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Strategies and Recommendations for the Development of Zhejiang Traditional Chinese Medicine Industry under the New Development Philosophy: A Case Study of Pan'an County

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Abstract: The Communist Party of China's Central Committee has emphasized in its document "Opinions on Promoting the Inheritance, Innovation, and Development of Traditional Chinese Medicine" that the inheritance, innovation, and development of traditional Chinese medicine (TCM) is an important component of the socialist cause with Chinese characteristics in the new era and a significant endeavor for the great rejuvenation of the Chinese nation. Faced with the new requirements of the era, how the TCM industry can achieve further development by combining the new development philosophy with its existing foundations has become a crucial research topic. The development experience of "Jiangnan Medicine Town" in Pan'an County has valuable insights for the TCM industry. Based on field research conducted in Pan'an County, Zhejiang province, this paper summarizes the current development status of the TCM industry in Pan'an County, analyzes the development experience of the TCM industry in Pan'an, and derives enlightening lessons for the development of the TCM industry. The aim is to propose strategic recommendations to promote the overall development of the TCM industry in Zhejiang province under the new development philosophy and facilitate its better growth.

Keywords: The New Development Philosophy; Traditional Chinese Medicine Industry; Pan'an County; Experience.

1. Introduction

The Communist Party of China (CPC) proposed in the "13th Five-Year Plan" recommendations that, in the face of a new economic environment, it is crucial to firmly establish the development concept of innovation, coordination, greenness, openness, and sharing. Under the guidance of the new development philosophy, various industries in China have entered a new period of development, and the traditional Chinese medicine (TCM) industry is no exception. General Secretary Xi Jinping emphasized the need to promote the revitalization and development of TCM, adhere to the integration of traditional Chinese and Western medicine, promote the complementary and coordinated development of TCM and Western medicine, and strive to achieve the creative transformation and innovative development of TCM health preservation culture. [2] In October 2019, the CPC Central Committee and the State Council issued the "Opinions on Promoting the Inheritance, Innovation, and Development of Traditional Chinese Medicine," and in the report of the 20th National Party Congress in October 2022, it was once again emphasized to promote the inheritance, innovation, and development of TCM, presenting new requirements and higher expectations for the development of TCM. In the context of the new era, as a strategically emerging industry of national importance, the TCM industry in Zhejiang province needs to embody the requirements of the new development philosophy fully in its development ideology, direction, and focus to achieve high-quality and efficient development. It is essential to ensure the genuine implementation of the five development concepts in the practice of TCM industry development. [1]

Although the TCM industry in Zhejiang province has gradually gained recognition and is striving for development, there are still considerable challenges at present. Pan'an County, known as the "natural treasure trove of medicinal herbs," is located in the hinterland of the Dapan Mountains and is the only national-level nature reserve established for the protection of medicinal herb planting resources in China. It possesses a unique geographical advantage and an unparalleled environment for the growth of medicinal herbs. Based on the unique environment and rapid development of TCM in Pan'an, it can serve as an example and provide guidance for the development of the TCM industry in Zhejiang province.

2. Development Status of Pan'an County's Traditional Chinese Medicine Industry

2.1. Long-standing History of Traditional Chinese Medicine

The development of medicinal herbs in Pan'an County has a long and illustrious history that has endured the test of time. Traditional Chinese medicine (TCM) is a precious gem in the history of human culture and a treasure of Chinese civilization. It has been deeply rooted in the local community of Pan'an. According to legend, during the Eastern Jin Dynasty, a Taoist named Ge Hong traveled to Baiying Mountain to collect medicinal herbs for alchemy and to assist others. At the foot of Dapan Mountain, he taught the locals about medicinal identification and transplantation techniques, benefiting the people and initiating the cultivation of medicinal herbs in Pan'an. As a result, Ge Hong became revered as the "ancestor of medicine" by the people of Pan'an. During the Southern Liang Dynasty, Crown Prince Zhaoming resided in Dapan Mountain for three years to avoid political persecution. He imparted medical knowledge and skills, established medicinal

gardens, and taught the mountain dwellers to cultivate medicinal herbs, providing healthcare to the broader population and earning him the title of "medicine king." As time passed, an increasing number of medical practitioners followed in the footsteps of their predecessors and ventured deep into the mountains. Lu He, an important figure of the Danxi School, traveled widely to seek talented individuals and learn their skills. When he arrived at Dapan Mountain, he conducted extensive research from books to the wilderness, from theory to practice, which provided a solid practical foundation for his subsequent compilation of "Compendium of Materia Medica," one of the classic works of TCM.

The popularization of medicinal herb culture and cultivation promoted the circulation of medicinal herbs. Historical records indicate that during the Song Dynasty, "Pan'an medicinal herbs were transported to Ningbo and Shaoxing for export," with Atractylodes macrocephala and Polygonatum odoratum being recognized as tribute products. This interaction and flourishing trade between Pan'an and medicinal herbs have been a microcosm of their continued engagement over the centuries. In the Kangxi period of the Qing Dynasty, Atractylodes macrocephala, white peony, and hoelen were exported to other regions. In 1853, a monument called the "Prohibition of Foreign Price Labels for Atractylodes Macrocephala" was established in the Yushan Ancient Tea Plantation, which was founded during the Song Dynasty. This is the earliest physical evidence found in China regarding the regulation of the market for trading medicinal herbs, reflecting the prosperous trade of medicinal herbs in Pan'an during that time. During the Republican period, Pan'an harvested over two thousand baskets of Atractylodes macrocephala and Rhizoma corydalis, which were transported and sold in Yinzhou, Hangzhou, Shaoxing, and other places. It was said, "The market is filled with the blossoms of medicinal flowers, such as black cohosh, Atractylodes macrocephala, white peony, and Rhizoma corydalis, attracting visitors from all over the world." It can be said that a single medicinal herb embodies half of Pan'an's history.

2.2. Abundant Resources of Medicinal Herbs

According to the survey results, there are 1,219 species of medicinal plants within the entire territory of Pan'an County, accounting for 68% of the total in the province. Among them, 258 species are listed in the National Pharmacopoeia, and 326 species are included in the "Zhejiang Province Medicinal Material Preparation Standards (2005 edition)." These figures highlight the rich diversity of medicinal plant species in the region. Pan'an County is home to over 40 species of wild medicinal herbs with abundant reserves, including Lindera aggregata, Prunus pseudocerasus, Lonicera japonica, Pueraria lobata, and Chrysanthemum indicum. Additionally, there are nearly a hundred rare and valuable medicinal plants, including two national first-class protected plants, Ginkgo biloba and Taxus chinensis, four national second-class protected wild medicinal plant species such as Coptis chinensis and Eucommia ulmoides, and six national third-class protected wild medicinal plant species including Poria cocos, and Gentiana scabra. Furthermore, there are endangered medicinal plants such as Cymbidium ensifolium, Paris polyphylla, Tripterygium wilfordii, and Rhodiola anomal. Additionally, there are germplasm resources of authentic medicinal herbs such as wildRhizoma corydalis and wild Polygonatum odoratum. The abundant resources of wild medicinal herbs provide strong support for the production and product development of TCM materials in Pan'an County, demonstrating significant value for both conservation and utilization. Due to its rich resources of wild medicinal herbs, Dapan Mountain has been designated as a national-level nature reserve, making it the only national-level nature reserve in China primarily focused on the protection of medicinal plant genetic resources.

2.3. Improvement of "Jiangnan Medicine Town" Construction

The establishment and improvement of "Jiangnan Medicine Town" have greatly enhanced the quality standards of traditional Chinese medicinal materials in Pan'an County. In June 2015, Pan'an County successfully established Jiangnan Medicine Town, covering an area of 3.9 square kilometers. After five years of dedicated efforts, it has become the only characteristic town in Zhejiang Province based on the traditional industry of Chinese medicinal materials. Firstly, Jiangnan Medicine Town focuses on brand building, starting from germplasm resources. It has established provincial-level medicinal plant germplasm resource parks, Dapan Mountain's medicinal plant germplasm resource protection base, as well as a seedling breeding area specializing in authentic medicinal herbs known as "P'an Five Flavors." These initiatives ensure the authentic quality of Pan'an's medicinal materials from the source. Secondly, Jiangnan Medicine Town actively implements an innovation-driven strategy, with the construction of a comprehensive service center for provincial-level TCM industry innovation as its main battlefield. It actively engages in research cooperation, introduces research institutions, and has established multiple research institutes. This significantly enhances the innovation capacity and research and development level of Jiangnan Medicine Town. Moreover, Jiangnan Medicine Town seizes the opportunity of provincial digitalization reform, creating a pilot digital park in the province. It develops and constructs the TCM industry's digital brain and "Zhejiang Chinese Medicine" regulatory service applications, enabling digital empowerment of the TCM industry. Furthermore, Jiangnan Medicine Town has devoted significant efforts to attract and cultivate enterprises. Currently, with Jiangnan Medicine Town as the main platform, Pan'an has established a TCM industrial park and a TCM health industry incubation park, covering thousands of acres. It has attracted and nurtured pharmaceutical companies such as Sinopharm Group, Zhejiang Yifang Pharmaceutical, and Dasheng Pharmaceutical, promoting development through practical endeavors. Following the initial planning concept of "one core, two belts, and multiple nodes," Jiangnan Medicine Town continuously promotes the construction of medicinal plant cultivation bases, deep processing of medicinal materials, market trading of medicinal materials, health tourism, commercial services, leisure and wellness, and supporting infrastructure in seven major categories. It has won the provincial-level excellent assessment award for four consecutive years, steadily approaching its goal of becoming a "paradise for medicinal materials, a highland for medical care, a haven for health preservation, and a tourist destination."

2.4. Flourishing Development of Traditional Chinese Medicine Industry

Passing the baton of history to the present, Pan'an County actively promotes the culture of traditional Chinese medicine

(TCM) and strives to revitalize the TCM industry. Based on local conditions, Pan'an adheres to the principle of "one county, one industry" for Chinese medicinal materials. It focuses on improving the quality and efficiency of the industry, advocates for digital empowerment and quality-oriented development models, and promotes the high-quality development of the TCM industry, paving the way for an "ecologically prosperous county, and prosperous people" path.

Firstly, Pan'an County has initially established an integrated TCM manufacturing industry system, encompassing Chinese herbal extracts, formula granules, patent medicines, and health products. This transformation and upgrading have shifted the focus from single Chinese medicinal herb cultivation to extended processing and value-added production. Secondly, Pan'an County actively promotes the integration and development of the pharmaceutical industry. It has introduced renowned traditional Chinese medicine brands and TCM health and leisure projects, constructing a diversified and shared TCM health and wellness consortium. This consortium aims to establish a comprehensive TCM service system that covers the entire population and the entire life cycle. Furthermore, Pan'an County explores the millennium-old TCM culture and creates TCM health preservation bases and TCM-themed research and learning bases. It has essentially formed a new integrated development system of "TCM+" with the main features of TCM health tourism, health preservation, and cultural sports. The county has positioned itself with four main pillars: "medicine," "medical care," "health preservation," and "tourism." It promotes the high-quality integration and development of the entire industrial chain encompassing the primary, secondary, and tertiary sectors. Lastly, the "Zhe Ba Wei" market located in Pan'an's new urban area has become the largest trading market for Chinese medicinal materials in the Yangtze River Delta region. This market has developed an online trading module, providing third-party services for information dissemination, transactions, and value-added services related to Chinese medicinal materials. It has also explored a new path of "planting in the field, growing in the 'cloud,' and selling online." According to statistics, as of 2022, the market's transaction volume has exceeded 5 billion RMB, establishing a pattern of "buying nationwide and selling globally."

In the process of the flourishing development of the traditional Chinese medicine (TCM) industry in Pan'an, the hosting of the Chinese Medicinal Materials Trade Expo has played a significant role in enhancing the recognition of Pan'an's Chinese medicinal materials. Since 2002, Pan'an has been organizing the expo with the goal of "promoting the culture of traditional Chinese medicine and revitalizing the Chinese medicinal materials industry." During the expo, Pan'an not only promotes its own TCM culture and drives the development of the local TCM industry but also actively engages in exchanges and learning with other regions. The two decades of the expo coincided with the rapid growth of the Chinese medicinal materials industry in Pan'an. At present, Pan'an is leveraging its adherence to tradition and innovation to empower the high-quality development of the TCM industry, contributing "prescriptions" to the construction of a strong TCM province in Zhejiang.

3. Development Experience and Practices in the Traditional Chinese Medicine (TCM) Industry in Pan'an

In recent years, the rapid development of the traditional Chinese medicine (TCM) industry in Pan'an County has achieved remarkable accomplishments. Through field investigations, it has been discovered that the key to the success of the TCM industry in Pan'an County lies in the thorough implementation of the new development philosophy and the exploration of suitable models and pathways for its own development under the guidance of the five development principles.

3.1. Relying on the Beautiful Natural Environment to Promote the Development of Authentic Medicinal Materials

Pan'an County possesses abundant medicinal plant resources, thanks to its unique natural conditions. According to expert research, Pan'an County has favorable soil conditions and a diverse small-scale ecological environment, which greatly facilitate the growth of medicinal plants. Leveraging this distinctive natural advantage, Pan'an County cultivates over 70,000 acres of medicinal plants throughout the year, making it the largest primary production area and distribution center of authentic medicinal materials in the province. The vivid portrayal of "every household cultivating medicinal plants, and the fragrance of herbs pervading every town and village" captures the symbiotic relationship between the people of Pan'an and medicinal materials. From a higher vantage point, the lush greenery spreads, creating an excellent living environment.

Different regions cultivate medicinal plants with variations in climate, soil, and cultivation techniques, resulting in variations in the medicinal properties and active ingredients of the plants. Authentic medicinal materials refer to renowned, high-quality, scientifically proven medicinal materials sourced from specific regions with high yields and distinctive regional characteristics. As the main production area of the "P'an Five Flavors," Pan'an County enjoys geographical advantages. By implementing rational land planning, expanding the cultivation and cultivation of authentic medicinal materials, and processing them, the county achieves the authentic effects of medicinal materials, promoting the green development of the TCM industry in Pan'an. Furthermore, to better protect the ecological environment in the field of authentic medicinal materials, Pan'an County Meteorological Bureau strengthens collaboration among departments and organizes technical personnel to visit planting bases, actively providing "direct access" meteorological services to medicinal farmers, effectively promoting sustainable development of authentic medicinal materials.

3.2. Introduction of New Models to Promote Efficient Industrial Development

Pan'an County has strong technological support in its research endeavors. As early as 1986, the Pan'an County Medicinal Materials Research Institute, the earliest county-level research institution for medicinal materials in Zhejiang Province, was established, maintaining a leading position in basic research on medicinal materials. The institute has undertaken or participated in the formulation or revision of

numerous local standards at the provincial, municipal, and county levels, forming a technical system for standardizing medicinal material varieties, with "P'an Five Flavors" as its representative. This has provided necessary technical support for the development of authentic medicinal material production in the region.

In terms of cultivation models, Pan'an County's medicinal farmers are transitioning from individual cultivation to scaled-up and standardized practices. By promoting business models such as "Company (Cooperative) + Base + Farmers" and "Market + Company + Base," the level of intensification in medicinal material cultivation has significantly increased in Pan'an County. Standardized management of the bases not only enhances income but also improves the scientific nature and disaster prevention and mitigation capabilities of the cultivation management process. Pan'an County has widely promoted advanced and applicable technologies, such as integrated pest and disease control, soil testing and customized fertilization, facility cultivation, and water-saving irrigation. Additionally, the county focuses on the development of standardized medicinal material bases covering thousands of acres and the breeding of authentic medicinal material seeds and seedlings, continuously enhancing the scale and standardization of medicinal material cultivation.

In terms of services, in 2018, Pan'an County launched the integrated traditional Chinese medicine (TCM) service project, aiming to address issues such as a shortage of TCM professionals, inadequate service capacity, and low coverage of service outlets in the region. This project innovates on the traditional model by adopting modern "Internet + Internet of Things" technologies and introducing intelligent systems to enhance the level of TCM services in grassroots medical institutions. By establishing a teleconsultation system at the provincial, county, and township levels and integrating existing resources, the project achieves an integrated model for TCM services, enabling both urban and rural residents to access TCM services. Led by the Pan'an County Health Commission, with the county TCM hospital as the hub, the project integrates the county's TCM pharmacy resources and establishes an integrated central pharmacy system covering all township health centers in the county. The central pharmacy is responsible for decocting and packaging TCM prescriptions and entrusts China Post Express Logistics with unified delivery services for both urban and rural areas. This enables residents to enjoy warm, high-quality, convenient, and efficient TCM services.

3.3. Strengthening the Market System to Achieve Open Industrial Development

Relying on the integrated development of the Yangtze River Delta region and the development opportunities in Pan'an New Town, the "Zhejiang Eight Flavors" market in Jiangnan Medicine Town has rapidly emerged as a significant comprehensive market and distribution center for Chinese medicinal herbs in East China and even the whole country. The success of the TCM market in Jiangnan Medicine Town is attributed to the spirit of Pan'an's pharmaceutical farmers and traders, who have been proactive in both "going out" and "bringing in." Historical records indicate that as early as the Tang Dynasty, Pan'an residents began attempting to bring the treasures from the mountains to the foot of the mountains. During the Song Dynasty, Baizhu, Baishao, and Xuanshen were the most commonly cultivated Chinese medicinal herbs in the area, transported to the Ningbo and Shaoxing commercial ports for domestic and international trade. In the Qing Dynasty and the Republic of China period, the "P'an Five Flavors" became one of the five traditional authentic medicinal herbs, highly favored by merchants due to their excellent quality. Today, the production of Chinese medicinal herbs spreads across all villages in Pan'an, with over 80% of households engaged in Chinese medicinal herb production. More than 3,000 medicinal herb businesses have formed a nationwide sales network. The "Zhejiang Eight Flavors" specialty market, relying on the value demonstrated by the core production areas of medicinal herbs, exhibits strong agglomeration functions, promoting the nationwide and even global promotion of Pan'an's Chinese medicinal herbs. Pan'an's authentic medicinal herbs are sold throughout the country and exported to countries such as South Korea, Japan, and Singapore. Since the 21st century, Pan'an has achieved remarkable success in building its Chinese medicinal herb brand. Many medicinal herbs have obtained geographical indication registration certification and obtained the "P'an Five Flavors" trademark. Additionally, the "Zhejiang Eight Flavors" commodity trademark has been registered. These brands serve as passports for Pan'an's Chinese medicinal herbs to enter the global market.

In the annual "China Pan'an Chinese Medicinal Herb Trading Expo," pharmaceutical merchants, pharmaceutical company executives, renowned traditional Chinese medicine practitioners, and experts in the health industry from all over the country gather in Pan'an to focus on and learn from the local Chinese medicinal herb industry's development experience. They share the latest trends in the traditional Chinese medicine industry, effectively stimulating the market demand for Pan'an's Chinese medicinal herbs while promoting cultural dissemination. Pan'an possesses abundant Chinese medicinal herb resources and a sustained and robust development of the traditional Chinese medicine market, attracting many enterprises engaged in Chinese medicinal herb processing, extraction, traditional Chinese medicine production, and health products to establish bases, establish businesses, and engage in collaborations in Pan'an. Large-scale enterprises such as Zhejiang Yifang Pharmaceutical and Kangmei Pharmaceutical Group have settled in Pan'an and grown, further extending the Chinese medicinal herb industry chain in Pan'an. From authentic Pan'an Chinese medicinal herb health products such as Chinese medicinal herb extracts and medicinal diets to fields such as rural tourism, leisure sightseeing, health preservation, and traditional Chinese medicine healthcare, this model deeply promotes the integration and development of the primary, secondary, and tertiary industries in the local area. This model achieves the goal of "promoting tourism through medicine, revitalizing medicine through tourism, and integrating medicine and tourism," not only increasing the income of pharmaceutical farmers but also improving the integrity of the Pan'an traditional Chinese medicine industry chain and diversifying the market.

3.4. Putting People First to Promote Sustainable Industrial Development

As the primary industry in "Jiangnan Medicine Town," the traditional Chinese medicine (TCM) industry serves as the main occupation for most residents in Pan'an County. The county government of Pan'an adheres to the principle of promoting livelihood through industries and invests

substantial resources and policy support in talent cultivation and support for pharmaceutical farmers, thereby fostering the sustainable development of the local TCM industry.

In terms of talent cultivation, Pan'an focuses on the "medicine" aspect and establishes new training mechanisms to cultivate local talents. Through the training of medicinal dieticians, the connection between medicine and the daily lives of ordinary people is established. Simultaneously, the retrained individuals learn new knowledge and skills, increasing employment opportunities and improving the living conditions of the retrained workforce. In addition to the training of medicinal dieticians, Pan'an County has also introduced training for TCM maternity caregivers. By incorporating the application of Chinese medicinal herbs into the training for maternity caregivers, the originally basic occupation is elevated, nurturing high-end talents. Furthermore, Pan'an persists in cultivating talents who can bridge the gap between TCM and modern medicine, which is a crucial step in the sustainable development of the county's medicinal herbs industry. Through various preferential policies, Pan'an attracts and cultivates a group of TCM professionals from universities and colleges. These talents, who possess knowledge and expertise in both TCM and modern medicine, conduct research and promotion of medicinal herbs, allowing more people to understand the benefits of Chinese medicinal herbs and expand the market further.

In terms of supporting pharmaceutical farmers, Pan'an County has addressed the weak link in the initial processing of medicinal herbs by promoting the construction of the "Shared Workshop" in Jiangnan Medicine Town, a renowned producer of authentic Zhejiang medicinal herbs. This initiative aims to drive the development of the TCM industry towards branding, standardization, specialization, and quality improvement. According to reports, the "Shared Workshop" model for medicinal herbs utilizes specialized equipment in local Kangmei Pharmaceutical processing workshops to provide pharmaceutical farmers with processing services for medicinal herbs and prepared herbal slices. This approach not only resolves the processing challenges faced by farmers but also optimizes enterprise capacity to enhance efficiency. Through standardized and unified processing, the quality of the final medicinal herb products is improved, addressing the regulatory challenge of inconsistent quality in medicinal herbs. This model achieves a triple win for enterprises, farmers, and regulatory authorities. The completion and utilization of this project not only effectively ensure the quality of medicinal herbs but also help pharmaceutical farmers maximize their profits. It embodies the people-oriented development philosophy and promotes the sustainable development of the TCM industry.

4. Insights from Pan'an Experience for the Development of Traditional Chinese Medicine in Zhejiang

Phenomena in the world do not exist in isolation but are interconnected in a universal context. Pan'an's "Jiangnan Medicine Town" serves as a typical case of traditional Chinese medicine (TCM) development in Zhejiang Province, holding significant reference value for the entire TCM industry in the province. Similarly, the TCM industry in Zhejiang Province can also explore a distinctive development path under the guidance of the new development philosophy.

4.1. Embracing Innovation to Enhance the Competitiveness of TCM Industry in Zhejiang

The only constant in the world is change. Looking back at the history of TCM, it has endured the test of time and remains infused with innovative elements. The development of TCM is a continuous process of innovation. TCM represents the cultural treasure of Chinese wisdom, and to preserve this millennia-old treasure, it is necessary to inherit its traditions while fostering innovation. Only through such efforts can TCM radiate its brilliance.

Firstly, establishing TCM research platforms is crucial. In the context of scientific and technological advancements and economic development, innovation in TCM theory and technology is indispensable for the growth of the TCM industry. Building upon the rationality of existing theories, it is essential to timely reflect and extract new elements present in society. By engaging in rational reflection, refining theories, and constructing new theoretical frameworks, TCM can guide the development of new technologies. Therefore, it is imperative to establish innovative platforms for TCM, leveraging outstanding TCM professionals to continuously update TCM concepts and theories.

Furthermore, the establishment and introduction of enterprises with independent innovation capabilities are crucial. Enterprises serve as the carriers of industries and the drivers of innovation. The competition within an industry directly manifests as a competition among enterprises, and the progress and development of an industry rely on continuous independent innovation by enterprises. Inspired by the model of enterprise-individual linkage in Pan'an County, the development of the TCM industry in Zhejiang Province requires a well-planned layout of large, medium, and small enterprises. It is essential to build a vibrant TCM enterprise system, including enterprises involved in raw materials, products, markets, and research and development. Moreover, enterprises should focus on developing new products with novel therapeutic effects and applications. They should conduct secondary development of characteristic TCM compound formulas that have proven efficacy, expedite the research and development of specialty new drugs with market potential, and cultivate a portfolio of core technologies with independent intellectual property rights. These efforts will enhance the competitiveness of the TCM industry.

Finally, it is vital to accurately position the industry and undertake institutional and model innovation. The Pan'an County government has collaborated with companies such as Zhejiang Yifang Pharmaceutical Co., Ltd. to integrate the cultivation, processing, and sales services of Chinese herbal medicines into an integrated industry chain, thereby increasing the added value of Chinese herbal medicines along the extended value chain. Additionally, the medicinal herb cultivation bases can be designed for tourist attraction, integrating agriculture and tourism to promote the development of the tertiary industry. From the development experience of Pan'an, it is evident that Zhejiang should fully leverage its unique climatic conditions, diverse local herbal varieties, and thriving economy. While securing the domestic and provincial markets, Zhejiang should explore and cultivate distinctive core brands to construct a TCM industry framework based on the province's unique resources. This will strengthen the core competitiveness of the TCM industry in Zhejiang Province. After establishing the correct industry

positioning, it is necessary to timely abolish outdated systems that are incompatible with future development, revise and improve the shortcomings of existing systems, and develop new institutional frameworks that meet the demands of the era and lead economic development. Efforts should be made to enhance the protection and utilization of TCM resources, promote standardized cultivation of Chinese herbal medicines, facilitate the transformation and upgrading of the TCM industry, and establish a modern circulation system for Chinese herbal medicines. In the current era of "Internet+", it is essential to effectively leverage technologies such as the Internet and artificial intelligence, combining modern technology with traditional medical practices, to achieve innovation in the TCM industry. By integrating technologies like the Internet with the principles of simplicity, convenience, affordability, and efficacy that characterize TCM, modernization of TCM diagnosis and treatment can be realized, providing better services for the public.

4.2. Embracing Nature and Promoting Green Production and Living

Pan'an's Chinese medicinal herbs are renowned for being "authentic," which is attributed to the county's adoption of location-specific cultivation methods and the optimal utilization of its unique natural resources to expand the cultivation of authentic medicinal herbs. Zhejiang Province is located in the southeastern coastal region of China, characterized by a subtropical monsoon climate and diverse topography, including hills, plains, mountains, and basins. In the production of Chinese medicinal herbs, it is imperative to adhere to the principles of green development, rational resource utilization, and comprehensive research and planning. Although the natural conditions within Zhejiang Province exhibit relatively small variations overall, there are specific areas where particular Chinese medicinal herbs thrive best. Therefore, it is essential to cultivate and grow regionally appropriate medicinal herbs in different areas, achieving a bountiful harvest of both "mountains of gold" and "green waters and lush mountains." In the current agricultural production process of Chinese medicinal herbs, there should be a gradual transition towards fine-tuned production, increased investment in agricultural technology, reduced environmental pollution caused by industrial development, and mitigated impact of pesticides on medicinal herbs to achieve green production.

In addition to green production, Traditional Chinese Medicine (TCM) itself emphasizes the green concept aligned with the objective laws of the natural world. Disseminating TCM culture and integrating the TCM industry into daily life are crucial aspects. From the perspective of meeting the public's needs, Zhejiang Province can utilize various information platforms to continuously convey the concepts of TCM health preservation, disease prevention, and treatment to the public. By employing popular and engaging forms, the stories of TCM can be effectively communicated, thus deeply rooting TCM culture in people's hearts. Furthermore, due to the specialized and complex nature of Chinese medicinal herbs, their familiarity may not be widespread in daily life. To bridge this gap, Zhejiang Province can establish multiple TCM herb cultivation bases, with an emphasis on health-oriented tourism, and vigorously develop the TCM tourism industry. This will provide the public with opportunities to engage with TCM, facilitating the rapid development of the TCM industry.

4.3. Coordinating Various Parties to Promote the Stable and Sustainable Development of the Traditional Chinese Medicine (TCM) Industry

General Secretary Xi Jinping aptly likened coordinated development to the "key to victory," fully highlighting the crucial role of coordination in the process of economic development. As an element within the organic body of human society, the TCM industry requires the handling of its relationship with other elements to achieve sustained and healthy development.

Urbanization construction serves as the engine driving local economic and social development. Advancing urbanization necessitates a certain amount of land resources as support. However, for further development of the TCM industry, there must be suitable land available for cultivating high-quality medicinal herbs. Currently, in Zhejiang Province, urbanization construction is being actively, prudently, and orderly promoted. However, the phenomenon of a diminishing area of land available for TCM herb cultivation has become increasingly prominent. Therefore, it is crucial to manage the relationship between urbanization and the TCM industry effectively. In 2021, Pan'an County had a medicinal herb cultivation area of 80,000 mu (including woody medicinal herbs). Through the rational planning of land use for medicinal herb cultivation while advancing urbanization, further development of the TCM industry, a pillar industry with distinctive characteristics, has been promoted. Scientific and rational planning, layout design, and optimization of environmental resource allocation are essential to ensure the safe production of TCM herbs. The development of the TCM industry should incorporate ecological concepts into urbanization construction, emphasize the protection of resources and the environment, achieve seamless integration between cultivation areas and urban areas, establish a mechanism for coordinated land use, and promote the coordinated development of society and the industry.

4.4. Open Cooperation: Expanding the Development Stage of Zhejiang's Traditional Chinese Medicine (TCM) Industry

General Secretary Xi Jinping pointed out, "In the global economy, openness leads to progress, while seclusion leaves one behind." [3] This directive demonstrates that two-way openness is the path to the prosperous development of the TCM industry. Embracing an open development strategy represents a profound transformation that Zhejiang Province's TCM industry must undertake to align with the trends of the times. Furthermore, promoting the "going global" of Zhejiang's TCM industry entails not only expanding beyond the province but also venturing beyond national borders. As a significant symbol and carrier of Chinese civilization, TCM plays a unique role in promoting exchanges and integration between Chinese civilization and other civilizations worldwide.

Pan'an County actively cultivates local talents with distinctive local characteristics through programs such as the training of medicinal diet chefs and "medicinal herbs village midwives." These programs have nurtured a group of professionals knowledgeable about the TCM industry. Currently, there is an increased demand for midwives in major

cities, and training "medicinal herbs village midwives" can better promote TCM, first outside of Zhejiang and then internationally. Zhejiang Province should actively participate in domestic and international exchanges and cooperation in the TCM industry, striving to elevate the development level of the TCM industry to new heights. On one hand, a new platform for TCM collaboration should be established through domestic exchanges. As a renowned industry event in the Chinese medicinal herbs sector, the Pan'an Medicinal Herbs Expo not only showcases the diverse range of Zhejiang-produced TCM and the rapid development of the TCM industry in Zhejiang to society but also expands the influence of TCM herbal products, reaching a nationwide audience and promoting the growth of the "Zhejiang-produced TCM" brand. On the other hand, active and effective participation in international exchanges should be pursued, promoting international trade in TCM in Zhejiang Province, conducting research and establishing overseas medicinal herb cultivation bases to cultivate and develop more herbal products that meet human needs. In the new era, the "Belt and Road" initiative provides a broader stage for the allocation of China's TCM resources. Zhejiang Province should seize the opportunities presented by the comprehensive development of the "Belt and Road" initiative, actively promote consensus on incorporating TCM into the strategy, expand the scope of TCM going global, and pave the way for the international development of TCM.

4.5. Promoting Livelihood through Industrial Development: Achieving Shared Benefits for All

The development of the traditional Chinese medicine (TCM) industry requires strengthened cooperation among the government, TCM enterprises, and farmers. Through collaborative efforts, industry development can be achieved, allowing everyone to participate in and enjoy the fruits of development. This reciprocal relationship between industry and livelihood is essential. Pan'an County has achieved cooperation between innovative enterprises such as Zhejiang Yifang Pharmaceutical Co., Ltd. and local farmers by linking ordinary farmers with the cultivation of medicinal herbs. This has addressed the issue of employment for some individuals. Data shows that one-third of farmers' income in the entire county comes from medicinal herbs, offering new insights into addressing livelihood issues. Therefore, the Zhejiang government should actively facilitate the integration of capital, technology, talent, and resources, encouraging friendly cooperation between leading enterprises, the TCM industry, and farmers. Additionally, it is necessary to improve relevant supporting policies to promote interaction and coordination between farmers and enterprises. Such cooperation among the government, enterprises, and farmers enriches the operational methods and development strategies of the TCM industry, enhances overall risk resilience, generates economies of scale and cluster effects, and realizes the shared benefits of reform and development. It also promotes the revitalization of rural industries and provides nearby and effective employment opportunities for the population. Furthermore, the ultimate goal of TCM industry development is to ensure that the general public shares the benefits of development, achieves satisfaction, and experiences a sense of "well-being" from TCM. Zhejiang Province can employ online applications and offline promotional materials using the "Internet + TCM Medical" approach to bring TCM culture into the public's view, allowing more people to truly appreciate the beauty and utility of TCM.

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