

世界中医药学会联合会十年发展规划（2013-2022）

世界中联综合办公室主任 秦树坤

为了进一步贯彻落实世界中医药学会联合会章程，促进中医药的国际传播，推动中医药尽早进入各国医疗服务体系和医疗保险体系，保障中医药在世界各国健康有序发展，维护人类生命健康，特制定本规划。

一、 中医药发展国际形势

随着健康观念和医学模式的转变，中医药的整体思维、辨证论治、“治未病”等核心思想，正逐步得到国际社会的认可和接受。近年来，中医药在重大疾病防治方面的特色和优势作用正被越来越多的国家和地区所认识。中医药已传播到世界上 160 多个国家和地区，许多国家明确了中医药的法律地位，有的将中医药纳入医疗保险范围，部分国家成立了专门的中医药管理机构，中医（针灸）诊所已成为许多国家提供中医药服务的主要模式。不少国家还开办了培养中医药人才的中医药院校。第 62 届世界卫生大会通过了《传统医学决议》，敦促各成员国将传统医学纳入国家医药卫生服务体系。国际标准化组织中医药技术委员会已经成立。“中医针灸”已列入“人类非物质文化遗产代表作名录”，《本草纲目》和《黄帝内经》已列入“世界记忆名录”。中医药越来越受到国际医学界的关注和认可，中医药正处在快速走向世界的战略机遇期。

世界中联作为拥有 61 个国家和地区的 234 个团体会员的国际性学术组织，已同世界卫生组织建立了正式工作关系，成为国际标准化组织/中医技术委员会的 A 级联络组织，并被联合国科教文组织认证为非物质文化遗产保护咨询机构，与国际野生动物保护组织、世界自然基金会等也保持了良好的合作关系。十年来，在秘书处和广大会员的共同努力下，世界中联在学术发展、标准制定、人才培养、科学研究及科普教育等方面都取得了显著成就。

然而，中医药的国际传播还面临着许多困难和问题。中医药的科学内涵和作用还没有得到国际社会的广泛认可，许多国家的技术性壁垒及文化差异限制了中医药为世界各国人民提供医疗保健服务能力的发挥；中医药人才的缺乏影响中医药在各国的健康发展。中医药的国际传播还要走很长的路。

二、 指导思想

以世界中医药学会联合会章程为依据，充分发挥各会员单位、各专业委员会的作用，积极推进中医药医疗、教育、科研、保健、文化及服务贸易的国际合作和国际传播，扩大中医药应用范围和国际影响，加强中医药的国际化建设，促使中医药医疗服务被更多的国家和地区纳入医疗服务体系和医疗保险体系。

三、 基本原则

继承创新，持续发展。 推动中医药的继承与创新，增强中医药在世界各国的发展实力，促进国际社会对中医药理论和中医药文化的理解和认可，推进中医药在各国确立合法地位。

服务国际，满足需求。 充分利用各国会员团体在管理、科研、人才、医疗、教育等资源的优势，努力提高服务能力，积极为中医药的发展和国际传播提供支持和服务，以满足国际社会日益增长的中医药服务需求。

广泛参与，诚信自律。 广泛团结各国中医药团体和中医药从业人士，积极同所在国政府部门进行沟通，争取政府的支持和指导，在各国法律的框架下，恪守职业道德，共同推动中医药发展。

交流合作，共享成果。 充分尊重各国中医药及传统医药的发展现状，广泛交流，相互包容，求同存异，平等合作，共同推动中医药和世界各国传统医学繁荣与发展。

四、 发展目标

到 2017 年，世界中联的组织建设将进一步加强，会员国数目将发展到 70 个国家和地区，专业委员会将扩大到 70 个左右。世界中联同国际组织的关系和合作将进一步巩固和拓展；世界中联各部门、各会员单位、各专业委员会的合作效率和效益显著提高；世界中联中医药国际标准制定取得新的进展；国际中医药服务能力明显增强。

到 2022 年，会员国数目将发展到 80 个国家和地区，专业委员会将扩大到 80 个左右，各会员单位的中医药服务能力显著提高，中医药医疗、保健服务体系进一步完善；中医药医疗

服务被更多国家和地区纳入医疗服务体系和医疗保险体系；世界中联中医药国际标准被更多国家认可；中医药科学和中医药文化在世界各国得到更广泛的传播。世界中联将发展成为规模最大、最具影响力、最有信誉、最具权威的中医药国际学术组织。

五、 主要任务

（一）巩固与加强同国际组织的联系与合作。继续建立与相关国际组织的长效工作机制，加强同世界卫生组织、国际标准化组织、联合国科教文组织、世界自然基金会等国际组织的合作，积极参与国际组织运行规则和标准规范的研究与制定，推动营造中医药发展的国际环境。

（二）全面提升国际中医药服务能力。鼓励各国有条件的中医医疗机构和中国医疗机构合作，建立一批高水平中医医疗机构，为各国民众提供高质量中医医疗服务，积极推广中医药实用技术，通过名师带高徒，中医高级职称评审，培养一批高素质中医人才，推动国际中医药学科分化，发挥中医药防治专科专病的优势和特色，不断提升各国中医药医疗服务能力。

（三）积极推动中医药国际化。标准是经济和社会发展的技术基础，是学科发展到一定水平的必然表现。世界中联将积极推动中医医疗、中医教育、中医科研等国际标准的制定和推广。积极培养国际化人才。加强同国际标准化组织的联络与合作，逐步开展对国际中医医疗机构、国际中医药教育机构、国际中医药从业人员水平、资质的评估和认证认可工作。到 2022 年，世界中联将发布国际中医药基础标准、管理标准和有关技术标准 20 个，世界中联各专业委员会将发布有关国际标准 100 个，基本形成世界中联国际化体系。

（四）大力加强国际中医药教育。国际中医药服务能力的提升，离不开高素质中医药人才，世界中联鼓励各会员单位与各国教育机构依据世界中联制定的国际中医药教育标准，合作开办正规中医药学历教育，举办各种类型的中医特色培训班，逐步建立统一的国际学分标准，开创名师带高徒的研修项目，创造条件开展中医药远程教育，鼓励各国西医从业人员学习中医药知识，不断提高国际中医药从业人员的素质和服务能力。

（五）积极推进中医药国际学术交流。世界中联作为国际性学术组织，不断推进国际学术交流，是一项长期的战略任务。世界中联将继续完善三级国际学术交流平台，即每年一次的世界中医药大会，在各洲举办的区域性学术论坛，及世界中联各专业委员会的学术会议，逐步塑造 2-3 个中医药国际会议品牌。通过各类学术会议，进一步宣传中医药的优势和特色，交流和学习各国中医药临床经验，吸纳世界上最新科技成果，研究中医药国际市场需求，发表更多更优秀的 SCI 学术论文，进一步提高各国中医药从业人员的学术水平。

（六）深入开展高水平中医药国际科技合作。世界中联鼓励各国会员所在的科研机构、大学和制药企业与中国相应的单位开展国际科技合作。利用国际先进的科学技术和方法，结合中医药基础理论，研发先进的中医药产品和仪器。加强同世界自然基金会和国际动物组织合作，保护濒危中医药资源。加强对中医药知识产权和中医药公有知识保护的战略研究。世界中联积极支持各会员单位开展各类中医药科技研究，鼓励国际产、学、研合作，不断增强国际中医药创新能力。

（七）积极促进中医药服务贸易。加强对中医药服务贸易的战略研究和市场调研，鼓励各国会员在建立以“跨境交付、境外消费、商业存在和自然人流动”四种国际服务贸易方式协调发展的中医药服务贸易体系中发挥作用。在有条件的国家，建设集中医医疗保健，教育培训、文化传播等功能于一体的国际中医药服务贸易示范基地。建设中医药服务贸易网络信息平台。加强同各国政府的联络沟通，扩大各国对中医药服务贸易的准入范围和降低准入门槛，争取更多国家开放中医药服务贸易市场，促进中医药服务贸易在各国健康有序发展。

（八）大力推动中医药文化国际传播。利用现代信息技术和传播手段，特别要充分发挥国际互联网的优势，积极推动中医药文化的国际传播，加强中医药科普知识宣传，组织开展中医药海外文化推介和科普宣传工程，在有条件的会员国家，举办中医药文化巡展和巡回科普宣传的活动。要挖掘中医药文化内涵，开发中医药文化资源，推进中医药与相关领域音像、出版、动漫、演出等行业的合作发展。支持翻译中医药古籍。鼓励各会员单位在海外中国文化中心及孔子学院传播中医药知识。

（九）加强与会员所在国政府的交流合作。鼓励各会员单位逐步建立同所在国政府交

流合作对话机制，密切同政府部门的接触和往来，特别在中医药政策法规、人员资质、产品注册、市场准入、安全监管、医疗保险等方面要加强与有关部门的沟通。各国中医药团体要团结一心，统一认识，协调行动，顾全大局，求同存异，发扬风格，不断取得政府的理解和合作，推动中医药在各国尽早获得合法地位。

六、保障措施

1、加强秘书处建设 以“三新三优化、三改三提高”为抓手，加强秘书处自身建设，做到组织健全，制度落实。加强员工培训、考核，培养和造就一支团结、务实、高效的国际化人才队伍。

2、建立理事会成员绩效评价制度 通过理事会成员工作述职、绩效评价制度，促进交流，分享经验，更好地发挥理事会成员示范带头作用。

3、加强会员管理与服务 与会员团体和专业委员会保持密切的联络与沟通，交流信息，了解需求，提供服务和给予必要的帮助，并依据章程加强会员管理。

4、创新发展、合作双赢 发挥世界中联资源优势，实施世界中联“国际中医药服务能力提升工程”计划，积极策划合作项目，运用市场机制，实现合作双赢，为可持续发展提供动力。

The Ten-year Planning of WFCMS Development (2013-2022)

Qin Shukun, Director of the Dept. of General Affair of WFCMS

The planning of World Federation of Chinese Medicine Societies (WFCMS) aims to further implement the constitution of WFCMS, to promote the international dissemination of TCM, to include TCM into the main stream of medical and health care system and insurance system of different countries, to insure the smooth progress of TCM development, and to maintain health of human beings,

A. The international situation of TCM development

With the changes on perspectives towards health and medical mode, the core value of TCM including holistic view, prevention first and individual syndrome differentiation are gradually accepted by international community. In recent years, the characteristics and advantages of TCM in preventing and treating major diseases have been recognized by more and more countries and regions. With TCM spreading to 160 regions and countries, TCM has legal status in a lot of countries, and some countries have adopted it into medical insurances. In addition, administrative institutions of TCM and TCM colleges have been established in some countries, and TCM services are provided mainly through TCM (acupuncture) clinics in a lot of countries. The 62nd World Health Assembly adopted "Traditional Medicine Resolutions", and urged member states to include TCM into their national service systems of health and medicine. The Technical Committee for Traditional Chinese Medicine of International Organization for Standardization has been established. Moreover, acupuncture has been included in the human intangible cultural heritage list while the two ancient TCM books including "Huangdi's Internal Classic" as well as "Compendium of Materia Medica" in the list of "Memory of the World". In conclusion, TCM has been paid more and more attention by the international medical community and is moving towards the world rapidly in a period full of strategies and opportunities.

WFCMS is an international academic organization with 234 member societies covering 61 countries and regions. We not only have established NGO relation with WHO, but also becomes an accredited advisory institution of UNESCO Intangible Cultural Heritage Protection and an A-level liaison organization with ISO/TC249. Besides, we have good cooperative relationship with TRAFFIC and WWF. With the common effort of secretariat and WFCMS members, WFCMS has made remarkable achievement in academic development, standard formulation, personnel training, and scientific research, etc. during the ten years.

However, there are still a lot of problems and difficulties in the international spreading of TCM: the scientific connotation and effectiveness of TCM has not been widely accepted by the international community, and technical obstacle of a lot of countries and culture differences restrict TCM to provide medical and health care services to the masses worldwide; the lack of TCM talent prevents TCM from developing orderly and rapidly. In a word, the international spreading of TCM still has a long way to go.

B. Guideline

Based on the Constitution of WFCMS, we should fully play the role of all member unites and specialty committees, actively promote the international cooperation and spreading of TCM in medical treatment, education, scientific research, health care, culture and trade in services, expand the coverage and international influence of TCM, and strengthen international standardization, so that medical services of TCM can get into medical service system and medical insurance system of more countries and regions.

C. Basic principles

Inheritance and innovation for sustainable development. We should promote the inheritance and innovation of TCM, enhance the strength of TCM development worldwide, and intensify the understanding and acceptance of TCM theory and culture internationally, so as to help Chinese medicine get the legal status in different countries.

Serving the world to meet the demands. We should take resource advantage of member societies in management, scientific research, talent, medical treatment, education, etc., enhance service ability, and actively provide support and service for TCM development and its international spreading so as to meet the growing demand for TCM services internationally.

Wide participation with integrity and self-discipline. We should unite societies and TCM practitioners in the world, actively communicate with the government in their countries, strive for those governments' support and guidance, and abide by the professional ethics and law of different countries, so as to jointly promote TCM development.

Exchange, cooperation and achievement sharing. Based on the current situation of TCM and traditional medicine development in different countries, we should carry out extensive exchanges with mutual tolerance and equal cooperation, and seek common ground while maintaining differences, so as to promote the development and prosperity of TCM and traditional medicine in the world.

D. Goals

By 2017, the Member States will be increased to 70 countries and regions and specialty committees will be increased to about 70 by further strengthening organizational structure. The liaison and cooperation between WFCMS and international organizations will be further consolidated and expanded; the cooperative benefits of all departments of WFCMS, member units and specialty committees will be further enhanced; a new breakthrough will be made in international standard formulation of WFCMS; the international TCM service ability will be increasingly enhanced.

By 2022, the member states will be increased to 80 countries and regions, and specialty committees will be increased to 80. TCM service ability of all member units will be obviously enhanced, and TCM service system of medical treatment and healthcare will be further improved; TCM will get into medical service system and medical insurance system of more countries and regions; the international standards of TCM will be recognized by more countries; science and culture of TCM will be more widely spread in the world. WFCMS will become the largest and the most influential, reputable and authoritative international academic organization.

E. Missions

(1) Consolidate and strengthen exchanges and cooperation with international organizations we should continue to set up long-term working mechanism with relevant international organizations, strengthen cooperation with the World Health Organization(WHO),the International Organization for Standardization(ISO), United Nations Educational, Scientific and Cultural Organization(UNESCO), World Wide Fund For Nature (WWF)and other international organizations, and actively participate in research and formulation of operating rules and standards of international organizations, so as to create an international environment for TCM development

(2) Enhance the international service ability of TCM. Available overseas TCM institutions should be encouraged to cooperate with domestic medical institutions, so as to establish a number of high-level TCM institutions and provide high-quality TCM services for worldwide masses. It is necessary to actively spread up TCM practical techniques, cultivate a number of high-level TCM professionals through Apprenticeship Program and the assessment of senior professional title of TCM, facilitate the international division of TCM disciplines, bring advantages and characteristics into full play by preventing and treating special diseases with TCM, and constantly enhance service ability of TCM worldwide.

(3) Actively promote international standardization of TCM. Standard, known as the technical base of the economic and social development, indicates that disciplines have developed to a certain level. WFCMS will actively promote formulating and spreading international standards in TCM education, treatment and scientific research. We should not only actively cultivate the international standardization talent, but also strengthen contact and cooperation with the International Organization for Standardization and gradually carry out assessment and accreditation on the level and qualification of international TCM practitioners, international medical institutions of TCM and international educational institutions of TCM. International primary, technical and management standards totaling 20 by WFCMS and 100 relevant standards by WFCMS specialty committee will be released by 2022, giving rise for the basic standardization system of WFCMS.

(4) Greatly reinforce international education of TCM. The enhancement of TCM service ability is closed related to high-level professionals. WFCMS encourages each member units and worldwide educational institutions to conduct formal education of TCM according to international educational standard by WFCMS and to organize training courses with TCM characteristics, gradually leading to a unified international credit system .Besides, we should start “Apprenticeship Program”, carry out distance education in TCM, and encourage western medicine practitioners to learn TCM knowledge to continuously improve the service ability and quality of international TCM practitioners.

(5) Actively promote international academic exchange of TCM. WFCMS is an international academic organization, and will take pushing forward international academic exchanges as a long-term strategic task. We should continue to improve the “Three Levels of Conference Platform”, namely the annual World Congress of Chinese Medicine, regional conferences and Specialty Committee Conferences, fostering 2 to 3 international conference brands of Chinese Medicine. Through various academic meetings, it is important to further propagate the advantages and characteristics of TCM, exchange clinical experiences and learn good experiences from other countries, adopt the

world's latest scientific and technological achievements, study the needs of international market, publish more outstanding SCI papers, and improve the academic level of TCM practitioners.

(6) Carry out the High-level International Science and Technology Cooperation of TCM. WFCMS encouraged member units to carry out international cooperation in science and technology with research institutions, colleges and universities and pharmaceutical enterprises. Advanced medical products and apparatus will be invented by applying international advanced science and technology and methods combined with the basic theory of TCM. We should strengthen the cooperation with the World Wide Fund for Nature (WWF) and the International Organizations for Animal to protect the endangered Chinese medicine resources. We ought to strengthen the strategic research of TCM Intellectual Property and public knowledge protection. We should also actively support the member units to carry out all kinds of TCM science and technology research, and encourage international cooperation in industry, education and research, so as to jointly promote the international capability of independent innovation in TCM.

(7) Actively facilitate TCM trade in service. We should strengthen the strategic research and market research on TCM trade in services, and encourage members to play a role in TCM service system which is established on the basis of harmonious development of "Cross-border supply, consumption abroad, commercial presence and movement of natural persons". International TCM demonstration bases of trade in services will be established with function of TCM health care, education and training, and culture spreading in some available countries. In addition, network information platform on TCM trade in services will also be set up. We should enhance communication with foreign governments, expand the coverage of gaining access to TCM trade in services and reduce the barriers to entry in other countries, and make more countries open their markets of TCM trade in services, leading to rapid and orderly development of TCM trade in service internationally.

(8) Actively promote TCM cultural dissemination. By the use of modern information technology and dissemination methods, especially via internet, we ought to actively promote TCM culture dissemination, facilitate the propaganda of TCM knowledge, carry out overseas TCM culture propaganda projects, and organize itinerant cultural exhibition of TCM culture in available member countries. It is necessary to dig out the cultural connotation of TCM, develop TCM culture resources, and promote coordinated development of TCM and related fields such as audio-visual, publishing, cartoon and performance industry. Besides, we should also support the translation of TCM ancient books, and encourage members to spread knowledge of TCM in the overseas Chinese culture center and Confucius institutes.

(9) Strengthen exchange and cooperation with governments of the countries where members are based. We should encourage member units to gradually establish mechanism on communication and cooperation with governments in countries where members are based, closely contact with government and departments, and especially communicate with relevant departments in the fields of TCM policies and regulations, personnel qualifications, product registration, market access, safety supervision and medical insurance, etc., so as to increase its cooperative project authoritativeness of TCM treatment, research, education, etc. All TCM societies should unite, unify understanding, coordinate action, pay attention to the interests of the whole, seek common ground while reserving differences, carry forwards the style and make progress in the understanding and cooperation of the government to promote TCM to obtain legal status in various countries as soon as possible.

F. Safeguard measures

(1) Strengthen Secretariat construction. Guided by "three innovations, three optimizations, three reforms and three improvements", it is necessary to strengthen the Secretariat construction in order to make organization complete and the institution fully implemented. It is also necessary to enhance staff training and assessment, cultivate and foster a group of united, pragmatic and efficient international professionals.

(2) Set up evaluation mechanism on performance of council members. In is important to facilitate the communications and share experiences to bring the exemplary role of the council members into full play, through the reports on the work of council members and the performance evaluation system.

(3) Strengthen the membership management and service. It is important to keep close contact and communication with member societies and specialty Committees, exchange the information, learn about needs, provide services and the necessary help, and strengthen member management in accordance with the WFCMS constitution.

(4) Innovation, development and win-win cooperation. It is necessary to play the advantages of WFCMS resources, implement "International Traditional Chinese Medicine Service Ability Enhancement Project", actively plan the cooperation projects and use market mechanisms, so as to achieve win-win cooperation and provide the impetus

for sustainable development.