

世界中医药学会联合会

World Federation of Chinese Medicine Societies

第三届中医药国际贡献奖

The Third Session of International Prize for Contribution to TCM

颁奖典礼资料汇编

File Compilation of Award Ceremony



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目 录

- 关于授予 CCTV《中华医药》栏目组等团体和个人第三届中
医药国际贡献奖的决定.....1
- 西班牙 Ramon Maria Calduch (拉蒙.玛丽亚.卡尔杜克) 先生
事迹简介.....5
- 葡萄牙 Pedro Choy (蔡宝德) 先生事迹简介.....9
- 中国 CCTV《中华医药》栏目组事迹简介.....13

CONTENT

Resolution on Awarding International Prize for Contribution to TCM to CCTV “Chinese Medicine” Column Group and other Individuals.....	3
Achievements of Ramon Maria Calduch.....	7
Achievement of Pedro Choy.....	11
Achievements of CCTV “Chinese Medicine” Column Group.....	17

世界中医药学会联合会文件

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关于授予 CCTV《中华医药》栏目组等团体和个人 第三届中医药国际贡献奖的决定

为了表彰在推动中医药学的国际传播中做出突出贡献的团体和个人，发挥世界各国中医药工作者的积极性和创造性，依据《世界中医药学会联合会中医药国际贡献奖奖励办法》规定，世界中医药学会联合会组织了第三届中医药国际贡献奖的评审工作。经申报、推荐、评审、公示，决定授予以下团体和个人世界中医药学会联合会第三届中医药国际贡献奖，每个获奖者奖金一万美元。

第三届中医药国际贡献奖获奖者3名。其中个人奖2名，分别为 Ramon Maria Calduch (拉蒙·玛丽亚·卡尔杜克)，国籍：西班牙； Pedro Choy (蔡宝德)，国籍：葡萄牙。团体奖1名，授予中国 CCTV《中华医药》栏目组。

拉蒙·玛丽亚·卡尔杜克先生，现任西班牙欧洲中医基金会副主席、世界中医药学会联合会监事会主席等职务。拉蒙先生开设了西班牙第一所中医高等学校，在马德里、巴塞罗那等重要城市开设了多家中医诊所，向政

府有关部门和当地民众宣传中医药，积极促进当地中医药的规范化、合法化，并成立了欧洲中医基金会，致力于团结中、西医界开展高水平的中医药教育和普及推广工作，为欧盟各国的中医药交流与合作提供了良好的平台。

蔡宝德先生现任葡萄牙针灸及相关学科协会主席、世界中医药学会联合会副主席等职务。蔡先生在葡萄牙开办 22 家直营的中医专业诊所，他在里斯本创办的成都中医药大学欧洲分校，是经中国教育部批准的国内高校在海外开设的第一家中医药本科学历教育的学校。蔡先生还积极参与葡国媒体宣传和中医药立法等各项工作，孜孜不倦地宣传与推广中医药。

CCTV《中华医药》栏目于 1998 在央视中文国际频道开播，主旨为“传播中华医药文化，服务全球华人华侨”，是中国电视界唯一一档向全世界传播中医药文化的电视健康栏目。目前已在央视中文、英语等 4 个国际频道向 140 个国家和地区播出，海外用户总数超过一亿户。该栏目不仅具有高品位的文化内涵，而且具有较强的权威性、时效性和实用性，对弘扬中医药文化，促进中医药的国际传播发挥了有力的推动作用。

希望以上获奖者再接再厉，发扬成绩，开拓创新，为中医药的国际传播，为提高人类健康水平做出新的贡献！



Resolution on Awarding International Prize for Contribution to TCM to CCTV “Chinese Medicine” Column Group and other Individuals

November 6th, 2009

In order to honor the advanced examples that make great contribution to promoting exchange and cooperation of Chinese medicine among countries and regions worldwide, and to encourage the initiative and creativity of all institutions and professionals in Chinese medicine, we organized the appraisal process for the International Prize for Contribution to TCM according to Implementation Measures of International Prize for Contribution to TCM of WFCMS. After preliminary review, final review, and public notification, the following groups and individuals are awarded the third session of International Prize for Contribution to TCM.

Two individual awardees are Ramon Maria Calduch (Spanish) and Pedro Choy (Portuguese). One group award is presented to CCTV “Chinese Medicine” column group.

Sir Ramon Maria Calduch is now vice chairman of European Foundation of Traditional Chinese Medicine as well as chairman of Supervision Board of World Federation of Chinese Medicine Societies. He set up the first TCM higher education institute in Spain, and established several TCM clinics in big cities such as Madrid and Barcelona, so as to bring Chinese medicine to the local government and residents as well as to promote the standardization and legislation of the local TCM. Mr. Ramon

founded European Foundation of Traditional Chinese Medicine which aims at education promotion and generalization of TCM, so as to provide a platform of TCM exchange and cooperation for European countries.

Sir Pedro Choy is the chairman of Portugal Acupuncture Association and vice-chairperson of World Federation of Chinese Medicine Societies. He established 22 TCM clinics in Portugal; meanwhile he founded European Branch Campus of Chengdu University of Traditional Chinese Medicine, which is the first oversea TCM institute granting undergraduate degree that is approved by Chinese Ministry of Education. Moreover, Mr. Choy actively participates in media generalization and legislation of TCM, dedicating himself to publicizing and promoting TCM.

CCTV program of "Chinese Medicine" has launched since 1998 on CCTV Chinese International Channel, which aimed at spreading TCM culture and serving global overseas Chinese. It is the only health-related television program in China that broadcasts TCM culture to the whole world. At present, it has been brought to over 100 million oversea people in 140 countries and regions through CCTV International Channels of Chinese, English, French and Spanish languages.

It is our hope that all winners keep up their good work with renewed motives and creativity, making greater contribution for the improvement of human health!

World Federation of Chinese Medicine Societies

西班牙 Ramon Maria Calduch (拉蒙· 玛丽亚·卡尔杜克) 先生事迹简介

个人简介

拉蒙·玛丽亚·卡尔杜克先生，49岁，经济学博士，经济师，律师，医学人文学家。现任西班牙欧洲中医基金会副主席，世界中医药学会联合会监事会主席，欧洲中药商会主席，全欧中医药学会联合会副主席。

主要事迹

1、教育方面：开设西班牙第一所中医高等学校。与世界中医药学会联合会签署了合作协议，邀请中国中医人才来西班牙工作和学习，安排西班牙毕业生到北京进行临床见习，为进一步在西班牙语国家更好地推广中医医疗和教学奠定良好的基础。

2、学术方面：开设了西班牙第一所中医诊所。踊跃参加了中医国际学术交流会议，并多次发表与中医立法和中医在西班牙和欧洲发展情况有关的专题报告。成立了欧洲中医基金会，成立中医针灸师协会，促进西班牙全国各地以及拉丁美洲等国中医针灸专业人员的交流和继续教育。连续20年，定期出版发行中医杂志西班牙文版。担任《中医基本名词术语中英对照标准》的编委，组织《中医基本名词中西对

照标准》的翻译编写工作。

3、国际交流方面：先后组织了 8 届国际中医针灸学术大会，促进中国和世界各国民间和官方代表的交流。支持了全欧洲中医药学会联合会和欧洲中医药商会的成立并积极参与工作，为欧盟各国的中医医疗界，学术界，商界之间的交流与合作提供了良好的平台。2003 年支持参加世界中医药学会联合会的成立，并积极参与联合会各项工作，向理事会推荐数个拉丁美洲国家具有代表性的中医学术团体以及意大利针灸协会联合会主席，法国玉石网络学校等国际中医药代表人士。

4、中医药国际标准化与立法方面：与西班牙标准证明协会官员联系，促其支持中国提出的在 ISO 建立中医药技术委员会的建议。倡议在西班牙加泰罗尼亚自治区就自然疗法包括中医针灸进行立法，促使中医针灸在此地的发展正规化、合法化。

Achievements of Ramon Maria Calduch

Brief Introduction

Sir Ramon Maria Calduch, 49 years old, is a PhD in Economics, economist, attorney and medical humanity expert. He is now the vice-chairman of European Foundation of Traditional Chinese Medicine, chairman of Supervision Board of World Federation of Chinese Medicine Societies, chairman of European Chamber of Commerce for Traditional Chinese Medicine, vice president of Pan European Federation of TCM Societies.

Main Achievements

1. Educational achievement: Sir Ramon Maria Calduch established the first TCM higher education institute in Span. He made cooperation agreement with World Federation of Chinese Medicine Societies, inviting Chinese TCM professionals to work and study in Span, and arranging Spanish graduates to have internship in Beijing. So that solid foundation is built to promote better TCM medical care and education in Spanish-speaking countries.
2. Academic achievements: Sir Ramon Maria Calduch set up the first TCM clinic in Span. He actively participates in TCM academic conferences and published several reports on legislation and development of TCM in Span and Europe. He established European Foundation of Traditional Chinese

Medicine, TCM Acupuncturist Association to promote the communication and continuing education among acupuncturists in Spain and Latin America. With his effort, Spanish edition of TCM journal is constantly published for 20 years. He is also one of the editing members of International Standard Chinese-English Basic Nomenclature of Chinese Medicine, and organized its translation work.

3. Achievements on international exchange: he organized 8 international conferences on acupuncture to promote governmental and non-governmental academic exchange. He supported the establishment of Pan European Federation of TCM Societies as well as European Chamber of Commerce for Traditional Chinese Medicine, both of which provide platforms for the communication and collaboration on TCM among European medical care field, academic field as well as business field. He supported the establishment of World Federation of Chinese Medicine Societies, actively participated in various work, and recommended several representative TCM societies in Latin America countries, Italy and France.

4. Achievements on TCM standardization and legislation: he contacted with The Spanish Association for Standardization and Certification to support China's proposal of establishing ISO TC for TCM. He advocated the legislation of TCM acupuncture including natural therapy in Catalonia, so as to promote the local generalization and legislation of TCM acupuncture.

葡萄牙 Pedro Choy (蔡宝德) 先生事迹简介

个人简介

蔡宝德先生出生于中国澳门，曾就读于葡萄牙的科英布拉大学医学院和马赛的 Nguyen Van Nghi 学院。现任葡萄牙针灸及相关学科协会主席，世界中医药学会联合会副主席，葡萄牙职业针灸师协会主席，成都中医药大学欧洲分校校长，全欧中医联合会副主席。

主要事迹

1、教育方面：2008 年与中国成都中医药大学合作，开办欧洲分校，这也是中国国内高校在海外开设的第一家本科学历教育的中医药专业的大学；2008 年和葡国国立的 EVORA 大学合作，开设了中医专业的课程，经常性地被邀请到西班牙；法国和巴西客座讲学。

2、医疗方面：在葡萄牙开办 22 家直营的中医专业诊所；建立庞大的网络，遍布葡国各个地区。近些年来，蔡宝德先生除了继续为葡国民众提供中医服务以外，也开始加大了对中医在欧洲推广和扩大影响力的工作，诸如参与国际中医专业组织的活动，提高在欧洲本土的中医教学水平以及加大与当地政府的合作，作为中医专家为政府在中医立法中提供专业顾问的服务。

3、国际交流方面：为了提高欧洲及世界其它地区的中

医学术水平，蔡先生还多次组织了中医学术大会：2008年举行的葡萄牙全国针灸大会；在葡萄牙组织了国际中医大会；欧洲及拉美中医学术大会；而且将在2009年11月在葡萄牙举办第9届全欧中医国际大会等。

4、媒体宣传方面：在2008和2009期间，他不断地通过电视、广播及报刊杂志等新闻传媒，向广大的葡萄牙民众介绍中医以及它的功效，累计已与葡萄牙8家电视媒体、1家广播电台、10多家报刊杂志展开中医药合作。

5、中医药立法方面：由于蔡宝德先生多年的执着和辛勤工作，他和他所代表的葡萄牙政治团体“葡萄牙左翼联盟”在葡国国会中联合其他政党，最终在2003年促使葡国国会通过了针灸立法的草案，确定了针灸在葡国的合法地位。最近几年来，蔡先生还在继续努力，通过葡萄牙职业针灸师协会这个葡国最大的中医组织进行各种积极的工作，推动中医早日在葡国的真正立法。

Achievement of Pedro Choy

Brief Introduction

Sir Pedro Choy was born in Macao, China. He once studied in Medical School of Portugal Coimbra University and Nguyen Ban Nghi College. Now he is the chairman of Portugal Acupuncture-related Association, vice chairman of World Federation of Chinese Medicine Societies, chairman of Portugal Professional Acupuncturist Association, president of European Branch Campus of Chengdu Traditional Chinese Medicine University, and vice president of Pan European Federation of TCM Societies.

Main Achievements

1. Educational achievements: He founded Branch Campus of Chengdu University of Traditional Chinese Medicine in 2008, which is the first oversea TCM institute granting TCM undergraduate degree. He sought cooperation with EVORA University and established courses on TCM. He is constantly invited to Spain, France and Brazil to address lectures.
2. Achievements on medicare: he set up 22 TCM clinics in Portugal, which became the expansive network covering the country. Recent years, he dedicated to the generalization of TCM in Europe, for instance, participating in activities of international organizations on TCM, enhancing the TCM education level in Europe, seeking cooperation with local governments, as well as providing professional consultation for

government on TCM Legislation as a TCM professional.

3. Achievements on international exchange: in order to enhance academic level of TCM in Europe and other countries, he has organized several academic conferences on TCM, including Portugal Acupuncture Conference in 2008, International TCM Congress in Portugal, Academic Congress on TCM in Europe and Latin America, as well as the coming Ninth European Congress on TCM in November, 2009.

4. Achievements on media publicity: he brought TCM and its therapeutic effect to Portuguese people through types of media such as television, broadcasting, papers and magazines. So far, he has established cooperation with 8 television stations, 1 broadcast station and dozens of magazines.

5. Achievements on TCM legislation: Sir Pedro Choy united his party 'Bloco da Esquerda' with other parties in congress to push and achieve the approval of the protocol of acupuncture legislation in Portugal Congress. Recently, Sir Pedro Choy is promoting the real legislation of TCM in Portugal by organizing various activities through Portugal Professional Acupuncturist Association which is the biggest TCM organization in Portugal.

中国 CCTV 《中华医药》栏目组事迹简介

机构概况

《中华医药》栏目于 1998 年 6 月 1 日在中央电视台中文国际频道开播，主旨为“传播中华医药文化，服务全球华人华侨”，是中国电视界唯一一档以向海内外传播中华传统医药文化为己任的电视健康栏目。2007 年至 2008 年全年平均收视率为 0.35%，位居全国健康类电视栏目收视第一；在中央电视台 2007-2008 年度节目综合评估评比中，《中华医药》连续三个季度名列中文国际频道第一，《中华医药》栏目及多语种频道采用翻译的《中华医药》节目通过央视租用的 32 个卫星和转发器 24 小时转播，目前，中央电视台中文、英语、法语、西班牙语 4 个国际频道已在 140 各国家和地区落地入户播出，海外用户总数超过一亿户。

发展历史

- 1、1998 年 6 月 1 日，栏目正式开播。
- 2、2003 年 4 月初，成为全台“非典”报道的重点栏目，推出了 30 分钟特别报道《中西医联手——把脉“非典型肺炎”》第一集《认识“非典”》。
- 3、2004 年 9 月 1 日，《中华医药》进行了改版和调整。由以前的《健康话题》、《医药名家》、《仲景医话》、《洪涛信箱》、《养生有道》五个板块改版调整为《健康故事》、《仲景

养生坊》、《洪涛信箱》三大板块。

贡献成就

1、栏目正式开播 11 年来，影响巨大，栏目回复了海内外来信 80000 多封，电话近 20 万个，电子邮件近 3 万封。

2、政府层面评价高。开播半年，国家广电总局《收听收看》专文指出：“中央电视台新推出的《中华医药》栏目文化品位高，制作手法精细，具有大台风范。栏目的整体包装既具有强烈的现代感，又折射出中国传统美学的魅力，这对于目前各级电视台健康节目中普遍存在的内容枯燥、制作粗糙、商业味浓、可视性差的现状起到了非常好的示范作用。”2005 年 7 月 15 日，国家广电总局《收听收看》第 29 期以“扬中华文化，传健康福音”为题，对中文国际频道《中华医药》栏目 7 年来的发展给予了充分肯定，“认为《中华医药》栏目作为中央电视台唯一向海内外传播祖国中医药文化的健康栏目，以高品位的文化内涵，以庄重典雅、亲和真诚的风格，使海内外华侨、华人在感受到来自祖国的健康关爱的同时，还大大激发了对中国优秀传统文化的认同感，具有较强的权威性、时效性和针对性。”

3、“非典”期间，栏目组制作的系列节目，力推“中医”防治“非典”的成效，节目创下了很高的收视率，使人们对中医药健康类电视节目的关注达到了前所未有的高度，在民众中产生了极好的社会反响，受到了卫生部、国家中医药管

理局、台领导的广泛好评和高度评价，被中宣部、全国记协评为全国新闻界抗击“非典”宣传先进集体。

4、11年来，《中华医药》在全国拍摄了近500名全国“师带徒”老中医，为中医界留下了极其珍贵的绝版影像。

5、连续三年荣获中央电视台优秀栏目称号、中国广播电视节目大奖（政府奖）栏目一等奖、中国广播电视节目大奖（政府奖）节目一等奖、中央电视台先进集体等称号。

6、开播11年来，《中华医药》积极宣传报道全国中医药重点专科建设，不仅为海内外观众寻医问药提供指南，也对全国各地中医院重点科室的发展起到了关键的推动作用。

7、2008年5-6月推出8集“治未病”系列节目--《教您如何不生病》，使得“治未病”的理念开始为广大电视观众所接受和认同，该系列节目在海内外反响巨大。

8、10年间《中华医药》栏目先后推出《中华医药》、《我的健康我做主》、《懂得健康，懂得生命》等三个系列共18册图书丛书，推出DVD光碟5种12套音像制品，进一步扩大了栏目的品牌影响力和中医文化的传播力。

9、《中华医药》于5月28日至6月18日，连续推出4期共200分钟的抗震救灾系列特别节目《生命接力爱心救治》，该系列节目展示了中医医疗工作者在救治中表现出来的爱心和努力。

10、11年来，为了充分展现中医药在海外的发展和影响，

《中华医药》全程系列报道了“中国传统医药大会”等一系列中医药国际会议，专程赴美国、香港、澳门和马来西亚拍摄了《中华医药美国行》、《中华医药马来行》、《香港中医药十年》、《中华医药在澳门》等特别节目，节目播出后在海外中医界引起强烈反响。

Achievements of CCTV “Chinese Medicine” Column Group

Brief Introduction

CCTV program of “Chinese Medicine” has launched since 1998 on CCTV Chinese International Channel, which aimed at spreading TCM culture and serving global overseas Chinese. It is the only health-related television program in China that broadcasts TCM culture to the whole world. The average audience rating in 2007 to 2008 was 0.35% which took the first place among all the national health-related programs. It won the first place in CCTV program evaluation in 2007 to 2008 for three quarters continuously. “Chinese Medicine” and its translated versions were launched through 32 satellites and repeaters. At present, it has been brought to over 100 million oversea people in 140 countries and regions through CCTV International Channels of Chinese, English, French and Spanish languages.

Milestones

1. “Chinese Medicine” formally launched on June 1st, 1998.
2. “Chinese Medicine” became the key program on reporting SARS by giving 30 minutes special reporting “Recognize SARS---Integrating Chinese medicine and western medicine to diagnose SARS” in April, 2003.
3. “Chinese Medicine” got its revision on September 1st, adjusting its original five sessions into three.

Contribution and accomplishment

1. The column has received influential achievements since its launch 11 years ago. Over 80,000 letters, 200,000 phones and nearly 30,000 E-mails from home and abroad have been replied.

2. It is highly thought of by the government. Half a year after the launch of the program, the official publication of State Administration of Radio Film and Television described that “CCTV program Chinese Medicine is a refined and high-quality program which reflects both modern elegance and traditional charm”. On July, 15th, 2005, the publication gave highly positive comments on the program with the title of “Spread Chinese Culture to Benefit Human Health”.

3. During the epidemic of SARS, the series programs on the therapeutic effect of TCM in treating and preventing SARS received high audience rating. Public focus on TCM health-related programs reached to a new height. “Chinese Medicine” was highly thought of by public, and it received great appraisal by Ministry of Health, State Administration of Traditional Chinese Medicine, as well as CCTV channel leaders. The program was awarded as “Advanced Group of Press” in fighting SARS.

4. During the 11years, the program has shot nearly 500 veteran TCM doctors supervising their students, which provided precious videos for TCM preservation.

5. “Chinese Medicine” has been awarded CCTV Excellent Column, First Prize of State Radio and Television Prize, CCTV

Advanced Group, etc.

6. For 11 years, "Chinese Medicine" not only provides guidelines for patients from home and abroad, but also positively reports key subject construction of national TCM hospitals, which promotes the development of TCM key subject construction.

7. The series program "Teach you how to avoid illness" in May to June, 2008 achieved great success which brought public the idea of "prevention first".

8. 18 publications of 3 series as well as 5 kinds of DVDs of 12 suites have been published on the related topics of the program during 10 years, so that the impact of the column and TCM has been further developed.

9. The series programs about earthquake rescuing "Life relay and love rescue" were on for 200 minutes on May 28th to June 8th, which represented the love and efforts from TCM personnel.

10. In order to represent the development and impact of TCM in oversea countries, "Chinese Medicine" column has given reports on series of international congress on TCM. The special programs were shot in USA, Hong Kong, Macao and Malaysia, which were well received in oversea TCM world.