

Wrap-up Group Discussion

The participants were divided into 5 groups (10 in each). A general guideline as follows was given to initiate the discussion:

- Having participated in the seminar, learning new information, and having joined the field trip, how do you think the situation at Phu Vinh Village can be further developed? What are your ideas?
- What is the situation in your own economy? What lessons have you learned, or ideas can be shared, and what actions can or will be taken?



Group 1

The topic of discussion in this group was diverse, including the following:

- The importance of market orientation – what products to make, fair taxes to market; of awareness and organization of producers; of government support especially in the handicraft development and one that reaches the local level; of training and technology development.
- The social environment of handicraft also needs to be addressed. More certification is necessary, to encourage the producers to be socially and environmentally responsible.
- The lessons they have gained from the seminar are: increased understanding in the differences in our economies; beneficial case studies; valuable lessons especially from Japan and Thailand; the approach and how to bring to market such as using the net or fair-trade etc.

Group 2

- This group discussed further on the subject of OVOP initiated in Japan. OVOP has been promoted in Thailand as OTOP, and it was discussed that it should also be promoted in other Asia Pacific regions.
- It was also agreed that Entrepreneurship education with IT is very important.
- Further, it was pointed out that through talking, networking, and meeting many new people, the seminar provides an opportunity to increase our understanding and know-how. Through our interaction, even if it is a small thing, we learn something new and deepen our understanding of another economy.
- This group also proposed to set up a proposal to APEC to have personnel training in Thailand and to have OVOP in other countries, such as Papua New Guinea.

Group 3

- This group discussed about OVOP, OTOP and Road stations, and contemplated what can be done next, and how it can be applied to other countries, especially in Lao PDR.
- They proposed one idea that a Road Side station along the WEC should be developed. This group expressed their intention to submit a proposal to the WEC Working Group to implement a Feasibility Study of how to set up a Roadside station in the WEC and Lao PDR.

Group 4

This group discussed the information gained at the seminar. As a conclusion, the group commented that:

- From the seminar, the importance of promoting coordination among economies to work on OTOP project - from exchange of expertise on production, import-export among one another and adopt OTOP management model, and link government projects with OTOP.

It was commented in respect to the field trip, in Myanmar, they have many similar materials but lack the skill for designing and marketing etc, so they will benefit from an OVOP project that provides training in this field.

- From the field trip, the group discussed that technology transfer with IT is important, to be able to bring in new information and technology. They also discussed about the aspects of actual business coordination between Vietnam and other countries
- The importance of having a systematic way of promoting handmade products, both in production and export was also discussed.

Group 5

This group discussed the following points.

- As problems:
 1. Design: rural villages can not provide good designs because of low education, not enough creativity, and no opportunity to participate in fair trade
 2. The main problem is marketing, not knowing enough, for example how to package, or the price always being higher than products made in China, or distribution, promotion, exporting, display and information.
 3. Inadequate infrastructure in the rural area
 4. Rural exodus - rural immigration to the city
- As solutions:
 1. Enhance institutional structure to support villagers: training/design, how to produce low cost products, organize award system to encourage design development
 2. Develop infrastructure for access to market - this will decrease the gap
 3. Improve distribution channels: the government/authority should think about how the village products can arrive at markets more easily.



Wrap-up & closing remarks



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Summary of the two-day seminar outcomes

Dr. Hara gave a summary & wrap-up comments regarding the two day seminar.

OVOP is a useful gateway or framework to promote village handicraft development, but since the situation differs in each region, the following two issues are the key to success:

- **Dialogue among economies**

It is very useful to share experience among APEC and ASEAN members regarding the development of SMEs and local industries. This might accelerate further cooperation among economies and also among the academic and business sector, and government.

The seminar was a good first step, but continuation is the key.

- **Self efforts in each economy**

While cooperation among economies with sufficient dialogue is important, it should be recognized that it is crucial for each economy to analyze its own situation, discuss development strategy and make self efforts to realize it.

Seminar Official Website
<http://www.asiaseed.org/apec2006sme/>



All presentation files are available for download.

This seminar was implemented jointly with
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