

The Value Of Herbal Products – From R&D To Commercialization

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The Pendulum Swings Back



- Back to Nature
- Away from toxics and synthetics
- Working with the body versus against it

The Global Herbal Business

- Growing double digits even in the crisis

European Business Council

- Reported to be close to US\$200 billion

American Botanical Council

- Expected to be US\$2 trillion

The Economist



The History Of Medicine Is The History Of Herbs



Herbs = Medicine

- Penicillin
- Aspirin
- Taxol
- Fish Oil
- Turmeric
- Garlic

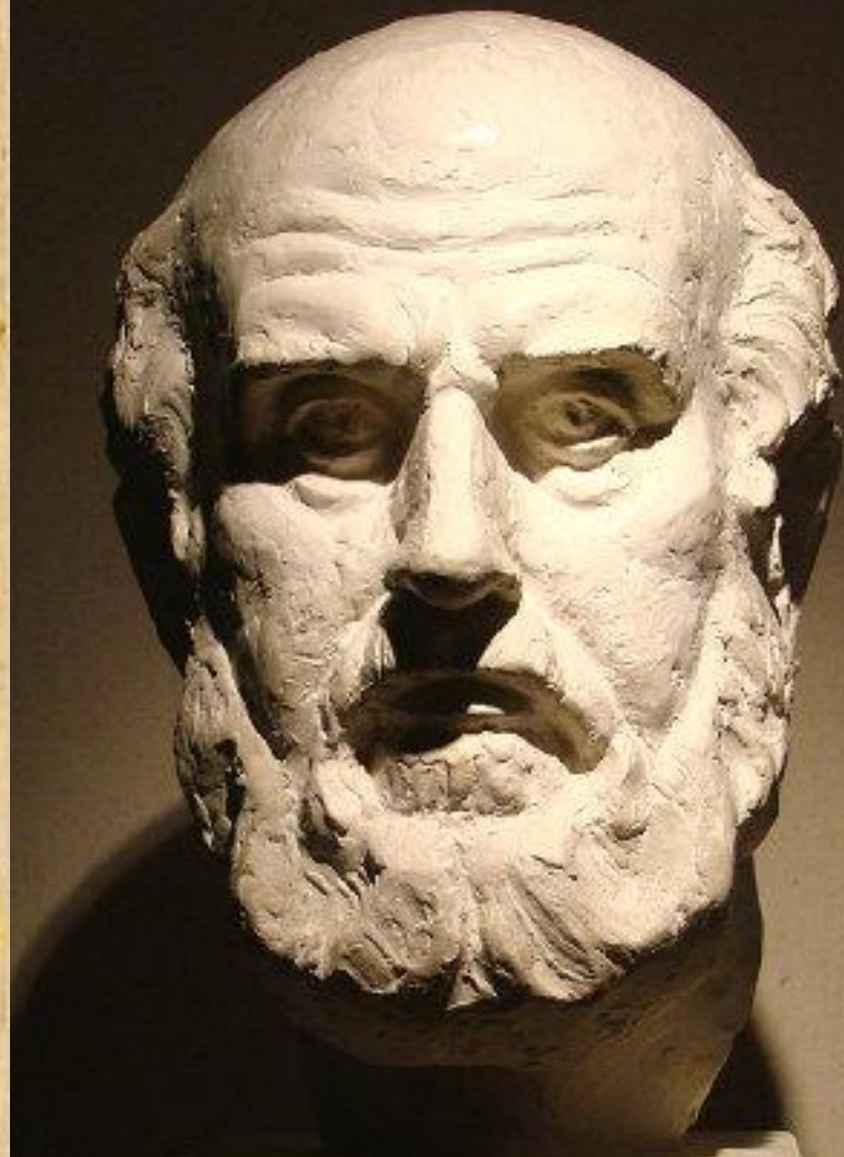
COMPILED BY EVAN HAYES

Hippocrates'
On AIRS,
WATERS,
and PLACES
&
The
Hippocratic Oath

AN INTERMEDIATE
GREEK READER

Evan Hayes
and Stephen Nimis

www.mhhe.com



"First, do no harm."

--Hippocrates, Founder
of Western Medicine

Herbs In Commerce

- Food
- Toiletries
- Personal care and cosmetics
- Dietary Supplements
- Medicines

BIG Market



Malaysia In The Herbal World

- Top 12 mega-diversity in the world
- Top 4 in Asia
- Heart of the oldest rainforest in the world
- Herbs of the major cultures
 - Malay
 - Chinese
 - Indian
 - Indegenous



Why Are We Not There?

- Lack of focus
- Too little funding
- Wrong priority
- No “Big Picture” thinking
- Lack of coordination

What Do We Need To Do To Get There ?

- Focus on areas of competence
- Focus of key herbs
- Align priorities
- Improve coordination
- Right incentives
- Funding mechanisms
- Testing
- Validation









