OECD – UNESCO
International Workshop on Innovation for Development: Converting Knowledge to Value

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Views are those of the presenters, not those of the organisers of the workshop.
Related Experience:

“Innovation for rural development by OVOP movement”
-Implications from Japan and Thailand-
Introduction

JICA -Who are we?

• President Sadako Ogata
• Full-time Staff 1,664 (estimate; end of fiscal 2008)
• Operational Volume: The world’s largest bilateral development assistance agency with a size of estimated $10.3 billion dollars.
• Objectives: JICA aims to contribute to the promotion of international cooperation as well as the sound development of Japanese and global economy by supporting the socioeconomic development, recovery or economic stability of developing regions. [http://www.jica.go.jp/english/index.html](http://www.jica.go.jp/english/index.html)

OVOP campaign

• Japanese government policy: As part of the Aid for Trade initiative at WTO Hong Kong Ministerial Conference, Japanese government initiated the OVOP Campaign. (Government of Japan 2006)
• In 2008, Japanese government announced strong commitment for African growth including supports for OVOP movement at TICAD IV and G8. At present, twelve African countries will expand their OVOP movement. (TICAD Yokohama Action Plan 2008)
What is OVOP?

1. Prototype OVOP
The OVOP movement was initiated in 1979 by former governor of Oita Prefecture, Dr. Morihiko Hiramatsu.

(1) Human Resource Development
- Fostering of people with a challenging and creative spirit
- Invest time and energy in software development instead of infrastructure.
- Provide a challenging and professionally rewarding work environment.
- Prohibited Characteristics: Use of illegal or untaxed materials; Use of counterfeit or pirated products; Use of socially and ecologically harmful materials and processes. (ThaiOTOP)
- Close link to Kaizen and 5S.

(2) Self-reliance and Creativity
- Realization of OVOP though independent actions utilizing the potential of the region
- Every thing can be turned into valuable. (e.g. Kabosu Limes)
- Create sustainable “community value” through business growth

(3) Local yet global
- Creating globally accepted products that reflect pride in the local culture
- Increase participation among principal government agencies and local administrative organizations (Thai OTOP)
- Find out the product’s story. Quest for buried local treasure. (Cultural aspects)

(Adapted from Oita OVOP International Exchange Promotion Committee)
Why Thai One Tambon One Product (OTOP) movement was examined?

(The features of Thai OTOP)

1. Thai OTOP is under strong government initiatives, the movement is completely different from Japanese prototype OVOP. The movement was a central government policy not an endogenous movement. However it is changing under the decentralisation process.

2. The OTOP is widely accepted by the products championship system with five star grading.

3. OTOP movement is strongly assisted by ICT including website based marketing and technology exchange.

(Prepared by the author)
Production Championship

- A five-star certification awarded by the national committee, Minister of the Interior will be provided through the product championship. And Community group, SMEs and individual entrepreneurs must be a registered manufacturer of OTOP products. General Criteria for the OTOP Contest:

1. Products are exportable and have strong brand equity.
2. Continuous production with consistent product quality.
3. The products are of good quality and provide customer satisfaction.
4. Story (background) of the product.

- Star ratings are granted through the official formatted scoring procedure.

Source: Thaitambon.com
http://www.thaitambon.com/
Full use of ICT

- RTG has promoted to use website since early 2000.
- Main contents: Tambon information, Location maps, Occupation group information and OTOP Products.
- It introduces E-Commerce for OTOP products and has database links to thousands of export companies.
- As of Dec. 26, 2006, it introduces 63,650 goods (Items) with 23,470 OTOP Products of 7,405 Tambon under the total 102,900 web pages.
- There are also 2,587 B to B Links to Exporters. Nearly 44% of OTOP 5 star winners in 2006 have English web site.

Source: Thaitambon.com
http://www.thaitambon.com/
OTOP shops in Khon Kaen

←Original Khon Kaen
OTOP  logo

Governor of Khon Kaen →
and 5 star winner

Photo by Mr. Kiyoto Kurokawa, July 2008
Special meaning of “OTOP”

• OTOP logo is very familiar to people in Thailand, especially for food. It is a symbol of quality products.

• According to Tourism Authority of Thailand, “Approved products of high quality are granted the privilege of utilising the specially designed OTOP label.

• What appears to be the letter ‘O’ at first glimpse is actually an artistic rendition of the **number ‘1’** in Thai script.” And “Top” means **top quality** as well. That is why OTOP was so friendly to Thai people.

• “OTOP” is applied in Philippines and China instead of OVOP as well. (One Town One product)
OTOP logo, a symbol of quality products
Ornament making Group at Poophan district, Sakon Nakohn, Northwest Thailand

(Metallic Wood Boring Beetle → Ornament)
Creativity demonstrated in making money from anything

(Photo by Mr. Kiyoto Kurokawa on 7th November 2008)
OTOP 5 star winner, Mrs. Samman, leader of production group. She is using photos to explain how to produce good fish sausages.

(Interviewed by Mr. Kiyoto Kurokawa on 26th July 2008 at her factory in Ban Linfar Tambon Kannuer Banpai, Khon Kaen Province, Northwest Thailand.)
Reference

- Thai OTOP http://www.thaitambon.com/
Thank you.

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