

SESSION 1: “One Village One Product” Project

Introduction of a successful project related to the promotion of local industry through strong partnerships between the marketing abilities of SMEs in cities and traditional production technology of the agricultural community.



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Mr. Sakai



Ms. Suchinda



Dr. Lai

Mr. Takuji Sakai: "From JETRO'S experience of contributing to OTOP policy of Thailand"

From JETRO's experience of contributing to OTOP policy of Thailand

Takuji Sakai
 Director, Asian Cooperation Division,
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 Japan External Trade Organization (JETRO)

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One Village One Product(OVOP) movement in Oita prefecture, Japan

◆ The experience by Oita

In 1979, Mr.Hiramatsu, Governor of Oita, took the initiative in starting "OVOP" movement.


He had the simple but powerful idea of encouraging villages or local areas to concentrate on one product that they did very well and then work to market that product abroad. The One Village One Product concept grew out of this.



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The background of OVOP

- ①The population shift from rural areas to major cities and the loss of vitality in various regions of the prefecture.
- ②It was necessary to create new industries to regional areas.
- ③It was necessary to reduce over-dependence among business on local government.



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OVOP movement in Oita

◆ Slogans of OVOP in Oita

- ①Being local and global simultaneously(Glocal)
 - The idea was to make products that represented local areas/regions but that could also be competitive in global markets.
- ②Independence and new ideas.
 - Villagers themselves were encouraged to decide which product(s) should be chosen as OVOP products; local governments were intended only to provide technical assistance.
- ③Human resource development
 - OVOP would stir innovation and creativity and also encourage people to improve or hone their skills.

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Successful Case of OVOP :Oyama town in Oita

◆ Oyama is called the origin of OVOP. A reform called NPC movement was implemented.

◆ The 1st NPC(New Plum and Chestnuts)movement :For more income

- There was a time when rice farming and stockbreeding was dominant. Oyama farmers shifted to planting plums in old rice fields and chestnuts in former vegetable fields.
- In a limited area they sought to do "high dimension agriculture", in which profitably and the turnover rate of land are taken into account.

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Successful Case of OVOP :Oyama town in Oita

- ◆ The 2nd NPC(Neo Personality Combination) movement :For the creation of "wealthy people"
- Movement for the creation of "wealthy people." town is not only the increased income but also the way of living that people can live with rich culture. This is not to say the people of Oyama wanted to make all of its citizens rich; it was more the concept that a "rich" city is one that has a strong economy but also is rich in culture. Based on these concepts, educational trips to domestic and overseas destinations and international exchange with countries such as the US (Hawaii), China and Israel were implemented.

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Successful Case of OVOP :Oyama town in Oita

- ◆ The 3rd NPC(New Paradise Community)movement :For the creation of comfortable living environment
- They wanted to examine why young people were still moving to big cities, despite the success of the first two NPCs.
- The third NPC tried to narrow the gap in culture and entertainment between cities and rural areas. Specifically, they sought to spread more information to the whole town by such means as a cable television network run by the town authority.

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Successful Case of OVOP :Oyama town in Oita

- ◆ "Kono Hana Garten"(A place operated by farmers' cooperative, in which products from local farmers were sold directly to consumers)
- Most villages are good at producing but have difficulty selling. The farmer's garden co-op also has a restaurant, which was set up as an annex to the shop and is today famous and attracts visitors from all over.

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Successful Case of OVOP :Oyama town in Oita

- ◆ "Kono Hana Garten": 3 distribution channels for the agricultural products.
- through consumer markets as ordinary commercial products.
- through business-to-business channels: products are sold to food processing factories.
- through this "Kono Hana Garten" shop, in which products made by village elder and women are directly sold to consumers.



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JETRO's activity on OTOP in Thailand

- ◆ The 1st stage: The assistance for the products development to villagers.
- ① Japanese expert team's visiting to 21 provinces[May 2002]
 - Collecting prospective products. (600 goods)
 - Suggestion for the product development
 - Holding seminars to introduce Japanese market
- ② Development of prototype[Apr-Sep 2002]
 - Development of new product based on the design by Japanese experts[38 goods]



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JETRO's activity on OTOP in Thailand

- ③ Holding OTOP exhibition in Tokyo[Sep 2002]
 - Showing the prospective product(600 goods) and proto types(38 goods)
 - The monitoring survey was done to the Japanese buyers – They showed strong interests.



Picture from the OTOP exhibition in Japan.

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"From JETRO'S experience of contributing to OTOP policy of Thailand"

JETRO's activity on OTOP in Thailand

- ④ The development of new products by the Japanese expert and the villagers. [Oct 2002~Mar 2003]
 - Villagers produced the new products under the guidance of the Japanese expert dispatched by JETRO.
 - Participating to Bangkok International Gift Fair(BIG2003)



- OTOP products by the design of the Japanese expert(BIG2003)
Combination of Japanese materials and the traditory, materials and technique of Thailand.

JETRO's activity on OTOP in Thailand

- ⑤ The promotion of OTOP in Japan
 - Through various exhibitions, information was dispatched on OTOP to Japanese markets. The result is in the establishment in the markets.
 - Large sales of OTOP were made in the department stores and TV mail order program.
 - Famous fashion magazines dealt with OTOP.
 - OTOP were sold in the High-end boutiques in Roppongi, which is one of the fashion centers in Japan.

—OTOP is now being accepted commercially in Japan. The market is still keeping expanding.

JETRO's activity on OTOP in Thailand

- ◆ The problem in the 1st stage
OTOP were introduced to Japanese market through various media, which made clear the following problem
 - Even if there is a Japanese buyer who wants to deal with OTOP, it is hard to make a deal because they have to negotiate with villagers directly.
 - There is no supply system which can respond to the large quantity order.

I (How to solve these problems)

- ◆ The 2nd stage: Support OTOP through SMEs
The problem which was made clear can be solve by using SMEs between the market and villagers.

JETRO's activity on OTOP in Thailand

- ◆ The 2nd stage: Support OTOP through SMEs
Products were developed through cooperation with the Japanese expert, SMEs and villagers. In most case middlemen, who usually work for SMEs, order goods from villagers and supply materials to them. Japanese experts helped SMEs gain know-how on product development and marketing, and understanding of Japanese consumer needs.



From BIG 2004

JETRO's activity on OTOP in Thailand

- OTOP changed through instruction by the Japanese experts, especially in the 2nd stage working with SMEs. Very new OTOP which can never be seen were introduced to the market.

[In case of textile]

Prospective OTOP (Materials) → Prototype (Processing the materials to be products) → High value added OTOP (SMEs make the fashion products)



The challenges hereafter

-From the experience of a Japanese buyer-

- ◆ "500 trays were ordered but the quality of the 1st and the 100th item was completely different."
- ◆ "The delivered products were of different color and size from the order."
- ◆ "Quality and quantity deteriorate during the farmer's busiest season. Also, as natural rubber prices soar, farmers are preferring to tap rubber trees, which is more profitable, to producing OTOP products."

The challenges hereafter

-From the questionnaire in BIG2004-

Q:How can OTOP be improved?

- ①Stable quality :31%
- ②Supply system :27%
- ③Better design :20%

- On the other hand, only 10% replied that low quality and the price should be improved. We can say that the problems with OTOP, seen from the market's perspective, are **establishment of supply systems, including the more stable quality, and product development based on marketing.**

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The challenges hereafter

-The solutions to the problem with OTOP-

- ◆ The establishment of supply system from villages by local SMEs.
 - Management in quality control, order control and production control between the villagers and the market should be done by the SMEs.
- ◆ The product development through the training of young designers
 - Material used for OTOP is good, but it has not been fully utilized. So, young designers should be trained in a design center for the development of the OTOP brand.

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Chai Lao project in Lao P.D.R

- ◆ The establishment of Laos national brand
 - In 1998, JETRO dispatched a Japanese expert to Laos to help the country develop its export industries. We held an Indo-China exhibition in Japan that displayed selected products chosen by the expert. Laos's textiles were highly valued in the exhibition.
 - Because of the high interest in Laotian textiles, we sent the expert back to Laos a total of five times to work on building up this industry.
 - Textiles from Laos, we discovered from a monitoring survey, were virtually unknown in Japan. Therefore, the establishment of a national brand was proposed as a way to promote Lao textiles abroad.
 - Based on the suggestion by the expert, the brand name "Chai Lao" (Heart of Laos) was created.

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Chai Lao project in Lao P.D.R

- ◆ Picture from "Chai Lao" exhibition
 - "Chai Lao" exhibition was held in Tokyo and Fukuoka from Aug 2003 to Sep 2003.



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Chai Lao project in Lao P.D.R

- ◆ The difference from OTOP project in Thailand
 - ◆ "Chai Lao" project is focusing only 10 prospective companies.
 - [Reason]
 - In Laos, the exist local products were not so many → We therefore needed to focus on a limited range of products that had potential in the Japanese market.
 - In order to maintain the quality and the image of the brand name, only those companies which satisfy certain requirements were allowed to join.
 - Many of the prospective companies are concentrated in Vientiane and they have a contract with villagers for purchase of weaving items and thread. As a result, they are strongly connected with the villagers.



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Chai Lao project in Lao P.D.R

- ◆ The challenges for Chai Lao project
 - ◆ Instituting quality standard for Chai Lao.
 - First, 10 prospective companies used brand name of "Chai Lao." But there is no clear standard by which company should be allowed to use "Chai Lao" brand.
 - ! (How to solve this problem)
 - ◆ To maintain quality standard for "Chai Lao", JETRO dispatched Japanese experts on July 2004 and Nov 2004 to implement various activities geared towards the preparing "Chai Lao" products for the Japanese market.

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JETRO's activity on OROI Policy in Malaysia

(OROI policy in Malaysia)

- ① PM, Mr. Mahathir started "One Region, One Industry Policy to develop the local area in Malaysia in 1992.
- ② Policy of Mr. Abdullah, new PM : Building on One Region, One Industry Policy
 - Supporting the agriculture industry, and primary products
 - Supporting SMEs and farmers
 - Developing villages and expanding economy

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JETRO's activity on OROI Policy in Malaysia

Feasibility study by the expert

- ① To identify products that might have potential in the Japanese market.
- ② To visit manufacturers, investigate obstacles to exporting products to Japan, and offer insight on the Japanese market
- ③ To exchange views with persons from related organizations and industrial circles and share awareness on various issues.

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JETRO's activity on OROI Policy in Malaysia

The result of the F/S

- ① Among Malaysian handicrafts, products for the Malaysian domestic market should be clearly distinguished from those for export.
- ② Silver products, textile products, and beads had high potential in the Japanese high-quality product markets.
- ③ There were several obstacles to successful exports to Japan of such products—namely that a concrete marketing plan and product development were needed.

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JETRO's activity on OROI Policy in Malaysia

Participation in Tableware Festival 2006
(February 4-12, 2006)

Result of questionnaire survey to the visitors

- ① Interest to Malaysia:
increased very much(53%)
increased(47%)
- ② Acknowledgement to Malaysian Products:
Increased very much(62%),
increased(38%)



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JETRO's activity on OROI Policy in Malaysia

Participated in Interior Lifestyle Exhibition
(June 14-16, 2006)

Malaysian Products were very popular.

Problems to be solved.

- ① Prices have to be reevaluated.
- ② They should establish sales system.
- ③ They should construct independent marketing system.



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Thailand's One Village One Product Project


Department of Export Promotion
Ministry of Commerce
Thailand



Why OVOP in Thailand?


- High rural-to-urban migration
- Economic structure changed from agriculture-oriented to industry and agro-industry oriented
- The high income gap between urban and rural communities
- Export-oriented country
- Thai's strong ability - refined craftsmanship and service-mind





OTOP Background


- Prefecture Government - led by Governor Hiramatsu - initiated One Village One Product (OVOP) in early 1980s
 - ✓ To reverse rural-to-urban migration
 - ✓ To revitalize local community - sense of community (identity) & local wisdom
 - ✓ To boost local economy in order to improve people's standard of living





OTOP Background

- OITA's OVOP has succeeded over the past 20 years.
- OVOP became a 'movement'.
- Thailand applied the concept called OTOP.
- Thailand implemented the OTOP 'scheme' across the country.





Concept behind OTOP

- Future products are **locally & culturally bounded**.
- Every local community has its **uniqueness** (local wisdom, culture, and tradition).
- Those 'endowments' form to be **local identity**.








Concept behind OTOP

- Every local community has its local product(s).
- When connected to the market, local producer(s) would develop (themselves & products).






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OTOP Policy

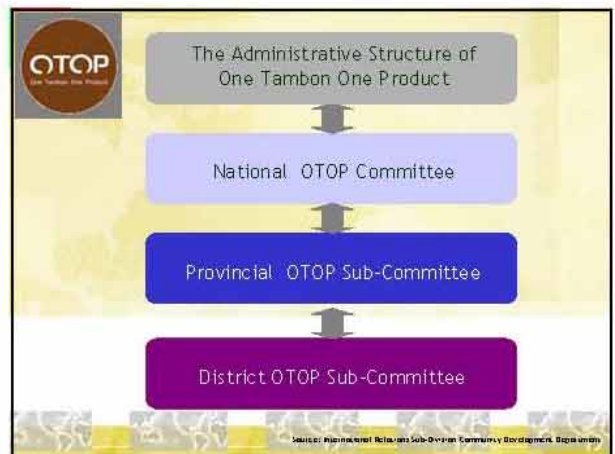
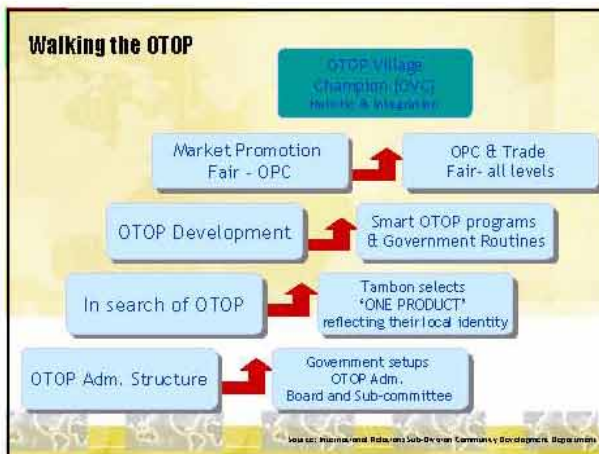
- Development of grassroots economy
- Improvement of people's standard of living
- Revitalization of a sense of community

Source: National Relations Sub-Division, Community Development, Department

Three Fundamental Principles

- Local, Yet Global
- Self-Reliance and Creativity
- Human Resource Development

Source: National Relations Sub-Division, Community Development, Department



National OTOP Committee

1. Administrative Sub-Committee
2. Production Promotion Sub-comm.
3. Marketing Promotion Sub-comm.
4. Product Quality, Development and Standard Sub-comm.
5. Regional OTOP Sub-committee
 - Provincial Sub-committee
 - District Sub-committee

Source: National Relations Sub-Division, Community Development, Department

"Agency Integration"

- Office of the Prime Minister
- Ministry of Finance
- Ministry of Interior (Community Development Dept.)
- Ministry of Agriculture and Cooperatives
- Ministry of Industry
- Ministry of Commerce
- Ministry of Public Health
- Ministry of Foreign Affairs
- Tourism Authority of Thailand (TAT)
- Ministry of Education
- Ministry of Science, Technology and Environment
- Board of Investment
- Etc.

Source: National Relations Sub-Division, Community Development, Department

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OTOP Product Development & Market Promotion

OTOP Product Champion (OPC)

5 Star
4 Star
3 Star
2 Star
1 Star

Source: Incubation Relations Sub-Division, Community Development, Department

OTOP Roadmap from 2002 to 2006

Theme

- Ministerial Integration
- Agency Integration Management System
- OTOP Producer Registration
- OTOP Product Champion
- Standard Campaign
- Marketing OTOP
- In Search of Excellent OTOP

Key Events:

- OTOP Grand Champion (with CLMV)
- OTOP Premium Lifestyle Fair (with CLMV)
- OTOP City #4 with Asian Market Fair
- OTOP City #3
- OTOP City #2
- OTOP Premium
- OTOP Summit
- Smart OTOP
- Quality Development Standardization

Timeline: 2002, 2003, 2004, 2005, 2006

OPC Roadmap 2004

OPC 2003 1-5 Stars

Public Relations (MAY 1-23)

NEW ENTRY

REGISTER 37,754 Products (Criteria) (MAY 24 - JUN 4)

Smart OTOP Training - Business Admin. - Product Design - Packaging Design - etc. (JUN - AUG)

OPC 26,570 Products (SEPT - OCT)

OTOP CITY 2 7,800 Products (DEC 18 - 26)

Source: Incubation Relations Sub-Division, Community Development, Department

Roadmap for Marketing OTOP 2005

Marketing Channels:

- Specialty Shop
- Department Store
- In-store promotion
- Restaurants
- TV Shopping

Event/Exhibition:

- Hubboud/Venues Fair
- Pro Hubst
- New York
- UK, France, Italy
- South Africa, Australia

Branding:

- OTOP Workshop
- Product Design
- 4 product categories
- 4 Int'l markets

DC Intertrade

Global

Regional:

- OTOP Selection: Asia, Middle East
- Hong Kong, China, Oman, Tokyo, Korea, Singapore, Laos, Kuwait, Burma, Vietnam

Local:

- OTOP Stop: Central, Big Tower, Sam Paragon, OTOP Stops
- Mini Market Gas Stations
- Department Stores
- Tourist Spot

OTOP City - Any - Anywhere - Anytime (Within Thailand)

OTOP Sale Figures (Baht)

| Period (FY) | Target | Actual Sale |
|------------------------------|----------------|-----------------|
| 2002 | 10,000 million | 16,714 million |
| 2003 | 20,000 million | 33,276 million |
| 2004 | 40,000 million | 46,362 million |
| 2005 | 46,000 million | 55,447 million |
| Domestic Sale = 85.97 % | | 115,789 million |
| International Sale = 14.03 % | | 18,885 million |

Source: Incubation Relations Sub-Division, Community Development, Department

Marketing Activities

Branding → Event/Exhibition → Permanent Distribution Channels

Market:

- Global: Design & Packaging
- Regional: Brand Image & Positioning
- Local: Market Research, Marketing Communication

Product:

- 1-2 Star
- 3-5 Star
- Premium

Marketing Channels:

- Int'l Trade Fair in Bkk.
- Int'l Trade Fair
- Thailand Exhibition
- Thai Restaurant
- Dept. Stores
- Shop Channel
- Catalog/Magazine
- OTOP Outlet/Kiosk

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“Thailand’s One Village One Product Project”*

Marketing Activities 2006

1. International Trade Fairs in Bangkok

- 1) TIFF (8-12 March 2006)
- 2) OTOP to the World (18-23 April 2006)
- 3) Thaifex : World of Food Asia (17-21 May 2006)
- 4) BIFF 2006 (27 Sept-1 Oct 2006)
- 5) Thailand Health & Beauty Show 2006 (8-12 Nov 2006)

2. International Trade Fair

- 1) Summer Sourcing Show, Hong Kong
- 2) Tokyo International Gift, Japan
- 3) Birmingham International Gift Show, UK
- 4) The 2nd China ASEAN Expo, China



3. Thailand Exhibition

- 1) Thailand Exhibition, Istanbul, Turkey
- 2) Thailand Exhibition, Phnom Penh, Cambodia
- 3) Thailand Exhibition, Vientiane, LAO P.D.R
- 4) Thailand Exhibition, Bangalore, India
- 5) Thailand Exhibition, Dubai, U.A.E

4. Other Projects

- 1) Provincial Star OTOP Project
- 2) OTOP Export Award Project
- 3) The development of OTOP packaging for Export
- 4) TV Shop channel in overseas
- 5) Seminar to prepare the OTOP producers for participate in the International Trade fair and Thailand Exhibition



OTOP to the World

- Select the best OVOP products
- Exhibit at International trade fairs in Thailand and overseas
- Showcase at Thailand Exhibitions around the world



OTOP to the World




OTOP to the World



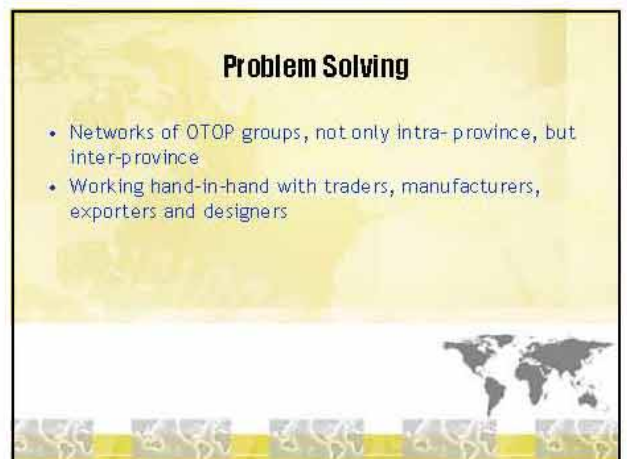
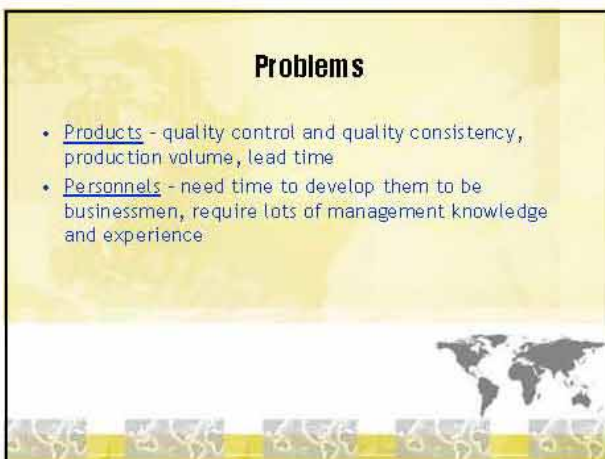
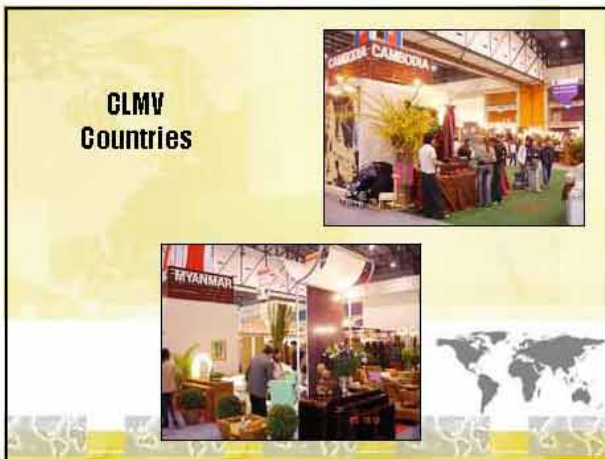
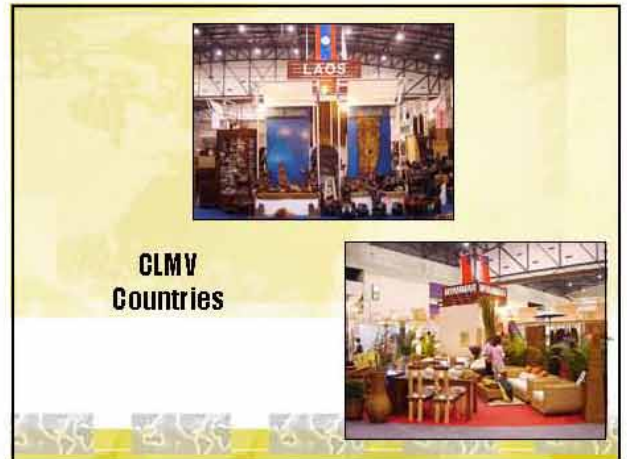

OTOP Village

- Promote the OVOP products through tourism
- 120 villages are selected and promoted



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Service, Minding, Esteem, Awareness

ALCIVE

Enhancing Market Development of Local Cultural Industries in APEC

Dr. Robert S. Q. Lai
 Director General
 Small and Medium Enterprise Administration
 Ministry of Economic Affairs
 Chinese Taipei
 September 22, 2006

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Service, Minding, Esteem, Awareness

ALCIVE

Content of the Report

- I. Introduction
- II. APEC Local Cultural Industry Virtual Exposition
- III. APEC Local Cultural Industry Market Development Forum
- IV. Conclusion

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ALCIVE

I. Introduction

- In 2005, Chinese Taipei proposed a project “Enhancing Market Development of Local Cultural Industries in APEC” at APEC Small and Medium Enterprises Working Group.
- This project has obtained funding from APEC by around 100 thousand US dollars.
- This project aims to promote the market development of local cultural industries in APEC.

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ALCIVE

I. Introduction

- The products in local cultural industries are an expression of local culture and art, which are attractive to foreign buyers and therefore have high potential to export.
- Nevertheless, most producers in local cultural industries are micro-enterprises and have difficulties to sell their products overseas.
- This project is thus aimed to help them to expand markets to the international arena.

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Service, Minding, Esteem, Awareness

ALCIVE

1. Objectives

1. To strengthen the ability of local cultural industries to develop new markets and undertake exportation.
2. To create a platform for displaying the products of APEC Member Economies' local cultural industries, thereby helping these industries to develop new business opportunities in overseas markets.
3. To strengthen collaboration between APEC Member Economies in promoting the development of overseas markets by local cultural industries, and to identify the optimal market development models for these industries to use.

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ALCIVE


2. Activities of the Project

- Two activities in this project:

- APEC Local Cultural Industry Virtual Expo ALCIVE
- APEC Local Cultural Industry Market Development Forum


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Service. Minding. Esteem. Awareness




II. APEC Local Cultural Industry Virtual Exposition

ALCIVE




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II. ALCIVE

The Characteristics of ALCIVE



- It is the first time that APEC hold virtual exposition.
- Understanding that MSMEs do not have channels to present their fine art to overseas customers and lack capability to conduct e-commerce, we undertake most of jobs for them to build their exhibition halls in the website.
- We designed a number of "standard formats," and the participants only need to choose one standard format and submit required materials; we built the exhibition halls for them.



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II. ALCIVE

- Participant APEC Economies**
Brunei, Indonesia, Japan, Malaysia, Mexico, New Zealand, Papua New Guinea, Peru, Philippines, Russia, Chinese Taipei, Thailand, the United States, Vietnam and Pacific Island Forum.
- Method of Display**
 - Online exposition.
 - Participating APEC Member Economies will each have their own online "Exhibition Hall".
 - Use photographs, pictures, text, animation, video footage etc. to showcase their economy's local cultural products within their "Exhibition Hall".



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II. ALCIVE

- Duration of the Expo**
August 29, 2006-August 28, 2007
- Types of Products to be Showcased**
Painting, ceramics, sculptures, textiles and other handicrafts that are reflective of the local culture that produced them.
- URL of the Expo**
<http://www.alcive.tw>
- Potential Visitors to the Exposition**
Consumers throughout the world



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II. ALCIVE

- Concept of Design**
 - Apply many concepts in the real exposition to ALCIVE.
 - Design a park and built the exhibition halls in the park as if they are really built by each economy.
 - Design the home page of exhibition halls as if they are real display room with each economy's local cultural specialty.
 - Produce e-postcards, souvenirs, and firework show which may appear in a real exposition.
- Transaction Opportunities**
 - Each product showcased in the Exposition should display contact details, so that consumers can purchase the product.



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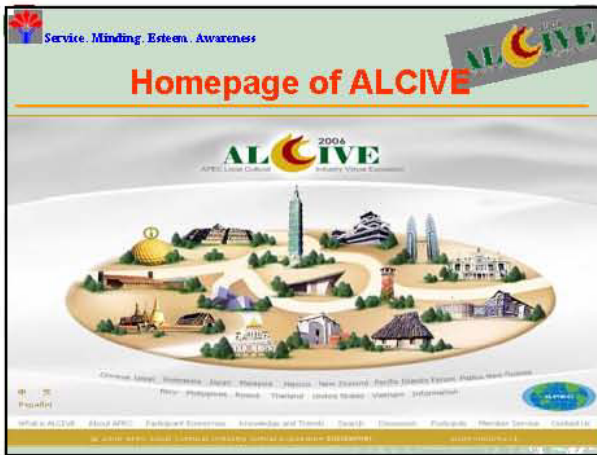
II. ALCIVE

- Advertising and Promotion**
 - Place advertisements on leading portal sites, such as Yahoo and Google, prior to and during the exposition.
 - Organize promotional activities to ensure that as many people as possible visit the exposition.
 - Sent invitation to trade and export-import companies all over the world, which would be the major buyers of the showcased products.



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 "Enhancing Market Development of Local Cultural Industries in APEC"



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III. APEC Local Cultural Industry Market Development Forum

- **Main topics of this Forum include**
 - Economic Implications of the Local Cultural Industry
 - Policy Environment for Market Development of the Local Cultural Industry
 - Marketing Strategies of the Local Cultural Industry
 - Micro-Enterprises and Market Access
 - Best Practices for Market Development

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III. APEC Local Cultural Industry Market Development Forum

- The Forum was formally opened by Minister Steve Ruey-Long Chen, Ministry of Economic Affairs of Chinese Taipei on August 29, 2006.
- 15 speakers made their presentations.
- About 150 participants attended the Forum, comprising of representatives from several APEC economies such as Chile, Indonesia, Japan, Malaysia, Mexico, Peru, PNG, Thailand, USA and the local experts, academics and businessmen.

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Service. Mindng. Esteem. Awareness

III. APEC Local Cultural Industry Market Development Forum

- The participants shared the current status of the local cultural industry development in the APEC region, drawing some experiences from the European countries like UK and France as well.
- Government policies and approaches to local cultural industries in various APEC economies was presented.
- Sharing of some of the best practices and success stories from the region.

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III. APEC Local Cultural Industry Market Development Forum

- A field trip to the Nantou was arranged for the representatives from the APEC economies.
- The excursion provided a closer look and better understanding of the local cultural industries in Chinese Taipei.
- The delegates visited the Tensing Ceramic Art Village and the Bamboo Culture Park in the Central part of Chinese Taipei.
- At the same time, they stayed overnight in Nantou, spending the night overlooking the famous Sun Moon Lake.



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Lessons Learnt

- The most important thing for achieving sustainable local development is to promote community-oriented economic and industrial policies by utilizing local resources (including nature, culture, and history).
- Every project needs to be implemented in the context of social relationships, and to be integrated with everyday life in the community.



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Lessons Learnt

- The key to successful sustainable local development is the voluntary and independent involvement of communities/SMEs with effective support from the governments.
- It is important for government agencies to find out whether producers have enough knowledge about their market, potential customer, customer behavior, product trend, whether products have the function of usage that can be practically fitted into today's way of life.



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Possible Solutions

- Utilize the "push" approach—distributing the products through various selling channels such as trade fairs, department stores, outlets, mailing catalogs and e-Commerce.
- Implement the "pull" approach—promote the production base as a tourism attraction, which can draw customers to visit the place and learn profoundly about the products and their production process.





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Possible Solutions

- Entrepreneurs should create their unique products, with own designs and distinctiveness.
- Agglomeration is a collective effect that can create what the economists would identify as increasing returns effects. This return does not belong to any one worker or any one firm but rather, it belongs to the industrial communities as a whole.
- For sustainability--instill interest in younger generations to prevent the fear in the slump of the traditional cultural industries and the concern of the lack of successor for traditional techniques. Local governments should take actions to provide incentives or to attract younger people, and give more motivations.



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IV. Conclusion

- Through this exposition, the cultural products that was used to be produced and sold only in the local markets can be displayed to the world and reached the overseas markets.
- There will be the second ALCIVE next year.
 - ☞ Target local tourism industry, including interesting local tourist points with related local businesses such as hotels, restaurants, special local foods and arts, etc.
 - ☞ The objects should have local-characteristics, and the tourist points which have already been internationally famous are not the priority of the second ALCIVE.

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Thank You for Your Attention



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Session 1: Q & A

Question:

OTOP in Thailand was very important, implemented by the initiative of the Thai Government. In Indonesia, the Chamber of Commerce as well as the government has been involved in the training of the Indonesian people since 2003, and we wonder if we can cooperate with JETRO for its further promotion. As there are many trained personnel in Thailand from OTOP, we hope to learn from them the know-how.

Mr. Sakai replied that JETRO is currently holding discussions with Jakarta, and is conducting a feasibility study of how to support OVOP program in Indonesia, e.g. Furniture in Yogyakarta. The target is for the next 3-4 years.

Ms. Natiya, also added her comment that their collaboration with Japan through OTOP has been important. For example, they learnt from Japan “how to make a story for a product”, which is not the factual background of the city or the product, as we first thought, but rather an interesting story that will sell the product.

Dr. Hara commented that while globalization continues, the spillover effect of one country to another is small. For example Lao PDR tried to introduce to its country the success of Thailand’s OTOP, but with the differing conditions, it is difficult to incorporate a neighbor country’s success without adjustments. Therefore discussions are vital for any mutual development.

He also pointed out that when looking for collaboration with Japan, people should consider other prefectures besides Oita, where OVOP was born by the initiative of governor Mr. Hiramatsu. The OVOP movement is still being promoted although Mr. Hiramatsu has already retired from the forefront, though presently not so much in Oita, but more so in other prefectures such as Okinawa, the southern most prefecture in Japan.