

ABSTRACT

Since long ago, the quality question of the Chinese native medicine products continuously puzzle the Chinese native medicine to move towards the world. First, although passed through more than 40 years construction, our country Chinese native medicine production and the research although obtains made great strides, but overall standard still very low, this mainly displayed in the Chinese native medicine enterprise quantity many, the scale small, the benefit low, technical development and innovation ability weak, the production craft and the equipment were backward, and lacked the unification management standard. Next, because the quality of our country Chinese native medicine is unstable. Chinese native medicine lacks the quality standard and don't achieve the European and American related drugs are even the food basic request. These reasons have been seriously hindered the Chinese native medicine to enter the international market.

The quality question of the Chinese native medicine receives more and more attention, this topic embarks from the Chinese native medicine internationalization goal, analyzes the quality question of the Chinese native medicine, the Chinese native medicine commodity exportation meets the technical barrier and the international domestic authentication market development situation. I seek the Chinese native medicine and the authentication union spot, finally obtains the establishment of Chinese native medicine quality authentication the necessity and the feasibility. According to drugs spot check situation which SFDA issued in each quarter, at present our country Chinese native medicine commodities has the more serious quality problem. The developed country establish technology barrier for our country Chinese native medicine, the quality question of the Chinese native medicine commodities seriously affects the Chinese native medicine exportation. The reason is because of the quality standard of our country Chinese native medicine research lag, the majority of quality standards of Chinese native medicines and the international plant medicine standard have the very big disparity. The Chinese native medicine lacks one of international competition strength. Therefore in the plant medicine international market competition, who first has the international authority's quality standard and the examination center, which can have the competition the initiative?

Authentication is the union is standard and qualified evaluates the formula (qualified

formula including sample, examination, examination formula, appraisal, confirmation and qualified guarantee formula, registration, approval authorizes and synthesizes formula and so on) the best method. The standard is the formulation qualified evaluates the formula the foundation, through qualified evaluates the formula examination product whether conforms to the standard, two unions constituted the authentication entire process. The authentication and the standard relations may use with the breath to share a common fate described. Therefore proposed unifies the authentication with the Chinese native medicine standard, through implementation authentication promotion Chinese native medicine standardization.

This topic has carried on the Chinese native medicine quality authentication necessary analysis from the Chinese native medicine class commodity existence serious quality question and the authentication and the Chinese native medicine relational aspect, then from the national policy, authenticated the market nature, the scale as well as the customer demand, the international latent authentication competitor analysis aspect has discussed the establishment Chinese native medicine quality authentication feasibility, and finally proposed some established our country Chinese native medicine quality authentication the strategy.

Key words: Chinese native medicine ; Chinese native medicine commercial quality authentication ; Chinese native medicine authentication quality standard