

# Large-scale campaign Promotion of Traditional Chinese Medicine in China – Hong Kong Programme Launched

A large-scale campaign entitled Promotion of Traditional Chinese Medicine in China – Hong Kong Programme was launched today (October 25). The campaign features a series of almost 100 educational and publicity activities to be held throughout the coming two months to increase public understanding of Chinese medicine and promote its wider use in the community.

Promotion of Traditional Chinese Medicine in China, with the theme of promoting Chinese medicine health culture and enhancing public health literacy, was initiated by some 20 Mainland government bodies including the National Administration of Traditional Chinese Medicine (NATCM). As one of the stops in the tour, the Hong Kong Programme is jointly organised by the NATCM, the Food and Health Bureau (FHB) and the Department of Health (DH).

Officiating at the campaign launch ceremony, Member of the party group of the National Health Commission and Party Secretary and Vice Commissioner of the NATCM Professor Yu Yanhong said she hoped that the series of activities to be held in Hong Kong will enable the local community to gain a better understanding of Chinese medicine, develop a healthy lifestyle with Chinese characteristics and enhance their appreciation of the core values of Chinese medicine, thus creating a social atmosphere conducive to the development of Chinese medicine in the city.

Also officiating at the ceremony, the Permanent Secretary for Food and Health (Health), Ms Elizabeth Tse, said that by showcasing the long history of Chinese medicine in the large-scale promotional activities, the Hong Kong Special Administrative Region (HKSAR) Government would like the public to experience the appeal and benefits of Chinese medicine and boost its development and provide new momentum through promoting and inheriting the culture of Chinese medicine.

Ms Tse expressed her gratitude to the NATCM, the Liaison Office of the Central People's Government (LOCPG) in the HKSAR, the Traditional Chinese Medicine Bureau of Guangdong Province and relevant Mainland bodies for their invaluable support. She also thanked the Chinese Medicine Council of Hong Kong, the Hospital Authority, schools of Chinese medicine of local universities and the Chinese medicine sector for their contributions in organising various activities for the public.

Ms Tse said that the past year has marked an important milestone for the development of Chinese medicine in Hong Kong. In May this year, the FHB established the Chinese Medicine Unit and the Chinese Medicine Hospital Project Office to oversee the development of Chinese medicine and the first Chinese Medicine Hospital in Hong Kong respectively. In the Chief Executive's

2018 Policy Address, it was announced that the Government would incorporate Chinese medicine into the healthcare system in Hong Kong, formulate and implement a holistic Chinese medicine policy, and invest more regular resources with a view to further promoting the development of Chinese medicine in Hong Kong.

Other officiating guests who attended the launch ceremony today included Deputy Director of the LOCPG in the HKSAR Professor Tan Tieniu; the Director of Health, Dr Constance Chan; the Director of the Traditional Chinese Medicine Bureau of Guangdong Province, Mr Xu Qingfeng; and the Chairman of the Chinese Medicine Council of Hong Kong, Professor Lee Chack-fan.

An exhibition on Chinese medicine, game booths and free Chinese medicine consultation booths were also set up at the launch ceremony. Starting from today, close to 100 Chinese medicine promotional activities will be held by participating organisations in various locations in Hong Kong until December 31. For details of the activities, please visit the website of the [Promotion of Traditional Chinese Medicine in China – Hong Kong Programme](#).