

New Requirements for English Majors in the Traditional Chinese Medicine Foreign Trade Industry in the New Era

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Abstract

In recent years, traditional Chinese medicine has shown a unique advantage in the treatment and recovery of infected patients, coupled with the gratifying situation of the import and export of traditional Chinese medicine products, and the vibrant prospects of the traditional Chinese medicine foreign trade market, the current situation of the traditional Chinese medicine foreign trade industry is quite promising. Therefore, the demand for Chinese medicine foreign trade talents by Chinese medicine foreign trade enterprises has greatly risen, which also puts forward new requirements for English majors. This paper analyzes the development trend of Chinese medicine cross-border e-commerce industry and the new requirements for English talents in the current era, discusses the necessary working ability and quality that English professionals engaged in Chinese medicine foreign trade must have in the current context, and expounds the main strategies and ways to improve the professional ability and work quality of Chinese medicine foreign trade professionals in the new era from multiple directions based on the practice of the project. This paper hopes to promote the development of the foreign trade industry of traditional Chinese medicine, and at the same time provide certain references for the cultivation of English professionals, and explore a new direction for the employment of English majors.

Key words: Foreign trade of traditional Chinese medicine; English major; Talent development

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1. INTRODUCTION

In recent years, China's foreign trade industry has developed very rapidly, and the foreign trade of traditional Chinese medicine has gradually improved, which has provided a large number of employment opportunities for foreign language graduates. The demand for English professionals in the foreign trade industry is continuously increasing, and new requirements are also put forward for English professionals.

Traditional Chinese medicine research has a profound foundation in China. With the development of medicine technology and the promotion of national policies, the scientific and technological development in the field of traditional Chinese medicine has made rapid progress, and traditional Chinese medicine has also begun to go abroad and be recognized and accepted by people around the world. In the field of beauty, Chinese herbal ingredients are also favored by a large number of consumers due to their natural, safe, and effective advantages. In the field of health products, traditional Chinese medicine has a history of application in China for thousands of years and has a good public foundation. With the implementation of modernization of traditional Chinese medicine, it provides potential possibilities for the further development of traditional Chinese medicine health products. Especially in the current situation, the potential of traditional Chinese medicine has impressed the world, so people currently have an excellent impression of traditional Chinese medicine health products.

After a long-term development, e-commerce in China has become mature and perfect. China's developed

e-commerce and rich traditional Chinese medicine product manufacturing industry complement each other. China's traditional Chinese medicine and traditional Chinese medicine have a long and brilliant history. These two major advantages are great favorable conditions for the research results of the present project to enter overseas markets; In addition, few enterprises aim at overseas consumption of traditional Chinese medicine products, which is a large vacancy market, giving traditional Chinese medicine foreign trade enterprises a long period of development and more developing opportunities.

With the vigorous development of e-commerce, cross-border e-commerce is growing rapidly globally at a rate of over 19% annually. Currently, China is in an important period of economic transformation and upgrading, and cross-border e-commerce, as one of the important engines driving economic development, has received considerable attention. And with the introduction of policies and measures such as "One Road One Belt" and "Internet+", the cross-border e-commerce industry has entered a stage of rapid development. The rapid development of cross-border e-commerce has generated a large demand for talents, and in such an environment, the demand for foreign trade talents in traditional Chinese medicine cross-border e-commerce is correspondingly increasing rapidly.

The prospects for foreign trade in traditional Chinese medicine are quite bright. Relevant statistics show that the export of China's traditional Chinese medicine products from 2018 to 2022 is generally growing. In 2021 alone, China's total trade in traditional Chinese medicine reached \$7.741 billion, a year-on-year increase of 19.1%. Among them, the export volume was 5.001 billion dollars, a year-on-year increase of 16.5%; the import volume was 2.740 billion dollars, a year-on-year increase of 24.1%.

At present, the foreign trade of traditional Chinese medicine is bursting with unlimited vitality. In recent years, China's import and export of traditional Chinese medicine has overcome the complex impact of the global trade situation, and has increased to a large extent in the import and export of traditional Chinese medicine products such as proprietary Chinese medicines, health care products and brewed drinks. The overseas traditional markets have contributed to the strong rise in foreign trade of traditional Chinese medicine, and the emerging markets are also full of vitality. In addition, with the dividends released by the Regional Comprehensive Economic Partnership Agreement and the "Belt and Road" initiative gradually appearing, the international exchange and cooperation of Chinese medicine will usher in new opportunities. In the future, the regional industrial chain, supply chain and value chain of the Chinese medicine industry will accelerate the integration and effectively promote the trade and exchange and cooperation of Chinese medicine, and the development of foreign trade of Chinese medicine will become smoother.

2. LITERATURE REVIEW

The traditional Chinese medicine cross-border e-commerce industry is one of the industries most affected by the international situation and economic and technological development, and a little fluctuation in the international market would affect the development of traditional Chinese medicine cross-border e-commerce, which makes the traditional Chinese medicine cross-border e-commerce industry have rapidly-changing-industry characteristics. In the context of the current era, the trend of the entire industry is to update and iterate faster and faster. At present, there is a mismatch or gap between traditional foreign trade talents and the comprehensive foreign trade talents required by most foreign trade enterprises. And there is a lag between the training of foreign trade talents in many universities and the demand for talents of foreign trade enterprises, which urgently needs to be solved. Therefore, the new requirements for foreign trade in Chinese medicine in the new era for foreign trade talents are a topic worthy of in-depth study.

Cultivating comprehensive Chinese medicine foreign trade talents is a topic that cannot be ignored in the background of the new era. Focusing on how to cultivate comprehensive foreign trade talents, Huang Jiahui emphasized the English ability and other comprehensive abilities of foreign trade talents in the article "Analysis of Foreign Trade Talent Needs and Enlightenment for Business English Teaching in Higher Vocational Colleges" in 2015; Zhu Zhiming pointed out that the cultivation of compound English talents is the trend of the times in the essay "Exploration of Cross-border E-commerce English Talent Training Model Based on the 'Internet +' Background" published in 2022. From the data collected so far in this project, although many scholars have conducted various studies on the program of cultivating comprehensive foreign trade talents, there are also deficiencies in these studies that emphasize the classroom over practice.

The existing researches explore what kind of quality comprehensive Chinese medicine foreign trade talents should have in the new era, but how to cultivate comprehensive Chinese medicine foreign trade talents still requires a lot of discussion and exploration. The research in this paper argues that comprehensive Chinese medicine foreign trade talents not only need excellent English proficiency, but also master the language of important trading areas. Not only foreign trade-related legal and financial knowledge is required, but also a certain grasp of traditional Chinese medicine knowledge. The cultivation of comprehensive Chinese medicine foreign trade talents should start from these perspectives and keep pace with the times to efficiently cultivate talents who would meet market demands.

3. THE NEW REQUIREMENTS FOR FOREIGN TRADE TALENTS IN TRADITIONAL CHINESE MEDICINE IN THE NEW ERA

3.1 Changes in foreign language proficiency requirements for Chinese medicine foreign trade talents

With the deepening of economic globalization, the economies of non-English-speaking countries have also developed in the wave of globalization. This is also reflected in the foreign trade of traditional Chinese medicine. The consumer demand for traditional Chinese medicine in Asian countries is increasing, such as South Korea, Japan, Malaysia and other Asian countries. Although trade and business cooperation in the international market generally defaults to English as the business language, mastering the languages of the other countries in communication with partners can greatly improve the efficiency of communication, which promotes the growth of demand for foreign trade talents who can master multiple languages.

Chinese medicine foreign trade talents should master English. Meanwhile, the leaning of other foreign languages of can not be ignored. The “Belt and Road” and the areas covered by ASEAN members are also important import and export trading partners of Chinese medicinal materials and proprietary Chinese medicines. Language learning in relevant countries should arose the attention of foreign trade talents of traditional Chinese medicine. For example, Japan is a long-term and stable partner in China’s traditional Chinese medicine exports. Japanese companies have strict requirements for partners, and once they reach cooperation with Chinese enterprises, they often form long-term and stable cooperative relations, so the trade between China and Japan is relatively stable, and the trade volume fluctuations are relatively small. Besides, the Malaysian market also has unlimited potential. Malaysia is the second largest traditional Chinese medicine trading partner between China and the ASEAN region, after Indonesia. Moreover, Malaysia is the third largest import market and the seventh largest export market for Chinese medicine products. In 2021, China’s foreign trade in traditional Chinese medicine with Malaysia totaled \$440 million. Although English is still the mainstream language in Chinese medicine foreign trade, we should not ignore the learning of other foreign languages in popular trade areas, so as not to miss the good opportunities for enterprise and personal development in work.

3.2 Mastery of Chinese medicine knowledge

Medicine foreign trade has become a foreign trade category with a high entry threshold because of the special commodity nature of medicine products and its

various professional knowledge related to the medicine industry. As a small category of medicine foreign trade, traditional Chinese medicine has a higher threshold for foreign trade because it is almost independent of the nouns and terminology system of the modern medical system.

As far as the category of Chinese medicinal materials is concerned, there are many sources and varieties of traditional Chinese medicines, and the names of the same medicinal materials are different depending on the source or origin of the same medicinal materials, such as fritillary, which is divided into Sichuan Fritillary and Zhejiang Fritillary. In addition, according to the different methods of medicinal material processing, it can be subdivided into different categories, such as rehmannia, which is divided into fresh rehmannia and dry rehmania. Sometimes, even the same medicinal herb, if it is grown in different origins, may have different efficacy when processed by different methods. These knowledge are all required by foreign trade talents of traditional Chinese medicine.

Therefore, the international trade of traditional Chinese medicine products is different from the international trade of general products, and foreign trade staff are required to have a good professional background knowledge and a solid medical knowledge base. Foreign trade practitioners must understand the characteristics and efficacy of Chinese medicine commodities in order to be able to effectively communicate and negotiate with their customers. On the one hand, foreign trade personnel engaged in traditional Chinese medicine products need to master a lot of traditional Chinese medicine knowledge, and have a certain understanding of the production process, functional utility, mechanism of action, etc. of drugs and health products. This has greatly increased the requirements for foreign trade personnel of traditional Chinese medicine products, and the complexity of their work is not that ordinary foreign trade professionals can do.

3.3 Inter-disciplinary talents with inter-professional capabilities

With the development of China’s foreign trade and the rapid growth of e-commerce in the world, those traditional foreign trade talents can no longer meet the needs of today’s foreign trade industry. Although they have good English application ability, strong practical ability, and certain market development ability, but in essence, traditional foreign trade talents are closer to sales with high English proficiency. In the new era, the Internet’s empowerment of business has reached a higher level, which is embodied in the popularity of home office and online education. It has prompted more and more industries to deeply bundle their business models with the Internet. In recent years, the domestic and international situation has made more and more foreign trade

companies carry out cross-border e-commerce business. Under the background of the new era, new business models call for the arrival of emerging foreign trade talents.

The market demand for new foreign trade talents is huge. In recent years, due to the innovation of the Internet, big data and other technologies and the emergence of emerging cross-border e-commerce trade methods, foreign trade operators have seen a trend of diversified development. Large state-owned enterprises, wholly foreign-owned enterprises or Sino-foreign joint ventures have perfect management and meticulous division of labor, and need full-time personnel with strong professionalism; Due to their small scale and simple organizational structure, small and medium-sized private enterprises have a very urgent demand for comprehensive talents. Small and medium-sized enterprises have become the main force for absorbing foreign trade talents because of their large number and overall accounting for the large output volume of the industry. Therefore, the cultivation of inter-disciplinary talents is in line with the laws of the market and is imminent.

The new type of foreign trade talents are inter-disciplinary talents with cross-professional capabilities. Taking the operation capability of self-media as an example, the emergence of new Chinese medicine products (such as health care products, powders and other products) and the extremely fast product iteration speed make many consumers' purchasing behavior more and more dependent on the introduction and publicity of product-related knowledge. Today, with the rapid development of Internet technology, the Internet is the best publicity platform for Chinese medicine foreign trade enterprises. Unlike ordinary medicine products, Chinese medicine products are more attractive to overseas consumers because of their natural ingredients, long history, low toxic side effects, and preventive health effects, while social media software such as Tiktok and Youtube are the easiest platforms to attract potential customers and promote Chinese medicine products. Therefore, foreign trade talents who are good at using social media and have good self-media operation capabilities are very hot in the job market.

At present, the ideal foreign trade talents required by Chinese medicine foreign trade enterprises are talents who not only understand the relevant knowledge of Chinese medicine products, can well grasp the customer's consumption psychology and then adopt suitable marketing strategies, but also have certain Internet marketing capabilities and have all kinds of knowledge necessary in related import and export business.

4. THE TRAINING STRATEGIES OF CHINESE MEDICINE FOREIGN TRADE TALENTS

4.1 Give play to the role of the government

It is necessary to promote the inheritance and protection of traditional Chinese medicine and ethnic medicine, rescue rare and precious ancient documents that are on the verge of being lost, strengthen teacher education, and vigorously cultivate talents in traditional Chinese medicine; It is necessary to promote the integration of traditional Chinese medicine and Western medicine, explore the use of modern technology and industrial models to accelerate the development of traditional Chinese medicine. So government should take effective measures to give strong support to the relevant work from the macro-perspective.

4.2 Establish a school-enterprise cooperation mechanism for cultivating talents in foreign trade of traditional Chinese medicine

(1) With the goal of serving the local economy, the cultivation of talents should subdivide the ability of foreign trade professionals to cultivate practical ability, and emphasize the training principle of "professional skills + professional quality". Professional talent training practical capabilities include: professional ability, that is, being proficient in product and customer research, complete import and export business process operations, being proficient in the production, settlement and verification of a full set of foreign exchange settlement documents; method ability, that is, the ability to learn new knowledge and new technologies, be able to transfer the knowledge learned, be able to find, analyze and solve problems in the process of work, be able to reflect on the completed work and put forward suggestions for improvement and optimization, and correctly use reference books to read foreign language materials related to the major; social ability, that is, having a hard-working, rigorous and meticulous, honest and trustworthy, serious and responsible work attitude, can complete the work tasks undertaken on time in accordance with quality requirements, can abide by social morality and professional ethics, behavior habits meet social norms and etiquette requirements, have a good sense of teamwork, can communicate and coordinate with team members and effectively cooperate to complete work tasks, have the ability to adapt to career development and changes, and have good communication and coordination skills.

(2) Schools should optimize the curriculum. Course modules are designed to better categorize courses according to the nature of the course. According to the professional ability and professional quality requirements of the above positions, colleges and universities should set up professional courses, and then set up five module

courses according to the nature of the courses, namely public basic courses, professional basic courses, professional core courses, professional development courses and comprehensive practical training courses, and determine the role of each module course, and then classify all courses into five module courses, and finally arrange these courses in daily teaching, so that those courses would complement each other and interact with each other, so as to achieve the systematic training of students. Besides, in addition to the reform of professional ability training for professional core courses, it is also necessary to carry out corresponding reforms to professional basic courses, so that professional basic courses can become a weight for cultivating students' various abilities. For example, "Business English Audiovisual Speaking Training", "Business English Reading and Writing Training" and "Business English Translation" as professional basic courses would not only train students' English listening, speaking, reading, writing and translation skills, but also emphasize that it is for the listening, speaking, reading, writing and translation ability of foreign trade business applications.

(3) Colleges and universities can set up a more complete and scientific curriculum system to keep the development of English majors with the times. Consideration can be given to setting up corresponding courses or course modules according to the establishment of business positions of Chinese medicine foreign trade enterprises and the ability and quality requirements of each position, and further deepen the adjustment of course teaching content and the reform of teaching methods. In terms of curriculum design, while maintaining the original general framework, consider adding some courses, such as Chinese medicine knowledge, medical English, etc., in order to better meet the actual needs of Chinese medicine foreign trade enterprises.

For foreign trade majors, the acquisition of relevant vocational qualification certificates is a proof of their professional ability, and it is also a stepping stone to the successful employment. The vocational qualification examination standards should be integrated into the professional curriculum system, which not only meets the requirements of enterprises but also meets the requirements of the industry, so that the students cultivated can not only have the professional abilities required by enterprises, but also pass the relevant vocational qualification examinations for foreign trade of traditional Chinese medicine. The certification training modules can be specially set up in the course system, and the assessment standards of this relevant certificate can be used to reform the assessment standards of the courses.

(4) Further strengthen the construction of teachers in foreign trade related majors of traditional Chinese medicine. Allowing teachers to go to enterprises to actually practice would help them keep abreast of the

latest industry information, update their professional knowledge, and further improve their practical skills. Meanwhile, colleges and universities should strengthen school-enterprise cooperation, increase the construction of students' off-campus training bases, and increase students' top internship opportunities, so that students can better meet the needs of enterprises after graduation, so that it would be easier for them to integrate into corporate culture, and adapt to the job requirements faster.

4.3 Those interested in foreign trade should pay attention to the training of their own abilities

(1) Strengthen the practical use of English language in foreign trade of Chinese medicine. The most important thing to engage in foreign trade activities is the practical ability to use English, which requires the ability to conduct various business activities in English, such as responding to foreign trade inquiries, writing promotional letter, etc., and also being able to directly negotiate business with foreign businessmen and sign contracts.

(2) Focus on cultivating practical operation ability for computer and network applications. Those interested in foreign trade should have a good understanding of computers and basic network applications, be familiar with commonly used office software, so that they can quickly process text, forms, pictures, etc., and also be able to edit online, publish information, collect information, do the website maintenance and undertake other work.

(3) Have network marketing and e-commerce capabilities. The foreign trade talents should master the basic knowledge of marketing sales, business negotiation, marketing technology, etc., understand how to carry out e-commerce operation and management, and have the basic knowledge of business laws and regulations.

(4) Improve the requirements for professional quality, which mainly include: learning to be a man, knowing how to communicate with others, being good at handling interpersonal relationships, and having team spirit; Being humble and cautious, good at learning, and able to take the initiative to adapt to society; Taking every job seriously, having high professional loyalty, and not changing jobs frequently; Having good personal qualities, sense of responsibility, honesty and trustworthiness, being able to bear hardships and undertaking hard work.

5. CONCLUSION

In response to the call of the country's "Belt and Road", in view of the blank market of overseas consumption of traditional Chinese medicine products, relying on the mature domestic e-commerce economy and developed manufacturing industry, the prospects for traditional Chinese medicine products to overseas markets are very promising. In this context, the market demand for foreign trade talents with strong professional ability and

high comprehensive quality is also on the rise. At the same time, the requirements for relevant talents are also more stringent. It is hoped that through the analysis of this article, more foreign language talents can see the new direction of their future development and have a certain learning plan, and also hope to promote the steady development of the Chinese medicine foreign trade industry in China and promote the further dissemination of Chinese medicine culture in the world.

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