In 2003, the Lao PDR government played a leading role in instituting the "One Village, One Product (OVOP) movement, the main rural development policy of the Lao PDR. The OVOP concept was introduced in Cambodia and Vietnam in 2005 by the Japan International Cooperation Agency (JICA). The Vietnamese presentation detailed the overall development process, policy support for the One Village, One Product (OVOP) movement, and three OVOP pilot projects: lacquerware in Phu Tho; community-based tourism in a craft village; and ethnic handicrafts. 

In 2005, the APO launched a five-year project for the Mekong region with financial support from the Japanese government. The project aimed to integrate the OVOP model into its Integrated Community Development (ICD) Program, in partnership with the Mekong Program. It was jointly implemented by the National Productivity Organization, the Mekong Regional Organization, and the Asian Productivity Organization (APO). The mid-term review of the progress and outcomes of OVOP programs in the ICD-Mekong Program was conducted in December 2008. The 2009 edition of the "Eco-products Directory" will be released at the EPIF 2009 to be held in the Philippines, 19–22 March 2009.

Participants visited five OVOP venues in Cambodia and conducted SWOT analysis for practical suggestions for improvements. "Those communities, still at the initial stage of OVOP development, have a lot of room for improvement," commented JICA Expert in Marketing and Economic Analysis Kazumasa Hiramatsu, former governor of Oita prefecture, based the One Village, One Product concept on three principles: "think globally, act locally; independence and creativity; and foster human resources." Dr. Morihiko Ohyama, Director General of the APO, highlighted the need for continuous effort to achieve success. If they make continuous efforts in the current direction, in five or 10 years, they will reach a high level of success," commented JICA Expert in Marketing and Economic Analysis Kazumasa Hiramatsu, former governor of Oita prefecture, based the One Village, One Product concept on three principles: "think globally, act locally; independence and creativity; and foster human resources." Dr. Morihiko Ohyama, Director General of the APO, highlighted the need for continuous effort to achieve success.