

Abstract

As the inalienable part of the traditional Chinese culture, Traditional Chinese Medicine (TCM) has been thousands of years old. In the recent years, the nature drugs have been raised in the viewpoint of consumers and accepted by the western developed countries gradually. As our Country made policy to support the development of TCM greatly, the development environment of TCM has been improved enormously. Guangdong Province has posed the proposal of "Construct the strong Province of TCM". Hong Kong has instituted the "Outline of TCM industry development in the future ten years in Hong Kong", so as to develop to the international center of TCM. Macau also has posed the green technology industry as the focal point development which made the TCM as the direction of development. All of these make opportunities to the collaboration of the three regions.

The globalization of economy which is motivated by the technological revolution is becoming the driving trend of the times in the world. As the close together of region, human culture and benefit, the regional cooperatives are in the ascendant. They are the real choice by which the members take part in the globalization, promote competition and co-development in the regions. Although there is a long history of regional cooperatives between Guangdong Province and Hong Kong, the regional cooperatives in the TCM are not explored enough in the scope and depth. There is not enough experience to refer. So, strengthen the regional cooperatives is great significant for the modernization and internationalization of TCM among the three regions.

The paper mainly study on how to integrate resources, educe the comparative advantages separately and strengthen regional cooperatives among Guangdong Province, Hong Kong and Macau, so as to enhance the competitive strength of TCM. The paper applies the theories of comparative advantage, competitive advantage and industrial chain into the regional cooperatives of TCM. Analyze the advantages and key issues of TCM among Guangdong Province, Hong Kong and Macau and pose the

essentiality and feasibility of the collaboration of TCM among them. Based on the industry chain of TCM and the model of system economic collaboration and competition, establish the collaboration and competition model of modern industry chain of TCM. Study the successful cases of the collaboration of TCM among Guangdong Province, Hong Kong and Macau, so as to provide some reference on collaboration in future. Based on the analysis above, propose the ways and suggestions of collaboration among Guangdong Province, Hong Kong and Macau.

The question on study and discussion is spread out around the “collaboration development of TCM among Guangdong Province, Hong Kong and Macau”, so as to co-construct the TCM industry which has regional competitive advantages and co-promote the modernization and internationalization of TCM in the three regions by integrating the resources, making the best of the comparative advantages and collaborating strongly in the link which possess industrial advantage.

Key words: regional cooperatives; TCM; comparative advantage; industry chain