

A collection of traditional Chinese medicine ingredients including ginseng, ginseng powder, and other herbs. The background shows various dried herbs, including ginseng roots, ginseng powder in a bowl, and other medicinal plants, all arranged on a wooden surface. The text is overlaid on this background.

# Local Governance: The Case of Traditional Chinese Medicine

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# Local states as economic actors

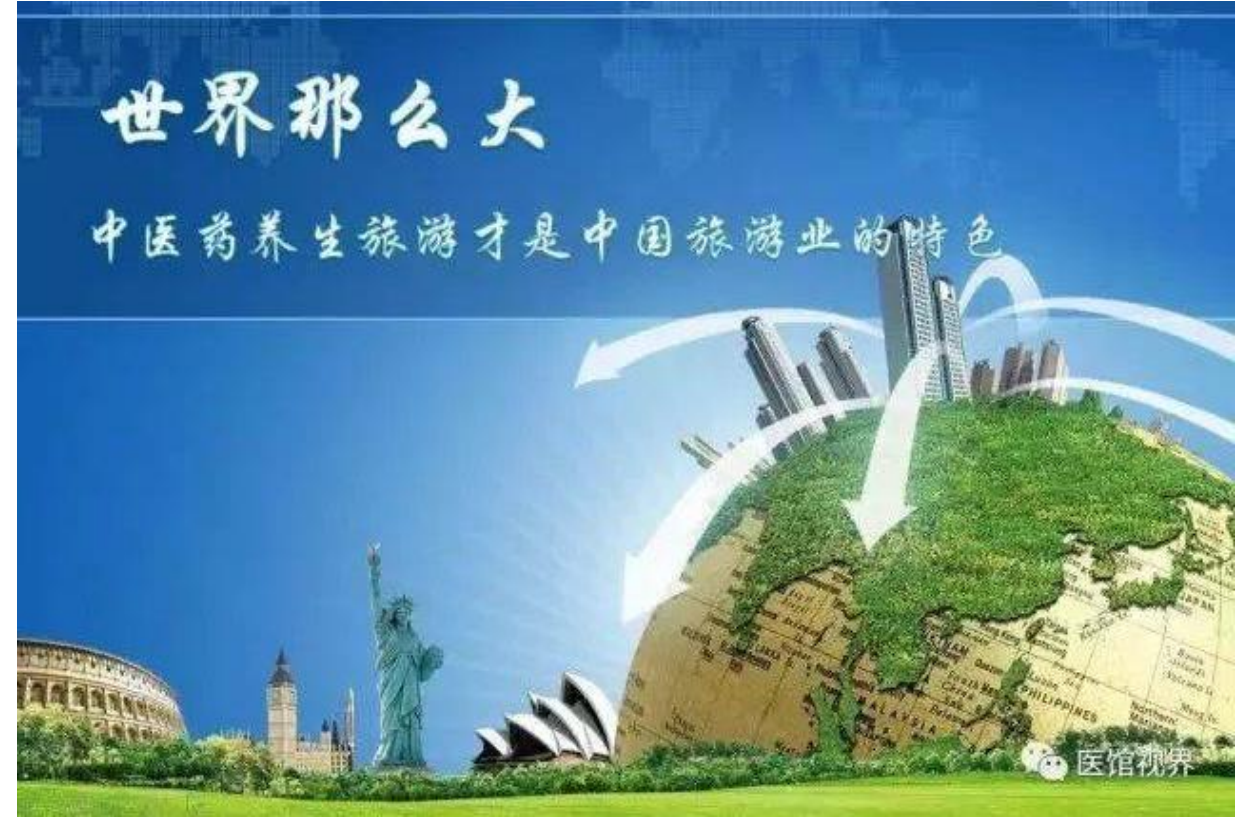
- Development and growth as the result of local states' active interactions with and involvement in economic production;
- Local states as regulators, monitors and coordinators of economic activities to advance their economic interests;
- Local states implement central policy guidelines selectively and compete with each other.

# National Discourse of Traditional Chinese Medicine

- Chinese cultural heritage – a tool of nation building
- Industry that generates economic interests;
- Part of China's healthcare system.

But, economic considerations take precedence over policy planning at provincial level.

# Economic value of TCM healthcare system





Local TCM as  
rightful heirs of  
national tradition  
and history.



陕西卫视

考授御医

长安大学

# Emperor Yan

# *Miaoyao*, Medicine of the Miao People





Local states adopting nationalist discourses to legitimize local ingredients, drugs and practices

- Diverging from central state's efforts to standardize TCM
- The promotion of local identity not in conflict with central state's nation-building goals