

Asian Productivity Organization

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PROJECT NOTIFICATION

17 November 2011

1. **Project Code** 11-AG-01-GE-WSP-B
2. **Title** Workshop on Promotion and Marketing of Items Produced in Rural Communities under the One Village, One Product Movement
3. **Duration** 16–20 January 2012 (five days)
4. **Venue** Chiang Rai, Thailand
5. **Implementing Organization** Thailand Productivity Institute (FTPI)
12-15th Floor, Yakult Building
1025 Pahonyothin Road
Phayathai, Bangkok 10400 Thailand
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6. **Cosponsor** Colombo Plan Secretariat
7. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, Fiji, India, Indonesia, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, and Vietnam (See 13. Qualifications of Participants)
8. **Number of Local Participants** Up to six qualified participants
(See 13. Qualifications of Participants)
9. **Closing Date for Nominations** 15 December 2011
10. **Objectives**
 - 1) To review different models and approaches for promoting and marketing of items produced in rural communities under the One Village, One Product (OVOP) movement and develop a common set of recommendations for promoting such items in domestic and overseas markets; and

- 2) To identify best practices and appropriate strategies in enhancing the productivity and sustainability of rural community-based enterprises under the OVOP movement.

11. Background

The OVOP movement, which was started over 25 years ago by the governor of Oita prefecture in Japan, has now expanded to other regions worldwide. Many countries have adopted this movement as a strategic intervention to spur economic activities, especially in the countryside. The movement has created entrepreneurs who are now engaged in the production and trade of various items catering to local and overseas markets. However, not all have been successful in expanding and or sustaining the movement. Some have been saddled with issues like saturation of domestic markets with the same items and lack of support for promotion in overseas markets. This has led to less profitable enterprises, stagnation, and loss of markets.

The OVOP variant in Thailand, the One Tambon, One Product (OTOP) movement, introduced in 2001 by the former prime minister, has now become one of the most extensive and successful community-based rural enterprise development programs in Asia. Its success is attributed to its holistic approach in engaging the entire community in the process of harnessing local resources and skills to develop distinct, innovative items and the provision of various forms of support by government, especially in promotion and marketing. The well-organized administrative support structure from the national and provincial down to the village or *tambon* level also contributed to the success and sustainability of the movement in Thailand. Other countries may be able to benefit from the experience of Thailand and other pioneering countries which will be discussed in this workshop. At the end of this workshop, participants will have acquired new knowledge and skills in formulating strategies for promoting and marketing of items produced in rural communities and the best practices of other countries in sustaining and expanding the OVOP movement.

12. Scope and Methodology

This workshop will consist of resource paper presentations, case studies, group exercises, and site visits. The tentative topics to be covered are:

- a) Strategies for sustainable rural enterprise development and integrated community development: OTOP experience of Thailand;
- b) Cluster approach in multiple enterprise development;
- c) Opportunities for Asian handicraft to enter the Japanese employee and North America market;
- d) Japan's food distribution system and opportunities to enter the market;
- e) Value addition to basic items for the international market;
- f) Development of innovative product designs and product packaging;
- g) Methods for branding and labeling items to enhance their marketability;
- h) Basic concepts, principles, and approaches in marketing for small and micro enterprises (5 Ps, unique selling proposition, pricing, niche marketing, e-marketing, etc.);
- i) Case studies on successful models of the promotion and marketing of OVOP movement items; and
- j) Development of promotion and marketing strategies for items produced in rural communities under the OVOP movement.

13. Qualifications of Participants

The participants are expected to possess the following qualifications:

- (a) Age : Preferably between 30 and 50 years.
- (b) Education : University degree or equivalent qualification from a recognized institution.
- (c) Present Position : CEO, entrepreneurs, and managers of microenterprises or SMEs involved in the production and marketing of items produced under the OVOP movement; or officials of local governments and NGOs involved in the implementation and management of OVOP and related community-based rural enterprises projects.
- (d) Experience : At least two years of experience in the subject area.
- (e) Language Proficiency : All proceedings of the workshop are conducted in English, and participants are frequently required to make oral and written presentations. They should be proficient in both spoken and written English. *Those who are not proficient in English need not apply.*
- (f) Health : Physically and mentally fit to attend an intensive workshop program requiring participants to complete a number of individual and group activities and strenuous field work (it is therefore recommended that member countries refrain from nominating candidates likely to suffer from physical and mental strain.)
- (g) Attendance : Participants must attend all five days of the workshop to qualify for the certificate of attendance.

14. Financial Arrangements

a) To be borne by the APO:

- i) All assignment costs of overseas resource persons.
- ii) Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participant's place of work and Chiang Rai for all participants except for those from Colombo Plan developing members supported by the Colombo Plan Secretariat. As far as practicable, all participants are strongly encouraged to purchase and use discounted tickets (following IATA PEX or other applicable discount fares). Please note that the arrangements for the purchase of air tickets should be in accordance with the "Guide on Purchases of Air Tickets for APO Participants," which will be sent to the selected participants and is available on the APO website and from APO Liaison Officers in member countries.

b) To be borne by participants or participating countries:

For all participants

1) *Participants' insurance premiums:* All participants should be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to US\$10,000.00 for the entire duration of the project and travel and must submit to the APO Secretariat a copy of the comprehensive travel insurance certificate before participation.

Such insurance should be valid in Thailand. This insurance requirement is **in addition to** existing government insurance coverage in some member countries. If any participant is unable to insure himself/herself as stipulated above, he/she should secure this insurance in the host country at the commencement of the project and pay the premium himself/herself, if necessary, from the per diem allowance provided. Neither the APO nor the implementing organizations will be responsible for any eventuality arising from accident or illness.

2) All expenses related to visa fees and airport taxes.

3) Any expenses incurred by participants for stopovers on the way to and from the project venue as well as for extra stay at the project venue before and/or after the official project period on account of early arrival or late departure, for example, due to either limited available flights or any other reason whatsoever.

c) To be borne by the host country (Thailand):

i) Hotel accommodation for up to six days for up to 18 overseas participants, and per diem allowances for up to six days in Chiang Rai for overseas participants coming from countries other than Colombo Plan developing members.

ii) All local implementation costs.

d) To be borne by the Colombo Plan Secretariat:

i) Round-trip economy class international airfare via the most direct route between the international airport nearest to the participant's place of work and Chiang Rai for participants from Colombo Plan developing members, and per diem allowances for up to six days in Chiang Rai for overseas participants from Colombo Plan developing members with total amount not exceeding USD20,000.

15. Actions by Member Countries

Nominations

(a) Participating countries are requested to **nominate three or more qualified candidates**, in the order of preference, to enable selection of the most suitable candidates from each country. Please ensure that candidates nominated meet the qualifications of participants prescribed above (12).

(b) Participating countries are requested to inform the Secretariat as soon as possible if they do not wish to participate in the project, so that slots thus created can be allocated to other member countries.

- (c) Please note that when a candidate is nominated it does not follow that s/he is considered selected. Selection is at the discretion of the Screening Committee. A basic criterion for selection is the homogeneity of the participants in terms of qualifications and work experience. Nonselection therefore does not mean that the candidates concerned are not competent. Sometimes, candidates are not selected because they are overqualified for the given project.
- (d) APO Liaison Officers/NPOs are reminded to make clear in their search for the most appropriate participants that only the APO Liaison Officer/NPO in their country may send nominations to the APO Secretariat. This should eliminate the mistake of various government/public/private institutions making nominations directly to the APO Secretariat.

Required Documents

- (e) Nominations should be accompanied by the documents listed below. A nomination lacking any of these documents may not be considered:
 - i) Two copies of the candidate's biodata on the **APO biodata form** along with passport-sized photograph. The biodata form can be downloaded from the APO website. Downloading information is also available from www.apo-tokyo.org. We encourage submitting the biodata form to the APO Secretariat in electronic form as an attachment to a cover e-mail message from the APO Director, Alternate Director, or Liaison Officer. The nomination documents should be sent to the **Agriculture Department**, APO Secretariat (e-mail: agr@apo-tokyo.org, fax: 81-3-5226-3954).
 - ii) **The APO Medical and Insurance Declaration/Certification Form.** Every candidate must complete and submit a copy of the APO Medical and Insurance Declaration/Certification Form with his/her biodata at the time of nomination. Please note that self-declaration is sufficient for candidates without any of health conditions or illnesses enumerated on the reverse side of the medical form. However, for all others, medical certification by a recognized physician on the reverse side of the medical form is required.
- (f) For reasons of expediency or because of time constraints due to approaching nomination deadlines, member countries sometimes send their candidates' biodata forms and medical certificates by fax to the APO Secretariat. While this action is very much appreciated, member countries are requested to mail the originals of the documents to the APO Secretariat as well. They are needed for making clear, clean copies for the host country, especially with regard to the candidates' photos. If the documents are submitted electronically as mentioned in e)-i) and ii), there is no need to send the original by postal mail. If a digital photograph of a nominee is not attached to the electronic biodata form, a hard-copy photograph should be sent to the APO Secretariat by postal mail. Please specify the candidate's name and the project code on the reverse side of the photograph.

Nomination Deadline

- (g) Participating countries are requested to abide by the ***nomination deadline of 15 December 2011***. The APO Secretariat may not consider late nominations as they have

in the past resulted in considerable difficulties to the implementing organization(s) in its preparatory work for the project.

- (h) For countries where nominations are required to be approved by higher government authorities and hence require a longer time, the APO Liaison Officers/NPOs are urged to send in the names of nominees on or before the deadline, indicating that government approval will follow.

Others


- (i) Selected participants will be notified through the APO Liaison Officer/NPO. Should some candidates fail to qualify or be unable to participate after selection, or should some member countries fail to nominate any candidate, their slots may be filled by alternates from the same or another member country on a merit basis.
- (j) NPOs are requested to inform the selected participants that they are not to bring family members or to engage in any private business activities during the entire duration of the project. Further, if they become unable to attend the project, they should be requested to inform the APO Secretariat promptly of their inability to participate and the reason for last-minute withdrawal through APO Liaison Officers/NPOs in member countries.
- (k) Each selected candidate is required to arrive at the venue one day before the start of the official project. Also, all candidates are expected to return home upon completion of the official project because they are visiting the host country for the specific purpose of attending this APO project.

16. Case Study Preparation

Each participant is required to prepare a case study on successful models of the promotion and marketing of items produced under the OVOP movement prior to departure for the project venue for presentation at the workshop. The case studies should follow the “Guidelines for Preparation of Case Studies” to be provided later.

17. Other Conditions

Other conditions for participation are given in the “APO Guide for Participants,” which is available from APO Liaison Officers/NPOs in member countries and on the APO home page (<http://www.apo-tokyo.org>) and will be sent to the selected participants.


Ryuichiro Yamazaki
Secretary-General