

# **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**