

# 歐洲



月印十萬

**EUROPEAN COMMERCIAL NEWS** 

廣告專線:

www.chineseineurope.net

歐洲商報社

總第29期

本期 2011-06-10

下期 2011-06-24

+44 (0) 2081230896 (英國) / +33 (1) 41832026 (法國) / +31 (0) 707370589 (荷蘭)

# 活在歐洲

# 巴黎粤海中國城悄然轉手 法國華界歎其被賤賣

2010年12月·本報曾就巴黎中國城轉售 問題·做過專題報導。隨後記者一直關 注此事。最近,這件事情再次進入法國 華界的視野:廣東粤海控股集團在3月 15日以最高價在1300萬歐元左右正式將 巴黎中國城轉讓給香港鴻星公司,鴻星 公司則將經營權交給了湖南華天酒店集 《詳見第13版》

# 樂在歐洲

# 法國留學 怎樣打工最划算

前一陣兒去法國南部城市馬賽看望在那 裡讀碩士的表姐。晚上和表姐及其同學 一起吃自助·席間聊起留學生打工這個 話題。表姐的同學說,新來的低年級中 國學生有的到馬賽第二天便開始進餐館 打工了,其找工作的驚人速度不得不讓 人感歎電腦網路給生活帶來的變化。與 此同時,腳跟還未站穩就去打工,讓我 們這一桌"老"留學生開始討論是不是 過於盲目了,怎麼打工才最划算。.....

《詳見第23版》

# 明愛學苑 藥與毒的思辨

在過去兩百多年裏,中醫在英國的發展 經歷了漫長的蟄伏期。直到1990年代, 受惠於羅鼎輝醫師成功治療濕疹的案 例,中醫在英國一度掀起熱潮。可惜由 於業界內部不規範、從業者良莠不齊、 醫療事故不斷發生等情況同時浮現,中 醫發展隨即陷入困局。2001年,英國政 府開始探討立法管理草藥與針灸,並將 中醫納入草藥之下;也就是說中醫將喪 失其獨立地位。業界人士由此開始了漫 長的抗爭之路。2011年5月1日起正式 生效的歐盟《傳統草藥製品指令》The Traditional Herbal Medicinal Products Directive)更令中醫處境雪上加霜。..... 《詳見第22版》

# 健康養生

# 夏季防暑熱傷人

夏季赤日炎炎,浩熱多雨,空氣中的濕 度也越來越大,在這樣的氣候條件下, 如果出現全身明顯乏力、頭昏、胸悶、 心悸、注意力不能集中、大量汗出、四 肢困乏、噁心、口渴等症狀的話・則是 中暑的先兆。.....

《詳見第27版》



歐盟委員會今年4月29日發佈新聞公報,宣佈歐盟《傳統植物藥指令》將從5月1日起全面實施,屆時未經註冊 的中藥將不得在歐盟市場上作為藥品銷售和使用。據歐盟官員透露,截至目前沒有一例中藥通過註冊。此項 新監管政策對歐洲的中醫藥行業是否會產生影響呢? 《詳見主題新聞第2&4版》



# 等國家和地區的20位華文媒體老總走

# 新聞專題 重建奮戰三載 喜見四川涅槃

在四川汶川大地震三周年的日 子,來自美國、加拿大、韓國、 日本、馬來西亞、印尼、泰國和 香港等國家和地區的20位華文媒 體老總走進災區,為自己分佈在 全世界的億萬華文讀者實地探訪 災民,更以大量的直擊報導,見 證汶川已然劫後重生。

>>> (見第14版)

# The Chinese Medicine in Europe, Under the new monitor policy

<u>Introduction:</u> The Euro Union published an announcement on April 29, said from May 1<sup>st</sup> the [Traditional Plant Medicine Order] in Europe would be implemented completely. From then the in-registration Chinese medicine cannot be sold and used regarding as the medicine in the Euro market. It was said by an Euro officer, by now these isn't any Chinese medicine passed this registration. Will this new monitor policy effect the Chinese medicine in Europe?

# **England**

# Chinese Medicine in England: The Industry Rule Protects the Further Development Industry Status

Even Chinese medicine meets many twists and turns since 1990 era in England, but the number of people fellow this way still increase. Chinese medicine clinics and shops are more and more. So it is let people strange, how high the profit is of Chinese medicine? The Dr. Chen who has a clinic in the Tang Street said, "Although the gross profit of Chinese medicine is more than the general products, but the cost of the shop is also high, moreover, the charges of different shops are different, the price of the same medicine is from UK\$3-4 to UK\$10, and the business way is not the same, some shops combine massage and the opening time is very long, so the profit is high."

How the England government monitor the Chinese medicine? The Dr.Zhaokaicun who came from China Beijing and has followed the study and teach Chinese medicine in England around 20 years said,"The Chinese medicine in England always depends on the group of the occupation who organized themselves to make the industry regulation, so it is relax. People in this industry and other practitioners who fellow west herb medicine, acupuncture always ask the government to monitor.

On Feb. 16,2011, the England Health Department announced they would make a law to manage the herb medicine, and put out 'the registration rule of the herb medicine doctor', and use one year to consult, make details, hand in the parliament for approval, this work will be finished till Apr.2012 and will be implemented formally. This is good to improve the industry service standard and protect the public safety, so it is welcomed by all most all the professional people and groups.'

## Is the Herb Medicine Law in Euro Union suitable for Chinese medicine?

Dr.Zhao said,the England government hasn't many limits with Chinese medicine import, according to the terms No12(1) and No12(2)in medicine law in 1968 in England,if the Chinese herb medicine and Chinese patent drug can show the ingredients, it can be used to the patient in the clinic; but according to the [Traditional Plant Order] that published in 2004 by Euro Union, since May 1<sup>st</sup>, 2011, all the herb medicine include the Chinese patent drug need to be checked by the monitor department, after getting the registration license, can be used as the OTC medicine in the market. Otherwise, the manufactures and import companies also need to apply the license. This Order although has no influence with the old herb medicine using, but has large influence with the Chinese patent drug. 'This is good for medicine quality control, but only suit 2-3 plants combining small formate; but most of the Chinese medicine only limit 2-3 kinds, some patent drugs combine more than 10 or 20 kinds. The complex of the Chinese medicine makes itself difficult to reach the

quality control standard that request of the registration. According to the Order's request, all the patent drug applying for the license, the manufactures need to supply the determine the nature of medicines and fined quantity way and standard; the test charge to reach this request can reach several 10 thousand to 100 thousand UK\$, so since than these is no Chinese medicine manufacture applying for this license. It is the same situation with India herb medicine, so we all appeal the Euro Union can modify this Order.'

Dr. Chen said,'This Order actually is very difficult to implement. First, it said that the medicine who apply the license must be used in Euro Union in the past 30 years, so, how about the new medicine? second, the medicine manufactures spent a lot of money to apply the license, but after others can import this medicine; even they set the general agent, cannot stop the 'fake' products appear; the third, every kinds of medicines need to be handed in the testing charge and they cannot ensure pass the examination, the cost is too big.'

So we can see the Chinese patent drug will get big striking. Luckily the England government put out the [The Herb Medicine Doctor Registration Regulation] before the effective of the ORDER, and now drafting the scheme to give the power to the herb medicine doctor to use the unregistration herb medicine, then to protect herb medicine supply continuously. This supply a way to let the Chinese medicine continue in England, and it can improve the request of the Chinese medicine education in England, moreover improve the Chinese medicine education quality in England.'

## Where does the Chinese medicine go in England?

Talk about the future, two persons are optimism. Doctor Zhao thinks the sell of the OTC will decrease, but after one year the effect is not big. And the England Medicine Healthcare Products Regulatory Agency has made the arrangement for the transition period, any medicine that imported before Apr 30,2011 can still be sold in the clinic, till the expiry or sold out. Doctor Chen emphasized the problems of the professional people, The England government said in the beginning of discussing the law there was a transition period, that is the 'Green Way': the doctors who has the certificate and has registed through the professional organization the government recognized, they can be followed their work then. But this moment we have a focus that the practitioners' English level cause many disputed, some doctors haven't the basic abilities to communicate with the patients; some interpreters don't understand medicine, they translated so simple that the doctor cannot understand clearly the disease and cannot explain the attention items and Q&A.Now some people think the practitioners' English level need to reach the ILETS 6.5 OR 7.0; some have the middle way, that is allowed the now practitioners pass, but give them time to study English and then attend the examination. If this problem cannot be solved, it can be influenced many people. But generally to say, if the existing law is logical and monitor well, only the person who passed the formal training can work in the clinic, it can change some bad effections bringing from some cases to Chinese medicine before, and it will be good to the future.'

Now the England practitioners are holding an activity to request modifying the ORDER, and the Nature Health Union in England plans to go to the court for ORDER Law of the Euro Union in the London High Court for their'no match, no clear, unfair'. Hope this lawsuit can be handed in the Euro Court in Luxemburg.

# France

# Chinese Medicine in France: Advance or Retreat all Difficulty

## The Chinese medicine before has thought land the Euro first in France

The Chinese medicine always wanders the brink of the Euro market. Several years before, some French companies who believe the Chinese medicine future decided to help the Chinese medicine to get the lawful ID.

## How to break through the blockade?

By now,the Europe and America countries in the Chinese herb medicine check,no matter what the standard set up or the medicine quality test,have a 'very hard standard',but China internal standard is loose. Therefore,many Chinese medicine and Chinese patent drug sold well in internal are difficult to export,only export through the health care products and foods way. No doubt,the internal and external situations appear the difficulty that the Chinese medicine international way. So the traditional Chinese medicine needs to be improved with the situation,cannot outside the modern medical science system,match the international standard can enter the world. At present, Japan and Korea strongly press the standard and international in the fields of plant medicine dosage, effection, usage, quatity and safety, they are now going in advance in China. In the international Chinese herb medicine market, Japan and Korea became the winers, their categories in the market occupy 80% to 90%, but China only occupy 3% to 5%.

The key point that Chinese medicine break the international market is face the reality, to do some study on the Chinese medicine modernized. The Chinese medicine manufactories need to use the and modern technology theories and methods to build the safety, effection and stability standards and technology systems, cannot use the culture difference to explain, under the internal policies umbrella, not improve their thought.

Back to the article, continue cooperate with the French enterprises who look well with the Chinese medicine, break the bastion inside maybe it is a good way. How to cooperate?

## Match the Euro Union, Affect the Euro Union

The main obstacle the Chinese medicine entered the Europe market is the China-Western medicine

standards difference. Co-operation with French enterprises, to press the Chinese medicine companies go outside has active use, but go outside really needs the medicine policies broken. Otherwise, mainly with the compound traditional Chinese medicine is still difficult landing France, enter the Europe.

# Netherlands

# The Door is opened and the Medicine Door is Opened Too

When the ORDER published, the feedback of the Chinese medicine industry in Netherlands is just so so. At the beginning of May, there is meeting related with the Chinese medicine hold in the Hague Municipal Administration Hall. This second meeting of ISO/TC249 Standard Committee organized by the Netherlands Chinese medicine specialized association is arranged well before, no related with the ORDER effective, it is studied in the international world-wide to make the traditional Chinese medicine international standard.

Liucheng, the Supervisor of Netherlands Chinese Medicine Specialized Association, who not study the medical science, but his father Liuwanli is one of the first time entered Netherlands and did the Chinese medicine work and succeed, Liucheng also do the job import the Chinese medicine in China. He said, about the ORDER, it had been talked about for many years, now it is expiry of the transition period and taken effect formally.

Dr. Hukeyin in the Netherlands Dankangning Chinese Medicine Centre who work more than several ten years in Netherlands, he is also one of the first import the Chinese herb medicine through China.In 1988,he tried to use the name[Medicijnen](medicine) to apply the import,but not got the approval.Under the guide of Netherlands Accountant,in 1989,he tried to use the name of [Kruiden](herb plant) to apply, then he got the permit,after he never needs to apply again.

The Dr.Hukeyin said to the reporter, if from May to forbidden using the un-registration medicine, we will get the announcement before, but since far nothing happened, we still cure the patients and still use the Chinese herb medicine.

## Medicijnen or Kruiden?

These two noun of Dutch, in front is medicine, behind has several meanings, the herb perfume in the kitchen can be called Kruiden, but the curing function herb plants also can be called Kruiden.

Dr. Hukeyin used this Kruiden name to import the Chinese medicine and got succeed. Till now, the Netherlands clinics and the Chinese herb medicine import agents all use this name to import, not use Medicijnen to call the Chinese herb medicine and patent drug.

The Chinese medicine doctor Linbin who is the Supervisor in the Europe China Medicine Studay and Development Centre, is one of the succeed person who uses the Chinese medicine to cure the health care and import Chinese medicine, before the ORDER taken effect, he has inquiried for the health department and Netherlands Medicine Management Bureau, and got the feedback that now in Netherlands there was no changes with the related policies, if you still use the name of Kruiden or use the names related with [Health Care] and [Nutrition Food] to import, can not meet the problems. Now they have two courters import the Chinese medicine will soon arrive Netherlands.

### The toleration and striction of Netherlands

The Netherlands is a rare country in tolerate.On the other tradition medicine techniques except the western medicine, they take a flexible policy, for example, they call the treatment doctors except west medicine [Alternatieve Genezers], allows them to registration in the chamber of commerce and work. But sometimes Netherlands appears their strict side. On the Chinese medicine, happened a case named [Shenzhou Case] in 1996, it still made people remembered well. On Feb. 27<sup>th</sup> that year, while the Shenzhou Medicine Centre in Amsterdam is opening, around 100 policemen suddenly wrapped the centre and its branches, inside and checked more than 800 categories total weight near 25 tons Chinese drink and Chinese patent drugs, the reason is doubt them have protected wild animals and plants inside. The media in Netherlands reported this topic continuously, and this case became the hot news in Netherlands.

The reporters still remembers well that one media in Netherlands focus on a wine in the centre named [Tiger Bone Papaya Wine], it gave the bad influence to Chinese patent drug. If you said this wine really make of tiger bone, that means you use the protected animals as the material, if inside it isn't the tiger's bone but ox's bone, that means you are the fake. This case finally finished with back the medicine as result, but some Chinese patent drugs judged combine heavy metal ingredients that forbidden import and used.

Luckily the wave passed and the Chinese medicine in Netherlands recovered the spirit, but the practitioners got the experiences from this case, under the good meaning to improve Chinese medicine developing well, they must pay attention to integrate the main society laws and principles.

## Look forward for the future, change the crisis to chances

Although now Netherlands has no change, but that not means it will not change then.

Dr.Linbin as this topic accepts the reporters,he said that Chinese government and enterprises need to have further eyesight. If put some time and money to get a break in the registration topic of Chinese me dicine in Europe, let the Chinese medicine approved formally as the [medicine] (Medicijnen) in western dictionary, then, the Chinese medicine in Europe will have a good future, at least, look the Chinese medicine doctors and use the Chinese medicine, can more get the compensation from the insurance company as a low grade and completely.

Liucheng in the Netherlands Chinese Medicine Specialized Association has his other meaning, now the second meeing hold in Hague is to study how to make the traditional Chinese medicine international standard. Liu said the purpose is to set up the international standard of Chinese medicine industry.

'Even if the standard has been set up and also has been accept by the ISO headquarters in Geneva, but how to let all the Euro countries recognize it?'The reporter asked.

'This a question that strive to have a say about Chinese medicine. The standards of the Chinese medicine or other traditional medicines now popular in Japan and Korea are built by the specialists in this field, if one country can accept this standard, other laws in this country for them have no restrain.'But, he admitted, this is not so fast to get a result.

Traduction de l'article: BANSARD ZHU Hua