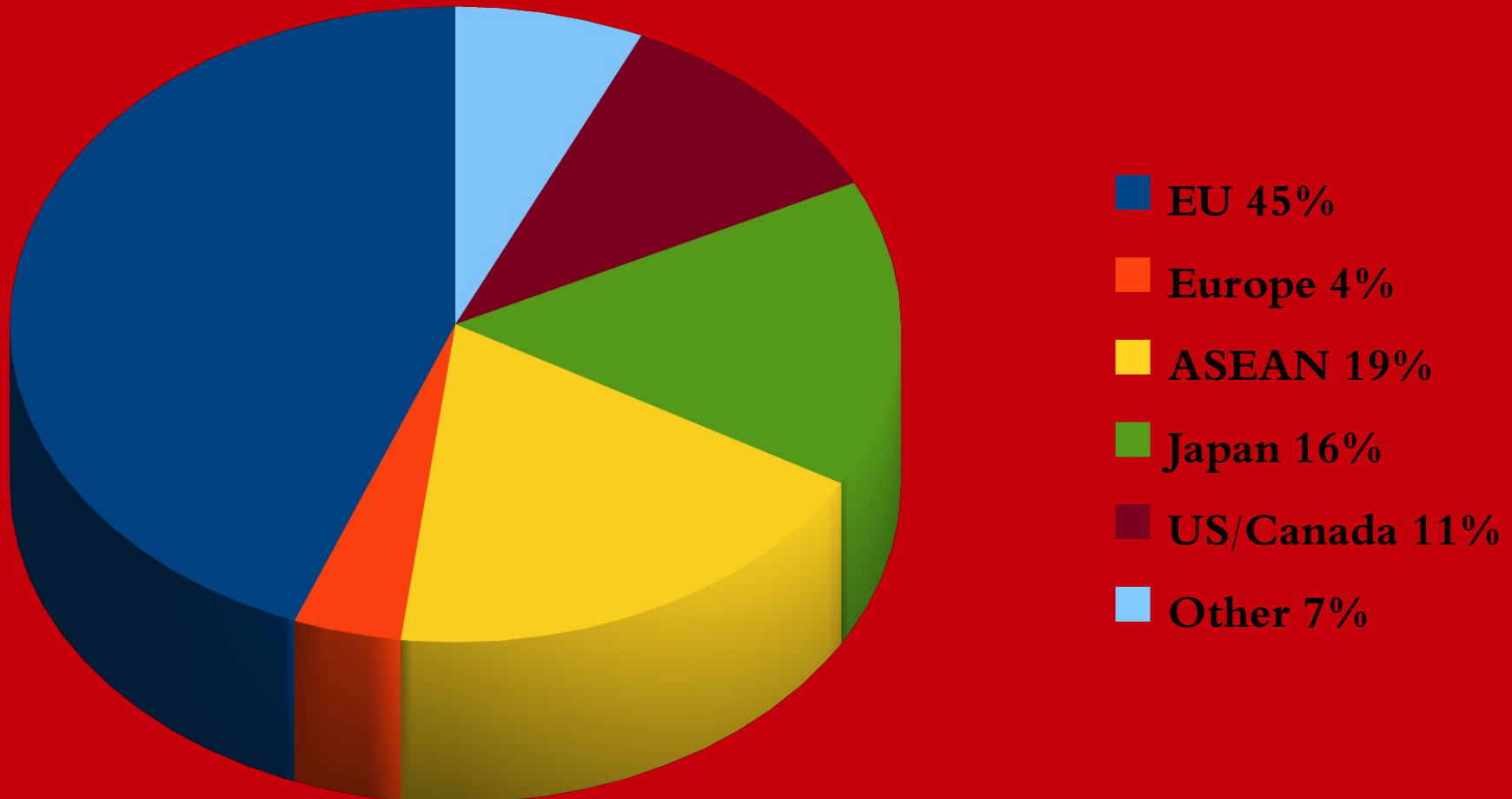


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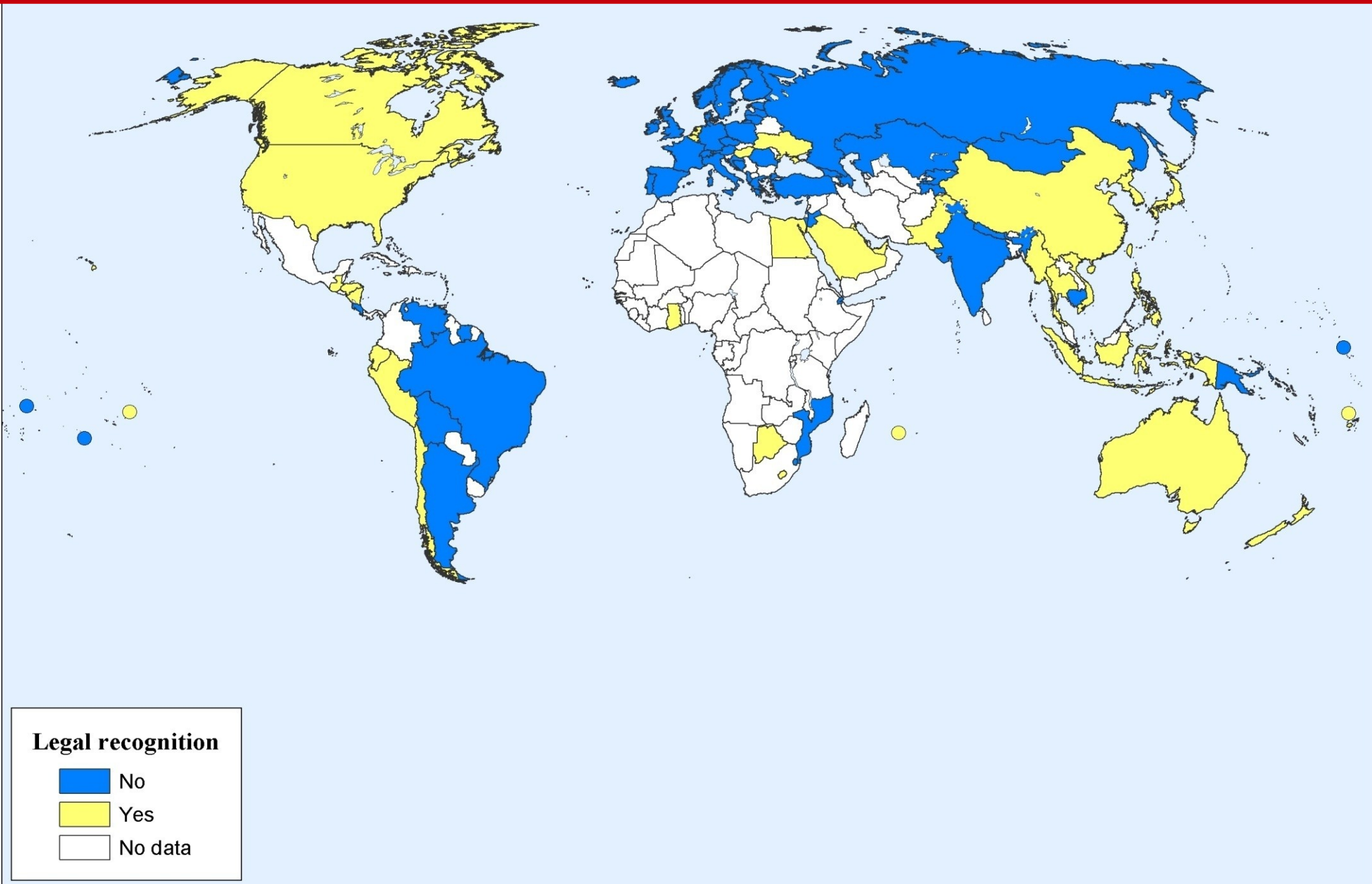
- No public financing
- Public financing
- No data

★ Limited public finance coverage by Medicaid or Medicare

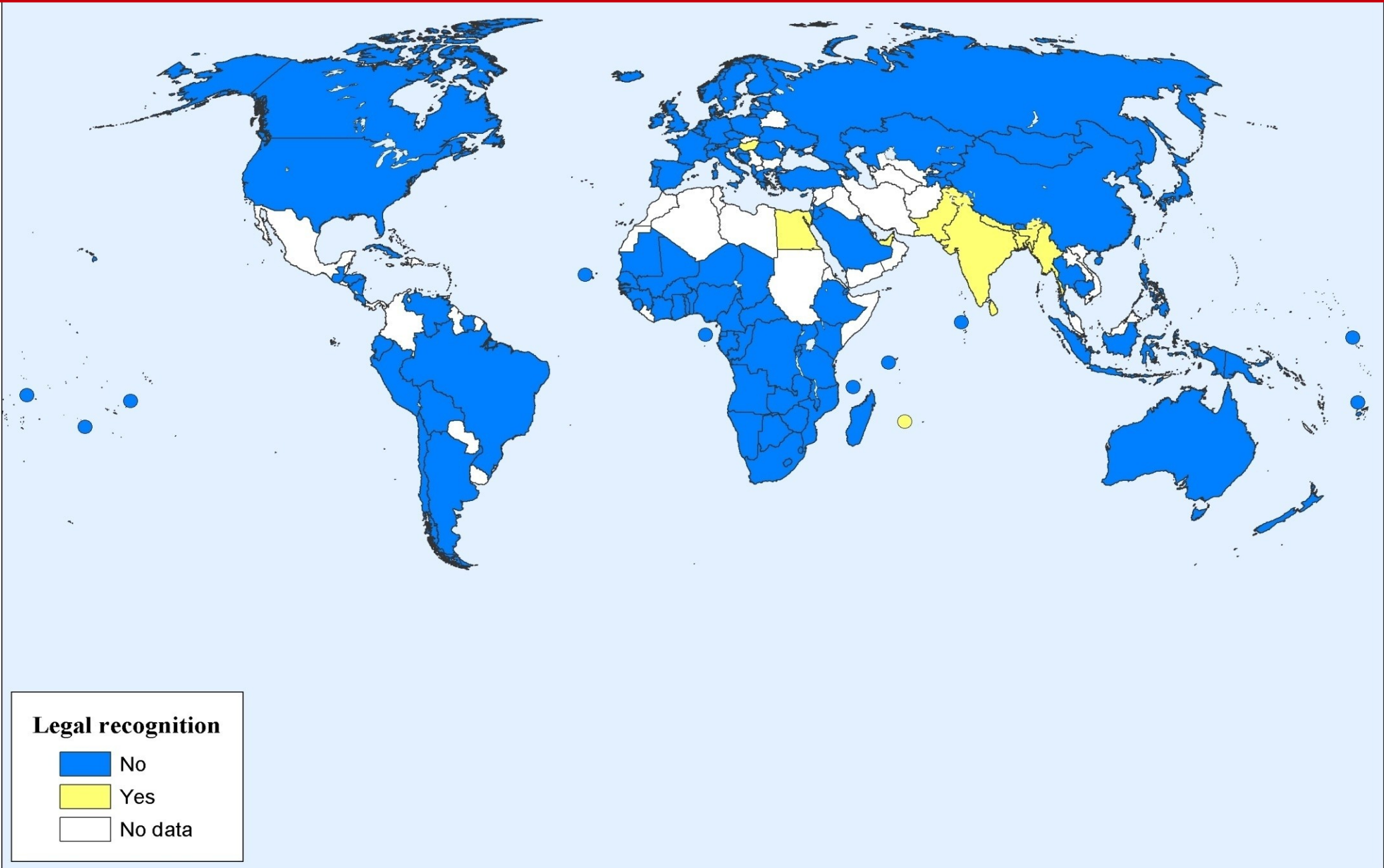
# Global Market For Herbal Products



# Global Legal recognition of TCM Practitioners



# Global Legal recognition of Ayurveda Practitioners



# Research Question

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Why has China succeeded in globalizing TCM and other formal heterodox health systems, such as ayurveda, have not?



# Basic Timeline of Recent China History

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- ◆ Qing [Manchu] dynasty 1644 – 1911
- ◆ Republican Period 1912 – 1949
- ◆ People's Republic 1949 –present
- ◆ 1956 China declared socialist
- ◆ 1957 Great Leap Forward
- ◆ 1966 –1976 Cultural Revolution
- ◆ 1978 onwards: Period of Economic Reform/Economic Liberalisation

# The Republican Period and the movement to abandon Chinese Medicine

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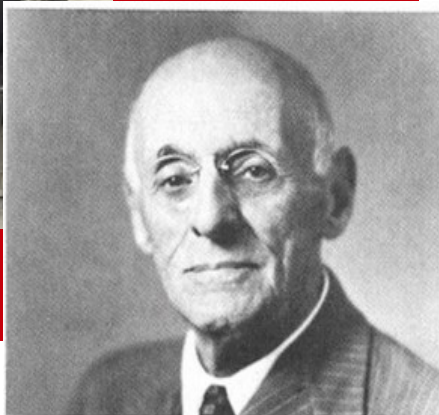
# The Spread of Western Medicine The Rockefeller Foundation in China

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# The Spread of Western Medicine

## The Rockefeller Foundation in China



Abraham Flexner, author of famous Carnegie Foundation report on medical education and first director of the Rockefeller philanthropy programs in medical education.

*Rockefeller Archive Center*

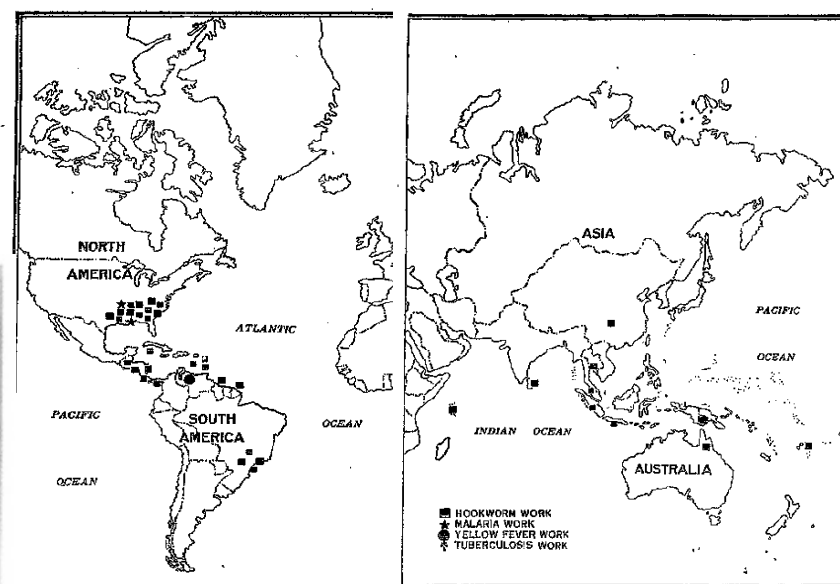


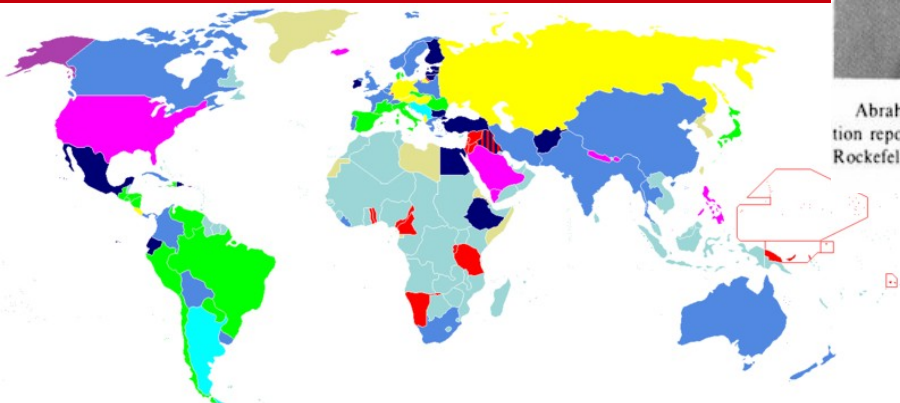
Fig. 2—Activities Health Board

70

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- Founding member that stayed until the end
- Founding member that left and joined again
- Founding member that left the end
- Joined later and stayed until the end
- Joined later and left later
- League of Nations mandate
- Never members
- Colonies of members
- Colonies of members that left
- Colonies/territories of non-members



League of Nations



Bundesarchiv, Bild 137-023050  
Foto: o. Ang. | 1900/1929 ca.

# The Resurrection of Chinese Medicine

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“Chinese Medicine is a great treasurehouse  
and should be diligently improved upon”

中國醫學是一個偉大的寶庫，  
應當努力發掘，加以提高。

毛澤東

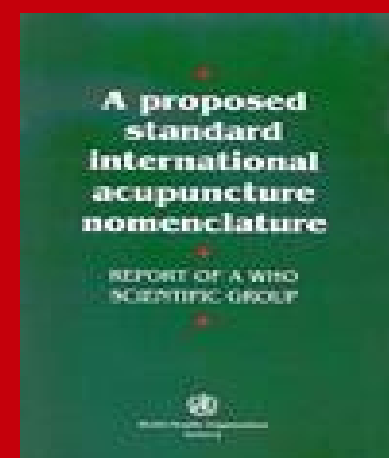
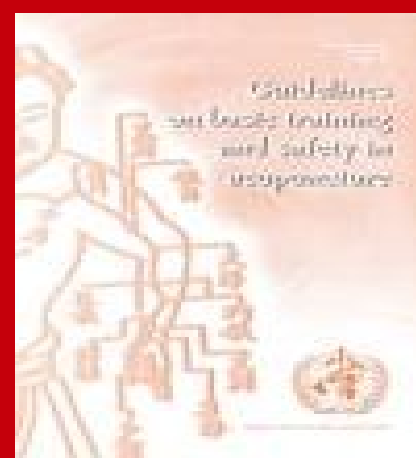
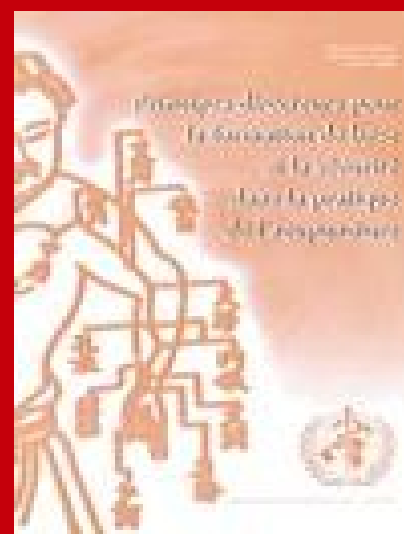
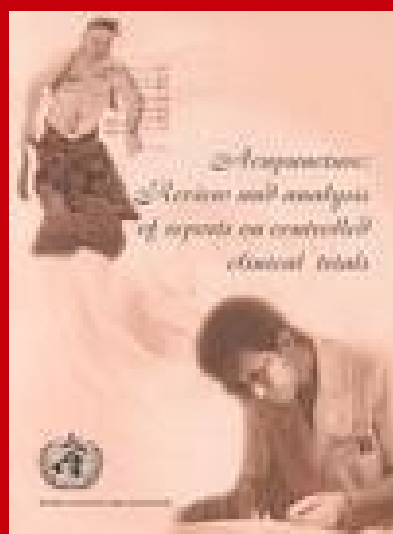
*Mao ze Dong 1958*

# The WHA Conference at Alma Ata a turning point for China and TCM

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# WHO Publications on Acupuncture





# WHO Publications on Ayurveda

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## China

Institute of Acupuncture and Moxibustion, China Acad. of Chinese Medical Sciences, Beijing, PRC

Institute of Clinical Science and Information, CACMS, Beijing, PRC

Institute of Chinese Materia Medica, CACMS, Beijing, PRC

Institute of Medicinal Plant Development, Beijing, PRC

Nanjing University of Chinese Medicine, Nanjing, PRC

Institute of Acupuncture Research, Fudan University, Shanghai, PRC

Shanghai University of Chinese Medicine, Shanghai, PRC

## Japan

Oriental Medicine Research Centre, Kitasato Institute, Tokyo, Japan

Dept of Japanese Oriental Medicine, Toyama Med and Pharmaceutical U, Toyama, Japan

## Korea

East-West Medical Research Institute, Kyung Hee Univ., Seoul, Rep. of Korea

Natural Products Research Institute, Seoul National University, Seoul, Rep. of Korea

National Hospital of Traditional Medicine, Hanoi, Viet Nam

Dept of Chinese Med, RMIT Univ, Melbourne, Australia

# WHO Promotes Acupuncture in Education

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“Management of common conditions with TM interventions that may include herbal, acupuncture, physical, nutritional, psychological and other therapies.”

*WHO guidelines for quality assurance of traditional medicine education in the Western Pacific 2005*

# Globalization of TCM

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- ◆ TCM is centralized and supported by the government in China
- ◆ Several government divisions are dedicated to TCM one is specifically for export
- ◆ TCM products have been exported to 163 countries for total US\$21Billion 2007
- ◆ Chinese herbal medicines represent >20% of total global herbal market share
- ◆ Revenue from Herbal sales: 2007=US\$1.2 Billion → 2008=US\$2.5 Billion
- ◆ China historically has generously sponsored trainings and conferences
- ◆ TCM globalisation has increased markedly during periods of health reform
- ◆ There are more than 300,000 TCM practitioners in over 140 countries

# Globalization of Ayurveda

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- ◆ **No formal licensure beyond South/SE Asia**
- ◆ **No WHO guidelines for education or research**
- ◆ **No formal lobby in any government or WHO**
- ◆ **Led by private sector rather than government**

# Conclusions

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TCM is a lucrative export funded by the Chinese government

**Ayurveda has not been funded by the Government of India**

TCM has been actively promoted by WHO through publications, guidelines, and WHO research Collaborating Centers

**India does not house a WHO Collaborating Center**

TCM has been subject of a substantial amount of Western research

**Ayurveda has had limited exposure to Western research**

Schools of TCM have been established throughout the World

**Ayurveda has a limited number of schools outside of India**

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