

RESEARCH DIRECTIONS

Traditional Medicine Internationalisation

Professor Alan Bensoussan, Professor Kelvin Chan and Associate Professor Dennis Chang from the Centre for Complementary Medicine Research with Professor Jianxun Liu from Xiyuan Hospital and Professor Basil Roufogalis from University of Sydney will implement a Traditional Medicine Internationalisation Platform to attract investment and grow the traditional medicine research and business sector. This research is funded by the NSW Department of Industry & Investment.

'Chinese herbal medicine has shown potential to fulfil various therapeutic roles', says Professor Bensoussan. 'But herbal medicines sold in Australia, North America or Europe are not permitted to make a therapeutic claim to treat or manage a serious disease without substantial scientific evidence. Australia has stringent quality, safety and efficacy regulatory requirements administered by the Therapeutic Goods Administration. Companies making complementary medicines available must be able to meet those requirements and to capitalise on opportunities in the sector may need expert advice as part of the commercialisation of their products. The Australian market for complementary medicine, including traditional Chinese medicine, has an estimated value of \$3.1 billion per annum and is expected to grow six per cent annually over the next five years. With the world-wide burden of chronic disease and an ageing population, the international market presents even greater opportunities for Australian business.'

The team will look at the scientific evidence-base of products making high-level therapeutic claims in the context of the regulatory requirements in target countries. They will also provide companies with expert advice on which products might need further development in order to successfully enter their target international markets.



The program is part of an innovation and technology partnership promoting greater investment and trade between NSW and China.

The research has the potential to have a significant and positive impact on the way the complementary medicine sector operates internationally. This work will assist, in a very targeted way, the research and commercialisation of high quality herbal medicines. In the longer term, it will deliver a model for broader collaboration and engagement in the therapeutic and commercial development of a range of herbal medicines.

Project Title: Traditional Medicine Internationalisation Platform

Funding has been set at: \$75,000

Contact Details: a.bensoussan@uws.edu.au

<http://www.uws.edu.au/complemed>

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