

One-Village One-Product (OVOP)

**Ministry of Economy, Trade and Industry
(METI)**

The One-Village One-Product Campaign comprises:

- Fulfilling the potential of a village and its residents
- Selecting competitive products made from local materials and using local wisdom, creativity and unique skills to deliver unique products with true value aiming at both domestic and global markets
- Including the commitment and involvement of the central and local governments

Six Keys for the Success of OVOP

- 1 People's awareness of OVOP**
- 2 Exploring the unrealized potential of each village**
- 3 Continuous trials and enduring efforts**
- 4 Seeking higher added-value in products**
- 5 Developing markets and distribution channels**
- 6 Nurturing people's talents**

How to establish collaboration between Least Developed Countries (LDC) and Japan



Four Steps Toward the Goal of the OVOP Campaign

1. People's awareness of OVOP in LDC

2

3

4

LDC

**People's awareness of
and participation in
OVOP**

JAPAN

**Dispatching experts and
educating and training people,
including government officials,
to promote people's
awareness of and participation
in OVOP**

1

2. Introducing relevant policies and nurturing talented people of LDC

3

4

LDC

**Introducing policies
capacity-building
for OVOP**

JAPAN

**Dispatching experts,
educating and training people
including government staff
responsible for
capacity-building**

1

2

3. Finding, selecting and improving products to create “Indigenous Treasures” (OVOP products)

4

LDC

Finding, selecting and improving products to create “Indigenous Treasures”

JAPAN

Dispatching experts, e.g., mavins, manufacturing gurus; educating and training talented people so as to find, t and improve products to create “Indigenous Treasures” maintaining local wisdom and conserving culture

1 2 3 4. Marketing Nationwide/to the World

LDC

- Exhibit OVOP Products at trade shows
- Business matching

JAPAN

Demonstrations, e.g., organizing exhibitions, fairs and business matching

Some Examples of OVOP Products in Japan and Overseas

In Japan



**Fresh-packed
Dried Fish**

**Kabosu (Citrus)
Juice**



**Japanese
Noodles**

Overseas



Porcelain

**Bamboo
Baskets**



**Designer
Candles**