

The Original OVOP and the Developing OVOP for the Global market

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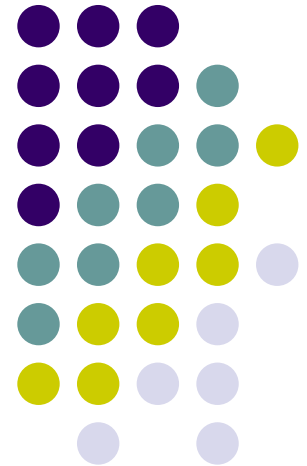
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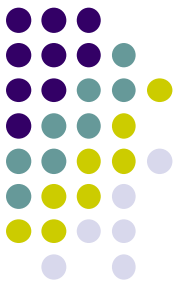
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**APEC, the 33rd Small and Medium Enterprise Working Group
(SMEWG)**

**APEC Global “One Village One Product” Seminar
-Success Factors of OVOP targeting Global Market-
December 14, 2011, Bangkok, Thailand**

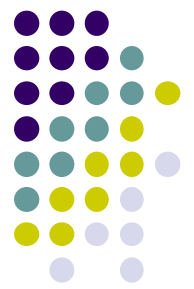




OVOP Products to the World

1. Original OVOP (One Village One Product)
 - a) OVOP ideas and policies developed in Oita in Japan from the original and extended OVOP to the new and future OVOP
(Slide 3,4,5) (Rural community development based on primary-industry products) (Regionally original products in interactive markets)
2. New OVOP (Interaction between rural and urban)
 - a) Framework of OVOP (Analytical approach: Purpose, movement and policy; common factors and unique factors) (Slide 6)
 - b) Parallel OVOP movement in future (Urban access to rural through agricultural products and natural surroundings) (Slide 7)
3. Advanced Interactive Global OVOP of Non-agriculture Products and Manufactures (Slide 8)
 - a) Murayama's Approach of Globally Interactive OVOP (MAGIO) (Slide 9)
 - b) Strategy to strengthen SME's access to global markets through the APEC global OVOP (An Analogy according to MAGIO) (Slide 10)

Parallel OVOP movement in future (Urban access to rural through agricultural products and natural surroundings)



Mainly rural economic development (rural access to urban)

1. Promotion of regional special products (agricultural processed products)
2. One Village One Product Fund (awarding people and groups with remarkable achievements in the movement by donations from private sectors)
3. Sales promotion (product fairs and antenna shops in urban areas)

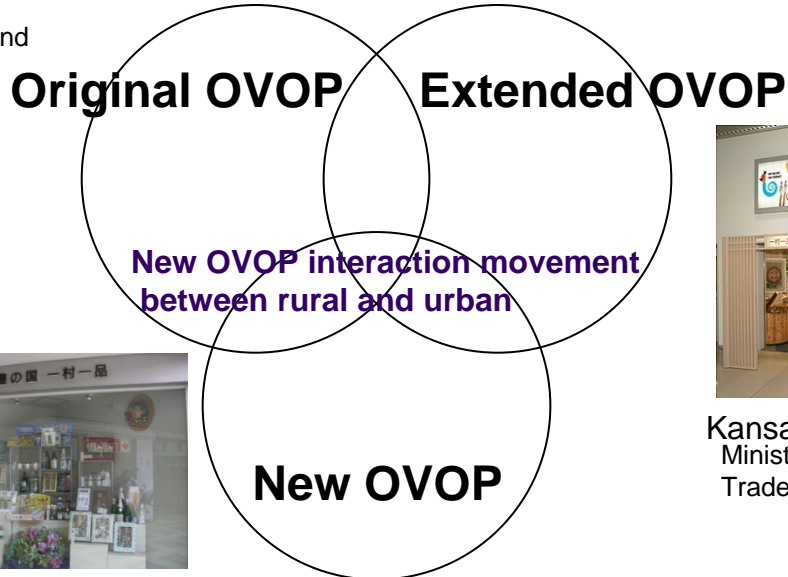


Rural life improvement policy by Ministry of Agriculture, Forestry and Fisheries



Mainly regional characterization (exchange of information)

1. Human resources Development in Toyo-no-kuni School (some local people who have succeeded in the movement are lectures.)
2. Introduction of OVOP movement to overseas (shearing OVOP information internationally and rural people's awakening to international market)



Kansai Airport Ministry of Economy, Trade and Industry



First generation's shop and Industry

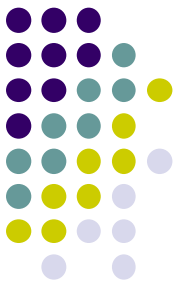


Mainly urban cultural diversity (urban access to rural)



Third generation's antenna shop and inn City Office of Commerce and Industry

3. Advanced Interactive Global OVOP of Non-agriculture Products and Manufactures



The “Gifu Initiative”, the 17th APEC SME Ministerial Meeting Joint Statement (Gifu, Japan, 2-3 October, 2010):

Supporting SMEs to take advantage of each locality’s domestic and regional resources to develop high value-added products, and to sell to the global marketplace, through the global “One Village One Product”.

(The goal of the APEC Global OVOP project)

To build capacity of the government and private sectors in finding and utilizing potential regional resources; adding regional products higher values; and enabling those products to be sold in global markets.

(Points for discussion regarding the global OVOP)

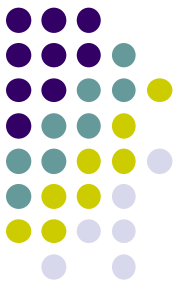
What is high value-added products to sell in OVOP global markets?:

Spiritual originality that is attractive to customers is necessary.

Spiritually attractive originality refers to an OVOP “story” for people living outside of the OVOP region to encounter and experience the unknown world by purchasing the OVOP product.

(Technological originality expected in the global market is not essential in OVOP markets.)

Murayama's Approach of Globally Interactive OVOP (MAGIO)



MAGIO is useful for the APEC global OVOP to consider how to find and promote high value-added products to sell in the OVOP global market.

(1) The significance of MAGIO regarding high value-added products

MAGIO emphasizes the importance for people to encounter and experience the unknown world through OVOP products.

MAGIO focuses on spiritual originality of regional culture, so to speak, an attractive story shared for nationwide or global interaction, accompanied with physical originality of regional goods, in a way, a possible and acceptable quality shared for nationwide or global interaction.

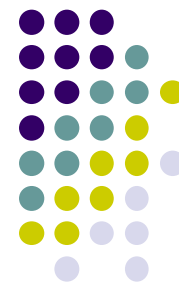
In other words, high value-added OVOP products are recognized to have the possibility of interaction between producers and customers with an original story and an original quality based on regional resources.

(2) The feature of the globally interactive OVOP market

According to MAGIO's focus on the originality, both producers and customers in the interactive market may not behave collectively but individually in mature culture.

According to MAGIO's emphasis on the unknown world, the accessibility to attractive stories in the market may be prepared through a network.

Strategy to strengthen SME's access to global markets through the APEC global OVOP (An Analogy according to MAGIO)



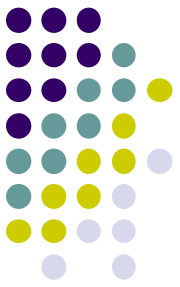
The important role of two engines, SME and APEC, for the global OVOP SME, like a writer of an “attractive OVOP story” novel with “acceptable standard of quality”, creates the OVOP product with spiritual originality of regional culture based on regional resources. (The individual originality of SME is suitable for this role in stead of a collective originality of a big company.)

APEC, like a books-distributor developing a sales market, cultivates a market network among APEC economies for customers to encounter and experience the unknown world through OVOP products. (The accessibility to attractive stories thorough a network is expected for the APEC role.)

An APEC economy government, like a publisher of planning and editing a novel, finds attractive possibility of spiritual originality and advises to promote physical originality by marketing. (This is a key role between the two engines.)

The MAGIO analogy suggests to answer the questions who, what and how to do for high value-added products to be sold in OVOP global markets through the APEC strategy of the global OVOP.

The principal success factor of OVOP targeting global market: Branding an “attractive OVOP story” on the product



The story based on the factors in the analytical approach of the new OVOP

Purpose: Diversity of society, Mutual understanding

(Slide 6)

Movement: Cultural aspects, Interactive behavior

Policy: Characterizing regional originality, Cooperation beyond region

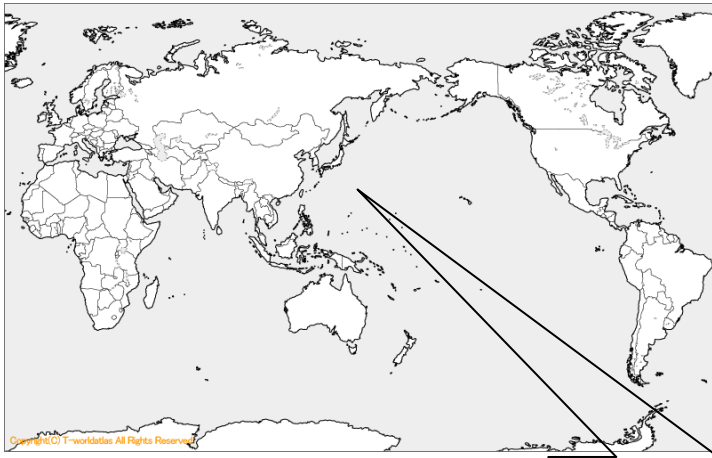
The originality of the story to make people encounter and experience the unknown world

Spiritually high value-added attractiveness on regional resources produces originality of SMEs against big companies.

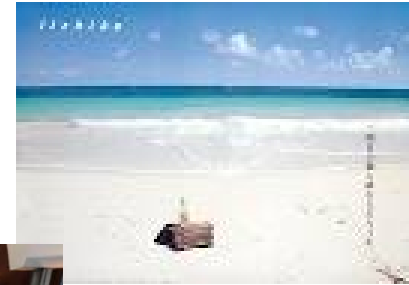
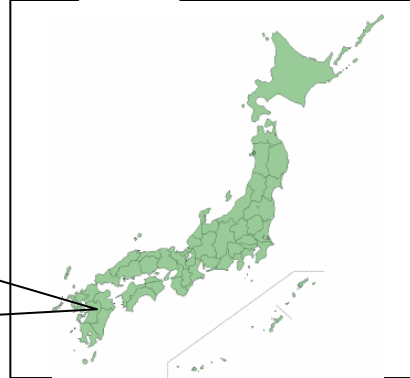
An original story of a SME differentiates its OVOP product from similar products.

Comprehensive strategy to make a story in relation to regional community strengthens SME in the national and the world market of mature people and societies. (Slide 12)

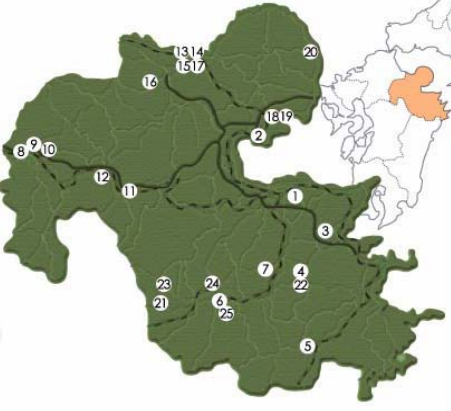
(Slide 11)



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The originality of the attractive OVOP story



- 1 大分市・産光 育光酒造(有)
- 2 津久野郡日出町/宮田代、ヤツがい 二階堂酒造(有)
- 3 臼杵市・常盤、一の井手 (株)久家本店
- 4 臼杵市・稲の裏人、妻、豊後の里 藤原酒造(株)
- 5 佐伯市/ぶんご太郎、社会(もりや) 宗人酒造(株)
- 6 豊後大野市/志摩屋 志摩酒造(有)
- 7 豊後大野市/春明、舞音 藤原酒造(有)
- 8 臼杵市/稲代百助、清盛 角の井 (株)井上酒造
- 9 臼杵市/酒蔵(柳)、水郷のたむ 豊松酒造(株)
- 10 臼杵市/酒蔵(柳)、水郷のたむ 豊松酒造(株)
- 11 臼杵市/酒蔵(柳)、水郷のたむ 八段酒造(株)
- 12 臼杵市/酒蔵(柳)、水郷のたむ 久保酒造(有)
- 13 宇佐市/長洲長屋 久保、萬年久保 久保酒造(株)
- 14 宇佐市/長洲長屋 萬年、萬年久保 小松酒造場
- 15 宇佐市/長洲長屋 萬年、萬年久保 (有)常盤酒造場
- 16 宇佐市/長洲長屋 萬年、萬年久保 三和酒造(株)
- 17 宇佐市/酒蔵(柳) 萬年 四ツ井酒造(有)
- 18 津久野市/聖徳堂 (有)野野酒造
- 19 津久野市/牛 みろく酒造(株)
- 20 津久野市/牛 豊島酒造(有)
- 21 津久野市/豊後の酒蔵 豊島酒造(株)
- 22 臼杵市/千鶴 (株)赤坂酒造場
- 23 臼杵市/千鶴 佐藤酒造(株)
- 24 豊後大野市/幸福屋、萬年、幸福屋 牛乳酒造(有)
- 25 豊後大野市/豊城の月酒造、ゆずの蔵 月鏡酒造(株)

The cooperative strategy of SME variety



HOME

Climate & History

Tradition

Traditional Crafts

Learn by Doing

Tourist Information

Barrier Free

Foods and drinks

Event Information

Maps

Getting to Takayama

Lodging



About Hida-Takayama

Hida-Takayama has preserved the feeling of a castle town, apparent by its history-filled streets. With the latticed bay windows and linked eaves of merchants' houses in Sanmachi Suji, the enduring historical temples and shrines of Higashiyama, and the reproduction of Hida's traditional mountain farming villages of sloped-roof houses at Hida Folk Village, the town itself could be called a sightseeing spot. The Takayama festival held in spring and fall is known as one of the three most beautiful festivals of Japan (the other two are the Gion Festival of Kyoto and the Chichibu Night Festival of Saitama Prefecture). Ormate floats crafted by Hida artisans are pulled around, and Takayama becomes truly energetic. When visiting Takayama, you can certainly savor the arts and culture of traditional craftsmen while enjoying the feel of the ancient city.



Takayama Festival in Spring



Mt. Norikura & Norikura Skyline



Shishimai (Lion Dance)



HIDA TAKAYAMA



Sarubobo Charms



Old Private Houses



Higashiyama Temple Area and Walking Course



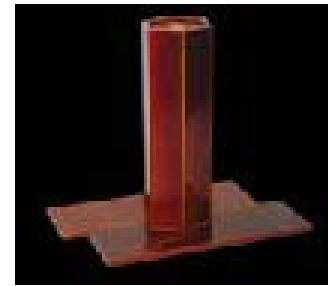
Oku Hida Hot Springs Village



Hida Folk Village

(Takayamashi Kannkoka)

Hida Shunkei



Introduction to Traditional Crafts (Artisan Crafts)

Ichii Ittobori (carving)



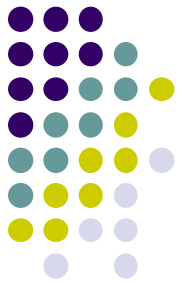
Ceramics and Porcelain



Wooden Furniture



(Hida Woodworking Federation)





ベトナム雑貨の
お店を始めよう

How to start
Your Vietnam
hand craftshop

(The institute of Vietnam hand craft work)

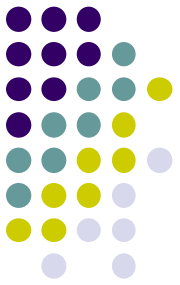


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