

Teleconference on One Village, One Product

An APO teleconference on the One Village, One Product (OVOP) movement was held at the Tokyo Distance Learning Center of the World Bank Tokyo, 25 October. Former Governor of Oita Prefecture Dr. Morihiko Hiramatsu, known as the initiator of the OVOP movement, gave a two-hour presentation to an audience of approximately 50 in four sites, the NPOs of Cambodia, Lao PDR, and Vietnam and one in Mongolia at the World Bank facilities. During the session, Dr. Hiramatsu stressed the importance of human resources development through the OVOP movement, which is sometimes misunderstood as a simple local product promotion effort. He also said that the productivity and quality improvement of local products and their design and packaging are important factors in a successful OVOP movement. In this sense, the APO and NPOs can play a vital role in promoting OVOP.

The teleconference with Dr. Hiramatsu is phase one in the APO's Integrated Community Development for the Mekong Region project based on the OVOP movement for 2006 and 2007. In phase two, a two-site regional workshop will be held in Oita and Bangkok from 13 to 23 December, and then the participants in that workshop will hold national OVOP awareness seminars in Cambodia, Lao PDR, Myanmar, and Vietnam with NPO assistance in the first half of 2007 as phase three.