Mongolian Medicine Industrial Policy Based on Industrial Chain Extension

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Keywords: Mongolian Medicine, Industrial, Chain, Policy.

Abstract. Over the past decade, the national pharmaceutical industry has kept its momentum of rapid development under the support of the party and the national policy. However, some of the existing pharmaceutical policies have not yet been close to the actual of minority areas, especially the development of Mongolian medicine, it is difficult to promote its industrialization relying solely on single industrial policy and the enterprises’ own financial resources. Furthermore, the integration and extension of Mongolian medicine industry chain lacks the support of policy system. Therefore, to construct a complete system of Mongolian medicine industry development policy system, to establish scientific policy-making mechanism, to regulate Mongolian medicine production standards and monitoring system can help effectively integrate and extend the Mongolian medicine and pharmacy industry chain, realizing the great-leap-forward development of economy in the ethnic minority regions.

Introduction

Premier Li Keqiang chaired a State Council executive meeting recently, deployed the file to promote the innovation and upgrading of pharmaceutical industry so as to better strengthen service, benefit people's livelihood, steady growth, and made it clear to further explore the use of modern technology and industry models to accelerate the development of Chinese medicine, make full use of the advantages of traditional medicine for the benefit of the people. To promote innovation and upgrading of pharmaceutical industry and the policy-orientation of developing traditional Chinese medicine and ethnic medicine point out direction for the development of domestic pharmaceutical industry.

The Current Situation of Mongolian Medicine Industry Chain and Policy

The Formation of Mongolian Medicine Industry Chain

The Inner Mongolia Autonomous Region has rich resources and prospective Mongolian medicine market. Viewing from the formation of the industrial chain, the Mongolian medicine industry chain should include planting, processing, research and development, production, circulation and medical service and terminal consumption etc., each link around Mongolian medical products and services constitute an industrial system in which they have their own division of work and are closely related and influence by each other. Mongolian medicinal materials cultivation and collection is the source and the fundamental link of the industrial chain. Mongolian medicine products research and development, processing and manufacturing are mainly to meet the market demands of Mongolian medicine products, and it cannot be achieved without the circulation of Mongolian medicine products and the medical services and medicine consumption provided by hospital terminal for the patients. Strictly speaking, medical service and medicine belong to different industries. Most scholars don’t include medical services, as a public utility in our country, in the study of the pharmaceutical industry chain process. However, in the construction of the pharmaceutical industry chain, pharmaceutical products R & D, production, circulation and consumption must involve the hospital,
hospitals are main distribution channels and trading places of the pharmaceutical products, only through medical services provided by hospitals can consumers enjoy effective, safe and economical pharmaceutical products consumption. Obviously, the hospital terminal is an indispensable and important link in the pharmaceutical industry chain.

The Status of Mongolian Medicine Industry Chain Policy

In the 21st century, the party and the state have promulgated a series of policies supporting traditional Chinese medicine and ethnic medicine. Combined with the actual situation of ethnic areas, Inner Mongolia Autonomous Region government and its relevant departments and research institutions have developed a number of policies and development plans for Mongolian pharmaceutical industry to promote the development of Mongolian medicine. As early as 2003, the Autonomous Region Science and Technology Department in "Mongolian Medicine Development Strategy and Innovation plan" first proposed the study of Mongolian medicine industry chain; Later on, the regional government commissioned Industry Office, Health Department to develop a "Mongolian medicine industry development plan" focusing on the revitalization of the Mongolian pharmaceutical industry; In 2013, the regional government issued a "decision to support and promote the development of Chinese medicine Mongolian medicine," proposing to gradually establish a Mongolian and Chinese medicine-based health care system with regional level Mongolian and Chinese medical institutions as leaders, league city level Mongolian and Chinese medical institutions as the backbones, and banner county level Chinese medical institutions as the foundations. Throughout the evolution of Mongolian medicine industrial policy and development plan, contents involved were limited to the establishment of Mongolian medical institutions, pharmaceutical product development and the exploitation and organization of Mongolian herbs, etc., although Mongolia has begun to explore the pharmaceutical industry chain development plan, the existing research related is partial, non-systematic. Based on this situation, I believe that it is necessary to conduct systematic research on the formation and evolution of Mongolian medicine industry chain theoretically, which can fundamentally solve many problems emerging in the construction of Mongolian Medicine Industry Chain and better make industrial policy play a role.

Mongolian Medicine Industry Chain Policy Problems

Although the pharmaceutical industry has long been supported by Mongolian Autonomous Region Party Committee and Government policy, its role as characteristic industry continues to highlight, it has not yet received the desired results, mainly in the pharmaceutical industry of Mongolia extensive management, low-end development, low added value, brand competition is weak and other issues has not been fundamentally reversed, the reason, the lack of Mongolian medicine industry chain development of appropriate policy support system as the main reason, specifically in the following aspects.

First, Mongolian pharmaceutical industry systemic policy is not strong, the lower the degree of legalization. This is a phenomenon all domestic national medicine industrial policy ubiquitous. Due to the lack of local economic development of the external environment, the stage of systematic investigation, analysis and research, most of the policies introduced by the pharmaceutical industry for the Mongolian one aspect or some aspects, such as patents, Mongolian planting or medical services. At the same time, historically, most of the national pharmaceutical industries are policy measures, regulations, planning and other official documents in the form of release, since these documents lack legally binding administrative object, undoubtedly weakened the enforcement of the policy, resulting in the specific implementation process difficult to achieve the desired results. While many pharmaceutical industry policies in foreign countries are the laws, on this point it is worth learning.

Second, Mongolian pharmaceutical industry bull management, operation mechanism is not sound.
China's pharmaceutical industry policy regime is generally more complex than other industries, is a typical block management emphasizing both on longitudinal "centralized management" and the "local management" of local authorities. The development and implementation of the main policies of the pharmaceutical industry including several independent, parallel, administrative departments (such as the Ministry of Health, Food and Drug Administration, Development and Reform Commission, Ministry of Science, the Ministry of Commerce, Drug Administration, Business Administration, etc.), within their respective areas of responsibility of the pharmaceutical companies to manage. Because do not belong among the industry management department, carry out their duties in time, will be difficult to communicate effectively, convergence and coordination drawbacks appear. Mongolian policy regime pharmaceutical industry is also facing this problem.

Third, the lack of appropriate funding policy system support. In recent years, Inner Mongolia Autonomous Region government invested more than 600 million per year, the construction of the GLP laboratory, have published "Mongolian Syndrome Diagnostic efficacy standards" seven most authoritative Mongolian medicine standards, norms eight provinces Mongolian medicine treatment activities and drug research, but which is not much money directly into Mongolian enterprise development, policy, insufficient capital investment. In Mongolian enterprises, except as Inner Mongolia Mongolian Co., Inner Mongolia Kulun Mongolian medicine factory for the few pharmaceutical companies and other enterprises have relatively smooth financing channels and financing platform, but most of the other small and medium scale and restricted financing conditions, access to ability policy funds to support chronically underfunded. Mongolian making chain into value-added capacity is very weak, unable to boost industrial level and the level of improvement.

Fourth, the standardization of production and quality control lack appropriate regulation of corresponding policies and effective integration. Mongolian medicine industry lacks appropriate policy regulations, guidance and motivation. Herbs growing in Mongolia, for example, currently the majority of Mongolian medicine is still mainly cultivated by thousands of families, scientific, standardized way to promote the cultivation of slow progress, standardized production of pollution-free technology penetration is not high. Meanwhile, the Mongolian quality detection, control and market supervision and other related policies are often so many doors, unable to form an effective integration, making market access or lack of rigorous testing and pharmaceutical quality control standards of safety indicators, or the active ingredient content of products, pesticides and heavy metal residues and other requirements are not stringent enough, resulting in Mongolian market, herbs, medicines varies greatly, so that the Mongolian participation in domestic and international competitiveness in the market is limited.

Fifth, policies in Mongolian medicine branding and marketing are still lacking. For a long time, since the Mongolian enterprises generally smaller scale, decentralized operation, most are still stuck in the rough areas of the lower end of the development stage, making it difficult to come to the fore in science and technology in the modern market competition; the same time, as the representative of Mongolia hospital terminal pulling effect of consumption of Mongolian medicine industry chain, market demand and the role of information platform play is not yet clear, which will directly affect the Mongolian medicinal product brand development and marketing. Thus, in the current process of industrialization Mongolian medicine, it is very necessary to contribute to the introduction of Mongolian medicine brand development, construction and marketing support policies, especially for some of the distinctive characteristics of the well-known drug source into Mongolian brand, the more is the need to vigorously promote policies.

The Policy Recommendations to Promote the Development of Mongolian Medicine Industry Chain

In order to better promote the development of Mongolian medicine industry, the pharmaceutical industry, according to Mongolian policy problems paper argues that the following aspects should
enrich and improve the Mongolian medicine industry chain development policy system.

Establish a System of Mongolian Medicine Policy Outlook, Strengthen Regulatory Policy

Mongolian medicine industry chain is a grand systems engineering in the development and implementation of policy, it should be placed in the entire political and economic environment, the social and cultural. When policy makers to fully listen to the various aspects of the industry chain, the views of all stakeholders, including the Mongolian medicine production enterprises, Mongolian herbs growing enterprise, Mongolian medicine research institutions, medical service terminal, Mongolian medicine circulation and the vast Mongolian medicine consumers. Only in this way can the pharmaceutical industry policies introduced fully reflect the interests of all sides, reducing the one-sidedness. In addition, the district has not yet introduced a complete system of Mongolian medicine industrial policy. Recently, the State Council executive meeting adopted the "Law of Traditional Chinese Medicine (draft)", and submitted to the NPC Standing Committee. This is to promote the development of the pharmaceutical industry policies and regulations of Mongolia, Mongolian Medicine guarantee the effective implementation of industrial policy, and promote the development of Mongolian medicine industry has a positive effect.

Establish a Scientific Decision-Making Mechanism of Mongolian Medicine Industry Policy, Improve the Evaluation System

For a long time, the regional government has introduced a number of policies to actively promote the development of pharmaceutical industry in Mongolia, but many policies did not produce corresponding expected results, the fundamental reason is not unreasonable policy itself, but because of the current fragmented management system factors, to a certain extent, limit the sound operation of the policy. Therefore, it is necessary to establish a special Mongolian medicine industry leadership, coordination, consultation and services, there are plans to put forward a number of policy options and Mongolian medicine industry development planning a comprehensive, cross-industry sector, through the necessary decision-making and democratization after the legislative process by the pharmaceutical industry guidance Mongolian authorities and regional efforts to implement the Union City embodiment Mongolian medicine industrial policy. At the same time, the pharmaceutical industry should improve the Mongolian policy evaluation system, both before the introduction of the policy of the relevant policy factors to predict its role, but also in policy enacted after a period of time to evaluate the effects of policies, effective implementation of the policy analyzed sex.

Build a Comprehensive Mongolian Medicine Taxation, Finance and Investment Policy System

Taxation, finance and investment policies support system is the Mongolian industry chain the most direct and effective. First, the regional government should increase the general budget expenditure Mongolian chain other than government bonds investment and providing financial subsidies according to Mongolian chain operating conditions, adjust resource allocation structure, supply structure and demand structure; the same time, through the establishment of Mongolian development of special funds and tax incentives to support the promotion and application of Mongolian medicine research; Second, improve the financing policy system for Mongolian medicine industry chain development to provide diversified financing channels, to improve the accumulation of capital and improve capital utilization; the establishment of financial institutions and Mongolian medicine collaboration of the industry chain, to encourage qualified commercial banks to set up special services and special credit products for Mongolian medicine industry, to provide a good environment for the financial industry chain development of Mongolian medicine. Third, great efforts to cultivate and attract investment in Mongolian medicine, operator of the subject, and guide various types of capital flows Mongolian industry chain, to construct the main line of the industrial chain Mongolian market investment system.
Standardizing Mongolian Medicine Production Standards and Monitoring Systems, Encourage Technological Innovation

Mongolian medicine is the material basis of the Mongolian pharmaceutical industry and the strategic resource of economic construction and development of this region. With Mongolian medicine industry, the scale of the acceleration of the original ingredients of the production and supply of government need to be enough concern and attention, protection and development of Mongolian medicine introduced a series of policies. Such as the construction of bulk high-quality common Mongolian medicine production base, support Mongolian medicine breeding, production and support authentic Mongolian medicine; actively promote the standardization of medicinal origin Mongolia primary processing, large-scale, intensive, producers are encouraged to extend to Mongolia Mongolian medicine origin industrial chain, to carry out intensive processing; establishment of Mongolian medicine evaluation system, strengthen the monitoring of the quality of Mongolian medicine, Mongolian medicine to improve the packaging, warehousing and other technology. In addition, the introduction of the development of Mongolian medicine basic theory and application of technology systematic, prospective study of science and technology policy to stimulate Mongolian medicine production enterprises, scientific and technological innovation vitality of the medical unit, to seize the initiative in Mongolian medicine industry chain of sustainable development.

Foster Mongolian Hospital Medical Services Consumer Terminal Network, to Promote Mongolian Pharmaceutical Products Market

When making Mongolian medicine industry development policy, we should pay full attention to the important role of hospital consumption in driving Mongolian medicine industry forward. Mongolia should further improve the operational mechanism of the hospital, to establish a "unified management, centralized coordination, division of labor," the management system, to form a regional level Mongolian hospital as a leader, as the backbone of the AU municipal hospital Mongolian flag Mongolian county agencies as the basis, the township hospitals Mongolian medicine, Mongolian characteristics of community network at the end, fully functional, rational layout Mongolian hospital medical services consumer terminal network system. At the same time, standardize and improve the policy system to support all levels of Mongolian hospital network information platform, to create modern things as the main carrier of the planting, processing, production, research and development, distribution, health care as one of the digital information network, to build modern market demand information platform, to create well-known brand of Mongolian medicine, Mongolian medicine products to improve circulation efficiency, to further expand the market, so as to promote Mongolian pharmaceutical industry scale, modernization and internationalization.

Acknowledgement

This research is supported by the Philosophy and Social Science Planning Office of Inner Mongolia Autonomous Region, the author in 2014 applied to preside over the planning project "based on the large hospital of Mongolian terminal consumption of Mongolian medicine industry chain extension study" (in the Communist Party's propaganda word [2014] No. 17, B036). This paper is accepted by the 3rd International Conference on Advanced Education and Management (ICAEM 2016), belongs to the initial results of the project.

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