

ABSTRACT

With the notional change on health in world, the application of traditional medicine is more and more extensive, the international market of plant medicine extends gradually, the Traditional Chinese medicine is extensively accepted in the international market, and becomes the potential trade, but its development and internationalization worm for the low quantity level.

With the standard of the internationalization more and more considered, according the Traditional Chinese medicine internationalizing and the technique reforming, the study has established the complete quantity control system which has Chinese medicine special features and the internationalizing potential and the international commercial standard which is accepted in the world, and will offer the reference and example which research the species of the international market, and offer the base of theory and practice which establish the international identity system of Traditional Chinese medicine quantity standard.

The study research the actuality of international plant medicine registering and quantity controlling, and summarize three modes about controlling the plant medicine quality, namely which the chemistry composition of the plant medicine is controlled in Europe and America, and the standard soup dose is controlled in Japan, and according the traditional production and quality controlling, including in Southeast Asia, Hong Kong, Macau, Korea, etc. And the study has analyzed homology or dissimilarity between the Japanese mode and the Euro-American mode, inquiry into the development trend of the plant medicine quality control. The author thinks that the trend of the international plant medicine quality control emphasizes that the relativity between the chemistry composition and the security and validity. The relativity is very good, so we can control the stability quantity of product with the consistency composition, and control the product quantity from the line of the single composition to the nonlinear of the many composition, more and more strictly control the poisonous and harmful material l and the whole production line.

The author put forward that we should establish the guidance idea of the traditional Chinese medicine quantity standard, and thinks that the international commercial standard of the traditional Chinese medicine should comply with Chinese medicine theories, according to modern life technology, well considering international feasibility, emphasizing the overall quantity control, standing out the exclusive and diathesis of standard, well considering the factors that affect the traditional Chinese medicine quantity,

and making use of the parameter control.

The author suggests that the commercial standard should combine management principle and support with the technique, the guideline consider the traditional Chinese medicine special features and international need. the author has put forward to include the traditional Chinese medicine material, poisonous Chinese medicine, contrast, Chinese medicine compound prescribe product, safety evaluation etc. a few and part of quantities control system.

The study leads into the international advanced management principle, puts forward that establishing the commercial standard of Traditional Chinese medicine should regard customer's benefit and outstanding quantity, and insist always systematical thought. The author have overstepped to the low-grade quantity target and the pure technique standard before.

The author still inquiries into linking up between the commercial standard of Traditional Chinese medicine and the quantity standard of authorities. The author thinks the commercial standard of Traditional Chinese medicine not only notice to link up with native medicine standard, but also notice to link up with international medicine standard.

One of the standard purposes of establishing the commercial standard of Traditional Chinese medicine offer the quantity standard consults to enter the international market, the product quantity is completely enhanced. But the product quantity reforming and promoting make effect on the profits of the business enterprise in many ways, so directly determine the business enterprise whether can extend the earnings. The study inquiries into the exaltation quantity to the importance of the business enterprise, according to relation between the quantity economic, cost and customer approval, relation between quantity standard and business enterprise competition ability, market prestige and sale means.

The internationalization of the Traditional Chinese medicine is not to accomplish in the short time, and demand the proceeding of the step. The study yet inquiries Traditional Chinese medicine which can first proceeding internationalizing standard research, which primarily is medicine material ,new medicine which have the clear and definite curative effect to the difficulty disease, and old species for confirming the safety in clinical application in the long time. According to the relativity of the intelligent property right, the study thinks technique patent —the patent standardizing — standard admitting that is a viable road and will effectively protect Traditional Chinese medicine.

Key words: Traditional Chinese medicine International Commercial Quality standard