

## THE CONSORTIUM

### COORDINATOR

Prof. Attilio MUCELLI - Polytechnic University of Marche - Italy

### EUROPE

- EUROPEAN FOUNDATION OF TRADITIONAL CHINESE MEDICINE - Spain
- MEDICAL ACUPUNCTURISTS ASSOCIATION OF BOLOGNA - Italy
- POLYTECHNIC UNIVERSITY OF MARCHE - Italy
- UNIVERSITY OF FERRARA - Italy
- UNIVERSITY OF MACERATA - Italy
- VRIJE UNIVERSITEIT BRUSSEL - Belgium

### CHINA

- BEIJING NORMAL UNIVERSITY - Beijing
- EAST CHINA UNIVERSITY OF POLITICAL SCIENCE AND LAW - Shanghai
- HUNAN UNIVERSITY - Changsha
- NANJING UNIVERSITY OF CHINESE MEDICINE - Nanjing
- SOUTH CHINA UNIVERSITY OF TECHNOLOGY - Guangzhou

## MORE INFORMATION ABOUT THE PROJECT

**Duration:** 4 years (January 2014/December 2017)

**Funding scheme:** 7th Framework Programme - PEOPLE MARIE CURIE ACTIONS - International Research Staff Exchange Scheme (IRSES)

**Budget EU contribution:** 688.800 EUR

**Total seconded researchers:** 59

**Total months of secondment:** 328

**Project coordinator:** ATTILIO MUCELLI

a.mucelli@univpm.it

**Project manager:** BARBARA CHIUCCONI

barbara.chiucconi@gmail.com

**Vice coordinator:** FRANCESCA SPIGARELLI

francesca.spigarelli@unimc.it

**EC project contact:** Roberta.MONACHELLO@ec.europa.eu

**Web page:** [www.chetch.univpm.it](http://www.chetch.univpm.it)



## CHINA AND EUROPE TAKING CARE OF HEALTHCARE SOLUTIONS



A SHORT INTRODUCTION  
TO OBJECTIVES AND  
ACTIVITIES OF A MARIE CURIE IRSES PROJECT



## PROJECT RATIONALE

CHETCH is a research project financed by the European Commission under the 7th Framework Programme, within the PEOPLE MARIE CURIE ACTIONS - International Research Staff Exchange Scheme (IRSES) whose goal is to *support research organisations to set up or strengthen long-term cooperation with others, through a coordinated exchange programme for their staff.*

CHETCH intends to contribute actively to the cooperation between Europe and China, investigating opportunities for mutual integration in the healthcare sector. Following an interdisciplinary approach, cooperation and potential synergies will be examined from a comprehensive perspective, including policies at national and local level, the legal environment, medical practices, healthcare industries and related businesses.

## SPECIFIC OBJECTIVES OF THE PROJECT

### I. Through specific research outputs:

- **Provide guidelines**, including policy proposals to support policy-makers both at European and Chinese level, operational suggestions for companies working in/with China to enhance bilateral trade and investment flows and specific indications to boost integration on Traditional Chinese Medicine (TCM) and Western Medicine (WM) research studies.
- **Enhance scientific knowledge**, through the theoretical and empirical finding of the different and joint research tasks.

### II. Through the international mobility scheme

- **Create lasting knowledge networks**, identifying follow-up projects to be carried out further to the CHETCH project.
- **Improve research skills** as a result of the mutually beneficial research collaboration between EU and Chinese centres of excellence, with a high reputation and knowledge in their fields.

## TARGET GROUPS

- Scientific community in the social science, the humanities and in the medical fields
- Policy and decision-makers at European and Chinese level
- Professionals
- Representatives from industries and entrepreneurs

## RESEARCH ACTIVITIES

CHETCH is based on the idea that a Europe-China partnership in the healthcare sector could be a win-win strategy since they have complementarities that could help each other facing their specific needs in the long run. In particular, China would benefit from gaining knowledge and expertise from European countries so Europe could “export” to China best practices (including projecting and running a universal system or using WM to cope with new and improved medical needs of the population) and thus find business opportunities. At the same time, China could export to Europe practices and approaches of TCM that could be cost saving and effective in specific pathologies.

Four main research areas are involved in CHETCH, with specific but highly integrated and interconnected tasks.

### **The medical research area**

The team of experts in the medical field will investigate best practices of traditional medical systems using a modern science framework. The team will develop a process of recognition and scientific validation of TCM versus Complementary Alternative Medicine (CAM) at different levels as recommended by the World Health Organization Traditional medicine Strategy 2003-2005.

### **The economic research area**

The economic research will analyse the integration reached so far between China and Europe in the healthcare related industries (technologies, pharmaceutical, ecc), examining, at regional and provincial levels:

- foreign direct investments
- trade flow trends
- micro economic data.

The typical cost-benefit tools will be used to evaluate the economic impact of integrating WM and TCM practices, supporting the medical team of experts.

### **The legal research area**

Legal research activities will specifically focus on the identification of obstacles and plausible solutions that can be generated by the regulatory environment, as well as appropriate solutions to enhance collaboration both at institutional, medical practices and business levels.

### **The social science and humanities area.**

The research will aim to expand and deepening the knowledge of the European and Chinese healthcare systems by comparing them at different levels, including value systems and ethical issues.