



*TCM Denmark  
strives to  
become one  
of the  
preferred  
entry points /  
partners for  
modernization  
of TCM in  
Europe.*



## TCM Denmark

### **-Plant based traditional complementary medicine**

Linking the global with the  
local: a case study from  
Jutland-Funen in Denmark

By Ole Callesen

Research Director

Department of Horticulture

Research Center Årslev, Funen

Danish Institute of Agricultural  
Sciences (DIAS)



[www.tcmdenmark.dk](http://www.tcmdenmark.dk)



+45 7021 1850



+45 7021 1851



[mail@tcmdenmark.dk](mailto:mail@tcmdenmark.dk)





*TCM Denmark covers integrated competences that can carry TCM products all the way from “plant to approved pill”.*


## Agenda


- The establishment
- The partners
- Brief introduction to TCM Denmark
- The TCM modernization competences of TCM Denmark
- Present activities of TCM modernization in TCM Denmark



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## **Foundation of a consortium in 2004.**

Background: SDU and China; DIAS and medical plants; regional development.

### **Partners:**

Region Funen (South Denmark)

City of Odense


Funen Enterprise Development Center


University of Southern Denmark


Danish Institute of Agricultural Sciences


Science Parks of Southern Denmark



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*TCM Denmark  
was founded in  
2004 by Danish  
research centers,  
hospitals, public  
authorities and  
private companies*

## Introduction to TCM Denmark

### Background

Denmark's first class biochemical and medical research and the unique working relationship between researchers


*plus*


Denmark's first class agriculture and horticulture knowledge


*gives a natural foundation for*


The rapid development in the Danish TCM modernisation activities in the recent years



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*TCM Denmark  
is supported by  
a scientific  
advisory board  
of recognized  
researchers.*

## **Introduction to TCM Denmark**

### **TCM Denmark's aim**

TCM Denmark strives to become one of the preferred entry points / partners for the modernisation of TCM in Europe.


### **TCM Denmark's organization**


A consortium of Danish research centers, hospitals, public authorities and private companies


*with expertise in*


biological, biochemical, botanical and clinical research, cultivation and growth of medicinal plants, patents and marketing including rules and regulation on the European market.



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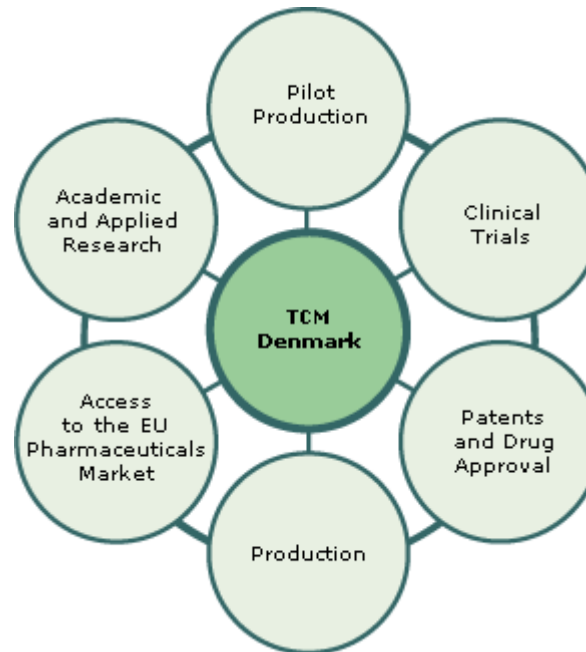



*TCM Denmark has first class expertise in biological, biochemical, botanical and clinical research on medicinal plants.*


## TCM modernization competences


### From Cultivation to Commercialization


TCM Denmark covers integrated competences that can carry TCM products all the way from “plant to approved pill”.



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## **So how did we do it?**

Sister province agreement between Funan and Guangdong.

Delegations to China

Match making event in Guangzhou

Use of Danish Consulate in Guangzhou and Embassy in Beijing

Contact to Chinese companies

Friendship cities Svendborg and Bouzhou

Direct negotiations in China with companies. Offer of TCM Denmark competences.

Agreements with Departments og Ministry of Health in China.


Agreement with MOST, China


Many Chinese delegations to visit Denmark


Extensive involvement of political level



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## MANAGEMENT of TCM DENMARK



### **Chief Executive Officer**

Bjørn Petersen  
Guest Professor,  
Changchun University of  
Traditional Chinese  
Medicine, Changchun,  
China

[bpe@tcmdenmark.dk](mailto:bpe@tcmdenmark.dk)



### **Secretary to the Management**

Susanne Holm Hansen  
[shh@tcmdenmark.dk](mailto:shh@tcmdenmark.dk)



### **Project Manager**

Torben Henriksen  
M.Sc.Pharm.

[th@fec.dk](mailto:th@fec.dk)



### **Head of Unit**

Palle Møldrup

[pm@fec.dk](mailto:pm@fec.dk)



### **Project Manager**

Ying Yu  
Bachelor of Clinical  
Medicine

[yu@tcmdenmark.dk](mailto:yu@tcmdenmark.dk)





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## **Scientific collaboration: In Denmark:**


Funding of research projects for collaboration between Danish partners to strengthen the competences and possibilities.


Clinical expertise, Botanical expertise, disease expertise, assay expertise, chemical expertise, pharmacopeia expertise, and more.


With China:


Conferences, visits and work on establishment of common research projects



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## TCM at the Crossroads between China and Europe

Congress on Traditional Complementary Medicine  
16-19 October 2005 in Odense, Denmark



China International Exchange Center of Traditional Chinese Medicine, SATCM



The Administrative Center for China's Agenda  
21, MOST



China Association of Chinese Medicine



ODENSE KOMMUNE



UNIVERSITY OF SOUTHERN DENMARK

Ministry of Food, Agriculture and Fisheries  
Danish Institute of Agricultural Sciences





*TCM Denmark  
has first class  
expertise in  
cultivation and  
growth of  
medicinal  
plants.*

TCM Denmark Presentation at The 2nd International Conference on the  
Modernization of Traditional Chinese Medicine, September, 2005,  
Chengdu, Sichuan Province, China

## **TCM modernization competences**

**Example of collaboration with China**

### **Presentations at the Conference in Chengdu**

Members of the Scientific Advisory Board of TCM Denmark will present some of our TCM competences at “The 2nd International Conference on the Modernization of TCM”

#### **A signpost for TCM – Describing the molecular effects of TCM using proteomic mapping by**

Dr. Stephen J. Fey and Dr. Peter Mose Larsen  
University of Southern Denmark

#### **Polyacetylenes of the falcarinol-type as possible anti-cancer principles in medicinal plants and common food plants by**


Prof. Lars Porskjær Christensen  
Danish Institute of Agricultural Sciences


#### **A screening platform for identification of anti-diabetic compounds in Traditional Chinese Medicine by**


Prof. Karsten Kristiansen  
University of Southern Denmark



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*TCM Denmark has high experience with marketing issues such as patents, and approval of medicinal plants onto the European market.*

## **TCM modernization activities**

### **Selected projects with Chinese partners**

- Guangzhou
- Shanghai


### **Selected projects with European partners**


- Kiel, Germany


### **Selected projects with Danish partners**


- Fyn Region



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