

ONE VILLAGE ONE PRODUCT

“One Village, One Product” is nationally recognized brands

A solid foundation has been laid since the “One Village, One Product” Movement was born in 1979. Its creation was based on three major themes; “Local yet Global” ; “Self-reliance, and Creativity” ; and “ Human Resources Development” . It has led to the development and production of a large number of products and items, as well as local events and cultures.

The “One Village, One Product” movement has progressed, creating various exchanges between individuals, between municipalities and even between countries throughout the world. Its reach has gone beyond Oita Prefecture, with its influence also felt in the outside world. With our self-confidence and spirits buoyed by these successes, we are driving this movement to the next stage of its development. In this stage, each local citizen will be urged to intensify their personal commitment to the “One Village, One Product” Movement. It is vital that every individual take an active role by contributing ideas and energy. There is also a need to commit to participation in friendly, cultural exchange and to living in harmony with the natural environment.

With the motto, “Bringing the spirit of the country to the city” ; and taking the momentum of this movement to the next stage in an energetic and all embracing way, this movement has the potential to create close ties with every part of the globe.



▲Greenhouse Oranges

The Three Principles of the One Village One Product Movement (OVOP)

●Local yet Global

With our distinct local flavors and cultures, we create products that can be marketed throughout Japan and the rest of the world.

●Self-reliance and Creativity

Local citizens can decide for themselves what their OVOP will be. A village could choose three products, or two villages could combine to produce a single product. Local government can provide assistance in the final stages in such activities as technical support and marketing.

●Human Resources Development

The ultimate goal of this movement is the development of human resources. No success can come about without visionary local leaders. It is important to develop a local community that responds creatively when challenged with difficult times.



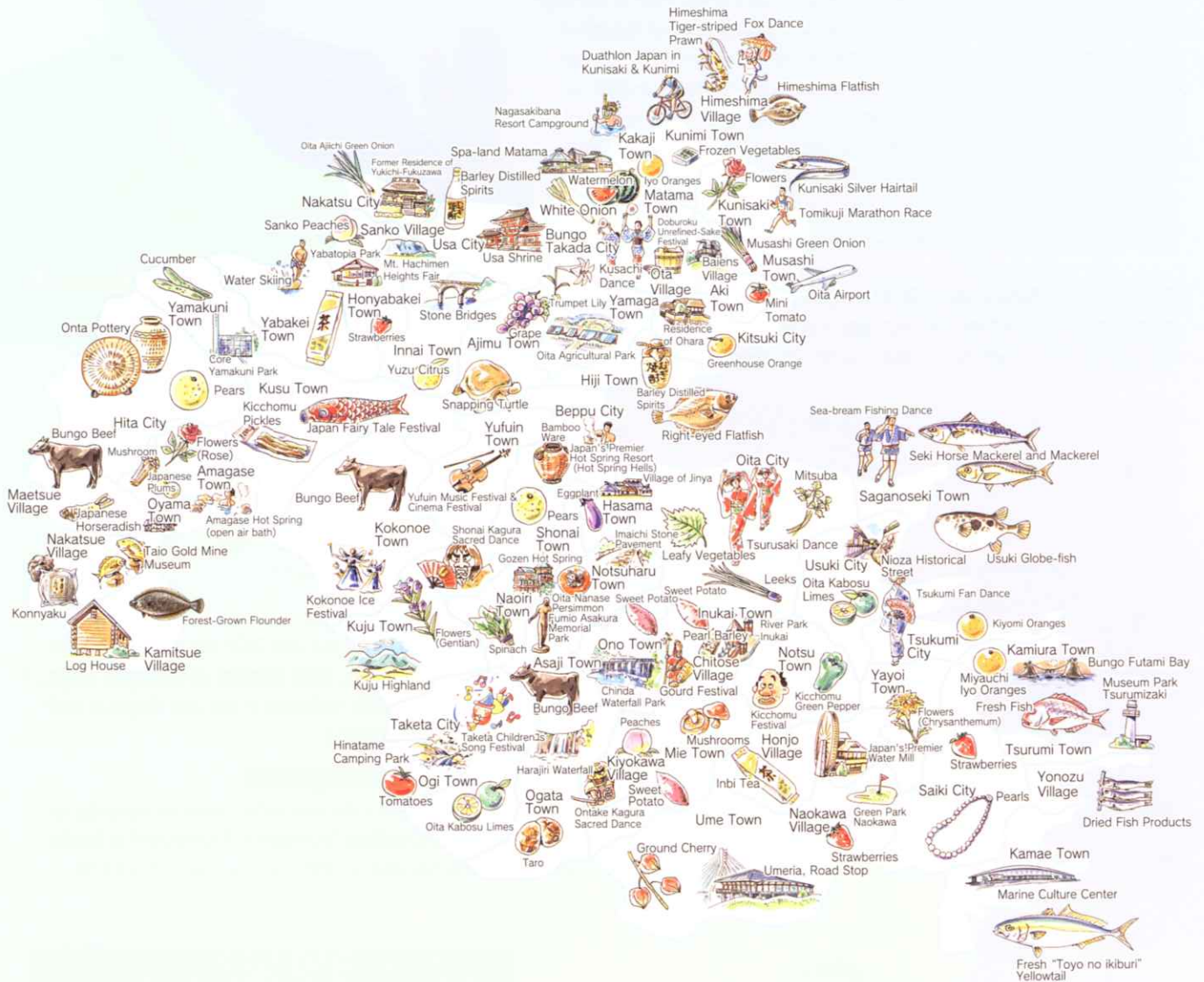
Dried Shiitake Mushrooms ▶



▲Barley Distilled Spirits



One Village One Product Movement Revitalizes Our Home Town!



Oita OVOP International Exchange Promotion Committee

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各国一村一品運動ロゴマーク

Logos of the OVOP Movement in Various Countries



Malaysia: Satu Daerah, Satu Industri
マレーシア・一地区一産業



Thailand :
One Tambon, One Product
タイ・一村一品



Cambodia :
One Village, One Product
カンボジア・一村一品



Taiwan : One Town, One Product
台湾・一郷一品



Philippines : One Town, One Product
フィリピン・一町一品



Oita OVOP International Exchange
Promotion Committee
大分一村一品国際交流推進協会



Pakistan : Aik Huna, r Aik Nagar
パキスタン・一村一品



Mongolia : One Village, One Product
モンゴル・一村一品



Malawi : One Village, One Product
マラウイ・一村一品



LDCs Support Campaign by Japan's Ministry of Economy, Trade and Industry
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