

One Village One Product

Oita OVOP International Exchange Promotion Committee, JAPAN

The New Year Issue

Best Wishes for a Prosperous New Year

from Oita OVOP International Exchange Promotion Committee

We will celebrate the 5th anniversary of Oita OVOP International Exchange Promotion Committee this year. I express to you my deepest appreciation for your kind cooperation and understanding for the activities and management of this committee.

In January last year, I was commissioned by the Ministry of Foreign Affairs of Japan to be the “One Village, One Product” Movement Goodwill Ambassador and visited Lilongwe, Malawi’s capital city, to make a keynote speech at the “OVOP International Seminar for African Countries” which was held at the end of January with the attendance of many leaders involved in regional empowerment in Africa. In March of the same year, I was invited to make a presentation at the “OVOP Seminar in Indonesia” which took place in Jakarta. Last May, I participated in the “Tokyo International Conference on African Development (TICAD IV).” The “Yokohama Declaration” and also the “Yokohama Action Plan” presented and adopted during this significant conference included the actual implementation of the OVOP Movement and also its expansion plan in Africa. The “African Fair” was held in connection with this conference, and this committee displayed posters to introduce the principles of OVOP, and also Oita’s representative goods of OVOP.

The OVOP Movement is regarded as a scheme useful for poverty eradication in rural areas by adding value to specialties in the area. While the global economy is growing strained nowadays, I am sure that this program can prove its worth in building world peace in hard times such as these. At the end of last year, I newly received several invitations to visit and give presentations on OVOP during this year from Tunisia, Peru, Colombia, and Hainan and Jilin Provinces of China. I am also happy to inform you that the “OVOP International Seminar 2009” will be held on the island of Bali in November this year. I shall continue to make every possible effort to contribute to eradicating poverty in Asia and Africa, as well as to correcting the income disparity between rural areas and urban areas. *“Think Globally, Act Locally.”* I firmly believe that the “One Village, One Product” Movement can make some contributions not only to prospering respective areas beyond country borders but to directing those countries toward world peace in the 21st century. Your kind cooperation and assistance to our activities will be highly appreciated.

Morihiko Hiramatsu, Ph.D., President

Visitors & Activities in December, 2008

United Nations Industrial Development Organization (Dec. 1-2)

Mr. Seiji Oshima, Head of UNIDO Investment and Technology Promotion Office, Tokyo, and three other members including two trainees from Brazil and Peru participating in UNIDO’s ‘Small and Medium International JV Training Program,’ came to Oita for study. They took a lecture on OVOP with this committee, and visited Oita Oyama Agricultural Coop. Assoc. and Oita Industrial Research Institute.



Visiting Azemichi Group in Amagase

JICA Training Program for Young Leaders for Jordan Economic Development (SME Promotion) (Dec. 7-9)

A group of eleven people including seven government officials in charge of SME promotion visited Oita to learn about OVOP to apply it for regional empowerment. They also made fact-finding tours to several OVOP examples including Oita’s pioneer in women entrepreneurship, Azemichi Processed Foods Group in Amagase Town, Hita City, and agro tourism in Matsumoto Community in Ajimu Town.

An OVOP Study Group, Henan Province, China, No. 1 (Dec. 11-12)

Led by Ms. Feng Li, Deputy Director of Henan Bureau of Foreign Experts Affairs, a delegation of 20 members came to Oita to take a lecture from President Hiramatsu. They visited ‘Milk Village’ in Tsukahara, Yufuin Town, to observe its farm management covering stock raising, processing, selling and running a restaurant established adjacent to the farm. They also went to ‘Konohana Garten’ operated by Oita Oyama Agricultural Coop. Assoc., and some other places for study.



A Delegation from North Sulawesi Province, Indonesia (Dec. 11)

Headed by Mr. Royke Tangkudung, a provincial assembly member, and eight other people including government officials came to Oita to learn about OVOP from President Hiramatsu. They also studied the know-how on town development in Yufuin Town and the direct sales system of Oita Oyama Agricultural Coop. Assoc. at 'Konohana Garten.' North Sulawesi Province is aiming at facilitating regional revitalization by promoting tourism. They will promote their development scheme all over the island of Sulawesi in the future, taking the OVOP Movement as a model.

Forest Multi-purpose Management Study Group, Shanxi Provincial Forest Agency, China (Dec. 12-15)

Led by Deputy Director Xu Xajun, a group of 21 officials visited Oita for study on OVOP. They also made observation tours to Oita Prefectural Agriculture, Forestry and Fisheries Research Center, "Oita Agro-Culture Park," JA Foods Oita and several other sites.

A Study Group on OVOP and Agricultural Industrialization, Jiangxi Province, China (Dec. 15-16)

Led by Vice Director Kong Zijing of Personnel Bureau of Shangrao City, a delegation of 19 people came to Oita. They learned about OVOP with this committee, agro tourism with Ajimu Town and Japan's cooperative system with Oita Oyama Agricultural Coop. Assoc.

University Malaysia Kelantan (Dec. 16)

Prof. Ir. Dr. Zainal Bin Mohamed, Vice Chancellor of UMK, and four other members met President Hiramatsu to discuss Malaysia's SDSI (One District One Industry) project and Oita's OVOP Movement. The State of Kelantan is an enterprising locality, and enthusiastic about developing local industries. This newly-established university in 2006 has the SME Research Institute, working on the study on SDSI.



Vice Chancellor (right end, 1st r.)

An OVOP Study Group, Henan Province, China, No. 2 (Dec. 17-18)

Headed by Mr. Song Yueping, Vice Mayor of Jiaozuo City, a delegation of 21 members came to Oita to take a lecture from President Hiramatsu. They also visited several OVOP cases including Yufuin Town to study its town development program, and Oita Oyama Agricultural Coop. Assoc. in Hita City to observe their direct sales shop and restaurant, 'Konohana Garten.'



Observing the production of wooden bowls and dishes (right)

Minister Joyce Banda of Foreign Affairs, Malawi (Dec. 17-18)

Led by Minister Banda, a delegation of eight people visited Oita to make fact-finding tours to Ritsumeikan Asia Pacific University, Oita Oyama Agricultural Coop. Assoc., Azemichi Processed Foods Group, and Milk Village. The minister also met President Hiramatsu to discuss the exchanges between women entrepreneurs in Malawi and Oita, and others.

JICA Training Program for Lao PDR (Dec. 18)

Through the "Training Course in Seminar on OVOP Movement in Savannakhet and Saravanh Province, a group of seven people including officials of Ministry of Industry and Commerce and of the both provinces visited Oita to take a lecture from President Hiramatsu on the roles that governments should play to empower regions based on the OVOP Movement.

* Other News *

President Hiramatsu is selected as one of the foreign experts who have made greatest impacts on China's reform and open-door policy.

During the "High-Level Forum on Foreign Experts" on November 29, 2008, fifteen people outside China were selected as foreign experts who have made great contributions to China's development since the reform and open-door policy was adopted thirty years ago.

President Hiramatsu is chosen in recognition of the contributions that he has passed on to many townspeople in various regions in China of his pioneering experiences in promoting the OVOP Movement. He has given them assistance in propelling their specific project to solve the three rural issues (san nong wen ti) and also to raise the level of living conditions of farmers, while receiving many trainees from China in Oita.

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Activities in January

<Acceptance>



Nanchang City and Xi'an City, China (5th-12th)

Delegations from Nanchang, Jiangxi Province (Head: Mr. Chen Shou Guo, Vice Chairman of Municipal Committee, 25 members) and Xi'an, Shanxi Province (Head: Mr. Liu Bo, Deputy Director Gen. of Xi'an Municipal Government, 10 members) jointly visited Oita. They made an inspection of Oita Prefectural Research Institutes and "Green Tourism" activity in Ajimu town.



Thammasat University, Thailand (9th)

Lectures and people taking a human development program at Thammasat University (Head: Prof. Ekachield Chungcharoen, Director of Mini MBA, 69 members) visited Oita. They took a lecture on OVOP from President Hiramatsu, and then they enjoyed OVOP food at a farmer's restaurant run by Oyama Agricultural Co-operative. The program of the University is for working adults and taken by local government officials and entrepreneurs in Bangkok.



Yunnan Province (14th)

Delegation of Personnel Department of Yunnan Province (Head: Mr. Xu Wenbo, Deputy Director General, 5 members) visited Oita. They talked with President Hiramatsu, and visited Oita Prefectural Government.



Gangwon Province, Korea (16th)

Delegation from Samcheok City, Gangwon Province (Head: Prof. Jong Weon Kang, 41 members) visited Oita. President Hiramatsu addressed a few words of welcome to them and they took a lecture on OVOP. Most of the members are rice farmers and Gangwon Development Research Institute organized the study trip to overseas.



Ningxia Huizu district and Shanxi Province (19th-20th)

Delegation from Ningxia Huizu district and Shanxi Province (Head: Mr. Shi Bing, Director of Food Bureau) visited Oita. They took a lecture on OVOP and then exchanged opinions with our staffs on regional development. The objectives of their study trip are economy in rural areas, marketing of agricultural products and agrotourism. They made an inspection of "Green Tourism" activity in Ajimu town and a direct selling shop of agricultural products in Oyama town.



JICA training program for Jordan (29th-31st)

Participants of a JICA program, Economic Development (SME Promotion) for Jordan (Head: Mr. Alkhalidi Mohammad Nafi Mohammad, Head of SME section, Ministry of Industry and Trade, 20 members) visited Oita. They took a lecture on OVOP and made an on-site inspection. This is a follow-up program to the one held in Dec. last year. They visited a direct selling shop of agricultural products in Oyama town. In Ajimu town, a town official in charge of "Green Tourism" explained about it, and the Jordanian people stayed one night in farmers' houses to experience the town's farm-stay activity.



Jordanian participants having dinner, sitting around the fire in a farmer's house



With 4 host families

Other News

"Listen to Fore Runners" the Nikkei, Jan. 1, 2009

The Nikkei, Japan's top business daily introduced President Hiramatsu and OVOP under the title of "Listen to Fore Runners". Below is the summarized article.

The ultimate goal of the OVOP movement is Human Resources Development. To create a local specialty marketable in the global market, motivated leaders are essential. The Prefectural Government never provided subsidies directly, but the government gave active support on Technical Guidance and Marketing as a role of the administration. In 1983, "Toyonokuni (Old name of Oita) development school" was established, aiming human resources development. "Seki-Mackerel, Kabosu-Lime, Shiitake-Mushroom", these famous brand names in Oita have grown up through the OVOP Movement. OVOP has been spreading through the world and it's expected to reduce poverty in rural areas and narrow the gap in economy between rural areas and urban areas. National and Municipal Governments, now, must take a policy that encourages local people to discover their own local treasures (potential).

Visited MOFA, JICA and JETRO (21st-22nd)

President Hiramatsu went Tokyo to meet Mr. Masato Kitera, Director-General of International Cooperation Bureau, Ministry of Foreign Affairs, Ms. Sadako Ogata, President of JICA, Mr. Yasuo Hayashi, Chairman of JETRO and other executives of the government. Since OVOP has been spreading through the world, he exchanged opinions with them on cooperation with the government for the future development of OVOP.

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Activities in February

<Acceptance>



King Prajadhipok's Institute, Thailand (3rd)

A delegation from King Prajadhipok's Institute (Head: Mr. Woothisarn Tanchai, Deputy Director General, 45 members) visited Oita. They took a lecture by President Hiramatsu and visited Yufuin Town, a successful example of the development on tourism. The institute is supervised by Thai congress and the members are heads, staffs and assembly members of local municipalities.



Finance Minister of Nepal (7th)

Dr. Baburam Bhattarai, Minister of Finance visited Oita with Dr. Tamang, Ambassador to Japan and two other officials. The Minister's visit is derived from that he wanted to see a case of development of rural areas in Japan, since the key industry of Nepal is Agriculture, which accounts for about 40 % of GDP and 70% of the employed population. President Hiramatsu explained about the OVOP activities aiming to create a GNS-oriented society, where people in rural areas can enjoy abundance that doesn't exist in urban areas. The Minister was impressed and requested Dr. Hiramatsu to visit Nepal with an official invitation and give guidance for implementation of OVOP. The delegation visited Yufuin town that has developed as a tourist resort and met one of the leaders of the town, Mr. Nakaya, President of a hotel "Kamenoi Bessou".



At Yufuin Town



Kunming City, Yunnan Province (9th-14th)

A delegation from Kunming Municipal Government (Head: Mr. Dong Song, Deputy Director of the Development and Reform Committee, 16 members) visited Oita. The main theme of their visit is "Recycling-oriented Economy". President Hiramatsu explained that the concept of OVOP is to utilize local resources. They visited some cases of eco-friendly development.



Commissioner for Trade and Industry of the African Union (14th)

Ms. Elisabeth Tankeu, Commissioner for Trade and Industry and Mr. Nyoyo, Special aide visited Oita. President Hiramatsu explained that the idea of OVOP is to encourage people to develop their regions by their own will. The commissioner mentioned "Africa has high potential but hardly develops. People can't have confidence and always expect that something nice will come from the North (Europe). But I believe OVOP will empower African people enough to be able to change Africa. I will try to spread the idea in all African countries."

The AU is the largest regional organization in the world that consists of 53 countries and regions, aiming to integrate them politically and economically and tackle issues on regional conflicts.



<Dispatch>

 **OVOP Seminar in Tunisia (15th-27th)**


“The 2nd OVOP Seminar in Tunisia” was held in Tunis on Feb. 18, and about 150 people from related government institutes, local municipalities, commerce and industry participated. The representatives of Tunisia’s Ministry of International Cooperation, Japanese Embassy and JICA office in Tunisia made addresses as organizers and Mr. Ando, Vice President of our committee and Mr. Kimoto, Director General of International Relations delivered lectures on the concept of OVOP and how OVOP has been developing in the world. After that, trainees of JICA program who had visited Oita joined the conference and actively exchanged opinions.



Metal Carving in Tunisia

Another OVOP seminar was held on Feb. 20 in Medenine, the development center of OVOP in Tunisia, located in the south. It was the 3rd time to hold OVOP seminar in the region and about 100 people from local municipalities, commerce, industry and trainees of JICA program participated. Mr. Ando and Mr. Kimoto gave lecture and exchanged opinions. After the session, they visited the sites of handicraft. We visited related Ministries, the National Craftsman Association and Japanese Embassy to discuss on the future development of OVOP in Tunisia.

Other News

 **Oita Delicious Food Fair in Shanghai, China (13th-19th)**

Oita Prefectural Government held a food fair with the cooperation of JETRO Shanghai Center for 1 week at 4 high-class department stores in Shanghai to promote local foods in Chinese market. About 60 items were put on sale and the fair attracted many people as some of the items had sold out on the 3rd day.


 **JETRO Peru Exhibition (24th-27th)**

Peru Exhibition was held at JETRO head office in Tokyo and President Hiramatsu participated in the opening ceremony. He exchanged opinions with Mr. Jose Antonio Garcia Belaunde, Minister of Foreign Affairs and Ms. Mercedes Araos, Minister of Trade and Tourism.



Minister of Foreign Affairs

Minister of Trade and Tourism

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Oita OVOP International Exchange Promotion Committee, JAPAN Activities in March

<Domestic Activities>

Institute of Developing Economies' program for CLMV (5th)

Young government officials from Cambodia, Laos, Myanmar and Vietnam visited Oita through a training program by IDE-JETRO (14 members). They took a lecture by President Hiramatsu and visited Oyama town and Asia Pacific University.



JICA program for Andes Region, South America (11-13th)

Through a JICA program, government officials in charge of regional development from Bolivia, Colombia, Ecuador and Peru visited Oita (19 members). They took a lecture and observed micro scale agro businesses in rural areas. At Asia Pacific Univ., they met students from South American countries. At night, they exchanged frank opinions with our staff as extra unofficial meeting.



★ JICA program for Vietnam (23rd)

Under a project for small scale improvement of infrastructure in Vietnam by JICA, which aims to promote industry in rural areas, central and local government officials in charge of it visited Oita (30 members). They took a lecture on OVOP and visited a meet processing company and a public technical research institute. The 2nd group will come to Oita in April.



★ Jiangxi Province, China (25th)

A delegation from Jiangxi Province (Head: Mr. Mao Zuxun, Deputy director of Finance Bureau, 8 members) visited Oita and took a lecture on OVOP.

JICA program for South America (25-26th)


Through a JICA program, government officials in charge of the promotion of small and medium scale entrepreneurs from Bolivia, Colombia, Paraguay and Peru visited Oita (11 members). They took a lecture and made a on site inspection. In Ajimu town, they took a lecture on "Green Tourism" and enjoyed "Dango Jiru", a local traditional food at a farmer's house that accepts home-stay. Also, they visited Oita Agro Culture Park and a direct selling shop of agricultural products in Oyama town.



Local people explain the history of the community in Ajimu town

★ Yeoncheon, Gyeonggi Province, Korea (26th)

Government officials and farmers from Yeoncheon District (12 members) visited Oita and took a lecture. In Ajimu town, they stayed at a farmer's house and visited a winery.

 **Director General, Ministry of Foreign Affairs, Laos (27-28th)**

Mr. Saleumxay Kommasith, DG of Department of International Organizations, visited Oita to observe OVOP. He met President Hiramatsu and made a on site inspection. He said that he understood the necessity of OVOP for Laos and would actively promote it as “One District, One Product”.



<Abroad>   **OVOP Seminar in Andes region (15-27th)**

OVOP Seminars in Andes region were held in Peru and Colombia, co-organized by JICA, JETRO and the host countries. In Peru, 150 people from central and local government and the chamber of commerce and industry assembled at a hotel in Lima on March 17. Prime Minister Simon, Trade and Tourism Minister Araoz, Women and Social Development Minister Vildoso, Ambassador Mekata of Japan and Director General Nakao of JICA addressed opening speeches as organizers. Mr. Ando, Vice President of our committee, and Mr. Kimoto, DG of International Relations, delivered lectures on the concept of OVOP and how OVOP has been developing in the world. DG Ishida of JETRO and Ms. Mitsuoka, JICA expert, made presentations.



Then they exchanged opinions with the audience.

In Colombia, 230 people from central and local government and the chamber of commerce and industry assembled at Los Andes Univ. in Bogota on March 19. Vice President Santos, Ambassador Saito of Japan, DG Yoshimoto of JICA addressed opening speeches as organizers. Mr. Ando, Mr. Kimoto, DG Fujimoto of JETRO and Ms. Mitsuoka, JICA expert delivered lectures. Through on site inspections and exchanges of opinions, we found prospects in the two countries for good results with their abundant natural resources.



Exhibition of Crafts in Colombia

 **Lecture meeting in Hainan Province, China (23-26th)**

Hainan Provincial Foreign Experts Bureau invited President Hiramatsu to deliver lecture and 525 people including executives from the dept. of Agriculture, Personnel and Foreign Experts, as well as mayors of municipalities assembled in the Culture Center in Danzhou City. Hiramatsu granted an interview to a local TV station and introduced the background and the global development of OVOP.



Other News Results for fiscal 2008 (April, 2008 to March, 2009)

The results of our activities in fiscal 2008 confirmed as the table below. Our activities are mainly for Asian countries and recently, African and South American countries are increasing. We will continue to promote OVOP in coordination with JICA, JETRO and other relevant organizations. Your support and cooperation would be deeply appreciated.

Acceptance (Number of people visited Oita)							Total	Dispatch (Overseas Lectures)	
Countries & Regions	China	Thailand	Korea	Africa	South America	Others	48	Number of Countries	25
Number of Groups	18	14	10	11	6	25	84	Frequency	11
Number of People	337	434	253	114	44	290	1,472	Number of Beneficiaries	2,635

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Oita OVOP International Exchange Promotion Committee, JAPAN Activities in April

<Domestic Activities>

JICA program for Vietnam (6th)

Through a JICA project in Vietnam, central and municipal government officials (30 members) visited Oita, followed the first group in March. They took a lecture on OVOP and visited a local coffee company and Oita Industrial Research Institute.



JICA program for Africa (6-7th)

Through a JICA program for Anglophone African countries, government officials (22 members) from Kenya, Tanzania, Uganda and Zambia visited Oita. They took a lecture on OVOP and made an on site inspection. In Yufuin town, developed as a hot spring resort in rural area, they learnt the beginning of the town's activities and how the activities, today, have been taken over to the younger generation.



South East Asia Fishery Development Center (10-11th)

The secretariat officials of SEAFDEC (2 members) visited Oita. They visited a fishermen's market at a small fishing port and a farmer's house that provides home stay program. SEAFDEC is promoting "FOVOP" project in ASEAN member countries for 2 years since 2008, aiming to promote fishery industry with the concept of OVOP.



JICA program for Africa (21st)

Through JICA Community Capacity and Rural Development Program for African countries, government officials (21 members) from Ethiopia, Kenya, Madagascar, Malawi, Mozambique, Nigeria, Tanzania, Uganda and Zambia visited Oita. They took President Hiramatsu's lecture on OVOP. The whole 1 month training program is coordinated by Prof. Miyoshi at Asia Pacific Univ., a member of International OVOP Policy Association. A Malawian trainee addressed on behalf of the delegation "As ambassadors of OVOP, we will spread the concept of OVOP in our respective countries." JICA is now promoting OVOP in 12 countries in Africa and has a plan to increase the number.





Intrnational Association of Traffic and Safety Sciences Forum (24th)

Through a training program at IATSS Forum, young people of various occupations from Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam visited Oita. The Forum was established in 1985 with the private fund of Mr. Soichiro Honda and Mr. Takeo Fujisawa, founders of Honda Motor Co., Ltd. The trainees spend 2 months in Japan, taking



training programs of various fields. OVOP is one of the programs coordinated by Prof. Adachi at Kinjo Gakuin Univ., a member of International OVOP Policy Association. They spent 2 days in Oita, taking lectures, visiting OVOP sites and staying farmer's houses.

TOPICS

A report from Ms. Yuka Kimura, a graduate student of a doctoral course at Obirin Univ., who participated in OVOP Seminar in Tunisia, held in Feb. 2009.

“OVOP was introduced to Tunisia in 2004. Since then, Tunisian trainees have been sent to Oita and technical support is provided through JICA. Yet, the structure that implements OVOP has not seemed to be well organized in Tunisian Government. On the other hand, in Tozeur, located in the South, young people who participated in the OVOP training program in Oita co-opened their own shop or are interacting between various industries. This can be highly appreciated as one of the results of the OVOP training program in Japan. Also, I met another young person striving to create new Tozeur Ware with trial and error, while Nabeul Ware is well known internationally. This survey revealed that there are some problems in the support system of the government but there are some people who understand the philosophy of OVOP and are trying to teach others at the grassroots level.”

Journal of OVOP Policy Vol.1 of International OVOP Policy Association

The Journal is updated on the association's web site. http://www.iovoppa.org/journal/01_200810/index-en.html The 3rd Annual Conference will be held in Nov. 2009 in Bali, Indonesia as a part of OVOP International Seminar.

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<Domestic Activities>

Ambassador of Guatemala (14th-15th)

Mr. Byron Rene Escobedo Menendez, Ambassador to Japan visited Oita with his family. They met President Hiramatsu and visited Ritsumeikan Asia Pacific Univ. (APU). Since the President of Guatemala has a plan to visit Japan next year, the ambassador would like the President to make an on site inspection on OVOP in Oita and to address a speech at APU. In May, 2001, ex-President Portillo visited Oita and made an on site inspection on OVOP and a geothermal power plant. He also discussed with us on sending Guatemalan trainees to Oita through JICA or JETRO programs.



Ambassador of Colombia (17th-18th)

Ms. Patricia Eugenia Cardenas Santamaria, Ambassador to Japan and Mr. Carlos Echavarria, First Secretary visited Oita. They took a lecture on OVOP by President Hiramatsu and discussed about the importance of agricultural cooperatives. OVOP Seminar was held in Colombia last March, and OVOP will be promoted in some model regions in the beginning. They visited APU, in which students from 87 countries are enrolled. The



Ambassador exchanged opinions with Vice President Cooper of APU about matriculating Colombian students and an exchange program with Los Andes Univ., an elite Univ. in Colombia. After left from Oita, she headed to Fukuoka Pref., in which she visited many institutes concerned to promote tourism of the Andes region. Her visit to Kyushu region was reported in Nishinippon Simbun, a local news paper dated May 26th.



At Ritsumeikan Asia Pacific University

Vice President of the Senate, Thailand (21st)

Mr. Nikom Wairatpanij, the First Vice President of the Senate, Thailand, other senators and secretariat officers (29 members) visited Oita, and took a lecture on OVOP by President Hiramatsu. Thai Gov. has been facing disorder recently, but OTOP, Thai version of OVOP has been promoted consistently since 2001. Some countries took OTOP as a model to introduce OVOP in their countries.



Other News

「The Fifth Pacific Islands Leaders Meeting (PALM5) 」 “Islanders' Hokkaido Declaration” – Action Plan

PALM5 was held on June 22-23 in Hokkaido, with the participation of heads of state and government as well as ministers from 16 member countries and areas of the Pacific Islands Forum. The declared Action Plan says that they will advertise their attractiveness by holding the Pacific Islands Exhibition and promoting the OVOP Campaign.

Topics

Over 100 countries have been concerned with OVOP

‘One Village, One Product’ Movement was advocated on Nov. 26, 1979 (the first year for President Hiramatsu as Governor of Oita) at a regular meeting between Governor and the mayors of towns and villages in Oita. Afterwards, Dr. Hiramatsu was invited to Shanghai, China on Aug. 2, 1983 by then-Mayor Wang Daohan and delivered a speech on OVOP, which was the first case that OVOP was introduced outside of Japan. This year is the 30th Anniversary of OVOP. As far as our committee identify, the number of countries that OVOP has been introduced into through training programs, seminars, exhibitions and so on has risen to 104. It has been spreading from Asia to Africa and now attracting a growing interest among Latin American countries, where we began to promote it at this moment. We would like to expand it to Central Asia and the Middle East from now on.

Region	North America Europe	Asia Middle East	Oceania	Latin America	Africa	Total
No. of Country	7	32	8	14	43	104

The Date of OVOP International Seminar 2009 (Tentative)

“The 6th OVOP International Seminar” will be held in Bali, Indonesia on Nov. 14 - 15 (tentative). Also, “The 3rd Annual Conference” of the International OVOP Policy Association will be held in the same time (venue unfixed). We would appreciate if you could arrange your schedule for the event.

A presidential election will be held in Indonesia this year. Further information will be dispatched through our news letter once it confirmed.

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<Domestic Activities>



Gyeonggi Province, Korea (5th)

Government officials from Gyeonggi Province (19 members) visited Oita and took a lecture. They stayed at farmer's houses in Ajimu Town and visited Yufuin Town and Beppu City.



Former Prime Minister of Haiti (13th)

Through Japan's Opinion Leader Invitation Program, Mr. Jacques Edoiard Alexis, Former Prime Minister of Haiti visited Oita to meet President Hiramatsu and observe OVOP activities. At a shopping center, the shop manager explained how OVOP products are distributed and sold. Also he observed the Bamboo Handicraft Traditional Industry Center in Beppu City. Haiti is now promoting mangoes and coffee beans to export. They are planning sending trainees to Japan and holding seminars in Haiti from now on.



Gyeongsangnam Province, Korea (17th)

Members of 4H association from Gyeongsangnam (22 members) visited Oita and took a lecture. They stayed at farmer's houses in Ajimu Town and visited Yufuin Town and Beppu City.



Deputy Minister of Agriculture and Rural Development, Vietnam (18-20th)

Deputy Minister Mr. Ho Xuan Hung and 4 government officials visited Oita, through the JICA program on Policy for the promotion of local industries, and took Dr. Hiramatsu's lecture. OVOP has been already introduced in Vietnam and the Vice Minister is the responsible person. Also an OVOP Association was established, which promotes the export of Vietnamese OVOP. They visited Asia Pacific Univ., a local coffee company, the production & distribution site of agro-businesses, and experienced a home-stay in Ajimu Town.



An embroidery, Vietnamese OVOP, was presented



Consul General at Fukuoka, China (22nd)

Mr. Wu Shu Min, Consul General and 2 consuls at Fukuoka visited Oita. They exchanged opinions with Dr. Hiramatsu on exchange activity through OVOP between 2 countries and sending trainees to Oita. They visited Oyama and Yufuin Town and learnt their activities of town development.


JICA program for ASEAN region (30th)

Through the JICA program on Policy for the promotion of local industries, government officials from Cambodia, Laos, Myanmar, Timor-Leste and Vietnam (10 people) visited Oita and took Dr. Hiramatsu's lecture. Mr. Somchay, Deputy chief at the Department of Production and Trade Promotion, Laos addressed, on behalf of the group,



“ This movement is suitable for Laos and other Asian nations. We will promote it”. Dr. Hiramatsu encouraged them, “ Next time to see you, please show me your own OVOP ! ”.


Yiwu City, Zhejiang Province, China (30th)

Mr. Jin Junmin, Vice Director of General office of Yiwu People's Government and other 3 officials visited Oyama Town to observe “Konohana Garten”. The city is an emergent commercial town having the world's biggest wholesale market for daily necessities. They visited Japan to promote exchange activity with Kyushu region.


Topics
“Outline of Basic Policies for Macroeconomic Management and Structural Reform of the Japanese Economy” (23rd)

So called “Big-Boned Policy for 2009” was decided by the Cabinet on 23rd, which says Japanese Government will support OVOP activities in developing countries as a policy for strengthening economical relationship with rising and resource-supplying countries.

Southern Africa Forum (28th May)

Southern Africa Forum was held in Tokyo organized by The Mainichi News Papers and Ambassadors in Tokyo participated as panelists. Ambassador Gondwe of Malawi introduced the result of their OVOP activities in Malawi, which was started in 2003, and expressed their appreciation to Japanese Government. Many Ambassadors mentioned that they hoped Japanese people would have more interest in Africa. Further information is written in the Mainichi dated June 11th.

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One Village One Product

Oita OVOP International Exchange Promotion Committee, JAPAN Activities in June

<Domestic Activities>



Yangju City, Gyeonggi Province, Korea (6th)

Members of Policy Study Committee and officials from Yangju City (18 people) visited Oita. They took a lecture by President Hiramatsu and visited Yufuin town. Mr. Jae Soo Han said as the representative that they would promote OVOP to make "OVOP" as a world standard word.



Director General, Ministry of Industry, Indonesia (11~15th)

Mr. Fauzi Aziz, DG of Small & Medium Industry, his team and an Industrial Attache from Embassy in Japan (6 people) visited Oita. The team is the secretariat of "OVOP International Semianr 2009" to be held in Bali, Nov 14-15. They discussed with us on the operation of the seminar. For further information of the seminar, an official website will be opened early in August. Also to promote OVOP in Indonesia, they visited Oyama Agricultural Cooperative,



Yufuin town and Prefectural Technical Research Institutes to learn the original OVOP in Oita. Mr. Aziz summarized his visit saying "I am happy to recognize that what we are going to promote is not wrong." They enjoyed dinner with the members of "Oita Indonesia Friendship Association" at an Indonesian restaurant in Oita and promised to meet again in Bali, November.



Hainan Province, China (22-31st)

Ms. Dong Wen Ai, Secreary at Foreign Experts Affairs Bureau and heads of municipalities (20 people) took a OVOP training program in Oita for 2 weeks. They experienced home-stay program in Ajimu town for 2 nights. One of the



problems in Hainan is to connect the well developed resort area economically to the surrounding farm villages. The concept of "Green Tourism" is expected to be the key to solve the problem, which is already promoted in China as "Happy Farmhouse"



Ambassador of Mozambique to Japan (28th)

Mr. Daniel Antonio, Ambassador visited Oita to meet Dr. Hiramatsu before his leaving Japan next month. Since the Government of Mozambique officially announced their intention to introduce OVOP in their country, the Ambassador expressed his expectation on the cooperation by Japanese Government through JICA and his appreciation on the support here to fore.



Assistant Professor, University of Tunis, Tunisia (30th)

Dr. Mohamed Juili at Faculty of Humanities and Social Sciences visited Oita and exchanged opinions with Dr. Hiramatsu on the promotion of OVOP in Tunisia. The Assistant Professor explained “Tunisian people tend to be interested only in economical result in the short run. But I would like to spread the idea of OVOP that aims sustainable and long-term development. Dr. Hiramatsu advised that it would be very important to create some model areas with the concept of the Cooperative and the Green Tourism. His research in Japan has been realized with an advise by Mr. Salah Han-nachi, former Ambassador of Tunisia to Japan, and the sponsorship by Japan Foundation. It is based in Asia Pacific University and will be conducted for 90 days.



United Nations Centre for Regional Development (29th)

Through UNCRD’s program, Government officials from Laos, Myanmar and Philippines visited Oita. They met Dr. Hiramatsu and took a lecture on OVOP. OVOP has been already introduced in Laos as “One District, One Product” and in the Philippines as “One Town, One Product”. In Myanmar, JICA is conducting some training programs on OVOP.



Topics

Ceremony for “The Most Influential Overseas Experts during China’s 30 years of Reform and Opening-up” (14th)

Dr. Hiramatsu was selected one of the 15 experts above by the Organizing Committee of International Talent Summit Forum on Nov. 29, 2008. Mr. Ji Yunshi, Director of State Administration of Foreign Experts Affairs awarded the medal at the ceremony in Beijing. His award is due to his great efforts to visit many places in China to introduced OVOP, also he accepted many trainees, which has become an important project to solve China’s three agricultural problems and to increase local farmers’ income.



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Oita OVOP International Exchange Promotion Committee, JAPAN Activities in August

Yunnan Province, China (1st)

Ms. Zhou Hong, Director General of Foreign Affairs Office and 5 officials visited Oita. They met President Hiramatsu and observed Oyama Agricultural Cooperative and Oita Prefecture Cultural & Sports Promotion Foundation. Yunnan Province has already achieved a good result on regional development by featuring its local uniqueness such as Pu'er tea and the culture of ethnic minorities. The province is regarded as a good model area of OVOP in China.



Foreign Students at Ritsumeikan and Keio (2-4th)

Led by Prof. Murayama, Kamiko and Otsuka at Ritsumeikan Univ., government officials from Indonesia, Laos, Philippines and Mongolia, studying at Ritsumeikan and Keio Univ. (20 people), visited Oita. They took Dr. Hiramatsu's lecture and visited a Japanese sweets workshop run by female farmers and a direct sales shop of agricultural products, and experienced farm-staying in Ajimu town. They are going to write essays on how to solve problems that they face in the respective countries and good ones will be taken up at the 3rd annual conference of the International OVOP Policy Association, which the President is Dr. Murayama.



JICA Program for Latin America (17-18th)

Through a training course on local industry activation, government officials from Bolivia, Chile, Ecuador and Paraguay (10 people) visited Oita. They took a lecture of Dr. Hiramatsu and visited a training institute of Bamboo handicraft and a milk cow farm opened to the tourists. Today, OVOP attracts growing interest among Latin American nations. JICA and JETRO are cooperating to introduce it.



Shikoku Gakuin, Doshisha and Keio Univ. (18-21st)

Led by Prof. Seki and Hashimoto, students from the 3 Univ. (15 people) visited Oita. They took a lecture and Dr. Hiramatsu made an address. Prof. Seki exchanged opinion with Dr. Hiramatsu on the deference between OTOP in Thailand and OVOP in Oita, and how to introduce OVOP in developing countries. They spent 4 days in Oita, visiting various places.



Hubei Province, China (24th)

A delegation from China Council for the Promotion of International Trade, Hubei Sub Council (Head: Mr. Zheng Tainqing, Vice Chairman, 5 people) visited Oita and met Dr. Hiramatsu. They discussed with us that they are planning to send a delegation to Japan in Nov., including OVOP training. Wuhan city, the capital of the province, is an earliest region that has introduced OVOP in China. Dr. Hiramatsu has been appointed as a member of International Advisory Council for People's Municipal Government of Wuhan and a Professor Emeritus at Central China College of Agriculture.



OVOP Logos in the world

Today, OVOP has been spreading to more than 100 countries and some countries have developed their own OVOP logos. Please inform us your own new logos.



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<Domestic Activities>

Former DG of Ministry of Commerce, Thailand (11th)

Mrs. Pairoa Sudsawarng, former Director General, Ms. Meena Rattavisit, Director of Thai Trade Center Fukuoka and officials (7 people) visited President Hiramatsu in Oita. The representative of Phisanulok Province, which won the national OTOP competition introduced their OTOP such as Dried Banana and Banana Syrup.



JICA Program for Latin America (14-16th)

Through a training course on local industry activation, government officials from Costa Rica, El Salvador and Mexico (9 people) visited Oita. They took a lecture by Mr. Kimoto, Director General, visited a training institute of Bamboo handicraft and a sweets workshop run by female farmers. In Ajimu town, they stayed in farmer's houses and enjoyed cooking traditional food.



Liuzhou City, Guangxi Dist., China (17-18th)

Mr. Xing He Xin, Director of Senior Personnel Bureau and 5 officials visited Dr. Hiramatsu and took his lecture. The City has been achieving a remarkable development as an industrial city. However, the life of farmers, 80% of its population, hasn't really improved. The city is aiming to create a harmonized society through OVOP.



Hubei Province, China (23-24th)

Mr. Yu Xiang Wang, Director of Development and Reform Commission and 5 officials visited Dr. Hiramatsu and took his lecture. They visited rural villages and tourist spots in Oita for 2 days.



IATSS Forum (30th)

Through a training program by International Association of Traffic and Safety Sciences Forum, young people of various occupations from Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam visited Oita. The previous program was conducted last April, and this time, they spend 3 days in Oita, taking lectures and visiting various OVOP sites.



<Abroad>

★ **OVOP Seminar in Hanoi, Vietnam, a country growing powerfully (15th)**

OVOP Seminar was held by Vietnamese Gov. (Ministry of Agriculture and Rural Development) and JICA, which was the first full-scale seminar on OVOP in Vietnam. President Hiramatsu was invited to the seminar to deliver a keynote speech and join a discussion. About 300 people participated, from the Central and Local Gov., a handicraft association and the representatives of communities. Vietnamese Gov. used to (or even now?) encouraged farmers to produce



With the 1st Deputy PM

handicrafts as side business, and some villages have been specialized as handicraft village. On the other hand, the number of villages, specialized to produce processed agricultural products, seems small. Since there has been the base of manufacturing, the seminar became quite lively and high level, provoking many appropriate questions. Dr. Hiramatsu met the first Deputy Prime Minister Nguyen Sinh Hung, Vice Minister Ho Xuan Hung and Ambassador Sakaba of Japan and exchanged opinions on OVOP.

★ **The International Senior Economic Consultative Conference of Shaanxi (3-4th)**

The conference was held in Xi'an City, the strongpoint of China's Western Development Plan, and Mr. Tadashi Ando, Vice President, proxy for Dr. Hiramatsu, and Mr. Jun Rong Wang, Chief Secretary attended. The aim of the conference is to industrialize Shaanxi province fast and smooth, by inviting foreign companies. But we suggested that it is important to



build a strong and steady economic foundation, by developing rural areas with OVOP, which leads the expansion of domestic demand. We also visited rural areas in other 2 cities for 4 days. We found that every sites have achieved many results. They are eager for OVOP and the industrialization of agriculture. The income of farmers in some areas has doubled by creating job opportunities for women and expanding food processing businesses.

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One Village One Product

Oita OVOP International Exchange Promotion Committee, JAPAN

Special Edition



OVOP International Seminar in Bali, Indonesia 2009 (Nov. 14-15)



The 6th Seminar was held in Bali, Indonesia, organized by Indonesia's Ministry of Industry and our committee, with 500 participants from 15 countries & regions. At the opening ceremony, Vice President Boediono of Indonesia made an address and declared that Nov. 11 would be the World OVOP Day. Dr. Hiramatsu delivered a keynote speech and the representatives from 5 countries presented their OVOP activities. 5 groups from 4 countries that achieved success received the Hiramatsu Award. At the same time, the International OVOP Exhibition was held, in which many unique OVOP products from various countries were displayed. The participants visited some OVOP villages on the 2nd day, and the International OVOP Policy Association hold its 3rd annual conference. 40 participants from JICA, Universities and Governments discussed how to introduce OVOP, adjusting to the situations of respective countries and regions. Mr. Ho Xuan Hung, Vice Minister of Agriculture and Rural Development of Vietnam announced the next seminar will be held in Hanoi in 2010.



Vice President Boediono (right) observes Oita's booth



Participants release pigeons for the friendship among them



Observing a handicraft village

Nov. 11th is the "World OVOP Day" -Bali Declaration-

At the above seminar, the Bali Declaration was agreed, in which all participants decided that Eleventh of November to be the "World OVOP Day". On that day, it is expected that all OVOP-promoting-countries in the world will organize seminars or exhibitions and dispatch information to the world. Join us and promote the day together!

















By the way, why Nov. 11? Because all figures consist of "1".

Top 10 International Friends of China

Dr. Hiramatsu was selected as Top 10 International Friends by Chinese people for his contribution on the development of rural areas in China through OVOP. The online voting was called by China Radio International. He received the certificate at the Great Hall of the People in Beijing on Dec. 8. Another is Mr. Samaranch, former president of the International Olympic Committee.



Activities in October (Blue colored : Domestic, Red colored : Overseas)

	Day	Country	Delegation	Participant
①	1~13	Thailand 	JICA program for Thai young officials	16
②	5	Bangladesh, Cambodia, Gabon, India, Indonesia, Liberia, Moldova, Serbia	JICA program for rural development 	15
③	8	China 	Shanghai Jiao Tong University	4
④	13	Korea 	Korean farmers group	30
⑤	14	Philippines 	Ministry of Agrarian Reform	5
⑥	15	Colombia, Ecuador, Peru 	JICA program for Andes region	22
⑦	16-20	Kyrgyz 	JICA program for Kyrgyz	7
⑧	18	Brunei, Indonesia, Laos, Malaysia, Myanmar, Philippines, Thailand, Singapore, Vietnam 	Foreign Press Center	10
⑨	19-20	China 	Puyang City, Henan Province	26
⑩	20-22	Ecuador 	JICA, Governor of Chimborazo	3
⑪	23	Thailand 	Naresuan University	2
⑫	24	China 	Secretary Chairman of Qinghai Provincial Committee	7
⑬	27	Japan, Bangladesh 	Daiwa Securities Microfinance Forum	500
⑭	28	Iraq 	JICA seminar for joining in WTO	11
⑮	15-18	China 	JICA seminar in Chongqing & Shanghai	220
⑯	23-28	China 	OVOP Seminar in Hainan Province	360



① Through a JICA program, Thai young government officials spent 2 weeks in Oita, studying on the development of rural villages and OVOP. They performed Muay Thai, a traditional martial arts and enjoyed interaction with local people in Oita.



⑫ Secretary Chairman Mr. Qiang Wei visited Oita and exchanged opinions with Dr. Hiramatsu on the development of processed food products and the promotion of tourism with its uniqueness.



⑬ Dr. Fazle Hasan Abed, Chairperson of BRAC, a NGO that provides microfinance service in Bangladesh, exchanged opinions with Dr. Hiramatsu on the collaboration between BRAC and OVOP.

Activities in November (Blue colored : Domestic, Red colored : Overseas)				
	Day	Country	Delegation	Participant
①	3	China 	Pan An County, Zhejiang Province	16
②	4~5	China 	JICA Program for Guizhou Province	11
③	5	China 	UN World Tourism Organization	2
④	6	China 	Yichang City, Hubei Province	6
⑤	9~10	Thailand 	JICA program for young officials	18
⑥	11	China 	Changzhou City, Jiangsu Province	12
⑦	18~21	Thailand 	Thai student at Tohoku University	1
⑧	19~25	China 	Kunming City, Yunnan Province ①	13
⑨	25	China 	Wuhan City, Hubei Province	5
⑩	26~28	China 	Counties in Hubei Province	32
⑪	30	Korea 	Pocheon-si, Gyeonggi Province	19
⑫	30~7	China 	Kunming City, Yunnan Province ②	16
⑬	30	Brazil, Peru  	UNIDO program for Latin America	5
⑭	14-15	Indonesia 	OVOP International Seminar in Bali	500



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