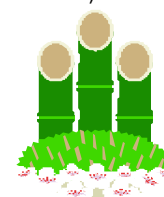


One Village, One Product

Oita OVOP International Exchange Promotion Committee, JAPAN New Year Edition



Happily, 'One Village, One Product' Movement has been introduced in many countries in the world last year, which I deeply appreciate your great support and cooperation. Today, as globalization has been driven, it is a common issue in the world that economic activities are concentrated in big cities and life or culture in rural areas has been on the decline. OVOP, on the other hand, proposes Localization, to live in rural areas, developing industries that utilize resources specialized to local at maximum, which may not generate much income as urban areas but people can spiritually satisfy their life in a rich natural environment. I call it "Glocal" that has the both views of global and local. This year, I will promote our Glocal activities for poverty reduction peace in the world. Your continued cooperation will be highly appreciated.

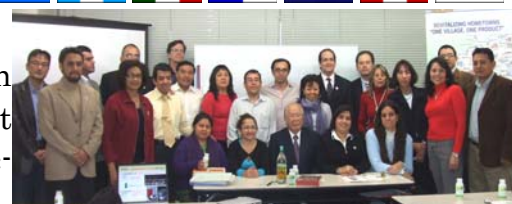
Morihiro Hiramatsu, President of Oita OVOP Int'l Exchange Promotion Committee

Activity in Dec. <Domestic>



JICA Int'l Cooperation Seminar for Latin America (1st)

28 senior government officials from 13 Latin American nations visited Oita, met President Hiramatsu and Vice President Ando gave OVOP lecture. They visited a cooperative's beverage factory.



JICA regional development program for Africa (2nd)

A JICA Program for 5 African countries took place in Nagoya City. Mr. Ando, Vice President delivered OVOP lecture and exchanged opinions on how to introduce it.



Ministry of Industry, Indonesia (5-9th)

Dr. Djoni Tarigan, Deputy Director General and 8 officials visited Oita, who were responsible for the OVOP Int'l Seminar in Bali. They observed various cases for 5 days to contribute for the development of OVOP in Indonesia. They recognized the importance of human resources development, although it takes long time.



JICA Program for Africa (7th)

Through a JICA program, 3 officials from Tanzania and Uganda responsible for regional development visited Oita. They took a lecture by Mr. Kimoto, Secretary General, and visited a food processing workshop in rural area run by local women.



Shanxi and Jiangsu Province, China (7-14th)

43 officials responsible for rural development from the 2 areas visited Oita. They took Dr. Hiramatsu's lecture and observed a cooperative's shop, public research institutes, a home-stay-farmer's house and so on for 8 days.



Director of Chinese Academy of Agricultural Engineering (10th)

Prof. Zhu Ming and 6 officials from Ministry of Agriculture visited Oita. They met Dr. Hiramatsu and took Mr. Ando's lecture. The main purpose of their visit was to observe cases of agricultural food processing and visited Oita Agriculture Culture Park and Oyama Agricultural cooperative.



JICA program for Laos (10th)

7 people from Ministry of Industry and Commerce and municipalities visited Oita and took Dr. Hiramatsu's lecture. The program was conducted by Ritsumeikan Asia Pacific Univ. for 2 weeks and they learnt the method of regional development through field studies and discussions.



Thai students at Ritsumeikan University (15-16th)

3 Students taking the class of Prof. Murayama at the college of Policy Science (President of Int'l OVOP Policy Association) visited Oita. They met Dr. Hiramatsu and took Mr. Ando's lecture on the role of local government for regional development. They also visited some places and directly took lectures from community leaders.

Henan Province, China (25th)

Ms. Hao Yiu, Deputy Chief of Foreign Experts Affairs and 20 officials visited Oita, met Dr. Hiramatsu and took Mr. Ando's lecture on the role of cooperative. They requested us to send lectures to Henan.



<Overseas> Work Shop on Sustainable SDSI, Malaysia (7-11th)

Work Shop on Sustainable SDSI, Malaysian version of OVOP was organized by Malaysia's Ministry of Agriculture and Agro-Based Industry for 5 days, and 40 people from local government and processed food makers at a model area participated. The first day, Mr. Uchida, Special Advisor of OVOP Committee delivered a speech on OVOP, then Malaysian Government officials and a staff of Japanese embassy explained their support system for SDSI activity. Participants had some field-studies and discussed about the steady supply of ingredients, sanitation and market channels.

Contact us at:

3F Mitsui Bldg., 1-4-35,
Maizuru-machi, Oita 870-
0044, JAPAN

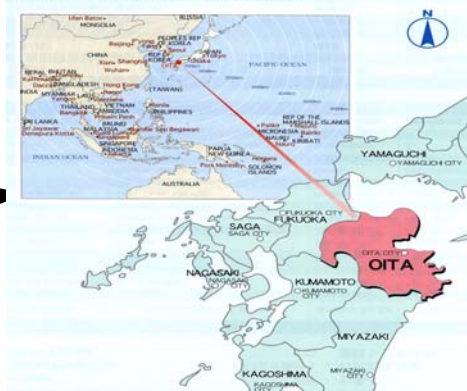
Tel: +81-97-540-5243

Fax: +81-97-540-5253

E-mail: info@ovop.jp

Visit Our Website
<http://www.ovop.jp/>

Location of Oita Prefecture



One Village, One Product

Oita OVOP International Exchange Promotion Committee, JAPAN Activities in January

<Domestic>

Gokseon, Jeollanam province, Korea (8th)

Mr. Dae Kwang Kang, Councilman of Gokseong and the members of regional community development group visited Oita. They took Dr. Hiramatsua's OVOP lecture and observed Green Toursim activity in Ajimu town and a geothermal power plant in Kokonoe town.



JICA expert to Colombia (18th-19th)

Mr. Yoshikazu Tozaki, an expert on regional development, to be dispatched to Colombia, visited Oita. With JICA's support, Colombian national planning agency is carrying forward a plan that they will develop OVOP in the whole nation.

Consultant firm on international development (20th-22nd)

Ms. Watanabe and Ms. Kawasaki, staffs of IC Net Limited that consults international development projects in developing countries including JICA programs, visited Oita. They took a lecture on OVOP and visited some OVOP related sites.

Chonnam National Univ. Korea (25th)

Prof. Soo Myung Choi and 23 students visited Oita. They welcomed by Dr. Hiramatsu and tool OVOP lecture by Mr. Kimoto, secretary general.



<Overseas>

OVOP Guidance in 3 countries, Latin America (Jan, 28-Mar. 2)

Mr. Ando, vice president has been visiting Colombia, Ecuador and Peru as a JICA expert for 1 month. He will discuss with related government agencies in the respective countries on how to introduce OVOP. The details will be informed after he returns.

Contact us at:

3F Mitsui Bldg., 1-4-35,

Maizuru-machi, Oita

870-0044, JAPAN

Tel: +81-97-540-5243

Fax: +81-97-540-5253

E-mail: info@ovop.jp

Visit Our Website
<http://www.ovop.jp/>

Location of Oita Prefecture



One Village, One Product

Oita OVOP International Exchange Promotion Committee, JAPAN Activities in February

<Domestic>

● Ritsumeikan University, Japan (1-2nd)

Prof. Hiroshi Murayama (President, Int'l OVOP Policy Assoc.), Prof. Kyungmi Son and a Thai student of Doctoral course at the faculty of Policy Science visited Oita. They conducted a research on the early stage of OVOP from Dr. Hiramatsu, Yufuin tourism office and Oyama agricultural cooperative.

● Keio University, Japan (6th)

Prof. Junichi Yamamoto of Environment and Information Studies and 6 students of Policy Management visited Oita. Dr. Hiramatsu addressed and Special Advisor Uchida delivered a lecture on OVOP. Ms. Sugiyama, a student, has been to Malawi as a JICA volunteer and studies regional development through OVOP.

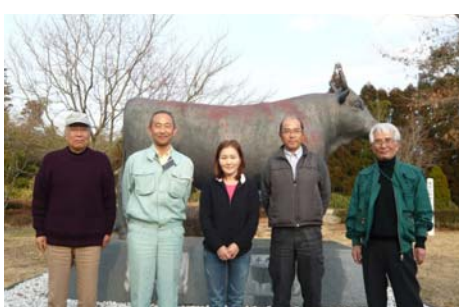


● Ritsumeikan Asia Pacific University, Japan (10th)

Prof. Kunio Igusa, Prof. Mari Kondo and Assistant Prof. Kaoru Natsuda at the College of International Management visited us and took Dr. Hiramatsu's lecture. They research the development of OVOP in South East Asia and will re-research again the cases of OVOP in Oita, compare the differences and introduce what they studied to Asian countries including their international students.

● Assistant at JICA Mongolia Office (22-26th)

Ms. Ganbold Odontuya, a JICA assistant visited Oita. Dr. Hiramatsu addressed and Director General Kimoto delivered a lecture on OVOP. She also visited a small workshop and research institutes of livestock products. Mongolian government started to introduce OVOP since 2005. Regional Development National Committee takes initiative and



working on the spread of the idea of OVOP, providing technical guidance for the development of new products and holding exhibitions. Since then, many products such as rock salt, milk products or handicrafts have become very popular nation wide. They will dispatch study groups to Oita and Ms. Odontuya will work as a contact person.



OISCA (26th)

Trainees at OISCA training center in Fukuoka, from Cambodia, China (Tibet), Fiji, India, Indonesia, Malaysia, Mongolia, Myanmar, Pakistan, Papua New Guinea, Philippines, Tajikistan and Timor-Leste (18 people) visited Oita. Dr. Hiramatsu addressed and Mr. Uchida gave a lecture. They arrived Japan last April and have been doing training on organic agriculture and so on.



● Shibushi City, Kagoshima Pref., Japan (27th)

9 members of a private group of community development called “Yachiku Matsuyama-han” visited Oita and took lectures from Dr. Hiramatsu and Mr. Uchida. They formed the group in 1989 with young leaders from various fields in the city, since then they have been organizing unique events with the concept of “Create a community where the young would love to live”. “Yachiku”, a dialect means vegetables, livestock and motivation.



<Topics>

We introduced logos of OVOP developed in many countries, before. This time, we introduce 2 new logos sent to us after that.



Indonesia



Timor-Leste

Wrote for the Bungei Shunju, a general magazine

Dr. Hiramatsu wrote essays for the magazine. One is for March edition (on sale from Feb. 10), about his career at Ministry of International Trade and Industry under the theme of “Power of words that move people”. The other is for April edition (on sale from Mar. 10), about his reception of “Top 10 International Friends of China”

Contact us at:

3F Mitsui Bldg., 1-4-35,
Maizuru-machi, Oita
870-0044, JAPAN
Tel: +81-97-540-5243
Fax: +81-97-540-5253
E-mail: info@ovop.jp

Visit Our Website
<http://www.ovop.jp/>



One Village, One Product

Oita OVOP International Exchange Promotion Committee, JAPAN

We hold an annual board of directors on May 26 and discussed about policies, budget, and the election of board members for fiscal year 2010, also reported the result and account settlement in 2009. Dr. Hiramatsu declared his resolution “Today, OVOP has become a worldwide movement. Let’s keep going as a new body, which I will continue to lead, joining hands with people in the world.”

○New directors

President; Dr. Morihiko Hiramatsu
 Vice President; Mr. Kumpei Mizoguchi
 Vice President; Mr. Tadashi Ando
 Managing Director; Mr. Tadashi Uchida

○No. of people visited us in 2009

1,080 people from 52 countries

○No. of people and countries

that we delivered lectures for
 3,555 people, 22 countries

Activities in March <Domestic>



Program for Latin America by UNCRD (3rd)

United Nation Center for Regional Development brought government officials (14 people in total) of the development of local economy from Argentina, Bolivia, Chili, Colombia, Ecuador, Paraguay and Peru as their trainees. Dr. Hiramatsu addressed greeting words and Mr. Uchida, Managing Director delivered a lecture. They also visited Oyama town and learnt about the agriculture-centered development of economy in a farming village.



JICA Program for Latin America (5th)

Mr. Uchida was dispatched as a lecturer to a JICA program conducted in Tsukuba City. The trainees are 35 government officials of regional development, from Ecuador, Paraguay and Peru. They spent 3 weeks in Japan learning about the management of agricultural infrastructure and marketing of agricultural products.



GPO, Thailand (10th, 12th, 15th, 17th, 31st)

The Government Pharmaceutical Organization sent 5 delegations, 191 people in total, to Oita and took lectures. The members consist of doctors, nurses, pharmacists and researchers and some of them belonged to local branches

supervise the regulation

of the sanitation of OTOP (Thai version of OVOP) products. Dr. Hiramatsu encourage them to improve the safety of OTOP Products and Mr. Uchida proposed some ideas of new products.




Andalas University, Indonesia (13th)

Dr. Musliar Kasim, Rector, a professor and 2 students visited Oita and took Dr. Hiramatsu's lecture. They said the Univ. will actively have the role of human resources development under the OVOP program in Indonesia.




JICA Program for Latin America (14-15th)

Through a JICA program, government officials from Brazil, Chili, Colombia and Paraguay (12 people in total) visited Oita. Dr. Hiramatsu addressed a greeting word and Mr. Kimito, Director General, delivered a lecture. They visited a job training institute for bamboo handicraft and a small workshop of traditional sweets in rural area, run by a group of female farmers.



Disabled People's Performing Art Troupe, China (18th)

Ms. Tai Lihua, Art Director of the troupe and members (6 people in total) paid a courtesy call to Dr. Hiramatsu before their performance in Oita. The troupe, very famous for the play of "Thousand-armed Kannon", consists of 60 artists selected from 60 million disabled people in China. Dr. Hiramatsu introduced the long history of the friendship relation between Oita and China. The director promised to show their best performance for people in Oita.



Visit 3 countries in Andes region (Jan. 29 - Mar. 2)

JICA's department for Latin America has been promoting OVOP in Colombia, Ecuador and Peru and already sent experts of regional development to there. We send Mr. Ando, Vice President, to the 3 nations to facilitate the program. 3 countries have common political problems to solve first, such as political instability and lack of close coordination between central and local government or clarification of the role of government, because decentralization of power has promoted under the system of laws but not matured. There must be many difficulties to support the community development program in Andes region. Therefore, it is a fascinating program to support since there are many very unique communities, featuring own natural resources, histories and cultures. We expect a good result of promoting OVOP.



Contact us at:
3F Mitsui Bldg., 1-4-35,
Maizuru-machi, Oita 870-0044,
JAPAN
Tel: +81-97-540-5243
Fax: +81-97-540-5253
E-mail: info@ovop.jp

Visit Our Website
<http://www.ovop.jp/>

