

The Impact of Chinese Overseas Chinese Contributing to the Dissemination of Traditional Chinese Medicine on Enhancing China's Cultural Soft Power in the Southeast Asian Region

Weili Pan *

School of foreign languages, China Pharmaceutical University, Nan Jing, China

* Corresponding Author Email: 2020222545@stu.cpu.edu.cn

Abstract. Traditional Chinese medicine culture is rooted in the excellent traditional Chinese culture, has a deep cultural heritage and unique value. It is an important part of the soft power of Chinese culture. With the recent increase in the number of overseas Chinese migrating to Southeast Asian countries, the role of overseas Chinese in the international dissemination of traditional Chinese medicine (TCM) is becoming increasingly significant. The overseas dissemination of Chinese medicine is conducive to helping Chinese medicine culture to go out and boosting China's cultural soft power in Southeast Asia. This paper applies the causal mechanism, taking Thailand as an example, to analyse the three basic ways of international communication of Chinese overseas Chinese: Chinese media, Chinese associations, and Chinese education, and analyses how the dissemination of Chinese traditional medicine has helped China to improve its cultural soft power in Southeast Asia, which is of great practical significance to China's efforts to promote the mutual understanding of civilizations and people's hearts and minds, and to promote opening up to the outside world and economic development.

Keywords: TCM, Chinese overseas, cultural soft power.

1. Introduction

Traditional Chinese medicine (TCM), as an outstanding traditional Chinese culture, has become an important part of the country's cultural soft power. Overseas dissemination of TCM is conducive to helping TCM culture spread and enhance China's cultural soft power in Southeast Asia. With the increase in the number of Chinese migrants moving south to Southeast Asian countries in recent times, the influence of TCM in Southeast Asia has gradually increased.

Chinese officials have commented that the culture of TCM not only enriches and expands the connotations of China's outstanding traditional culture because of its profound theories but also is of great significance as a strategic vehicle for the promotion of TCM to the world and the renaissance of Chinese culture. In addition, as a "health bridge" between China and other countries, the medical characteristics of TCM can be combined with the actual situation of the countries along the Belt and Road to promote people's health and well-being, thus benefiting the local people and realizing accurate people-to-people communication. As an essential representative of China's soft power, TCM can also uniquely strengthen the country's soft power. Data show that TCM has spread to 196 countries and regions worldwide. In 2023, the size of the national pharmaceutical market exceeded the 1.7 trillion-yuan mark, of which the proportion of the Chinese medicine market reached 23.7%, with a scale of more than 400 billion yuan. Meanwhile, according to the customs data, during the decade of 2013-2022, China's import and export market of TCM maintained a steady and rapid development, in which the export value rose from 3.14 billion USD in 2013 to 5.69 billion USD in 2022, with a compound annual growth rate of 6.8% [1].

Lijun Feng believes that the southward migration of Chinese overseas not only helped traditional Chinese medicine and its rich knowledge to spread far and wide across the South Seas but also injected new blood into traditional Chinese medicine [2]. Yang Luo, a researcher at the Overseas Chinese Institute of China (OCIC), posits that the Overseas Chinese community constitutes a principal vector for the dissemination of TCM culture abroad. The history of the spread of traditional Chinese medicine in Southeast Asia is very long, and traditional Chinese medicine has many

recipients, high demand, and far-reaching influence [3]. Yachun Shu and Wenzhong Wu believe that traditional Chinese medicine benefits the overseas Chinese as the entry point of the 'Belt and Road' of traditional Chinese medicine culture dissemination, expanding its new channels [4]. China Youth Daily wrote that China's 'One Belt, One Road' initiative has brought many opportunities to exchange traditional Chinese medicine education and construct education systems among Southeast Asian countries. At the same time, the large number of overseas Chinese also provides a basis for promoting traditional Chinese medicine overseas and training relevant talents [5].

However, most of the studies are quite old, and the case studies mainly focus on Singapore, Malaysia, and the Philippines, with fewer studies on Thailand. Therefore, this paper applies the causal mechanism to analyze how the spread of traditional Chinese medicine has helped China enhance its cultural soft power in Southeast Asia from the perspective of the contribution of the Chinese diaspora to the spread of TCM in Southeast Asia, using Thailand as an example.

2. Theoretical Framework

In the era of great power competition, China needs to accelerate the development of its soft power. As a representative of China's excellent traditional culture, Chinese medicine promotes the international dissemination of Chinese medicine culture in the process of spreading overseas, and helps China enhance its cultural soft power and global influence. Overseas, Chinese, as an essential means of dissemination, play an important role in Chinese medicine going overseas.

3. Main Vehicles for Chinese Overseas Chinese to Participate in the Diffusion of Chinese Medicine

Chinese media, associations, and education are the basic three ways of international communication for the Chinese diaspora, which can also serve as an important way of TCM communication.

4. Chinese Language Media

Chinese language media, including newspapers, magazines, radio, internet media, television, and other forms, are the information platform for overseas Chinese to communicate with each other and an essential force for spreading TCM culture to the international community. Because of their wide distribution, significant influence, and support from the Chinese government, Chinese-language media can become one of the most important channels for disseminating Chinese medicine. 1,019 Chinese-language media outlets with a particular scale and influence worldwide, including 390 newspapers, 221 magazines, 77 TV stations, 81 radio stations, and 250 websites in 61 countries and regions. These media are overseas traditional Chinese medicine broadcasting platforms can rely on [6].

The long history of Chinese-language media and its active transformation in the new era has made it highly influential. The first appearance of Chinese-language newspapers and magazines can be traced back to the 1820s. To this day, although traditional Chinese-language media have gradually declined due to the impact of new media, some Chinese-language media have followed the trend of the times and actively transformed themselves into integrated media while also applying new information production technologies and communication channels to achieve an increase in the effectiveness of news dissemination. According to the 2018 Overseas Chinese New Media Influence Report data, most of the 181 overseas Chinese media analyzed have laid out websites, accounting for 96.1%. In addition, the mobile phone is a new platform for audiences to receive information, and the opening rate of overseas Chinese media-laid mobile apps has reached 16%. Overseas Chinese-language media have also explored social media, where netizens are active, with nearly half of them opening Facebook accounts and almost a quarter opening Twitter accounts. Singapore Press Holdings

Chinese language media and Huawei will cooperate in providing cloud platform services, and they plan to move towards intelligent media, extensive data information dissemination, and personalized algorithms.

Chinese-language media can enhance Chinese culture's attractiveness and improve national soft power through innovative communication contents and forms. Therefore, Chinese-language media are highly valued by the Chinese government. Chen Wang, Director of the Information Office of the State Council, has said that the Information Office of the State Council encourages communication and contact between Chinese media and Chinese-language media around the world and expands and enriches the exchanges, cooperation, and personnel exchanges in the field of journalism. Chinese language media have maintained good exchanges and cooperation with Chinese organizations and websites in Chinese medicine. The delegation of 'Walking China-2023 Overseas Chinese Media Hebei Tour' visited Ealing Pharmaceuticals; the delegation of 'Walking China-2024 Overseas Chinese Media Sichuan-Chongqing Tour' visited Pharmaceutical Intelligence Network; the delegation of '2024 Overseas Chinese Media Shaanxi Interviewing Tour' visited Mount Yuowang; and the delegation of 'Walking China-Overseas Chinese Media Zhangzhou Tour' visited Pientzehuang. These exchanges and cooperations not only deepened the understanding of TCM theory and its innovations among the representatives of Chinese media but also provided conditions for Chinese media to exert further their advantages of bridging and spreading traditional Chinese medicine.

5. Chinese Associations

Chinese associations not only have the function of contacting and serving overseas Chinese but also gathering many professionals who have mastered the technology of Chinese medicine or achieved a certain social status, which is of particular significance to the 'going out' of Chinese medicine culture. Chinese associations can spread Chinese medicine by establishing Chinese medicine associations, Chinese medicine service organizations, and Chinese medicine institutions.

As an essential part of Chinese associations, overseas Chinese cultural associations can be broadly classified into 11 categories: general, Chinese medicine, art, literature, Chinese language education, clan hometowns, cultural and museums, Chinese cuisine, professional organizations, international students, and alums associations. Data shows that during the 11-year period from 2009-2019, 212 overseas Chinese cultural associations were established, of which nine were in the category of TCM [7]. Moreover, TCM associations are essential in promoting the dissemination and development of TCM culture and serving local people. TCM associations can provide local people with medical services and charitable aid and spread the humanistic care of Chinese medicine culture by serving the public without regard to race, religion, or nationality. In addition, traditional Chinese medicine associations can also hold exhibitions and cultural exchange activities to enhance the influence of TCM culture, such as 'Chinese traces of Medical Traces - Southeast Asian overseas Chinese and Traditional Chinese Medicine Culture Exhibition,' 'Overseas Chinese traveling 10,000 miles, a line of Qihuang' Overseas Chinese and Traditional Chinese Medicine Culture Exhibition.

Overseas Chinese medicine service institutions, as essential carriers for the development of TCM, can not only provide local people with Chinese medicine health services and charitable assistance but also disseminate the humanistic care of Chinese medicine culture by serving the public without regard to race, religion or nationality—more than 80,000 TCM medical institutions worldwide and about 300,000 TCM practitioners overseas. In Singapore, there are about 1,200 TCM hospitals, TCM clinics, and TCM shops, accounting for 28 percent of the country's medical clinics, and the number of people seeking treatment reaches 4 million annually. In Indonesia, there are 45 acupuncture clinics in various regions, and 13 government hospitals have acupuncture departments providing acupuncture treatment. Overseas Chinese TCM practitioners can use the efficacy of TCM to promote the acceptance of TCM by local governments and to promote overseas legislation on TCM. As stated by the World Health Organization (WHO), 113 member states of the WHO have recognized acupuncture and other

traditional Chinese medical (TCM) treatments, while 29 member states have enacted legislation to regulate the use of TCM.

6. Chinese Language Education

Chinese language education significantly contributes to the spread and development of TCM overseas. Moreover, overseas Chinese medicine education can be divided into two categories: Confucius Institute of Chinese Medicine and Chinese medicine colleges and universities. The Confucius Institute for Chinese Medicine is an educational institution set up internationally by Chinese foreign colleges and well-known medical schools in the United Nations, also known as Zhongjing College. Combining the relevant literature on the study of TCM Confucius Institutes, the main ways for TCM Confucius Institutes to promote the dissemination of TCM culture overseas can be summarized into the following four levels—first, the popularization of TCM knowledge and TCM cultural education. Second, teaching basic knowledge of TCM and the education of TCM skills. Third, higher education and clinical professional education in Chinese medicine. Fourth, scientific research-led Sino-foreign medical cooperation [8]. As of December 2019, 15 Confucius Institutes and Confucius Classrooms for Chinese Medicine have been built around the world, and more than 240 Confucius Institutes in 78 countries are offering courses in Chinese medicine and Taijiquan, with 35,000 registered students and 185,000 people participating in related experiential activities. Therefore, as an essential platform for the world's people to know and understand TCM, the Confucius Institutes for Traditional Chinese Medicine are one of the most important ways of spreading TCM.[9].

As government-recognized tertiary education institutions, TCM universities have trained many TCM talents and significantly promoted academic TCM education development. For example, TCM education in Malay was converted from private to government-recognized higher education in traditional medicine in 2009. In 2013, the Malay Chinese Medicine Association integrated the Malaysian College of TCM, the Johor College of TCM, and the Kuala Lumpur College of TCM to establish the University of TCM. Malay private higher education institutions are also gradually establishing government-recognized TCM programs. Seven colleges and universities, including the International University of Medicine, Indy College, Southern University CollTCMChinese medicine.

At the same time, Chinese language education can also disseminate Chinese medicine through the cooperation between domestic Chinese medicine colleges and foreign universities to increase the importance of Chinese medicine overseas through high-end leadership. The so-called high-end leadership is the attention of government officials, formal universities, and research institutions. For example, the Nanyang Technological University of Singapore and the Beijing University of TCM (BUTM) have cooperated in establishing a TCM program; the Shanghai University of Traditional Chinese Medicine (SUSTCM) has carried out a postgraduate exchange and training program in TCM-pharmacy with the world-class University of British Columbia (UBC) and the University of Paris V (Paris Descartes University). It has cooperated with the University of Pittsburgh (USA) in establishing the first joint research center for medical ethics in TCM, and such cooperation has increased the impact and influence of TCM and TCM culture overseas. These cooperations are one of the effective strategies to spread Chinese medicine and Chinese medicine culture to foreign high-end educational and research institutions.

7. Case Studies

As an overseas Chinese country, China has a long history, a large number, and a wide distribution of overseas Chinese migrants; according to statistics, China has about 60 million Chinese overseas Chinese overseas, distributed in 198 countries and regions, of which more than 34 million Chinese overseas Chinese in Southeast Asian countries [10].

Therefore, the Chinese diaspora is an essential channel for disseminating Chinese medicine in Southeast Asia. As documented in the Blue Book of Overseas Chinese: Overseas Chinese Research Report 2013, the number of overseas Chinese in Thailand in 2011 was 7.18 million, representing approximately 10% of the total population of Thailand. Due to historical reasons, Thailand's naturalization rules are the most lenient, with the Chinese having the same political rights as the Thais after naturalization, and the reaction to Chinese exclusion in the country is also the mildest. Chinese Thais have been able to integrate well into Thai society and have been able to develop their talents in various fields. However, at the same time, some Chinese Thais have deeply identified themselves as Thais, and their Chinese characteristics have become less and less significant. Their identification with their home country is relatively weak. Consequently, an investigation into the role of Thai Chinese in the propagation of TCM can facilitate a more accurate assessment of the dissemination value of TCM and the improvement of China's cultural soft power during the dissemination process.

7.1. Chinese Language Media on TCM in Thailand

Thai Chinese-language newspapers have a long history, with the earliest known example being the Hanjin Daily, which was first published in 1903. And the most influential newspapers in Thailand are the China Daily, the New Centrum Newspaper, the Beijing China Centrum Joint Daily, the Asian Daily News, the World Daily News, and the Star Siam Media. 'The World Daily reported a full-page report on snakebite treatment in Wuzhou, Guangxi. Siam Daily has more than 300 reports on TCMM. According to the search of TCM, there are 695 tweets.

7.2. Chinese TCM Community of Thailand

The Federation of Thai Traditional Chinese Medicine Practitioners (FTTP) has played an essential role in the dissemination of Chinese medicine in Thailand; in 1998, the FTTP was established as a private Chinese medicine organization. And since then, it has been committed to promoting the legalization of traditional Chinese medicine, which was legalized in 2000, making it the first country outside of China to legalize conventional Chinese medicine in its entirety. Concurrently, the Federation of Thai Traditional Chinese Medicine Practitioners (FTTPCM) has been actively organizing all kinds of activities related to Chinese medicine. Not only does it organize Chinese medicine practitioners to carry out voluntary medical consultations in the poorer areas of Thailand every year, but it has also participated in hosting the 14th International Conference on Chinese Medicine in 2017. For example, in 2017, it hosted the 14th World Congress of TCM and the 'Belt and Road' TCM Culture Week. In June 2023, we initiated and co-organized Thailand's first Road to Chinese Medicine Forum with the School of Traditional Chinese Medicine of Chuangjia Sheng University, Wenzhou Medical University, and the Confucius Institute of Oriental University in Thailand. In November of the same year, we hosted the 2023 International Symposium on Acupuncture and Moxibustion. Co-organized the China-Thailand TCM Symposium with the Academy of Chinese Medicine of Thailand and the Health Development Committee of China Life Care Association in 2024. Lim Tan Kian, Chairman of the Board of Directors of the Federation of Thai Traditional Chinese Medicine Practitioners (FTCMP), is not only one of the leading players in the legalization of TCM but also a promoter of various TCM-related activities and the development of TCM education. He mobilized the relevant forces to establish the first TCM college in Thailand in 2004.

Established in 1995, Overseas Chinese Medicine Hospital is Thailand's first and largest Chinese medicine hospital. The hospital has been established with the support of the Thai government and the efforts of several generations of Chinese medicine practitioners. It now comprises more than ten departments, including internal medicine, surgery, orthopaedics, nephrology, spleen and gastroenterology, and cancer, and has more than 280 medical staff. According to the data, Thailand has more than 1,500 TCM practitioners with licenses, more than 800 TCM clinics, and an average of 400,000 visits annually [11].

7.3. Chinese Language Education in TCM in Thailand

According to statistics, nine universities in Thailand have majored in Chinese medicine, with a cumulative total of more than 1,000 graduates. At present, nine universities in Thailand are cooperating with domestic Chinese medicine colleges in the joint cultivation of undergraduate students specializing in Chinese medicine, including Huachiew Chalermprakiet University, Chandrakasem Rajabhat University, Nakhon Ratchasima College, Mae Fah Luang University, University of Phayao, and the University of Phayao. The following universities have been established: Huachiew Chalermprakiet University, Chandrakasem Rajabhat University, Nakhon Ratchasima College, Empress Dowager University, University of Phayao, Chiang Rai College, Thammasat University, Rangsit University, Kasetsart University, Kasetsart University, Kasetsart University, Kasetsart University, Kasetsart University, Kasetsart University. The Confucius Institutes for Chinese Medicine in Thailand mainly include the University of Phayao, Chiang Rai College, Thammasat University, Rangsit University, and Suan Sunandha Rajabhat University.

The Confucius Institutes of TCM in Thailand mainly include the Confucius Institute of Traditional Chinese Medicine at Overseas Chinese University and the Confucius Institute at the Oriental University of Thailand. As the first Confucius Institute featuring TCM cultural exchange in Thailand, the Confucius Institute at Eastern University signed a cooperation agreement on TCM cultural exchange with the General Association of Traditional Chinese Medicine Practitioners of Thailand in 2016 and set up the 'Excellence TCM Practitioner Training Base in Thailand.' As the sole Confucius Institute dedicated to the study of Chinese medicine in Thailand, the Confucius Institute of Traditional Chinese Medicine at Overseas Chinese University and Tianjin University of Traditional Chinese Medicine (TUTCM) has been established through a collaborative initiative between Overseas Chinese University and TUTCM. It promotes Tianjin University of Traditional Chinese Medicine to cooperate with the Royal University of Kayas Nantucket and Overseas Chinese University of TCM to provide undergraduate education and master's degree in Chinese medicine education, establish 'Chinese Medicine Training Centre' and hold lectures on Chinese medicine, carry out lectures on Chinese medicine and health care, and participate in community services organized by the University regularly [12].

7.4. Current Status of the Chinese Medicine Market in Thailand

Since 2000, the Thai government has enacted the Regulation on Approval of the Use of Traditional Chinese Medicine Methods for the Treatment of Diseases. This has coincided with a period of accelerated growth in the trade of TCM between China and Thailand. In 2003, the total value of the exchange of TCM between China and Thailand was close to 170 million US dollars; the total import and export value of traditional Chinese medicines reached 4,750,000 US dollars, of which 840,000 US dollars were imported, and 3,910,000 US dollars were exported. From January to May 2004, the total value of the trade of TCM between China and Thailand had already reached 136 million US dollars and exported 0.97 billion US dollars; the total import and export of Chinese medicines reached 2.95 million US dollars, of which 1.05 million US dollars were imported, and 1.9 million US dollars were exported [13].

In the first half of 2022, China's exports of pharmaceutical products in the Thai market were 1.686 billion U.S. dollars. In 2023, China's exports of pharmaceutical products in the Thai market were 2.001 billion U.S. dollars, year-on-year -20.66%, accounting for 5.24%. In the first half of 2024, China's exports of pharmaceutical products in the Thai market were 1.075 billion U.S. dollars, year-on-year 6.16%, accounting for 6.27% [14].

It can be observed that the trade in pharmaceuticals between China and Thailand is generally increasing year on year, in conjunction with the dissemination of Chinese medicine in Thailand. The rise in the China-Thailand pharmaceutical trade can prove that the overseas influence of Chinese medicine has been enhanced. Concurrently, it can further prove the enhancement of China's cultural soft power of Chinese medicine.

7.5. Analysis of the Impact of the Dissemination of TCM

As Chinese medicine has gained greater visibility and acceptance abroad, its discourse power has correspondingly increased. The World Health Organization (WHO) has affirmed the clinical efficacy of TCM in treating novel coronavirus infections. It has encouraged member states to consider using the Chinese model of combining Chinese and Western medicine. The knowledge and practice of the Tibetan people in China regarding health and disease prevention and treatment, encompassing acupuncture, moxibustion, and Tibetan medicinal bathing, have been inscribed on the Representative List of the Intangible Cultural Heritage of Humanity of the United Nations Educational, Scientific and Cultural Organization (UNESCO). Representative List of the Intangible Cultural Heritage of Humanity, the Yellow Emperor's Classic of Internal Medicine, and the Compendium of Materia Medica were inscribed on the Memory of the World Register.

The Chinese medicine industry continues to grow. In 2019, China's exports to Vietnam, India, Malaysia, China, Taiwan, and South Korea amounted to 69.26%, 34.05%, and 24.55% increase in the total amount of exported products, exports of traditional TCM products to the Asian market accounted for 54.26% of the total export value of TCM products. Regarding market segmentation, the United States, Japan, Hong Kong, and China are the top three markets for exporting Chinese medicine products. As a stable demand country in the United States, the import value continued to climb from US\$540 million in 2015 to US\$666 million in 2018. The trade friction between China and the United States had an impact on the total value of Chinese medicine products exported from China to the United States in 2019. Despite this, China still ranked as the top export market for Chinese medicine products. The relaxation of Sino-Japanese relations has resulted in China becoming the predominant export market for Japanese herbal medicines, as well as the second largest export market for Chinese medicine products. The export volume has remained relatively stable.

The global recognition and influence of TCM has continued to grow. According to the State Administration of Traditional Chinese Medicine, Chinese medicine has been disseminated to 196 countries and regions worldwide, with Asia representing the most significant export market for Chinese medicine products. The contents of Chinese medicine have been incorporated into 16 free trade agreements, and 31 national export bases for Chinese medicine services have been built. At present, Chinese medicine has spread to 196 countries and regions, 41 overseas centers of Chinese medicine have been established, and 56 international cooperation bases of Chinese medicine have been built [15]; 113 WHO member states have recognized Chinese medicine diagnostic and treatment modalities such as acupuncture and moxibustion, 29 member states have formulated relevant laws and regulations for the standardized use of Chinese medicine, and 20 member states have included Chinese medicine diagnostic and treatment modalities such as acupuncture and moxibustion in their national healthcare insurance systems [16].

In Thailand, TCM was approved by the Upper House of the National Assembly in 1987; the Regulation on the Approval of the Use of TCM Methods for the Treatment of Diseases was enacted in June 2000 to legalize TCM. In Singapore, the Chinese Medicine Practitioners Act was approved in November 2000. South Africa passed TCM legislation in 2000 with no restrictions on the export of herbal medicines to South Africa. In 2000, the state of Victoria, Australia, passed TCM legislation, and in 2012, all of Australia passed TCM legislation [17].

In 2023, among the top ten markets for export of TCM and drinking tablets in China, the Japanese market accounted for as much as 21.7%, ranking first. 2023 Chinese herbal medicines exported to the Japanese market reached US\$290 million, up 15.4% year-on-year, with an export volume of 25,000 tonnes, up 4.5% year-on-year. Ginseng is the number one variety of my exports to Japan, and it showed explosive growth in 2023, with an annual export volume of 36.94 million U.S. dollars, an increase of up to 46.5 percent; licorice also had a relatively significant increase in exports of 16.42 million U.S. dollars, a year-on-year increase of 61.6 percent.

8. Conclusion

To sum up, China can spread Chinese medicine overseas through the participation of overseas Chinese in Chinese language media, Chinese associations, and Chinese language education, thus enhancing the country's soft cultural power. However, the task of TCM dissemination has a long way to go. According to the international situation, China's import and export of TCM have declined in the past one or two years. Its proportion in the global market is still relatively small. Therefore, the overseas dissemination of TCM requires the joint efforts of more Chinese diasporas and further close cooperation at the national level.

References

- [1] https://www.pharnexcloud.com/zixun/sd_8160.
- [2] Feng Lijun. Overseas Chinese and the spread of traditional Chinese medicine in New Malaysia in modern times [J]. Overseas Chinese History Studies, 2004, (04): 39 - 46.
- [3] Gao Qiao. Southeast Asian Expatriates' Unbreakable Love Affair with Chinese Medicine [N]. People's Daily Overseas Edition (PRC newspaper), 2022 - 11 - 21 (006). DOI: 10.28656/n.cnki.nrmrh.2022.003631.
- [4] Shu Yachun, Wu Wenzhong. Chinese Medicine Benefiting Overseas Chinese: An Entry Point for the Cultural Diffusion of Chinese Medicine on the Belt and Road [J]. Modern Distance Education in Chinese Medicine, 2022, 20 (13): 155 - 156.
- [5] Chen Ding. Overseas Chinese introduce Chinese medicine to the Philippines, 'Belt and Road' provides more opportunities for its development. [N]. China Youth Daily, 2021 - 09 - 28 (008). DOI: 10.38302/n.cnki.nzsqn.2021.003590.
- [6] Ding Hegen. Overseas Chinese Language Communication and the Construction of Chinese National Cultural Identity--An Essay on the Special Role and Development of Chinese Language Media [J]. the media, 2017, (09): 73 - 80. DOI: 10.15897/j.cnki.cn51-1046/g2.2017.09.013.
- [7] Wang Hua. The Current Development of Overseas Chinese Cultural Associations and the Path of Two-Way Promotion of Construction [J]. Overseas Chinese Journal of Bagui, 2023, (02): 1 - 9+92.
- [8] Cheng Fan, Zhang Danying, Zhang Liping. The Role and Development of the Confucius Institute for Traditional Chinese Medicine in the Overseas Spread of Chinese Medicine Culture [J]. World Journal of Integrated Traditional and Western Medicine, 2020, 15 (08): 1557 - 1560+1564.DOI: 10.13935/j.cnki.sjzx.200841.
- [9] https://www.ndrc.gov.cn/fggz/gjhz/zywj/202010/t20201012_1244099.html.
- [10] Wang Huiyao. Annual Report on Chinese International Migration (201) [C].2015: 4.DOI: 10.26914/c.cnkihy.2015.002003.
- [11] http://cppcc.china.com.cn/2021-08/20/content_77704252.htm.
- [12] Xiong Shuiming, Xing Yongge. Analysis of the status of the dissemination and development of Chinese medicine in Thailand [J]. Global Traditional Chinese Medicine, 2019, 12 (03): 404 - 407.
- [13] https://mp.weixin.qq.com/s?__biz=MzI5MjY3NDYzNg==&mid=2247485323&idx=5&sn=ee671c761c822b4c6665b937f9ca5560&chksm=ec7c8aa8db0b03bed0c5efaba6046896b810bc8dda32f7ff50655a3442f5fb8565d639f55cf1&scene=27.
- [14] <https://www.cccmhpie.org.cn/Pub/1757/184129.shtml>.
- [15] Zhang Zongming. Chinese medicine culture is the vanguard of Chinese culture 'going out'. [J]. JOURNAL OF NANJING UNIVERSITY OF TRADITIONAL CHINESE MEDICINE (SOCIAL SCIENCE EDITION), 2020, 21 (02): 71 - 77.
- [16] Li Chun. National Administration of Traditional Chinese Medicine: International Recognition and Influence of Traditional Chinese Medicine Continues to Increase [EB/OL]. (2022-07-06) [2022-11-28]. <http://www.chinanews.com.cn/gn/2022/07-06/9797078.shtml>.
- [17] Zhang Xiaowen, LI Jianguo, CHENG Jiayi, etc. Cultural Identity, Historical Characteristics and Implications of the International Communication of Chinese Medicine Culture [J]. Asia-Pacific Traditional Medicine, 2023, 19 (10): 1 - 5.