

本草綱目



文化工程啟動儀式暨
兩岸四地中醫藥論壇

External Partners

Hong Kong Registered Chinese Medicine Practitioners Association and
Hong Kong Chinese Medicine Industry Association

Communities served

Chinese medical community, industry leaders and registered practitioners of Chinese medicine

DISSEMINATING THE CULTURE OF CHINESE MEDICINE: A CELEBRATION OF LI SHIZHEN'S 500TH BIRTHDAY

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This is a public health impact case. The project aimed at promoting the culture of Chinese medicine by honouring the 500th birthday of the esteemed scholar Li Shizhen, making use of the pivotal moment in history to advance the understanding of Chinese medicine's natural and cultural resources. In addition, the project also promoted the exchange between Chinese medical scholars and the industry so as to foster the development of Chinese medicine as a whole.

Chinese medicine plays an important role in the maintenance of health and the prevention of disease. By promoting the culture of Chinese medicine, it helped the general public to become more familiar with Chinese medicine and increase their trust in it. The principal activities included: 1) inviting scholars from local and international universities to deliver lectures to the public; 2) holding a meeting by the Society of Materia Medica Scholars in order to invite leading medical material experts from China and abroad; 3) publishing scientific materials to be distributed in libraries, relevant groups within the Chinese medical field, industry leaders and the registered practitioners of Chinese medicine.