



The Third Conference of the Coalition for Wildlife Protection in Traditional Chinese Medicine Held in Hue, Vietnam

On May 18, 2025, TCM professionals from across the globe gathered in Hue, Vietnam for the Third Conference on Wildlife Protection in Traditional Medicine. This event was hosted by the Coalition for Wildlife Protection in TCM and Hue University of Medicine and Pharmacy, with the support of Choice Not-for-Profit and guidance from WildAid as an advisory partner. Fourteen speakers from mainland China, Hong Kong, Vietnam, Indonesia, Philippines, Vietnam, United States, United Kingdom, and Netherlands presented their scientific research findings and demonstrated how to effectively treat patients without use of endangered wildlife products. A total of 155 participants attended the conference, including 118 local Vietnamese practitioners and 37 international participants coming from 13 countries. The conference marked a major step forward in the global movement to eliminate endangered species from traditional medicine and champion environmentally friendly alternatives.

Vietnam became the first country to establish a local chapter of the Coalition, uniting medical professionals, educators, and researchers committed to identifying and embracing effective plant-based substitutes for animal-derived ingredients. Throughout the day, speakers from around the world shared best practices for sustainable medicine and presented examples of successful treatment methods using non-wildlife alternatives, such as botanical replacement for pangolin scales, bear bile substitutes made with biotechnology, and acupuncture. Experts highlighted the strong link between traditional medicine and biodiversity conservation, encouraging the medical community to reimagine healing in harmony with nature.

According to a 2022 study by TRAFFIC, 59% of traditional medicine practitioners surveyed had recommended illegal wildlife products—including those derived from rhinos, tigers, and pangolins—within the previous two years. Research also showed that around 400 animal species are used in traditional remedies in Vietnam, 71 of which appear on the IUCN Red List of Threatened Species. But the tide is turning. In a 2023 survey of 131 practitioners in Hue Province conducted by the Coalition, 55% expressed a willingness to adopt medications made with alternatives to pangolin scales, citing wildlife endangerment as the top reason.

To publicly demonstrate their commitments, conference participants took part in a pledging ceremony during which they officially joined as new members of the Coalition for Wildlife Protection in Traditional Chinese Medicine. Many attendees expressed interest in future collaborations, including joint research, international partnerships, and the development of wildlife-free training curricula for future practitioners.

About the Coalition for Wildlife Protection in TCM

Headquartered in New York, the Coalition for Wildlife Protection in Traditional Chinese Medicine (TCM) is an organization composed of TCM practitioners, educators, researchers, manufacturers, and distributors who are dedicated to protecting endangered species and promoting sustainable practice within TCM.

Founded in 2024 by respected leaders in the field – including Prof. Lixing Lao (President, Virginia University of Integrative Medicine), Prof. Yemeng Chen (President, New York College of Traditional Chinese Medicine), and Mrs. Lixin Huang (Former President, American College of Traditional Chinese Medicine) – the Coalition continues to engage practitioners, educators, researches, and herbal manufacturers around the world in support of a more ethical, sustainable vision for traditional medicine.