

The Preliminary Achievements, Challenges and Solutions on the International Dissemination of Zhuang Medicine*

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In recent years, under the backdrop of the Belt and Road Initiative and China-ASEAN cooperation, the international dissemination of Zhuang Medicine has gained preliminary achievements. However, it still faces many challenges, such as the significant theoretical differences, the shortage of relevant professional talents, and the lag in digital development. Through an analysis of early breakthroughs, achievements, and existing challenges in the international dissemination of Zhuang Medicine, this study proposes targeted recommendations. It aims to provide practical references for promoting Zhuang Medicine culture globally and to advance its contribution to global health.

Keywords: Zhuang Medicine, international dissemination, ethnic medicine, challenge

Introduction

Originated in the Guangxi Zhuang Autonomous Region, Zhuang Medicine is an important branch of traditional Chinese medicine (TCM). It has established a theoretical system with yin-yang as the foundation and the synchronization of three *qi* as the core, forming a distinctive diagnosis and treatment system including Medicated Thread Moxibustion and ocular inspection (Liu & Huang, 2017, pp. 7-12). Restricted by factors such as geographical limitations and language-cultural barriers, Zhuang Medicine remained confined to regional dissemination for a long period and failed to form widespread influence. Since the 1980s, the Health Commission and Department of Science and Technology of the Guangxi Zhuang Autonomous Region have regarded Zhuang Medicine research as a key scientific project. The construction of Zhuang Medicine's theoretical framework, standardization of diagnosis and treatment technologies, and construction of research platforms have enabled Zhuang Medicine to transform from scattered folk inheritance to systematic development. Entering the new era, with the deepening of international health cooperation under the Belt and Road Initiative and the expanded functions of the China-ASEAN Expo platform, the international dissemination of Zhuang Medicine has gained

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dual opportunities in policy and practice. Relying on multiple channels such as foreign medical aid projects, overseas cooperative hospital construction, and traditional medicine cultural exchanges, it has gradually formed clinical service and cultural communication nodes in Southeast Asia, Africa, and other regions, marking the official entry of its international dissemination into the initial stage.

By mapping the early-stage international dissemination of Zhuang Medicine, this research can enrich both the practical case studies on ethnic medicine and the theoretical frameworks for cross-cultural communication of traditional medicine, thereby providing empirical references for subsequent academic research. At the practical level, summarizing the achievements and identifying the constraints of this phase can inform the development of targeted international communication strategies for Zhuang Medicine. Such strategies would help it break geographical limitations and gain international recognition. Furthermore, these insights can serve as practical references for the international application of ethnic medicine under the background of global health governance, thereby contributing ethnic medicine's strength to global health undertakings.

The Achievements of Zhuang Medicine's International Dissemination

The achievements of International Dissemination of Zhuang Medicine are not only the result of collaborative efforts from all parties, but also the keys for its march onto the international stage, laying a research foundation for the subsequent systematic analysis of challenges and solutions in the communication process.

Medical Cooperation

In terms of medical cooperation, Zhuang Medicine has established clinical demonstration windows in Southeast Asian countries such as Laos, Myanmar, Vietnam, Thailand, Cambodia, Bangladesh, and African countries such as Comoros through foreign aid medical services and overseas cooperative hospitals, solving intractable diseases for local residents. The foreign aid of Zhuang Medicine has built an initial platform of trust and understanding for its international dissemination, and with the development of Zhuang Medicine, medical cooperation has appeared in more and more forms.

In 2018, Guangxi established the Guangxi International Zhuang Medicine Hospital, which has signed cooperation agreements with Hong'en Hospital in Phnom Penh, Cambodia, Mekong Hospital in Vientiane, Laos, Shenglong International Hospital in Laos, China-Myanmar Friendship Hospital in Myanmar, Singapore Chinese Hospital, and other institutions. It regularly dispatches senior TCM experts for outpatient services, has trained more than 1,500 medical workers from Cambodia, Laos, and other countries in ethnic medicine characteristic technologies, and has provided treatment more than 4,000 patients. After the signing of *The Cooperation Agreement on Traditional Chinese Medicine Between Guangxi and Laos* in 2021, the first overseas Zhuang Medicine Department was established at Mekong Hospital in Vientiane. Through teleconsultation, expert dispatch, and localized training, it has pioneered an ASEAN model of "technology output + talent training". By 2025, Guangxi has built a "1 + 3 + N" international network for the international dissemination of Zhuang Medicine culture (1 China-ASEAN Traditional Medicine Exchange and Cooperation Center, 3 major overseas clinical bases, and N cultural stations), covering 10 ASEAN countries and Belt and Road partner countries such as Comoros and Germany.

Educational Exchange

Education plays an important role in talent guarantee for the development and international dissemination of Zhuang Medicine. As the core base for Zhuang Medicine education, Guangxi University of Chinese Medicine

has actively constructed and promoted Zhuang Medicine academic education, being a leader in attaching importance to and cultivating Zhuang Medicine talents in China. It has formed a comprehensive multi-level international academic education system domestically. The university has enrolled master's students in Zhuang Medicine with full English teaching since 2016 and opened a doctoral program in 2020, with courses covering basic Zhuang Medicine theories, meridian sinew therapy, and related subjects. It continuously transports talents for the development of Zhuang Medicine, providing basic talent guarantee for the international dissemination of this ethnic medicine. By 2025, it has trained more than 3,800 international students from Vietnam, Germany, Comoros, and other countries, among which Zhuang Medicine direction accounts for over 15%.

Educational exchange is integral to international dissemination. A key example is the "China-Vietnam Modern Craftsman College of Traditional Chinese Medicine", a professional skills training program jointly launched by Guangxi University of Chinese Medicine and Vietnam University of Traditional Medicine. This program is built on a "1 + 1" joint training model (1 year of theoretical study in Nanning and 1 year of clinical practice in Vietnam) and incorporates characteristic technologies such as Zhuang Medicine ocular inspection and leech therapy. Some foreign students have already started learning Zhuang Medicine-related techniques. In 2024, the Guangxi International Zhuang Medicine Hospital cooperated with Mekong Hospital in Vientiane, Laos to hold the "Zhuang Medicine Appropriate Technology Training Course", training 200 local medical personnel and treating more than 1,000 patients with remarkable results.

Relevant Zhuang Medicine institutions in Guangxi have also developed a short-term Zhuang Medicine education network system. From 2016 to 2025, a total of 87 international training courses have been held, training more than 6,000 professional personnel from 23 countries, among which Zhuang Medicine technology courses account for over 40%. The "Leech Therapy" training courses have been held 12 times in Vietnam, Cambodia, and other regions, and have trained 1,500 grass-roots doctors. This technology was selected as one of the "famous techniques" of Zhuang-Yao medicine in 2025, achieving clinical application in 213 medical institutions in eight ASEAN countries and serving more than 100,000 people annually.

Cultural Dissemination

The success of international cultural dissemination is reflected in international recognition (Jiang, 2019). As a cultural symbol of Zhuang ethnic medicine, Zhuang Medicine has achieved certain results in international dissemination. By 2025, seven technologies including Zhuang Medicine Medicated Thread Moxibustion Therapy and Medicinal Bamboo Jar Therapy have been included in the regional intangible cultural heritage list. Among them, Medicated Thread Moxibustion has obtained ISO/TC249 (ISO Technical Committee on Traditional Chinese Medicine) certification and been incorporated into the training materials for village doctors in Laos and Cambodia. In 2025, the expert team of Guangxi International Zhuang Medicine Hospital went to Phnom Penh, Cambodia to demonstrate intangible cultural heritage techniques such as Medicated Thread Moxibustion and Meridian Sinew Therapy, relieving pain for nearly 100 local people. The designation of Zhuang Medicine techniques as intangible cultural heritage has established the cultural positioning of Zhuang Medicine, and experts' on-site practice of techniques has further enhanced the recognition and understanding of Zhuang Medicine culture.

The effectiveness of cultural dissemination depends on the depth of academic dialogue (J. Liu & W. M. Liu, 2025). Zhuang Medicine culture has also performed well in academic exchanges. The 17th International Symposium on Manipulative Medicine and Traditional Chinese Medicine (Ethnic Medicine) Characteristic Therapies held in 2024 attracted experts from 10 countries. Among them, special reports on Zhuang Medicine's

Heaven-Yin-Yang Acupuncture and Meridian Sinew Therapy triggered heated discussions, and *The British Journal of Traditional Medicine* specially published a special issue to discuss Zhuang Medicine theories. Guangxi University of Chinese Medicine and Vietnam University of Traditional Medicine jointly compiled *the China-ASEAN Encyclopedia of Traditional Medicinal Plants* (Chinese and English versions), collecting 237 Zhuang medicinal materials and so on.

In the new era, cultural dissemination necessarily integrates online and offline channels. Zhuang Medicine has formed both online and offline methods using the Internet and local resources. Through online channels, the Guangxi International Zhuang Medicine Hospital has opened official accounts on platforms such as Facebook and YouTube, releasing short videos of Zhuang Medicine diagnosis and treatment. Among them, a single video demonstrating Medicated Thread Moxibustion has received over 500,000 views. In 2025, the account launched the “Zhuang Medicine Health Preservation” keyword challenge, with a total topic exposure of 230 million times. In the offline sphere, Bama Longevity Village in Guangxi has integrated Zhuang Medicine’s medicinal bath and medicinal diet culture into international health tourism routes. Offline activities are not only one-way domestic attraction and output. Overseas initiatives further reflect the expanding scope and diverse forms of Zhuang Medicine’s cultural dissemination. Examples include the “Zhuang Medicine Home” clinic in New York, which offers a combined therapy package of acupuncture and Medicated Thread Moxibustion; the “Zhuang Medicine Culture Society” in Kuala Lumpur, which organizes regular free clinics; and the “Zhuang Medicine Culture Festival” organized by the Guangxi-Malaysia Traditional Chinese Medicine Center (founded in Malaysia by Guangxi University of Chinese Medicine).

Economic Layout

Economy is the foundation of culture and the material means of cultural dissemination. In the process of the international dissemination of Zhuang Medicine culture, economic layout plays an important role. In recent years, economic development has made great strides forward, evolving from the initial single export of Zhuang medicinal materials to an integrated industrial chain model. This model now encompasses the construction of trading platforms, the cultivation of specialized markets, the diversification of its industrial structure, and robust university-enterprise collaboration. This progression marks remarkable breakthroughs in Zhuang Medicine’s economic layout. In terms of medicinal material exports, the export volume of Chinese medicinal materials from Guangxi to ASEAN increased by 18% year-on-year in 2024, among which the “Top Ten Guangxi Medicinal Materials” (Gu Shi Wei) (including cinnamon, monk fruit, panax notoginseng, etc.) accounted for 65% of the total export volume. *The China-ASEAN Regional Medical and Pharmaceutical Trading (Group Purchasing) Platform* was officially launched in 2025, attracting 114 Chinese pharmaceutical enterprises and 10 international purchasers to settle in and realizing the first cross-border online transaction. Significant achievements have also been made in professional market development. For example, the electronic transaction volume of Yulin Chinese Medicinal Materials Professional Market exceeded nine billion yuan in 2024, its blockchain traceability system covered 80% of bulk varieties, and products such as Zhuang medicine decoction pieces and extracts used the China-Europe Railway Express to access the EU market directly. Guilin Sanjin Pharmaceutical, a representative Zhuang Medicine enterprise, established a production base in Haiphong, Vietnam, with sales exceeding 50 million yuan in 2024. The Guangxi Medicinal Botanical Garden has built 10 medicinal plant germplasm resource gardens in Laos, promoting Zhuang medicinal herbs while driving an average annual increase of 12,000 yuan in income for local farmers. The China (Guangxi) Pilot Free Trade Zone implemented the “facilitation reform for

the import of medicine-food homologous commodities”, with the import value increasing by 4.3 times year-on-year from January to April 2025, and the import cost of Zhuang Medicine raw materials reduced by 20%.

The economic industrial structure of Zhuang Medicine has also become more diversified in development. In addition to the traditional medicinal material planting and processing industry promoting economic layout, the layout of tertiary industries such as tourism and cross-border services has gradually emerged. In 2025, Bama Longevity Village in Guangxi, Jinxiu Yao Medicine Base and other regions received over 30,000 overseas recuperators, with an average consumption of 8,000 yuan per person. The “Zhuang Medicine Hall” established by Guangxi International Zhuang Medicine Hospital at Hong’en Hospital in Cambodia served more than 6,000 patients annually, driving a 30% increase in local medical income. The China-Vietnam border “migratory bird-style” medical point at Shuikou Town Health Center in Longzhou County provided Zhuang Medicine diagnosis and treatment for 500 Vietnamese border residents in 2024, with cross-border medical service income increasing by 42% year-on-year. Relying on the tourism industry, the international dissemination of Zhuang Medicine has further developed. Guangxi Tourism Development Group cooperated with Thai enterprises to develop a health care industrial park themed on “Zhuang-Yao herbal medicines”, which is expected to receive 500,000 tourists annually after its completion in 2026. In terms of university-enterprise cooperation, the team led by Professor Pang Yuzhou from Guangxi University of Chinese Medicine has developed five medical institution preparations including Longzuan Tongbi Granules, which have achieved new sales of over 200 million yuan and new tax revenue of 28 million yuan in the past three years (2022-2024), driving cooperative enterprises to attain new sales of over one billion yuan.

In the core practice of Zhuang Medicine’s international dissemination, medical cooperation, as the most direct way of medical and cultural exchange, more intuitively and specifically demonstrates the practical application effects of Zhuang Medicine in clinical practice, establishes connections between Zhuang Medicine and other medical sciences, and plays a linking role between different medical systems. The training of international students has improved the regional popularization of Zhuang Medicine and expanded the talent base from the perspective of educational exchange. At the cultural level, starting from establishing an official recognition foundation through inclusion in intangible cultural heritage and obtaining international certification, and taking advantage of the Internet, the integrated “online + offline” approach has further enabled Zhuang Medicine culture to gain wider recognition overseas.

Auxiliary Empowerment

Translation development. Translation is an important bridge for disseminating Zhuang Medicine culture (Zhou, 2018). In addition to direct communication methods such as economy, education, and culture, the international dissemination of Zhuang Medicine also relies on translation as an auxiliary means, especially the dissemination of medical culture which is inseparable from the translation of classics. The translation of Zhuang Medicine documents started late but developed rapidly. English translations of books such as *Introduction to Zhuang Medicine Acupuncture*, *History of Zhuang Medicine* have been published, creating reading conditions for international students and overseas audiences. Chinese textbooks such as *Nomenclature Norms for Zhuang Medicine Diseases* and *Diagnostic and Therapeutic Norms for Zhuang Medicine Diseases* provide standards for dissemination. The team from Guangxi University of Chinese Medicine completed the English translation of *Zhuang Medicine* (Chapters 1 and 4), converting core theories such as “three pathways and two channels (三道两路)” and “toxins and deficiency causing diseases (毒虚致百病)” into expressions understandable to the

international medical community. The English translation of *Zhuang Medicine Characteristic Therapies* adopted a “literal translation + annotation” strategy, for example, translating “药线点灸” as “Medicated Thread Moxibustion Therapy” with supplementary explanations of operational principles, “目诊” as “ocular inspection based on Zhuang medical theory” to distinguish it from TCM “inspection”, and “天阴阳针法” as “Heaven-Yin-Yang Acupuncture”. Meanwhile, it referenced the coding of *The International Standard Chinese-English Glossary of Basic Terms in Traditional Chinese Medicine* (ISNTCM) and was included in the terminology database of the World Federation of Chinese Medicine Societies.

Beyond the one-way output of domestic translation standards, Zhuang Medicine translation scholars are also striving for the international standardization and recognition of Zhuang Medicine terminology. The team from Guangxi University of Chinese Medicine published a paper in *the Journal of Ethnomedicine*, translating the anti-arthritis mechanism of *Tinospora crispa* extract (TAE) (壮药黄腾提取物) as “attenuates adjuvant-induced arthritis by modulating colon Th17/Treg balance”, adopting internationally accepted molecular biology terminology and providing a reference for the international recognition of Zhuang Medicine translation. An increasing number of papers have been published in international journals. In 2025, 37 papers related to Zhuang Medicine were published in SCI journals. Guangxi cooperated with ASEAN countries to formulate *The Operational Specifications for Zhuang Medicine Meridian Sinew Therapy*, translating “经筋” as “meridian sinews”, which became the first ASEAN traditional medicine standard led by a Chinese ethnic medicine institution. The Guangxi Medicinal Botanical Garden also cooperated with Laos to compile *The Lao Herbal Pharmacopoeia* (Volume 1), collecting 37 Zhuang medicinal materials, such as translating “千斤拔” as “*Flemingia philippinensis*” with the Zhuang name “Gangjinba” attached.

For the training of translation talents, universities and the government have worked together to form a relatively complete training system. As early as 2015, Guangxi University of Chinese Medicine launched English translation training courses for Zhuang Medicine, strengthening the English training of Zhuang Medicine professional teachers to lay the foundation for teachers in the internationalization of Zhuang Medicine. Since 2016, it has offered a full English teaching course on Zhuang Medicine Medicated Thread Moxibustion and special courses such as “Zhuang Medicine English”, aiming to cultivate students’ bilingual competence in Zhuang Medicine and promote the development of talents for Zhuang Medicine communication and translation (Wu et al., 2021). The Guangxi Administration of Traditional Chinese Medicine launched the “Zhuang Medicine International Communication Talent Program”, training more than 200 translators from ASEAN countries.

Social participation. With a long history, Zhuang Medicine was initially disseminated primarily through folk Zhuang doctors treating patients and saving lives. However, this single form of dissemination had obvious problems: Too few communication subjects inevitably led to a narrow scope and low effectiveness.

Benefiting from the broader revitalization of traditional Chinese medicine culture, Zhuang Medicine has gained increasing attention. Its international dissemination has transitioned from relying solely on folk practitioners to a multi-stakeholder model involving folk practitioners, international students, and enterprise groups. This diversified ecosystem now effectively complements the official efforts led by the state, government departments, and professional Zhuang Medicine physicians.

Up to now, folk Zhuang Medicine practitioners have long served as both the primary caregivers and cultural bearers of Zhuang Medicine. Taking advantage of the geographical proximity between the Guangxi Zhuang Autonomous Region and some ASEAN countries, folk Zhuang doctors have spontaneously organized or actively responded to government calls to continuously carry out cooperation in Zhuang Medicine culture with

neighboring countries through cross-border free clinics, technical exchanges, and other methods. From 2016 to 2025, folk Zhuang doctors in Guangxi have participated in more than 200 cross-border free clinic activities between China and Vietnam, China and Laos, etc., providing diagnosis and treatment services for more than 12,000 patients in Vietnam, Laos, and other countries. Activities such as the “Dragon Boat Medicine Market” and “Zhuang Medicinal Materials Exhibition and Sales Fair” led by folk Zhuang doctors have gradually developed into cross-border Zhuang medicinal materials trading platforms. Folk Zhuang doctors also cooperate with universities and research institutions to participate in the sorting and standardization of Zhuang Medicine techniques. According to incomplete statistics, from 2021 to 2025, folk practitioners have contributed more than 300 folk Zhuang Medicine prescriptions, and 12 characteristic techniques have been included in the training program of “famous techniques” of Zhuang Medicine.

During the early stages of its international dissemination, the clinical efficacy and distinctive techniques of Zhuang Medicine have attracted young students from multiple countries to pursue studies in this field. These international students are from more than 20 countries including Vietnam, Germany, and Comoros. After graduation, they work in local traditional medicine institutions, medical institutions or universities. Through clinical application, training courses, and the compilation of localized textbooks, they promote the practice and overseas dissemination of Zhuang Medicine culture. From 2016 to 2025, international students in Zhuang Medicine direction have held more than 80 Zhuang Medicine technology training courses abroad, compiled 12 Zhuang Medicine operation guidelines, and translated them into Vietnamese, German, and other versions, directly driving more than 5,000 people overseas to learn Zhuang Medicine culture.

Zhuang Medicine-related enterprises are also important driving forces among non-governmental organizations. In the international dissemination of Zhuang Medicine culture, Zhuang Medicine enterprises have undertaken and promoted the transformation of the “industrial empowerment” model. Enterprises such as Guilin Sanjin, Dalishi, and Xiancaotang have invested a lot of funds in technology research and development, overseas production base construction and other projects, making substantial efforts and achievements in transforming Zhuang Medicine’s “cultural dissemination” into “industrial landing”. By 2025, five Zhuang Medicine enterprises in Guangxi have established production bases or cooperative medical institutions in ASEAN countries, with the annual sales volume of Zhuang Medicine preparations overseas increasing by 22% on average. 15 Zhuang Medicine planting bases have been built in Laos, Myanmar, and other countries, and 23 Zhuang Medicine varieties have been cultivated abroad, realizing the localized supply of Zhuang Medicine resources. The “industry + culture” model enhances the recognition of Zhuang Medicine culture’s overseas dissemination.

Although the international dissemination of Zhuang Medicine began relatively late, guided by national policy support and a series of official documents, it has now established a presence and taken root in multiple fields including the economy, education, and culture. With the assistance of classic translation and social forces, the international dissemination of Zhuang Medicine culture has also gained a certain scale in Southeast Asia and other regions. However, its international dissemination is still in the initial stage and faces many problems.

Challenges

Most challenges facing the international dissemination of Zhuang medicine culture are common to cultural international communication efforts in general. According to the uniqueness of Zhuang Medicine culture, identifying the targeted problems faced by Zhuang Medicine culture on the basis of existing achievements is an important breakthrough for its external development. The analysis of the “bottlenecks” in Zhuang Medicine’s

dissemination is conducive to targeted solutions and further promoting the international dissemination of Zhuang Medicine culture.

Cultural-Cognitive Gap

Traditional Chinese medicine and Western medicine have obvious differences in theoretical foundations and treatment methods, and have faced difficulties in international dissemination. Zhuang Medicine, with its more unique theoretical system and treatment concepts, faces even greater dissemination challenges. The Zhuang ethnic group had no written language before, and currently only has the new Zhuang script, which is not widely used. Some Zhuang Medicine techniques only exist in the form of folk circulation. Researched classics such as *Guangxi Ethnic Medicine Prescriptions* need to be understood by comparing Zhuang and Chinese bilingual versions. Special ethnic pathological concepts of Zhuang Medicine such as “three pathways and two channels” and “toxin” are completely different from the Western pathological logic based on “anatomy”, making it difficult for overseas audiences to learn and understand. At the same time, the standardization system of Zhuang Medicine is not yet mature. By 2025, only one group standard, *Operational Specifications for Zhuang Medicine Heat-Sensitive Point Detection Acupuncture in the Treatment of Cancer Pain*, has been formulated. Techniques such as acupuncture and medicinal bamboo jars have not formed internationally recognized operational specifications, which to a large extent affects the further international dissemination and application of Zhuang Medicine.

Talent Shortage

Due to the lack of a standardized and widely used written language for the Zhuang ethnic group and its long-term circulation only within the Guangxi Zhuang Autonomous Region, Zhuang Medicine culture has not been fully and systematically explored and sorted out, and is mostly scattered in local chronicles, folk museums, and Zhuang Medicine families, with inheritance mainly through oral and verbal teaching (Li, Chen, Nong, & Wen, 2017). It was not until 2002 that Zhuang Medicine became a discipline. At present, there are very few personnel engaged in Zhuang Medicine work in national scientific research and medical institutions, and most departments are unable to form a core academic team. Only Guangxi University of Chinese Medicine among universities nationwide offers an undergraduate program in Zhuang Medicine. Folk Zhuang doctors are mostly trained through master-apprentice inheritance, and 90% of practitioners cannot pass the practicing qualification examination due to insufficient academic qualifications, leading to the imminent loss of a large number of characteristic diagnosis and treatment technologies. Not only is domestic inheritance difficult to maintain, but there are also obvious problems in overseas dissemination. Among the more than 2,000 international students from ASEAN countries trained by Guangxi University of Chinese Medicine from 2016 to 2025, only 10% have proficient foreign language and cross-cultural communication skills, which is difficult to meet the needs of high-level international promotion (Y. Wei, P. Y. Wei, Wu, & Feng, 2024). There is a serious shortage of professional talents in Zhuang Medicine document translation. Most scholars engaged in relevant translation work are from Guangxi University of Chinese Medicine, mainly foreign language teachers and a small number of graduate students. The shortage of talents is one of the main difficulties leading to the slow progress of Zhuang Medicine development research and classic translation.

Lagging Digital Capacity

In the 21st century with the rapid development of science and technology, digital technology and social media have become important forces for industry development and cultural dissemination. The digital construction foundation of Zhuang Medicine is relatively weak and difficult, still in the initial development stage.

Up to now, the research and translation of Zhuang Medicine classics at home and abroad still mainly rely on manual work. Although classic documents such as *Zhuang Medicine Acupuncture* and *Chinese Zhuang Medicine* have paper versions, the digitization ratio is less than 30%. Moreover, a large number of handwritten copies and oral materials still exist among the people without systematic recording. Important data such as Zhuang Medicine theories, diagnosis and treatment technologies, and medicinal material resources have not yet established a complete digital system. There are also deficiencies in the social media dissemination of Zhuang Medicine. Most of its pictures are static, and video content is mostly single with excessively high professionalism, making it difficult for online audiences to understand. The interaction rate in the comment section is even less than 1%, which cannot stimulate the interest of domestic and foreign video audiences, thus failing to effectively leverage the Internet for broad dissemination and expanded influence.

Solutions

As a characteristic ethnic medicine, the further development of Zhuang Medicine's international dissemination needs to combine its particularities, starting from cultural understanding, talent training, and the expansion of communication channels under the background of digitalization in the new era. First, to promote the international dissemination of Zhuang Medicine, we should tackle the core problems from the root. and then gradually improve the development problems at various field levels, which is more conducive to the prosperous development of Zhuang Medicine culture and its steady march towards internationalization.

Facilitating Cross-Cultural Exchange and Standardization to Lower Comprehension Barriers

In addition to holding international activities and establishing cooperation bases for cultural display and product promotion, in-depth research on Zhuang Medicine culture should be strengthened: Joint efforts with Zhuang Medicine experts, cross-cultural scholars, and professional translators are needed to explore and study Zhuang Medicine classics and theories, convert core concepts such as “three pathways and two channels” and “toxin” into internationally accepted expressions, compile multilingual Zhuang-related classics, and assist in the understanding of Zhuang Medicine in clinical cooperation. Based on existing group standards, cooperation with folk experts and professional institutions like Guangxi International Zhuang Medicine Hospital should be carried out to unify and standardize Zhuang Medicine diagnosis and treatment technologies, align with WHO traditional medicine standards, establish a sound standard system for new discoveries and research of Zhuang Medicine, further promote the international recognition of Zhuang Medicine, and reduce communication barriers caused by cultural differences.

Prioritizing Talent Development to Build a Multi-level Dissemination Team

To foster the international dissemination of Zhuang Medicine, it is recommended that existing universities offering Zhuang Medicine programs be supported in conducting diverse and in-depth research. Concurrently, other traditional Chinese medicine universities should be encouraged to establish minor programs in Zhuang Medicine. This approach aims to strengthen interdisciplinary collaboration between Zhuang Medicine and fields such as translation and international studies, thereby cultivating high-level, interdisciplinary talents with global perspectives.

To ensure the continuity and enrichment of Zhuang Medicine, it is imperative to engage with folk Zhuang doctors. This engagement should include facilitating stronger ties between them and research institutions, as well as inviting folk experts to contribute to Zhuang Medicine research initiatives. Through these efforts, valuable

folk techniques and experiences can be systematically explored and documented, safeguarding against the erosion of unique traditional practices.

In parallel, concerning the cultivation of international talent, while improving international students' professional proficiency in Zhuang Medicine is essential, equal importance must be given to developing students' cross-cultural communication competencies. The establishment of a promotional research fund is recommended to incentivize graduates to participate in the global dissemination and research of Zhuang Medicine, thereby broadening and deepening its international impact.

Advancing Digital Construction to Expand Communication Channels

Establishing special projects and offering financial support are crucial steps to attract computer and technical personnel for the development of a digital research platform for Zhuang Medicine. This platform will provide essential scientific and technological support for Zhuang Medicine research. By starting with a translation corpus of Zhuang Medicine ancient classics, it can integrate resources like theories, techniques, and medicinal materials. The incorporation of retrieval and 3D modeling technologies will modernize and scientize Zhuang Medicine research, leading to improved research and communication efficiency.

Moreover, to expand the international influence of Zhuang Medicine, a professional team skilled in both Zhuang Medicine and new media should be assembled. This team's role involves creating engaging, innovative, and audience-focused popular science videos. Implementing irregular online live free clinics can also enhance audience participation, both domestically and internationally. These strategies aim to foster interest in understanding, learning, and disseminating Zhuang Medicine, thereby utilizing new media to build an integrated "online + offline" communication ecology.

Conclusion

As a treasure of traditional Chinese medicine in China, Zhuang Medicine has achieved a transformation from "zero breakthrough" to "local rooting" in policy support, medical cooperation, educational exchange, cultural dissemination, economic layout, and other aspects during the initial stage of international dissemination, with the assistance of translation development and social participation, achieving initial results in the international dissemination of Zhuang Medicine culture. However, it also faces "core bottlenecks" such as large cultural differences between China and foreign countries, shortage of professional talents, and inadequate digital development, which restrict Zhuang Medicine from going further in the international community.

Promoting the transformation of Zhuang Medicine's international dissemination from "single-field breakthrough" to "overall ecological construction" requires adopting targeted "rooting ideas" such as strengthening cultural exchange and talent training, and accelerating standardization and digital construction. It is anticipated that in the near future, with sustained policy support and multi-stakeholder collaboration, Zhuang Medicine will achieve further progress and gain broader recognition within the international traditional medicine community. Practitioners will more effectively preserve and advance the ancestral wisdom of the Zhuang people, continually enriching the cultural and spiritual dimensions of Zhuang Medicine. In doing so, it will contribute its distinctive ethnic strength to global health and shine with greater prominence on the world stage.

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