

Innovative ways of promoting and marketing: the One Village, One Product movement

The governor of Oita prefecture, Japan, started the One Village, One Product (OVOP) movement over 25 years ago. It has been adopted in many countries worldwide as a strategic intervention to spur economic activities, especially in the countryside. Thailand, the Philippines, and the Republic of China (ROC) are among countries that have successfully implemented the scheme after learning from Japan's experience and adopting OVOP as an integral part of government strategies to develop SMEs in rural areas. With the success of their efforts to increase production at the enterprise level, those countries are actively engaged in promoting products and developing markets to sustain the operations of participating SMEs.

The APO in cooperation with the Thailand Productivity Institute and Colombo Plan Secretariat organized a workshop on Promotion and Marketing of Items



OVOP workshop participants.

Produced in Rural Communities under the One Village, One Product Movement, 16–20 January 2012, in Chiang Rai, Thailand. The project reviewed different models and approaches for promoting and marketing such OVOP items and

identified best practices and appropriate strategies to increase the productivity and sustainability of rural community-based enterprises under the OVOP movement. Experts from Japan, the Philippines, and ROC were involved in the workshop, which was attended by 21 participants from 11 member countries. Topics covered included the OVOP movement in Asia, sustainable community development and production of marketable items in rural areas under OVOP, and promotion of One Town, One Product in the ROC.

The Doi Tung Royal Project, where sustainable products include mulberry paper-based stationery items, plants and orchids, and home ceramics and textiles, made a strong impression on participants. “The workshop discussions and the site visit to Doi Tung provided the participants a host of new impressions and ideas for the OVOP movement. The Doi Tung Royal Project provided valuable information as a successful model of sustainable development of rural communities in Thailand,” said Cheng-Ming Yang, resource person from the ROC. Participant Dewi Rinawati of Indonesia stated, “The Doi Tung Project gave me a lot of product ideas for my company and the community I work with.”

Resource Person Taneo Moriyama, Japan, pointed out that, “The key to OVOP success has become more obvious, that is, marketing and promotion should be emphasized more to develop OVOP and make it self-sustaining.” He recommended that the APO continue organizing similar workshops to share successful models and useful information on marketing to domestic and international markets. 🌀