

**NEWS  
RELEASE**

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**MCMIA and USP Sign Agreement to Promote Dietary Supplement  
Verification Program in Greater China**

Rockville, Md., November 7, 2006 –Modernized Chinese Medicine International Association (MCMIA) and US Pharmacopeia (USP) signed an agreement on November 4th to collaborate on the verification of the quality of dietary supplement ingredients and products. Under the agreement, MCMIA will assist USP in the promotion of USP's Dietary Supplement Verification Program (DSVP) and the recruitment of participants throughout the Greater China Region that intend to export dietary supplements to the US. Both parties agree to regard each other as a preferred collaborator in carrying out the DSVP activities.

MCMIA and USP view this cooperation as an excellent opportunity to increase awareness of the importance of quality for Chinese medicines entering the US in the form of dietary supplements. In addition, this collaboration can assist Chinese manufacturers' efforts to achieve best practice quality management by verifying the quality of the ingredients and assessing the manufacturing capability. A working group will be formed between the two organizations within the next two months to work out the details of the collaboration and the promotion of DSVP as soon as is feasible. Both organizations will also explore other avenues for collaboration as the relationship advances forward.

MCMIA's President, Abraham Chan, himself the president of a large local Chinese medicine company said: "We hope the step we have taken today with USP will open a new door for Chinese medicinal products to enter the US market. It has hitherto been difficult for Chinese medicine-based products to enter the US because of a lack of recognition of their benefits, safety and quality. With this verification program sponsored by a prestigious organization like the USP, US consumers can now place their trust in the 'verified' products as meeting the quality standards recognized by US law".

John Fowler, Chief Business Officer of USP, commented, "USP is pleased to be working with MCMIA on this important initiative to assess the quality of Chinese medicine, particularly dietary supplement ingredients and products used by consumers in the US."

MCMIA is a Chinese medicine trade association founded 6 years ago by Hong Kong's Chinese medicine merchants, scholars and scientists to promote the modernization and internationalization of Chinese medicines. To help achieve these goals, MCMIA jointly organizes with TDC (Hong Kong Trade Development Council) an annual exhibition/conference called ICMCM (International Conference & Exhibition of the Modernization of Chinese Medicine & Health Products), which drew over 230,000 visitors last year with over 9,000 buyers and 300 conference attendees from all over the world. It is now the prime annual Chinese medicine fair in the world. For more information on MCMIA and ICMCM, please visit [www.mcmia.com](http://www.mcmia.com) and [www.icmcm.com](http://www.icmcm.com) , respectively.

USP is a global public health organization that sets standards for prescription and over-the-counter medicines, dietary supplements, and other healthcare products. Compiled in the United

States Pharmacopeia-National Formulary (USP-NF), these standards are recognized by US law and used in more than 130 countries. USP has helped companies reach best practice standards through its verification programs since 2001. For more information on USP, visit [www.usp.org](http://www.usp.org)

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