

An Inquiry Into the Export of Chinese Medicine in the City of Jiaozhuo

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Abstract

The yams, chrysanthemums, ox knee, ground yellow and called "four medicines" originated in the city of Jiaozhuo, Henan Province, have been widely praised for their peculiar effect. In recent years, with the world's "return to nature" more and more calls, the international demand for Chinese medicine is growing, which provides an opportunity for the "four major medicine" exports. Through SWOT analysis method, this paper analyses the status quo, advantages, disadvantages, opportunities and challenges of the export of "four major medicines" in the field of coke, and puts forward some suggestions for developing and expanding the pharmaceutical industry.

Keywords

Four Drugs; SWOT Analysis; Technical Barriers to Trade.

1. THE PRODUCTION AND EXPORT STATUS OF THE "FOUR MEDICINES"

1.1. Introduction to the "Four Great Drugs" Products

"Four great medicine" general refers to the current by the City of Jiaozhuo, Henan Province (The Ming and Qing Dynasties called "Huaiqingfu") under the jurisdiction of Wenxian, Wuyi, Xiuwu, Mengzhou, Fuyang and other places produced yams, chrysanthemums, cow knees, ground yellow, such as four flavours of Chinese medicine, according to historical records, its planting history has been more than three thousand years. It is not only a famous speciality of coke but also the treasure of the Chinese nation, enjoy the reputation of "Chinese medicine", highly respected by people, well-known in China and abroad. Located in the northwest of Henan Province, the city of Jiaozhuo, north of the Taihang, south of the Yellow River, unique geographical location, suitable climatic conditions and soil environment, for the cultivation of medicine has created excellent conditions, creating the "four medicine" strange efficacy and high health value.

Huaishan medicine is a model of the same origin of medicine, enjoy the reputation of "Wysa ginseng", also known as the longevity factor, has the role of spleen supplement, blood sugar, blood lipids and cholesterol. Among them, the iron bar yam sage produced in Wenxian as a fine product, iron bar yam because its surface has the same traces as rust and get the name, the drug effect is unique and the taste is delicate and smooth, popular.

Chrysanthemums are wild or cultivated everywhere but are best known for their bosom. Wye chrysanthemum is not only pleasing to the eye but also can be picked down to make health tea, flowers are pleasant and have a high medicinal value. Chrysanthemum cool, drier after the use of water, taste bitter, have the effect of detoxifying heat, clear liver and other effects, but also can slow dizziness, eye-sight and other symptoms.

The wage knee is a perennial herb, also known as a hundred times. The cow knee is usually referred to as the dry root of the cow knee, which can be taken into medicine. In daily life, the local people use cow knee tea for drinking; southerners are more used to cook soup, make medicine for meals. In clinical, the cow knee is often used to treat cold and wet, blood-deficion, fall injury and other diseases, is commonly used in the meridian blood drugs. Li Shizhen has said in his book,p. "Speaking of its medicine, such as the strength of cattle also", it can be seen that the high complementary effect of the knee of the bovine was found as early as ancient China. The results of modern pharmacology show that the cow knee contains a high amount of polysaccharides, the bovine knee polysaccharides can effectively enhance the body's immune capacity, and then protect the liver, inhibit tumours and raise white blood cells.

Huaidi yellow is a perennial herb, which breeds from roots and yields higher, with the best yellow produced in Xitao Town, Wuyi County. According to its characteristics can be divided into fresh yellow, raw yellow and ripe yellow. Fresh yellow taste slightly sweet, slightly bitter, raw yellow taste slightly sweet, ripe yellow is raw yellow processing after the product, sweet taste, but also the main ingredient of the famous supplementary Chinese medicine six-flavoured yellow pills.

1.2. The Production Status of the "Four Major Drugs"

"Four medicine" has been highly regarded since ancient times, is the "Waichuan" official Sagun's choice. Although the "four major medicines" are planted in all areas of the city of Jiaozhuo, but belong to the north bank of the Yellow River in Wenxian and Wuyi County planted in the "four major medicine" the best quality, the best efficacy. In 2015, the city built a total of 23 "four medicine" standardised planting base, a total area of 224,000 mu, of which Wenxian area planted about 80,000 mu, Wuyi County planted about 60,000 mu, the rest of the distribution in Boai County, Mengzhou City, Puyang City and other places. The city planted a total of about 46,000 mu of Wyyama medicine, of which 218,000 mu of iron-stick yams, mostly concentrated in Wencounty and Wuyi County; Planting area; planting a total of 23,000 mu of bovine knee, most of which was planted in Boai County, Fuyang City and Mengzhou City; For the whole of 2015, the four major medicines produced 437,000 tons of fresh goods, with a foldable volume of 84,000 tons. Although Wenxian, Wuyi County, Boai County and Fuyang City and other places have the tradition and long history of planting "four medicine", but the community recognised the best medicinal power for Wenxian planted iron bar yams, the best medicinal yellow and chrysanthemum sown in Wuyi County, the best medicinal life of the bovine knee is from The city of Fuyang.

As of 2015, the city has a total of "four big medicine" processing enterprises more than one hundred, of which more than 20 are with a certain scale of medicine processing enterprises, only six enterprises annual output value of more than 100 million, four companies listed, the remaining 82 enterprises are under 10 million yuan in annual output value, the size of the enterprise is relatively small. Among them, Baohe Tang, HuaishanTang and Jianguo Huai Pharmaceutical Co, Ltd. are key support enterprises in the city.

So far, the market-oriented "four medicine" industrial processing products have more than 280 kinds, to the medicine drink tablets, Chinese medicine, food and health care products mainly. In all kinds of early processing products, direct fresh packaging listed iron bar yams and simple processing of yams, di huangding and other gifts can be eaten directly more, but also popular with customers, such products as many as more than 60 kinds of medicine drinks such as wiesbags tea, tonic wine, medicine health care vinegar, etc. have more than 150 kinds, There are more than 20 kinds of Huai medicine health care products such as Huai ginseng gum cinnamon paste, as well as more than 50 kinds of chinese medicine products such as six-flavoured yellow particles. So far, the city has five GMP certification workshop, three municipal engineering and technology research centers and two municipal enterprise technology centers.

To protect the local "four medicine" brand, the city in the trademark registration and cultural publicity has also made a lot of efforts, the best is the "Wenxian iron bar yam." In 2012, "Wenxian iron bar yam" in the State Administration of Industry and Commerce successfully registered the certification trademark, but also to find professional designers for fresh iron bar yams designed a unified box, and in each box have added two-dimensional code anti-counterfeiting mark, every year in the iron bar yam plant edgy, after the completion of the Technicians will use GPS systems to collect detailed planting information about the iron-stick yams, including the varieties, area and geographical location of iron-stick yams, and establish a complete set of electronic files where buyers can obtain information by simply scanning the QR codes on the box. In 2015, by GPS satellite system testing, iron bar yams in Wenxian planting area of up to 208,000 mu, produced more than one million kilograms, issued 1.8 million anti-counterfeiting labels, sales of 1.8 million unified packaging boxes.

1.3. The Status Quo of the Export of "Four Major Medicines"

There are three main sales methods of "four major medicines" in the city of Jiaozuo, one is that farmers produce and sell themselves, this sales method is mostly in Wenxian, in the roadside and crowded bazaars to concentrate on the sale of iron-and-steel yams; There are also several drug stores and franchisees throughout the country; The opening of a large number of Taobao stores has also widened channels and increased sales for the sales of the four major drug-in-the-Wyatt drugs.

In the domestic market continues to expand at the same time, the city is also actively for the "four medicine" to open up overseas markets. Because of the "four medicine" unique efficacy, high health care value, so it is also favoured by international friends in the international market, products have been exported to South Korea, Japan, Indonesia, Europe and the United States and China's Hong Kong, Taiwan and other places, the international visibility of the drug gradually increased, the income of growers is also increasing.

Although there are more than one hundred processing enterprises, but the city to obtain the export qualification of Chinese medicine processing enterprises only 5, processing products although there are more than 280 kinds, but most of them are primary processing. In view of the restrictions on technical barriers to trade in other countries, the volume of export trade is decreasing year by year. From 2008 to 2011, the export products of the medicine sin served products reported to the Immigration inspection and quarantine bureau in the city of Jiaozhuo were all primary processed products, and the export amount decreased from US\$530,702 in 2008 to US\$97,383 in 2011, well below the total output value of the medicine. Places with large Chinese populations Such as South Korea, Indonesia and Hong Kong, China, and Taiwan, are major destinations for drug exports.

2. "FOUR MAJOR MEDICINE" PRODUCTS EXPORT SWOT ANALYSIS

2.1. Advantage Analysis

(1). The resources of medicine are rich and unique

The development speed of the medicinal plant base in Jiaozhuo City is relatively fast, and the production bases of "four major medicinal drugs" in Wenxian and Wuyi counties have already had more than ten thousand mu of scale. In 2015, driven by the radiation of standardised planting base, the city's "four major medicine" planting professional households have been developed to more than 3,000 households, planting a total area of 224,000 mu, the yield of 437,000 tons. The beginning of the scale of food, gifts and health care products processing enterprises have more than 30, more than 280 kinds of products, industrial processing is trying to change from initial processing to finishing, high value-added.

Yams, chrysanthemums, ground yellow, ox knee in other parts of the country are also planted, and in the market have a certain share, but on the efficacy of medicine, but also is the origin of the "four medicine" is better, one side of water and soil, creating four taste precious medicinal herbs, only coke this fertile soil, combined with the unique local climate conditions, to plant the best four medicine.

(2). Brand Advantage

Since 2003, "four big medicine" to obtain the protection of China's geographical indication products, the brand of the drug continued to develop, now has a fairly good foundation. The cultivation and processing technology of medicine has been relatively mature, and the quality and efficacy of its products have been widely recognised and recognised by the people of the whole country. Since 2010, the city of Jiaozuo has held a "Wenxian Iron Stick Yam-Mountain Culture Festival" every year to promote the brand of medicine. In 2014, the city successfully held the yam industry exhibition in Zhengzhou, attracting more than 50 enterprises to participate in the exhibition, a total of more than 240 varieties of yam-related products, to help the brand publicity work.

With the origin of Chenjiagou, Wen County, "Chen Tai Chi" towards the international, the city's tourist business card "Yuntaishan Scenic Area" international visibility continues to improve, the drug culture and tai chi industry, tourism, the initial combination, so that the "four medicine" brand accompanied by the "Chen-style tai chi" internationalization and "Yuntaishan Scenic Area" The international reputation is even more famous.

(3). Cultural theoretical advantages

Chinese medicine culture is the treasure of the Chinese nation, the history of such as the "Yellow Emperor's Book" such a great book of medicine or pharmacology, Chinese medicine culture is also accompanied by five thousand years of civilisation in China, for the development of world medicine has made a special contribution. "Four great medicine" in Henan "Daodi medicine" the first, all the history of Chinese medicine books have praised the "four medicine" of the strange medicine and very high health value.

(4). Low cost, good efficacy

"Four great medicine" as the first of Henan Province's "Daodi medicinal herbs", has significant development advantages. All four kinds of medicinal herbs are naturally grown herbs, with a long history of application, itself already has natural efficacy, whether used to feed, make tea, or use to develop new drugs have a track to follow, development costs are relatively low, short cycle and high success rate. And some Western pharmaceutical companies, usually spend 7-10 years, 0.8-350 million U.S. dollars to invest in the research and development of a new drug, the total investment is much larger than China's research and development of Traditional Chinese medicine. Also, the long-term use of pure chemical synthetic drugs produced in the West will produce toxic side effects and drug resistance, in contrast, the "four medicine" has a safe and effective, small toxic side effects of the huge advantages, but also with other Chinese herbal medicine cleverly matched to increase the efficacy of drugs, reduce toxic side effects, the treatment of disease has a very good effect.

(5). The application of Chinese medicine is expanding

By (2015), Chinese medicine has been spread to 183 countries and regions around the world, Chinese medicine and Chinese medicine clinics in Europe and the United States and other parts of Asia, the international market for the number of Chinese medicine treatment diseases more and more. Thanks to the international strategic background of "Belt and Road", the new pattern of all-round cooperation in Chinese medicine will be formed in 2020. The scope of application of Chinese medicine will continue to expand, "four medicine" will also take advantage of this opportunity for more international friends to know.

2.2. Disadvantage Analysis

(1). Cultural differences in Chinese and Western medicine

There are obvious differences between Chinese and Western medical culture, which has a lot to do with the development history of Chinese and western countries. The traditional culture and academic thought of ancient China were self-contained, independent and complete, consistent, extremely rich but too closed, and lacking innovation. Western medicine is formed based on open Greek scholarship, which is both open and innovative. Also, the most basic theory of Chinese medicine is yin and yang theory, through the hope, smell, ask, cut four diagnostic methods to judge the disease, the prescription of Chinese medicine compound to mediate the body's Yin and Yang balance. Western medicine belongs to laboratory medicine, most of which is used to diagnose the disease with the help of professional instruments and equipment.

There are also large differences between the main components of traditional Chinese medicine and Western medicine. Most of the Chinese medicine is a compound medicine, more active ingredients, it is difficult to explain which flavour of the chemical substances in play, there is no clear active ingredient content and standard detection methods, and Western medicine contains more than a single compound, the active ingredient content is clear, testing method specifications. To export Chinese medicine to the United States, it is necessary to make a clear statement by the provisions of the U.S. Food and Drug Administration, which for Chinese medicine into the European and American markets to establish a difficult line of defence, will affect the "four major medicine" as a finished Chinese medicine into the European and American markets.

(2). Product quality needs to be further improved

If the "four medicines" produced in the jiao-making area enter the international market as health food, then the quality of local medicine fresh goods is very guaranteed, but if the fresh goods are processed by enterprises into finished products after export, then the quality of the finished products still need to be further improved.

Most of the Chinese medicine processing enterprises in the city do not have their own source base, although the larger Chinese medicine processing enterprises have their own source base, but the base has not yet achieved large-scale and standardised planting, the enterprise itself produced medicinal materials can not meet the needs of industrial processing, The poor part of the enterprise will be used to sign with the grower to buy or directly from the hands of retail customers, so that the quality of pharmaceutical raw materials can not be unified and quality assurance, especially from the hands of retail medicine, due to planting technology or other reasons, there may be pesticide residues or heavy metal content of the problem, if not properly treated will seriously affect the international reputation of the pharmaceutical products.

(3). Low scale and standardisation of "four medicines" cultivation

Although the medicine is good, but the bosom and Huai ground yellow can not be large-scale cultivation, because the cultivation of these two kinds of medicinal herbs on the ground force requirements are very high. After planting a grain, the land can not be re-re-enacted for at least five years, and after Huaidi yellow planting, this land can not be re-re-enacted for at least eight years. Otherwise the yield and quality of medicinal herbs will be greatly reduced. At the same time, a large number of farmers in the coke area are scattered, resulting in the cultivation of medicine has not been formed on a scale. Because the cultivation of medicine is never large- and the sales profit is considerable, there is still a considerable part of the market by farmers scattered cultivation, they usually use traditional planting methods and backward processing methods, medicinal plant, picking, processing is not professional and non-standard, pay attention to profit and and ignore product quality, the use of high toxic or high chemical residue pesticides In the long run, even if there are more appropriate geographical location and climatic

conditions, it will degrade the drug species, the drug active ingredients are lost in large numbers, the medicinal value of drugs will plummet, affecting the quality of the medicine.

(4). The phenomenon of second-best medicine is serious

In recent years, due to the "four big drug" brand visibility, market sales are good, resulting in a large number of counterfeit and inferior products into the market, the pharmaceutical industry has had a great impact. Especially iron-and-stick yams and wies. The production of Huai chrysanthemum is relatively stable, with the quality of Huaiju planted in Wuyi County as the best, in recent years, due to the "pearl chrysanthemum" market production of Huaiju processing enterprises responded well and the sales price is four to five times higher than the traditional Huaiju, attracted some counterfeiters. "Four big pocket medicine" in the most famous Boishan medicine prices are higher, but also attracted traders in Hebei, Shandong and other places with local-produced yams to better, disrupt the market order, there are many interests of the local people from the field to buy low-cost yams for primary processing, made into mountain pills, yam powder and other mixed into the market, What's more, the use of cassava chips fake mountain pills, in the name of the local iron bar yams sold at high prices.

(5). Low depth of processing of export products and weak technological innovation

At present, the "four big medicine" product processing is still at the primary level, the product's deep processing is still not a breakthrough. Most of the drug processing enterprises lack of scientific research strength, weak technological innovation ability, production equipment and processing technology is still relatively backward. The kinds of wild medicines exported by the city of Jiaozhuo are mostly primary products such as yams, yam powder, etc., the processing level is relatively low, and the scientific and technological content and added value of the products are also relatively low.

As early as the Ming and Qing Dynasties, Wenxian's drug processing technology has been formed, once an important processing base. For thousands of years, the people of Huaichuan have been using traditional methods to process medicines, especially local retail investors. Today, Baohe Tang company used large automatic drying equipment has spent more than 10 million yuan from the United States, the company itself lacks the ability to innovate.

(6). Lack of leading industrialisation

The scale of the Huai medicine processing enterprises in the city of Jiaozhuo is generally small, even if such well-known local enterprises such as Huaishantang, Baohe Tang, Jiaozuo City Jianguo Huai Pharmaceutical Co., Ltd., the industrial concentration is relatively low, compared with the national well-known Chinese medicine production enterprises, its production scale and economic benefits are very different from the international green standards are also far from. There are few leading enterprises in the industrialisation of the production of medicine, and there are few leading enterprises in the country, and the lack of benchmark strength to drive small enterprises to become bigger and stronger, which is very unfavourable to the development of the international market for the Huai-drug industry in the city of Jiaozhuo.

2.3. Opportunity Analysis

(1). The gradual recognition of Chinese medicine by foreign people

In recent years, the wave of "green consumption" swept the world, a large number of documentaries on health, food supplements, more and more people will be all-natural pollution-free organic food and medicine as the first choice for home shopping. Natural drugs because of their drug resistance and relatively small side effects into the world's people's vision, by the people of the world's attention and concern, so that our country's natural drugs and traditional medicine in the international market quickly red. So far, 30% of the total market has been dominated by natural plant medicines. Plant medicines have a market share of \$30 billion in the international pharmaceutical market and are growing at a rate of more than 20% per year.

About 80% of the world's people have already used natural drugs, it can be seen that foreign people on the "return to nature" very much look forward to, the natural medicine attaches great importance to and very recognised Chinese medicine, which for the "four major medicine" export opportunities.

(2). The increasing legalisation of Chinese medicine abroad

At present, consumers in most countries in the world have recognised natural plant medicine, including traditional Chinese medicine. By 2011, the legal status of Chinese medicine had been officially recognised by the governments of 67 countries around the world. Compared with other countries, the U.S. acupuncture licensing system is strict, but as of 2014, more than 30,000 medical practitioners have been licensed to the United States acupuncturists. At the end of (2016), "Tianshili compound dansin drop pills" as a Chinese medicine compound preparation successfully passed the Fda Phase III clinical trial, becoming the world's first through the Fda Phase III trial of the compound Chinese medicine preparations, these results have made Chinese medicine in the global pharmaceutical market continue to improve the status of the "four major medicines" Exports laid a good foundation.

2.4. Threat Analysis

(1). Restrictions on technical barriers to trade

From a legal point of view, most developed countries have established laws and regulations to protect their products and weaken the competitiveness of foreign products in their countries' markets through legal means.

From a technical point of view, developed countries in the pesticide residues of drugs, heavy metal content, active ingredient seamount identification and other aspects of the establishment of very strict testing standards, they use the health and safety of products, packaging, quality certification and other technical barriers to trade, restricting the entry of agricultural products from other countries into their national markets, the entry threshold is higher, This also makes technical barriers to trade become the current focus of the "four medicine" to broaden the international market an important obstacle.

(2). Weak awareness of intellectual property protection

In recent years, although the total export volume of Chinese medicine in China has been rising, most intellectual property rights have not been protected by law. In general, China's traditional Chinese medicine enterprises on the protection of intellectual property rights awareness is generally not strong, the existing medicine processing enterprises, especially, coupled with the current possession of the preparation technology is more common, a patent is not strong, leading to the prevalence of imitation products on the market. Many "foreign Chinese medicine" to drill holes, first in our country to register patents, so that China's traditional Chinese medicine resources by other countries' pharmaceutical enterprises free of charge. And if you want to make local preparations out of the country, in the international pharmaceutical market to form competitive advantage, we must have patent-protected products. Otherwise in the international market is difficult to be a powerful dealer agent, naturally it is difficult to open sales.

3. COUNTERMEASURES FOR THE SUSTAINABLE DEVELOPMENT OF THE EXPORT TRADE OF THE "FOUR MAJOR MEDICINES"

3.1. Spreading the Culture of Medicine and Promoting the Internationalization of Medicine

Medical medicine is Chinese medicine, which is different from modern medicine, the acceptance of it in the world is also very different, Huai medicine enterprises should strictly product quality standards, promote the "Huai medicine culture" and "Huai medicine industry"

internationalization, which is an important measure of transnational marketing. At present, originated in Wenxian Chenjiagou, "Chen's Tai Chi Fist" and the city's tourist business card "Yuntaishan Scenic Area" has gone to the international stage, tai chi in the United States and other countries have special teaching, ChenJiagou attracted many tai chi enthusiasts from India, the Netherlands, Russia and other countries to come to study, Yuntaishan Scenic Area also attracted tourists from South Korea and other countries to visit. Next, the city can further develop the health care industry, so that the health care and tai chi industry, the city of Jiaozuo tourism combined, seize the commanding heights of the health care industry, with the international tai chi industry and tourism industry common progress, promote the internationalization of the pharmaceutical industry.

3.2. Promote the Scale and Standardised Cultivation of Medicine and Improve Product Quality

Due to the high demand of the fertile drug on the ground force, at present, the cultivation of medicine can not achieve a high degree of scale, standardisation. To realize the scale and standardisation of the cultivation of medicine, we must first carry out a reasonable comprehensive analysis and assessment of the land in The Waichuan area, and draw up a scientific planting area plan. Rely on local medicinal processing enterprises, drive around the growers to plant, the formation of "enterprises and bases and standardisation" model, so that the production and export of medicine scale. At the same time, we should actively seek cooperation with scientific research units to solve the problem of Huaishan medicine and Huaiyi yellow in the planting process can not be re-examined, research Huai chrysanthemum and bovine knee high-yield cultivation technology, independent research and development of advanced machinery and equipment, promote the scale of Huai medicine cultivation.

Also, we should strengthen cooperation with biopharmaceutical enterprises, so that market guidance, enterprise spear, farmers production mechanism of a virtuous cycle up. To ensure that the quality of all the medicine products acquired from the growers is guaranteed, the relevant departments should set up a special technical guidance group to go to the medicine planting area, the standardised technology of the cultivation of medicine to each grower, guide farmers to plant reasonably, and solve the problems in the process of medicine processing, So that every household can do scientific planting, standardised planting.

3.3. Establishing and Improving the Quality and Safety Inspection System for Export Medicines

To increase the total export volume of the "four major medicines", the relevant departments must extend the supervision and management work to the field head, strengthen the source of governance, establish a demonstration area for the quality and safety cultivation of export medicine, and improve the quality and safety level of the medicine. In the demonstration area should establish a complete set of production management operating norms, do a good job in the demonstration area of the environmental situation, planting varieties and planting area verification work, the use of agricultural chemicals to be detailed records, do a good job of real-time monitoring of toxic substances, the establishment of agricultural activities files, activities on the record, demonstration areas to pass GAP or organic certification To ensure the passing rate of export products through the safety inspection and quarantine procedures of the export ingress stoics as far as possible through the safety inspection and quarantine procedures of the export ingress.

3.4. Combating Counterfeit Medicine

The increasing number of counterfeit medicine in China, seriously disrupting the "four major bosom medicine" market order, the fight against counterfeit medicine is imminent, we must prevent counterfeit medicine to the international market. To protect the "four major medicine"

brand, on the one hand, the relevant departments should strengthen supervision and inspection and management efforts, crack down on counterfeit medicine, and maintain the reputation of products of origin. On the other hand, publicity efforts should be made to teach consumers how to tell the truth and guide them to buy authentic medicine. At present, Wenxian iron bar yam has made the protection of products of origin, for all the system into the origin of authentic iron bary yam unified design of the box and two-dimensional code anti-counterfeiting signs, and according to the output for the growers, this measure effectively repels a large number of illegal traders selling counterfeit iron bar yams, the next step can be promoted to the city.

3.5. Increase Investment in Science and Technology and Improve the Level of Deep Processing of Medicine

Science and technology is the driving force to promote the development of the industry, the city should increase investment in science and technology, and actively with scientific research institutes, university laboratories and other scientific research units to reach cooperative relations, the establishment of professional science and technology services departments, for the intensive processing of medicine to provide technical support. Product processing can continue the vitality of the industry, the technical department should actively research and development of traditional Chinese medicine, beverages, food, health care products and other high-tech, high value-added new products, please professional designers for its design of exquisite packaging, To upgrade the product grade.

3.6. Supporting Leading Enterprises in Pocket Medicine

The development of industry only depends on the self-promotion of local enterprises is far from enough, the city should support local enterprises at the same time to formulate preferential policies, and actively introduce strong well-known enterprises to invest in the development of medicine products, in all fields of the pharmaceutical industry to cultivate several high-quality leading enterprises. Relevant departments should strongly support the development of leading enterprises, and promote the rapid growth of the entire industry by promoting the development of leading enterprises.

3.7. Familiarity with International Trade Rules and Breaking Down Trade Barriers

The trend of globalization is becoming more and more intense, but individual countries, To protect their enterprises, will make such trade rules, trade barriers to restrict the entry of foreign goods. In this regard, we should be familiar with the exporting countries' trade rules and trade restrictions, targeted differentiated processing, so that our products in the international market with corresponding competitiveness.

4. SUMMARY

At present, China's export volume of Chinese medicine products has not been increased with the improvement of China's comprehensive national strength, but there is a downward trend. As one of the export products of China's cash crop, the export of "Four Great Medicines" is also one of the key economic sources of the city, and its export is not only of great significance to the internationalization of Chinese medicine products and Chinese medicine culture, but also has a profound impact on the promotion of farmers' income in the jiao-making area. "Four medicines" in the advantage of a variety of exports at the same time are facing a lot of urgent problems to be solved. The "four medicines" of the city of Jiaozuo go abroad and go to the world very much need the policies of the local government, financial support and technical support of the scientific research departments, as well as the positive innovation of the drug processing enterprises. Only in this way, the "four medicine" can gradually improve international competitiveness, sustained and healthy development.

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