**Obstacles and Strategies to Advance the Development of the Economy of Medicinal plants**

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**Statement of Problem:**

Iran, Due to its climatic diversity and having 11 out of 13 climates known in the topographic and edaphic world, historical age, being in a special geographical position and different environmental stresses governing different plant habitats, Iran has a rich flora, so that it has about 8,000 plant species, most of which are unique both in terms of the type of species and the number of effective substances. The volume of the world trade in medicinal plants is more than 43 billion dollars, about 225% of the world's pharmaceutical market in 1996, with an approximate value of 250 A billion dollars have been allocated to drugs derived from medicinal plants, Iran's share of the world pharmaceutical market was 60 million dollars, the majority of which is saffron, which is about 24 million dollars if we exclude saffron.

**Research Purpose and Method:** While pointing to the macro goals and quantitatively justifying the need for the development of medicinal-industrial plants, the wide range of applications, opportunities, threats and influential factors and stakeholders, problems, solutions and suggestions have been presented in order to Increasing awareness about the importance and problems of expanding the production and processing of medicinal-industrial plants as soon as possible, sustainable planning should be done in this regard.

**Results and Conclusion:** The obtained results showed that the peak efficiency of a successful marketing is when culture building and increasing consumption at the public level is done through promotion and not advertising. Domestication of useful medicinal plants, protecting and revitalizing existing plant sites and sites, reducing the trade chain of medicinal plants, targeting research in this field, and strengthening and implementing laws for harvesting these species can be solutions for domestic development. And of course, the development of exports abroad should be investigated.

**Keywords:** export development, medicinal plant processing, cultivation and development obstacles, industrial medicinal plants