

アフリカー村一品国際セミナー in マラウイ

実施報告書

平成 20 年 3 月
(2008 年)

独立行政法人国際協力機構

地四

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開会式



ムタリカ大統領によるスピーチ



基調講演参加者



現場視察（籐細工グループ）



現場視察（キャッサバグループ）



キノコグループを視察する
平松理事長



パネルディスカッション



マラウイー村一品商品の紹介



集合写真

目 次

セミナー写真

略語表

| | |
|----------------------|----|
| 第一章 要約 | 1 |
| 1-1 背景・経緯 | 1 |
| 1-2 目的 | 1 |
| 1-3 概要 | 1 |
| 1-4 成果概要 | 2 |
| 第二章 セミナー概要 | 3 |
| 2-1 開会式 | 3 |
| 2-2 平松一村一品運動親善大使基調講演 | 3 |
| 2-3 マラウイ事例紹介 | 4 |
| 2-4 現場視察 | 5 |
| 2-5 事例紹介 | 6 |
| 2-6 パネルディスカッション | 7 |
| 2-7 閉会式 | 9 |
| 第三章 セミナー成果 | 10 |
| 3-1 事前アンケート結果 | 10 |
| 3-2 終了時アンケート結果 | 10 |
| 3-3 総括 | 11 |
| 付属資料 | |
| 1. セミナープログラム | 15 |
| 2. 参加者リスト | 17 |
| 3. 発言・発表資料 | 20 |
| 4. 議長サマリー | 89 |
| 5. セミナーアンケート（事前・事後） | 91 |
| 6. 現場視察先資料 | 95 |
| 7. 英文報告書 | 99 |

略語表

| | | |
|---------|--|--------------------|
| AU | African Union | アフリカ連合 |
| ILO | International Labour Organization | 国際労働機関 |
| JICA | Japan International Cooperation Agency | 国際協力機構 |
| JETRO | Japan External Trade Organization | 日本貿易振興機構 |
| OVOP | One Village One Product | 一村一品 |
| PaViDIA | Participatory Village Development in Isolated Areas | 孤立型地域参加型村落 開発計画 |
| TICAD | Tokyo International Conference for African Development | アフリカ開発会議 |
| UNCDF | United Nations Capital Development Fund | 国際連合資本開発基金 |
| UNDP | United Nations Development Programme | 国連開発計画 |
| UNIDO | United Nations Industrial Development Organization | 国際連合工業開発機関 |
| MGDs | Malawi Growth and Development Strategy | マラウイ成長開発戦略 |

第一章 要約

1-1. 背景・経緯

- (1) 一村一品運動は日本政府の WTO 開発イニシアティブの一環として位置づけられているほか、2008 年に開催予定の TICADIV においても、「経済成長を通じた貧困削減」及び「コミュニティ開発」の観点から日本の経験に基づく支援策として注目されており、外務省、経済産業省、JETRO 等関係機関によるオールジャパン体制での取り組みとして検討されている。
- (2) JICA においては、地場の資源を活用し、流通・マーケットとのリンケージを意識しながら商品化を進め、コミュニティーのエンパワーメントを進める一村一品運動は、アフリカにおける農村地域の振興策として注目されており、マラウイで技術協力プロジェクトとして取り組みが行なわれているほか、2007 年 1 月から 3 月にかけて、一村一品運動の概念普及と今後の展開支援を目的として、アフリカ 10 カ国に対して調査団を派遣した。またその際、マラウイや大分の事例から学びたいという声が多く挙がっていた。
- (3) このような背景・経緯の下、日本やアフリカの経験、特にマラウイにおける経験をアフリカ諸国の関係者に共有し、各国における一村一品運動の展開を促進すべく、本セミナーの開催に至った。

1-2. 目的

- (1) 日本政府が TICADIV などの場でアフリカ支援策のひとつの柱として打ち出す予定である一村一品運動について、今後の協力候補国の担当省庁幹部等に対して、その基本理念と仕組み、日本やマラウイでの実施例を紹介し、参加国における一村一品運動の理解促進及び円滑な事業開始に資することを目的とする。
- (2) マラウイ国技術プロジェクト「一村一品運動のための制度構築・人材育成」プロジェクトで実施を予定している県知事及び県職員対象の OIT (OVOP Intensive Training) フォローアップワークショップと一部プログラムを共有し、相乗効果を計る。

1-3. 概要

- (1) 期間：平成 20 年 1 月 22 日(火)～24 日(木)
- (2) 場所：マラウイ国リロングエ市他(キャピタルホテル、マラウイ経営研究所)
- (3) 開催：マラウイ政府、JICA 共催
- (4) プログラム概要
- (5) 参加者(総計約 120 名)
 - アフリカ 12 カ国 1 組織(22 名)(南ア、ウガンダ、ケニア、モザンビーク、タンザニア、マダガスカル、ナイジェリア、ガーナ、ブルキナファソ、チュニジア、エチオピア、ザンビア、AU)

- アジア 1 カ国 (2 名) (アフガニスタン)
- ドナー関係者 (11 名) (UNCDF、UNIDO、ILO、UNDP 関係機関)
- 日本側参加者 (3 名) (大分一村一品国際交流推進協会)
- JICA 関係者 (14 名) (経済開発部理事、在外事務所員、専門家、ナショナルスタッフ等)
- マラウイ側関係者 (約 60 名) (省庁関係者、プロジェクト関係者(県職員)等)

1-4. 成果概要

- (1) 開会式典では、マラウイ国ムタリカ大統領が参加し、政府として改めて本運動推進に向けた強いコミットメントを表明。セミナー参加者及びマラウイ国内に、広くアフリカでの一村一品運動の重要性並びに適用可能性を知らしめることとなった。
- (2) 平松一村一品運動親善大使・前大分県知事が、一村一品運動の提唱者として自らの経験や成功の秘訣を基調講演で紹介。一村一品運動の意義を、説得力を持ってセミナー参加者に伝えた。
- (3) 現場視察、また様々な国における事例紹介によって、参加者が一村一品運動が各々の社会状況等によって多様に展開されている現状を認識、自国における展開について考えを深める機会となった。
- (4) UNCDF、UNIDO 等国际機関関係者の参加により、類似の農村開発支援を行なうドナーとの情報交換の場ともなった。
- (5) 会議の結果は、マラウイ政府・日本政府の共同コミュニケ(別添)としてまとめられ、今後各国における一村一品運動を推進していくこと等を確認した。

第二章 セミナー概要

2-1. 1月22日(火)開会式

アフリカ12カ国1組織、アジア1カ国、ドナー関係者、日本側参加者、JICA関係者、マラウイ側関係者に加え、ムタリカ大統領以下政府各省大臣・次官、現地各国大使、メディア等総勢600名強が参加。ムタリカ大統領及びチャボンダ地方自治・地域開発省大臣による開会挨拶では、一村一品運動が政府のマラウイ成長開発戦略(Malawi Growth and Development Strategy: MGDS)と合致し、貧困層のエンパワーメントにつながり、またマラウイの経済・社会発展のために重要な役割を果たす可能性を秘めていることに言及。平松一村一品運動親善大使、松本在マラウイ日本大使館臨時代理大使による挨拶では、マラウイにおける一村一品運動の成果をたたえるとともに、本運動が今後アフリカ全土へ展開されることを期待しており、日本もそのための支援を引き続き行いたい旨述べられた。

2-2. 1月22日(火)平松一村一品運動親善大使基調講演

平松親善大使基調講演においては、大分県で一村一品が始まった経緯およびこれまでの経験を発表。特に一村一品運動における3つの理念(①ローカルにしてグローバル、②自主自立・創意工夫、③人材育成)が丁寧に説明された。また、付加価値をつけることの重要性を強調し、しいたけや焼酎などの産品を大分から持参し、具体的なサンプルを示すことによってよりわかりやすい講演が2時間半にわたって繰り広げられた。

質疑応答:

- Q1: アフリカのようなインフラが乏しいところではどのように産品をマーケットに卸していくのか?
A1: 日本ですで行われたOVOPフェアを参考にしてください。また日本の国際空港では、プロモーションの一環として、OVOP産品を展示している。このアプローチはすでに国内や域内、国際マーケットの理解のためにアジアではすでに使われている。
- Q2: OVOP運動を開始する上で、どのような問題があったのか。またどうやってそれを解決したのか?
A2: OVOPに対する信頼性が低かったため、成功例を示すことでその信頼を得るように努めた。しかし、開始当初の成功例がないときは非常に苦労した。
- Q3: 良質であり、魅力的な産品となるためにはどのような段階を踏めばよいか?また、そのための政府の役割は何だったのか?
A3: 生産者自らが、購買客からの反応等を参考に改善を行って、品質向上に努めていった。政府としては特に何も行ってない。

2-3. 1月22日(火)マラウイ事例紹介

カルマー村一品事務局長より、マラウイの事例紹介が行なわれ、マラウイにおける一村一品運動の経緯や現状・問題点等について発表した。事務局設立の経緯として、当初は農業省の傘下にあったが、OVOP産品が農産物に限らない、地域振興には地方自治・地域開発省のほうが強みがあるということから、OVOP担当省が地方自治・地域開発省に変更になった点が述べられた。また、OVOPプログラムの目標として、農村コミュニティで利用可能なリソースを使って、比較優位のある製品およびサービスの提供が行われるとしており、事務局立ち上げからこれまでの達成状況を以下のように説明した。

- ・ 46のOVOPグループが登録され13,000人の受益者が見込まれた。
- ・ アンテナショップやスーパーマーケットを通してOVOP製品の販売促進が行われた。
- ・ OVOP理念普及や小規模ビジネス包装技術などの研修が全国規模で行われた。

また、これまでの経験から下記の課題が浮き彫りになった。

- ・ 多くの方が、OVOPを新規のマイクロファイナンスと勘違いしていた。
- ・ 融資金の間違った取り扱い
- ・ 資金難のため、MBS(Malawi Bureau of Standards)の認証を受けておらず、品質を証明するものがない。
- ・ 流通システムの未整備による限られたマーケットアクセス
- ・ 事務局が立ち上がってから地方展開するための人員が少ない。

質疑応答:

会場からは、各省との連携、民間セクターの役割(特に融資制度)、融資条件や産品選定基準、また原料の購入など、プロジェクトの実施に関して具体的な質問が多くあげられ、カルマ事務局長からは、マラウイの経験に基づいた回答が行なわれた。具体的なやり取りは以下のとおり。

Q1: マラウイの事務局は地方自治・地域開発省の傘下にあるが、貿易省や農業省等の役割はどうなっているのか?

A1: 各関係省庁とは連携して業務を行っている。

Q2: マラウイでの民間セクターの役割は?ローンの提供はあるのか?

A2: OVOPグループは民間セクターに個別にアプローチをしている。

Q3: マラウイでの財政支援の様子は?

A3: JICAによる支援の場合は無償+事業費の3割自己負担。政府予算による場合はローン(3-6ヶ月の支払猶予期間後3年間年利10%で返済。債権回収業務を政府系零細向金融機関(マラウイ農村開発基金、MARDEF)に委託予定。)

Q4: マラウイでの OVOP 運動を進める上での主な課題は何か？またそれに対応するための戦略は？

A4: 先に述べたとおりであるが、現在設立当初から今に至るまでの課題および対応策を政府として見直しを開始しているところである。

Q5: マラウイでの OVOP における Village の定義とは？

A5: 必ずしも小さい村を意味しているわけではなく、例えば南部地域のオイル生産グループ等も実在する。

Q6: OVOP の支援を受けることができるグループの選定基準は？

A6: 地元材料を使用、付加価値、市場販売性、グループ設立理由

Q7: マラウイではどのように OVOP プロジェクトが取り入れられ、誰が提出されてくるプロポーザルやアイデアを精査するのか

A7: 普及員がディストリクトコミッショナー(県)事務所に届く前に、各プロポーザルのスクリーニングをするシステムが機能しており、これは既存の地方分権化政策に合致している。

Q8: マラウイでは OVOP グループは法律上の登録となるのか？もしそうなら、なぜ融資返済に関する問題が起こるのか？

A8: OVOPグループは定款を定めるとともに役員を選出することが奨励されているが、ごく一部のグループのみ登録しているのが現状。グループの民主的な運営も課題となっている。

Q9: 製品の包装が高そうに見えるが、どのようにコスト高を克服しているのか？

A9: グループ化して生産量を増やし、包装の単価を下げる努力を奨励している。

Q10: 財政支援についてどのようにして JICA の無償支援から融資制度へ変更していったのか？

A10: これは大きな課題であり、他のアフリカの国にも言えることだが、融資の返済等は非常に困難を極めることがある。そのため、マイクロファイナンス機関に委託する方向で検討している。

2-4. 1月23日(水)現場視察

2グループにわかれて以下3グループを視察した。

(1) Nankhaka Cassava Group (ナンカカキャッサバグループ)

1997年に設立したグループで構成員は30名(女性16名、男性14名)。キャッサバ粉及びキャッサバ加工品(パン、ケーキ、クッキー等)、バナナワインの製造を行う。一村一品プログラムでは、キャッサバ粉用包装袋の供与、バナナワインのラベル製造、マーケット拡大支援等を行っている。特

徴としては自助資金によるキャッサバ粉生産グループであり、グループ代表(Mr.Phiri)の強いリーダーシップにより、独自の生産・販売体制を築き上げてきた点。オーガニック製品の生産にこだわり、無農薬農法を試みる。現在、バナナワイン製造などキャッサバ以外の产品生产にも積極的に取り組んでいる。

(2) Katengeza Cane and Bamboo Furniture Club (カテンゲッサ籐細工グループ)

2006年に設立したグループで構成員は15名(男性のみ)。籐家具及び民芸品を製造している。一村一品プログラムでは、技術研修、経営管理指導、資機材供与等を行っている。

グループとしての組織形態は緩やかな繋がり協同組合方式を採用。同地域は、籐細工を行うグループが多数存在するが、OVOP支援による研修、資材供与による品質向上により、製品の差別化を図っている。

2008年1月、政府からの追加融資として、展示即売所の建設を開始。同年2月上旬完成予定。

(3) Bwanje Valley Rice Milling Group (ブワンジェバレー米販売グループ)

2005年に設立したグループで、構成員は2,000名。精米をパックにつめて販売している。一村一品プログラムでは、政府融資による大型精米機の供与を行っている。「ブワンジェバレー灌漑施設」の管理組合として設立されたグループであったが、マラウイ政府より一村一品グループとして認証され、大型精米機の供与を受ける(融資)。

2-5. 1月24日(木)事例紹介

(1) ザンビア

JICA技術協力プロジェクトParticipatory Village Development in Isolated Areas (PaViDIA)「孤立地域参加型村落開発計画フェーズ2」の紹介。

プロジェクトの概要とOVOPプロジェクトとの類似点、相違点を説明。類似点に関しては、双方とも人材育成およびコミュニティ開発に焦点を当てており、相違点は、PaViDIAではかなり小規模のプロジェクトを対象としており、「Seed Money」とよばれるGrant支援があることである。

(2) ガーナ

シアバターとヤシ油のプロジェクトの概要説明。またその経験からOVOPとの関連性を説明。特に品質向上のための具体的なアプローチを紹介。またSWOT分析の重要性を示唆。ガーナではこれまで、OVOP推進にかかるリーダーシップは弱かったが、地方分権化の流れの中、地方展開が以前よりスムーズに進むようになってきている。また別の課題として、農民が担保を持たないため、融資制度を受けられないということがあったが、これも徐々に変化してきている。

(3) チュニジア

チュニジアにおいて、OVOPプロジェクトが始まった経緯および背景の紹介、その中でJICAの協

力、特にボランティア派遣、研修事業について説明。また、今後の OVOP 運動の全国展開の抱負について言及。

2-6. 1月24日(木)パネルディスカッション

パネリストは上記3カ国(ザンビア、チュニジア、ガーナ)、マラウイー村一品事務局、大分一村一品国際交流推進協会、ファシリテーターは山本米国事務所長。

OVOP 推進において重要と考えられる5つの要素(①リーダーシップ(Leadership) ②政策及び戦略(Policy and Strategy) ③地域振興制度(Regional Promotion system) ④OVOP 推進組織(Organization structure for OVOP promotion) ⑤ビジネス支援制度(Government's business support system))について、パネリストより各国の現状、課題を紹介した。

マラウイの例では、OVOP 推進には強力なリーダーシップが発揮され、また政府高官の OVOP 概念の理解はスムーズであったが、その一方で、実際の受益者である地方の人々にまで OVOP 概念が受け入れられるのは難しく課題が多い点や、政策面では国の国家開発戦略である Malawi Growth and Development Strategy (MGDS)に位置づけられて OVOP の推進が進められている点が確認された。大分の代表からは、地方自治体の強力なサポートおよびコミュニティのリーダーシップが欠かせないとの発言があった。

また、会場からはコミュニティアプローチに関して、各国の意見が出された。

- ・ セネガルでは、政府が都市にてキャパシティビルディングの支援を行っている。
- ・ エチオピアでは政府が OVOP を通じて食料確保のための多様性を模索している。
- ・ モザンビーク政府はカシュウナツツを推進している。
- ・ 南アでは OVOP を通じて黒人と白人の所得差を埋める試みを行っている。南アは、比較的裕福と思われるが、地方の貧困は大きな問題であり、OVOP を通じて JICA の支援が必要である。
- ・ OVOP と同様な動きは、名前を変えて以前からあった。今後は、各国間のネットワークが重要となる。例えば、ウガンダではバナナの繊維を布地に変える試みを行っているが、マーケットの情報が不十分であり、南アとの協力等市場開放についてのネットワークが必要である。
- ・ ナイジェリア政府は、これまで OVOP の推進を試みてきており、地方産品の開発を支援してきた。民間セクターおよび政府ともに中小企業振興に関心があるため、2008 年には OVOP の取り組みを正式に開始する予定。
- ・ JICA はマラウイの灌漑プロジェクトのような機材供与の支援をナイジェリアにも行うことができる。
- ・ ブルキナファソでは、2 年に一回、国際見本市としてブルキナの産品を展示するイベントを行っており、その機会に OVOP 商品を公開することができる。

さらに質疑応答では、OVOP 運動の有用性が示される一方で、OVOP 運動とこれまでの小規模開発等の違いが分かりにくい等、OVOP 運動をどのように捉えて展開していくべきかについて活発な議論が展開された。また、民間セクターとの関係やブランド名の影響力、マーケティング等についての具体的な質問も発せられ、改めて OVOP 運動の有効性及び各国の状況に応じた適用の重要性が確認された。具体的なやり取りは以下のとおり。

Q1: ガーナのシアバターは質の改善が十分に行われていないように見受けられるが、何か対策を講じているのか？

A1: その問題解決のため、プランテーションの設立を現在考えている。

Q2: ここ十数年の間、アフリカ産品の振興が行われてきたが、それと OVOP は同じ方向を向いているのか？また、OVOP はビジネス振興の取り組みにも見えるし、行政のビジネス振興にも見え、またひとつのブランド名にも見え、混乱している。

A2: OVOP は多目的のための手法(手段)といえる。例えば、付加価値(地元の特性を生かすこと)がすなわち、ブランドとなり、高価格で取引が可能となる。一村一品運動とは、コミュニティのニーズ・発意に根ざした活動であり、地域で利用可能なリソースを(材料等)を使い、オリジナルなアイデアを駆使し、産品に付加価値をつけ、マーケットを常に意識した地域開発であるということができる。

Q3: これまでの議論では、「Village」の定義があやふやに思えるが、臨機応変に使用することができるということでもいいのか？

A3: 大分での OVOP の始まりは、物づくりを通じた人づくりであった。運動の目的は、各国で違って構わないし、やり方もそれぞれである。重要なことは OVOP 運動はボトムアップであり、地域から生まれるということである。コミュニティから生まれた産品は、大分のしいたけや焼酎のようにヒット商品となる可能性を秘めている。重要な要素は、付加価値をつけるということであり、OVOP はビジネス開発戦略ともいえる。

Q4: 議論を通じて民間セクターの役割が重要なことがわかってきたが、これまでのプレゼンではこの部分あまり大きく語られていなかったように思うが、マラウイのケースでは大学との連携のみが語られていた。

A4: OVOP 推進において、民間セクターをどう位置づけるかは、それぞれの国の考えによるところが多い。マラウイでも、民間セクターの重要さは認識しており、今後対応を考えていく。

2-7. 1月24日(木)閉会式

まずカパイジ地方自治・地域開発省次官から今回のセミナーの参加者に対して謝辞が述べられ、その後共同コミュニケが読みあげられた。次に参加者代表として挨拶した AU マラウイ地域代表から、今回のセミナーの成功を祝うと共に AU としても今後の OVOP 推進に協力していきたい旨の発言があった。また、最後に主催者として、永塚理事及びチャボンダ地方自治・地域開発大臣から、今回のセミナーの成功への謝辞及び今後のアフリカでの OVOP 推進への期待が述べられ、正式に閉会した。

第三章 セミナー成果

セミナーの結果を計るひとつの指標として、セミナー開催前と後にアンケートを配布した。アンケート内容は、OVOP の理解度を測るため、セミナーの運営方法や施設等に関する質問事項は設けず、プログラム内容に関する調査に絞り込んだ。

3-1. 事前アンケート結果(回答 25 名)

(1) 一村一品運動への関心

各国からの参加者の大多数が経済・貿易・産業関係の省庁関係者(エチオピア(農業省)、チュニジア(外務省)、ブルキナファソ(外務省)を除く)であったが、一村一品運動への関心は、コミュニティ開発及び小規模起業家育成(Small-Scale Industry Development)に集中し、輸出促進を上回った(なお、関心分野については、複数回答可)。

(2) 一村一品に関連するプロジェクト

多くの国で、すでに一村一品に関連・類似する政策やプロジェクトが行われており、これらとの連携を探る声が多くあった。また、コミュニティ開発、小規模起業家育成は、貧困削減の文脈で政府の優先順位が高く置かれていることも分かった。一方、政府主導の農村振興策に行き詰まりがあることに言及していた国もあり、本セミナーにおいては、参加国において優先順位も高く、また様々な政策・プログラムも実施されている農村振興策に対し、打開策を求める期待があったことが伺える。

(3) 関連ドナー

今回のセミナーにおいては、ILO、UNIDO、UNCDF 等国際機関からの参加もあったが、アンケートでは、ILO(生活共同組合活動をアフリカ 10 カ国で開始)を始め、多くのドナーが類似の協力を実施しており、一村一品運動に対しても高い関心を有していることが伺えた。また、UNDP が支援する TechnoNet Africa(アフリカ中小企業振興ネットワーク)のネットワーク加盟組織(各国の中小企業振興団体)及び事務局からの参加者もあった。

3-2. 終了時アンケート結果(回答 33 名)

(1) セミナー満足度

5 段階評価で、ほぼ 9 割が「大満足」、それ以外も「満足」と評価したように、本セミナーへの参加者の満足度は高かったものと伺える。

(2) セミナーの評価

3 日間のセミナーを通して、大分・マラウイの事例紹介(1 日目)、現場視察(2 日目)、アフリカに

おける展開可能性を論じるパネルディスカッション(3日目)とバランスよくプログラムが組み立てられていたことへ評価が高かった。特に2日目の現場視察によって実際のプロジェクトのイメージをつかみ、次の日のパネルディスカッションで更にアイデアを深めることができたことが伺えた。

また、現場視察に関するコメントが多く寄せられたが、一村一品運動の利点と課題を分析し、自国での展開に際するアイデアが得られたものと思われる。一例としては、一村一品運動の主体が住民グループであることや、運動の展開の多様性を実感したとの声が多くあった。一方、住民主体の活動でありながら、地域のリーダーシップを支える行政・ドナーの支援(技術研修、機材供与、ビジネスセンスの構築)の必要性・重要性についても多く述べられており、JICAの支援の必要性や、行政の関与のあり方について示唆を与えるものであったと思われる。

3-3. 総括

- (1) ムタリカ大統領以下政府各省大臣・次官、現地各国大使、メディア等総勢 600 名強が参加し、盛大な開会式が行われると共に、大統領自身より、マラウイの国家開発を進める上で一村一品運動が重要な役割を果たしていることに言及し、政府として改めて本運動推進に向けた強いコミットメントを表明したことは、セミナー参加者及びその他マラウイ国内に、広くアフリカでの一村一品運動の重要性並びに適用可能性を知らしめることとなった。
- (2) 一村一品運動の提唱者として自らの経験を語った平松親善大使の講演は、一村一品運動の意義を、説得力を持ってセミナー参加者に伝えることとなり、平松親善大使の出席を得て本セミナーを開催できた意義も非常に大きかったと思料する。
- (3) セミナーの結果は、マラウイ政府・日本政府の共同コミュニケ(別添)としてまとめられ、各国が、一村一品運動がアフリカの開発に重要な役割を果たすことを再確認、今後自国における一村一品運動を推進すること、また TICADIV が一村一品運動の更なる進展の機会となること等を明記した。
- (4) 内容面においては、日本、マラウイ、その他アフリカ諸国の事例(ザンビア、チュニジア、ガーナ)が紹介され、これまで各プロジェクトが経験したことや現在抱えている課題等を参加者間で共有出来たことは、所期の目的である一村一品のコンセプトをはじめに理解し、その上でそれぞれの国における一村一品のコンセプトの今後の適用のあり方に道筋をつけていくというアプローチの理解が概ね達成されたものと思われる。特に現場視察では一村一品のコンセプトがいかにプロジェクトに反映されているか、また反映されていない場合にはその理由は何かと言った点を、現場の情報に基づき理解する貴重な機会となった。また、3日目の事例紹介(ザンビア、チュニジア、ガーナ)およびパネルディスカッションにおいても、比較の視点を持つことにより、各国において一村一品運動およびプロジェクトが、それぞれの異なる社会状況や政府の政策等により、実に多様に展開されている現状についても認識を深める機会となった。
- (5) アフリカの農村開発の分野では、農村所得向上・所得多様化、小規模農村ビジネス支援などの分野で多くのドナーが一村一品と類似の協力を行っており、今後はマイクロファイナンス分

野での協力も考えられる。本セミナーには、UNCDF, UNIDO、テクノネットアフリカ (UNDP) などの国際機関関係者も参加しており、彼らからも JICA 一村一品運動との連携を模索する声
が相次いだ。こういった意味で、本セミナーは一村一品関連分野の援助協調のいわばプラット
フォームの役割を果たした。

- (6) 終了時アンケート結果で述べているように、セミナー全体の内容の評価は高かったといえる。
それは、プログラムの内容に、現場視察を取り入れ、現場および現物を直に見てもらう場を設
けたこと、また各国や各地域のいろいろな事例を比較検討し、その中から活用できるものとで
きないものを参加者自ら自国の状況に応じて判断する機会を提供した事が大きい。そのため
この 2 つの点は、今後 OVOP 推進時のセミナーやワークショップの開催を行う際にも参考にな
ると思われる。一方、セミナーの中では、一村一品運動の可能性を認めつつも、概念がわ
かりにくいとの声が挙げられていた。このため、従来の地域開発、村落開発、中小企業振興
等と比較し、概念・方法論の違いを明確にする説明の仕方を工夫する必要がある。
- (7) 本セミナーは、研修事業のフォローアップ協力の一環として、アフリカ諸国の政府関係者が
一村一品運動の理念への理解をさらに深め、研修事業により人材育成が行われたマラウイ
の先行事例から学ぶ中で、参加国のオーナーシップを醸成し、各国における運動の展開の
深化を目的として行われた。本セミナーはこれまで広く行われてきた一村一品運動の啓発・
協力活動をさらに強化するものとなり、上述のように、本セミナーを通じて当初の目的は達成
したものと思われる。今後アフリカ諸国における更なる運動の展開が期待される。

付 属 資 料

1. セミナープログラム
2. 参加者リスト
3. 発言・発表資料
4. 議長サマリー
5. セミナーアンケート（事前・事後）
6. 現場視察先資料
7. 英文報告書

付属資料-1. セミナープログラム

Seminar Programme for OVOP International Seminar in Malawi

| Date | Time | Contents | Venue | |
|------------------------------|-------------|--|---|------------------------------------|
| 20 / 21-Jan | | Arrival at KIA/Lilongwe | Capital Hotel | |
| 22-Jan (Tue) DAY-1 | AM 9:00 | 1. Opening Ceremony ① All invited Guests are seated ② Arrival of the His Excellency the State President, Dr. Bingu wa Mutharika, met by the Minister of Local Government & Rural Development, Hon. Dr. George Chaponda (MP), a Representative of Japanese Embassy and the Goodwill Ambassador for OVOP Movement/ the Representative of Oita OVOP International Exchange Promotion Committee ③ Welcome Remarks by the Director of Ceremony ④ Speech by the Representative of Japanese Embassy (Chargé d' Affaires a.i., Counsellor) ⑤ Speech by the Goodwill Ambassador for OVOP Movement/ the President of Oita OVOP International Exchange Promotion Committee ⑥ Speech by the Hon. Minister of Local Government & Rural Development ⑦ Official Opening Address by His Excellency the State President Dr. Bingu wa Mutharika | Capital Hotel (Marquee) | |
| | | | | 2. Group Photo Session (Tentative) |
| | | 12:00-12:30 | | 3. Move to MIM |
| | | 12:30-14:00 | 4. Lunch at Cafeteria and Shire Room 505 | MIM |
| | | 14:00-15:30 | 5. Keynote Speech on OVOP Movement by Dr. Hiramatsu, the Goodwill Ambassador for OVOP Movement/ the President of Oita OVOP International Exchange Promotion Committee | (Lisumbwi Hall) |
| | | 15:30-16:00 | 6. Tea Break | |
| | | 16:00-16:30 | 7. Practice in Malawi ① DVD (Malawi OVOP) viewing | |
| | | 16:30-18:00 | ② Presentation by Malawi OVOP Secretariat | |
| | | 18:00-18:30 | 8. Move to Hotel | |
| | | 19:00-21:00 | 9. Welcome Reception by JICA in Mulanje Room | Capital Hotel |
| 23-Jan (Wed) DAY-2 | 07:00-09:00 | <u>Site Visit Group A</u> ① Hotel → Kanengo ② Nankhaka Cassava Group | | |
| | | 11:00-11:30 | ③ Presentation by the Representative of Katengeza Cane Furniture Group | Livingstonia Beach Hotel |
| | 11:30-13:00 | ④ Lunch | | |
| | 14:00-15:00 | ⑤ Bwanje Valley Irrigation Scheme-Farmers' | | |

| | | | |
|------------------------------|---------------|---|------------------------------|
| | 15:00-17:00 | Cooperative ⑥Bwanje→Hotel | |
| | 08:00-10:00 | <u>Site Visit Group B</u> ①Hotel→Kanengo ②Nankhaka Cassava Group | |
| | 12:00-12:30 | ③Presentation by the Representative of Katengeza Cane Furniture Group | Livingstonia Beach Hotel |
| | 12:30-14:00 | ④Lunch | |
| | 15:00-16:00 | ⑤Bwanje Valley Irrigation Scheme-Farmers' Cooperative | |
| | 16:00-18:00 | ⑥Bwanje→Hotel | |
| 24-Jan (Thu) DAY-3 | 09:00-10:00 | 1.Practice in Other African Countries and Panel Discussion (MC: Representative of JICA) Practice in Other African Countries Presenters / Representative of Ghana, Tunisia and Zambia | Capital Hotel (Mulanje Room) |
| | 10:00-10:15 | 2.Tea Break | |
| | 10:15-12:00 | 3.Panel Discussion (Including Wrap up) Subject: Key Functions of OVOP Activities (How can OVOP be applied in Africa?) - Representative of Ghana - Representative of Tunisia - Representative of Zambia - Representative of Oita OVOP International Exchange Promotion Committee - Representative of Malawi OVOP Secretariat | |
| | 12:10-12:30 | 4. Closing Remarks ①Summary by the Chairperson (Principal Secretary for Rural Development, Ministry of Local Government & Rural Development) ②Remarks by the Representative of the Participants (AU Regional Delegate to SADC, AU) ③Representative of JICA (Vice President) ④Representative of Government of Malawi (The Hon. Minister of Local Government & Rural Development) | |
| | 12:30-14:30 | 5. Lunch in the Marquee | Capital Hotel |
| | (15:00-17:00) | (Lilongwe City Tour) | |
| | 18:00-20:00 | 6. Buffet in Mulanje Room | |
| 25 / 26-Jan | | Departure at KIA/Lilongwe | |

Participants List

| | NAME (Mr., Dr., Ms) | | | COUNTRY | POSITION | ORGANIZATION |
|------------------------|---------------------|--------------|---------------------------|--------------|-----------------------|---|
| | title | first name | last name | | | |
| Overseas Guests | | | | | | |
| 1 | Mr. | Amir | | Afghanistan | Senior Programme | Ministry of Rural Rehabilitation and Development (MRRD), Afghanistan Rural Enterprises Development Program |
| 2 | Mr. | Mukhtarullah | | Afghanistan | Programme Support | Ministry of Rural Rehabilitation and Development (MRRD), Afghanistan Rural Enterprises Development Program |
| 3 | Mr. | NANA | Benjamin | Burkina Faso | Conseller of Foreign | Ministry of Foreign Affairs |
| 4 | Mr. | Fikremariam | Fikremariam Abebe Garede | Ethiopia | Pesticide Control | Animal and Plant Health Regulatory and Inspection Department, Ministry of Agriculture and Rural Development |
| 5 | Mr. | Teshome | Mr. Teshome Lakew G/Hiwot | Ethiopia | Marketing Expert | Agricultural Marketing Department, Ministry of Agriculture and Rural Development |
| 6 | Ms. | Seble | | Ethiopia | Extension Senior | Agricultural Extension & TVET Development Department, Ministry of Agriculture and Rural Development |
| 7 | Mr. | Mulugeta | Mr. Mulugeta Tamere Sisay | Ethiopia | Researcher, Food | Mekasa Agricultural Research Center, Ethiopian Institute of Agricultural Research |
| 8 | Mr. | Isaac | YANKSON | GHANA | ASSISTANT | MINISTRY OF TRADE & INDUSTRY [MOTI/PSD/PSI] |
| 9 | Mr. | John | MUNGUTI | Kenya | Assistant Director of | Ministry of Trade & Industry |
| 10 | Mr. | Erastus | KIMURI | Kenya | Ag. Director of | Ministry of Trade & Industry |
| 11 | Ms. | Vaooly | RANAIVOSON | Madagascar | Chief of Sector | Ministry of Economy, Trade and Industry |
| 12 | Ms. | Noroseheno | RAHARINJATOVO | Madagascar | Regional Director | Ministry of Economy, Trade and Industry |
| 13 | Mr. | Eduardo | SALOMAO | Mozambique | Head of department | IPEX(Institute of Export Promotion) |
| 14 | Mr. | Jose | JOSSIAS | Mozambique | Managing director | IPEX(Institute of Export Promotion) |
| 15 | Dr. | ROBERT | OWAIYE | NIGERIA | ASSISTANT | SMALL & MEDIUM SCALE DEVELOPMENT AGENCY OF NIGERIA, ABUJA |
| 16 | Mr. | Nkhangweleni | RAMASHIA | South Africa | Director | Enterprise & Industry Development Division EIDD), |
| 17 | Mr. | Apolinary | TAMAYAMALI | Tanzania | Acting Director, | |
| 18 | Mr. | Mike | LAISER | Tanzania | Director General | Small Industries Development Organization |
| 19 | Mr. | Salah | HANNACHI | Tunisia | Ex-Ambassador of | Ministry of Foreign Affairs |
| 20 | Mr. | Rached | SALAH | Tunisia | Director | General Direction of Rural department/ Ministry of Development & International Cooperation |
| 21 | Mr. | Joshua | MUTAMBI | Uganda | Principal Industrial | Ministry of Tourism, Trade and Industry |
| 22 | Mr. | Mapani | CHRISTOPHER | Zambia | Acting Chief | Ministry of Commerce, Trade and Industry |
| Donors | | | | | | |
| 23 | Ms. | Matilda | MUWEME | Austria | Field Operations | United Nations Industrial Development Organization (UNIDO) |
| 24 | Ms. | Anna | STANCHER | Austria | Consultant - Cluster | United Nations Industrial Development Organization (UNIDO) |
| 25 | Mr. | Ekoko | MUKETE | Cameroon | Vice President | Cameroon Chamber of Commerce, Industry, Mines & Crafts (CCIMC) (TechnoNet Africa) |
| 26 | Mr. | Dawarnoba | BAEKA | Ghana | Director of Policy | National Board for Small Scale Industries (NBSSI), Ghana (TechnoNet Africa) |
| 27 | Mr. | Leye | LAWAL | Nigeria | OVOP Coordinator | Nigeria Associatio of Small Scale Industries (TechnoNet Africa) |
| 28 | Mr. | Makarimi | ADECHOUBOU | SENEGAL | Regional Technical | United Nations Capital Development Fund (UNCDF Senegal) |
| 29 | Mr. | Aziz | SAID | South Africa | Portfolio Technical | UNCDF |
| 30 | Mr. | Nokwazi | MOYO | South Africa | Industrial Policy | TECHONET Africa Secretariat |
| 31 | Ms. | Sawaka | TAKAZAKI | South Africa | Director | JETRO |
| 32 | Mr. | Samuel | MSHIU | Tanzania | Coordinator | ILO COOPAfrica |
| 33 | Mr. | George | TUMWESIGYE | Uganda | EXECUTIVE | Management Training and Advisory Centre (MTAC) (TechnoNet Africa) |

付属資料 - 2. 参加者リスト

| | | | | | | |
|--------------------------|-----------------|----------------|----|------------|-----------------------|--|
| Japanese Guest | | | | | | |
| 34 | Dr. Morihiko | HIRAMATSU | | Japan | President | Oita OVOP International Exchange Promotion Committee |
| 35 | Mr. Tadashi | ANDO | | Japan | Vice President | Oita OVOP International Exchange Promotion Committee |
| 36 | Mr. Shoji | KIMOTO | | Japan | Secretary General | Oita OVOP International Exchange Promotion Committee |
| Malawian Guests | | | | | | |
| 37 | Mr. R | Gondwe | | Malawi | Project Management | Embassy of Malawi in Japan |
| 38 | Mr. James Brown | Gwaza | | Malawi | Project Management | New Horizons Consultants |
| JICA | | | | | | |
| 39 | Mr. Seichi | Nagatsuka | | Japan | Vice President | JICA Headquarters |
| 40 | Mr. Atsushi | Kamishima | | Japan | Team Director, | JICA Headquarters |
| 41 | Mr. Mitsuaki | ONO | | Ethiopia | Assistant Resident | JICA Ethiopia Office |
| 42 | Mr. Masahiro | YAGI | | Ethiopia | Rural Development | JICA Ethiopia |
| 43 | Mr. Hiromichi | HARA | | Ghana | Project Formulation | JICA Ghana |
| 44 | Ms. Anne | OLUBENDI | | Kenya | Senior Programme | JICA-Kenya |
| 45 | Mr. Kenji | HAYASHI | | Kenya | Assistant Resident | JICA-Kenya |
| 46 | Mr. Toru | TOGAWA | | Madagascar | Resident | JICA Madagascar |
| 47 | Mr. Karim | SIALA | | Tunisia | Assistant Coordinator | JICA Tunisia |
| 48 | Mr. Aichiro | Yamamoto | | USA | Resident | JICA USA |
| 49 | Ms. Lynn | STAIGERS | | USA | Program Officer | JICA USA |
| 50 | Mr. Takashi | KOMORI | | USA | Assistant Resident | JICA USA |
| 51 | Mr. Takahiro | MIYOSHI | | ZAMBIA | Chief Advisor, | PaVIDIA Operation Room (POR), Ministry of Agriculture & Cooperatives |
| 52 | Mr. Mubyana | MAKETO | | ZAMBIA | Head of Dept of | Cooperative College, Ministry of Agriculture & Cooperatives |
| Malawi Government | | | | | | |
| 53 | Mr. Kester | Kaphazi | E. | Malawi | Principal Secretary | Ministry of Local Government and Rural Development |
| 54 | Mrs. Kaima | Kaluma Sulumba | | Malawi | National Coordinator | OVOP Secretariat |
| JICA Malawi | | | | | | |
| 55 | Mr. Kyoji | Mizutani | | Malawi | Resident | JICA Malawi |
| 56 | Mr. Hiroyuki | Moronaga | | Malawi | Deputy Resident | JICA Malawi |

付属資料-3. 発言・発表資料 スピーチ及び発表資料リスト

- 3-1. Official Opening Address by His Excellency the State President Dr. Bingu wa Mutharika
- 3-2. Keynote Speech by Dr. Morihiko Hiramatsu, the Goodwill Ambassador for OVOP Movement / the President of Oita OVOP International Exchange Promotion Committee
- 3-3. Keynote Speech by Dr. Morihiko Hiramatsu, the Goodwill Ambassador for OVOP Movement / the President of Oita OVOP International Exchange Promotion Committee (Presentation Power Point)
- 3-4. Presentation on Practice in Malawi by Mrs. K. Kaluma-Sulumba, National Coordinator, OVOP Secretariat
- 3-5. Presentation by Ghana
- 3-6. Presentation by Zambia
- 3-7. Presentation by Tunisia
- 3-8. Closing Remarks by Mr. Seiichi Nagatsuka, Vice President of JICA
- 3-9. Closing Remarks by Prof. R. Omotayo Olaniyan, AU Regional Delegate to SADC, AU



REPUBLIC OF MALAWI

EMPOWERING THE POOR

ADDRESS BY

**HIS EXCELLENCY DR. BINGU WA MUTHARIKA
PRESIDENT OF THE REPUBLIC OF MALAWI**

ON THE OCCASION OF

**THE OFFICIAL OPENING OF THE
ONE VILLAGE ONE PRODUCT (OVOP)
INTERNATIONAL SEMINAR FOR
AFRICAN COUNTRIES**

**LILONGWE
22ND JANUARY, 2008**

- **Minister of Local Government and Rural Development, Hon. Dr. George Chaponda, MP;**
- **Honourable Ministers and Deputy Ministers;**
- **Charge d' Affaires of the Embassy of Japan in Malawi, Mr. Hiroshi Matsumoto;**
- **Vice President of JICA, Mr. Seichie Nagatsuka;**
- **Resident Representative of JICA in Malawi, Mr. Kyouji Mizutani;**
- **Former Governor of OITA Prefecture in Japan;**
- **OVOP Board Members;**
- **President of Malawi Confederation of Chambers of Commerce and Industry, Mr. Harrison Kalua;**
- **Members of Parliament;**
- **Members of the Diplomatic Corps and Heads of International Organizations;**
- **Chief Secretary, Mr. Bright Msaka and all Senior Government Officials;**
- **Chief Executives of Companies and Parastatal Organizations;**
- **District Commissioners;**
- **Paramount Chiefs, Senior Chiefs and Traditional Leaders;**

➤ **Distinguished Participants;**

➤ **Ladies and Gentlemen.**

It gives me great pleasure to welcome you all to the official opening of this One Village One Product (OVOP) International Seminar for African Countries. I have titled my statement “**EMPOWERING THE POOR**” to recognize the important role of OVOP in economic and social transformation of rural areas.

I extend a special welcome to all distinguished foreign participants from the 18 African countries that have come to participate in the seminar.

I recognize the presence of Mr. Seichie Nagatsuka, Vice President of JICA and Mr. Morihiko Hiramatsu the former Governor of OITA Prefecture and pioneer of OVOP. You are all welcome to Malawi.

I would like to specially welcome Mr. Hiroshi Matsumoto, the Charge d’ Affaires of the Japanese Embassy in Malawi who is actually attending his first official Japanese-Malawi related public function following the opening of the resident mission here in Lilongwe earlier this month.

Distinguished Participants

Ladies and Gentlemen

I am pleased that the OVOP International Seminar for African countries is being held here in Malawi and that this has been organized in collaboration with the Japanese Government.

The aim of this International Seminar is to promote a comprehensive understanding of the “One Village One Product” concept among senior officials from African countries through sharing of experiences on OVOP related projects. I understand that Malawi was requested to host this seminar because it is the first country in Africa to adopt the OVOP concept in totality.

We are greatly honoured by this recognition, and are therefore eager to demonstrate that OVOP is a success in Malawi and can indeed succeed in other African countries.

Malawi decided to adopt the concept of OVOP realizing that it fits in well with the Government’s agenda of empowering local communities by assisting them to add value to their local resources, instead of merely selling primary products. This also instils a sense of self-reliance among the participating individuals and groups.

Hon. Ministers

The Vice President of JICA

Ladies and Gentlemen

The OVOP concept is relevant for Malawi because as you may be aware, we are currently implementing the Malawi Growth and Development Strategy (MGDS) whose main thrust is to create wealth through industrialization and value addition as a means of achieving poverty reduction. The strategy is gradually transforming Malawi from being a predominantly importing and consuming country to a predominantly manufacturing and exporting country.

A central theme of the MGDS is economic empowerment of local communities through small scale businesses. The One Village One Product Programme becomes an integral part of the national strategy and is expected to play a vital role in economic and social transformation.

This is because we have realized that poverty cannot be reduced by welfare transfers alone, but through efficient utilisation of production capacities, creation of new wealth, and adding value to our agricultural raw materials and minerals.

Ladies and Gentlemen

The Strength of OVOP lies in the fact that with over 70% of the population living in rural areas, there is need to specifically target the rural communities and to effectively empower them to take charge of their own lives. This is the main objective of the OVOP Programme in Malawi.

I am happy that the Government of Japan has been working with my Government to develop this programme. Japan, through JICA, has provided technical assistance in institutional development in the OVOP Secretariat.

In conclusion, I would like to take this opportunity to commend the cordial relations that exist between Japan and Malawi. These relations have strengthened over the years contributing to Malawi's adoption of the OVOP concept from Japan.

The opening of the Japanese Embassy in Lilongwe earlier this month is a clear testimony of the ever flourishing relations existing between Japan and Malawi.

I thank you all for your participation.

It is now my pleasure to declare the OVOP International Seminar for African countries officially open.

God bless you all.

January 22, 2008
Lilongwe, the Republic of Malawi

**OVOP International Seminar for African Countries
in Malawi**

The “One Village, One Product” Movement

Spreading throughout the World

Morihiko Hiramatsu, Ph.D.
President
Oita OVOP International Exchange Promotion Committee
JAPAN

Excellencies

Distinguished participants

Ladies and gentlemen

It is my great pleasure and privilege to be able to make a speech at the “OVOP International Seminar for African Countries” which takes place for the first time here in the Republic of Malawi. I would like to extend to all the people concerned my deepest appreciation for their effort in holding this landmark conference on the “One Village, One Product” Movement to help facilitate the development in Africa further.

I served for 24 years in total from 1979 to 2003 as governor of Oita Prefecture in Kyushu Island, which is located in the southwestern part of Japan. Presently, I am the President of Oita OVOP International Exchange Promotion Committee, a non profit organization.

The history of exchanges between African countries and Oita Prefecture is old. In 1997, the Japan International Cooperation Agency (JICA) sent a study team to Malawi. They then introduced Malawian officials Oita’s project of the “One Village, One Product” Movement as a scheme for regional empowerment. In December of the same year, former Minister Aleke K. Banda of Agriculture and Irrigation visited Oita to make a fact-finding tour to Oyama Town and other OVOP examples, and requested Oita Prefecture and JICA to give support and cooperation to Malawi in adopting the “One Village, One Product” Movement. In response to the request, Oita Prefecture sent the staff to Malawi to make a presentation on the Movement in depth to H.E. Former President Bakili Muluzi and also both high-ranking and local officials in 1998. The living standard in rural areas is very low although agriculture is their key industries. While promoting the projects to develop infrastructure, they first worked on the improvement of living conditions and human resources development.

From the year 2000 through March in 2002, Mr. Masafumi Taguchi from Oita conducted a pilot project of the OVOP Movement, while working at the government of Malawi as an expert dispatched from JICA. In 2003, H.E. Former President Bakili Muluzi visited Japan to attend the Tokyo International Conference on African Development (TICAD) III. During his stay, he visited Oita for study. In 2005, at the request of the government of Malawi, the “Institutional and Human Resources Development Project for the ‘One Village, One Product’ Program” was officially

adopted as a JICA project.

In March 2006, I met H.E. President Bingu Wa Mutharika during his visit to Japan. Both Minister Davies Chester Katsonga of Foreign Affairs and International Cooperation and Minister George T. Chaponda M.P of Local Government and Rural Development made an observation trip to Oita Prefecture during their stay in Japan.

With the FIFA World Cup Soccer Tournament hosted in Japan in 2002 as momentum, many African countries have become interested in the OVOP Movement. Especially, Tunisia held a workshop on OVOP in September 2003, and I joined this at their invitation. I met H.E. Prime Minister Mohamed Ghannouchi to discuss the promotion of the OVOP Movement in Tunisia. Besides the visit of Minister Mohamed Nouri JOUINI of Development and International Cooperation of Tunisia to Oita in 2004, we have received in Oita Minister of Foreign Affairs of Ethiopia, and many ambassadors of African countries to Japan including Ambassadors of Zimbabwe, Kenya, Botswana, and Mozambique in recent years.

I will explain how this movement was started and also how it has been promoted. I hope that my presentation will encourage those who are enthusiastically engaging in regional development and also in entrepreneurial activities. I also cordially hope that the “One Village, One Product” Movement will be further facilitated to empower rural areas, as well as to develop the whole nation.

1. The Objectives of the Movement

In 1979, I was first elected Governor of Oita Prefecture, my hometown. With a population of approximately 1.2 million, Oita is about 1,000 kilometers away from Japan’s capital, Tokyo; about one and half hours by plane. I served as governor there for six straight terms totaling 24 years.

Before assuming the office of governor, I worked for the Ministry of International Trade and Industry (presently, the Ministry of Economy, Trade and Industry), and was concerned with economy-and-industry-related policies such as computer-oriented programs and countermeasures for industrial pollution. Frankly speaking, I did not know much about local administration in the early days of my governorship. To begin with, however, I advocated the “One Village, One Product” Movement, aiming at the creation of a hometown in which citizens can take deep pride. In recent years, this

movement has drawn attention from all over the world, especially from other Asian countries as a useful regional revitalization scheme, and some countries have actively applied it to their policies to solve poverty issues. During the 2006 fiscal year, my committee received seventy-five groups of approximately 1,300 people from 36 countries and regions in the world who wanted to learn about Oita's movement.

Currently, the "One Village, One Product" Movement has spread to Mongolia, China, Thailand, South Korea and many other Asian countries, and also to African countries including Malawi and Tunisia. Today, it is reaching even to Paraguay and other parts of South America. This spread can be attributed to the facts that the movement is regarded as a most useful tool in solving the issue of increasing disparity in incomes between urban areas and rural areas, as well as in escaping from poverty in rural areas by their own abilities, and also that the movement has actually born fruits in China, Thailand and Malaysia.

As the person who first proposed this movement, I would like to give an outline of its social background and the reasoning behind it, and then talk about specifically the One Village One Product movement deployed in Oita Prefecture.

① **A Transition from a GNP oriented society to a GNS (gross national satisfaction) oriented society**

I took office as governor of Oita Prefecture in 1979. In the 70s, during a high-growth period, Japan enjoyed the crest of a national land reform boom. In the 80s, both the overpopulation problem in urban areas and the depopulation problem in rural areas were accelerated, and the aggravation of living environment became more serious. The way to balance the luster and the shadow of economic development supremacy, and also the way to create a society where people can make their living comfortably were big challenges for governments at all levels to cope with. In this context, I set up two objectives.

The first objective was to increase the per capita income of citizens. The incomes of Oita's citizens were low, and the disparity between Tokyo and local areas was very great when I became governor. The first thing we had to try was to raise citizens' incomes and to build up their confidence; GNP oriented society (N.1). As an ultimate goal of regional revitalization, we aimed at the realization of a society where all citizens can be proud and feel satisfied with their lifestyles in each of their respective communities.

I decided to aim at a society where the elderly live with peace of mind, the young can fully express their vitality, and people can produce their own specialties including culture and tourism even in rural places; GNS oriented society (N.2). I also aimed at developing human resources who can strive for regional vitalization. For the realization of both the GNP and GNS oriented societies, I proposed the “One Village, One Product” Movement.

N.1: GNP (Gross National Product) oriented society: society realized by focusing on economic development or raising citizens’ incomes

N.2: GNS (Gross National Satisfaction) oriented society: society realized by focusing on citizens’ spiritual contentment rather than material satisfaction

② Exogenous Development and Endogenous Development

As measures to invigorate regions, there are two different approaches; exogenous development and endogenous development. Exogenous development is a method to promote, for example, the modernization of extraction industries (gas, oil, mining, etc.) by introducing investments or resources from the outside (especially from foreign countries in developing countries). This type of development includes energy-related industries to exploit oil or coal mines, and also the attraction of large-scale plants such as steel industries, ship builders and automobile makers.

From the viewpoint of industrial location, industries are usually located in a place where they can minimize their production costs. When we plan to promote regional development through attracting outer investments; exogenous development, we need to explore the feasibility of attracting industries on the following four points drawn from the example of automobile industries successfully attracted to Thailand.

- Securing high-quality labor
- Sufficient industrial cluster
- Establishment of infrastructure, especially for transportation
- Useful industrial attraction policies

Not all areas can meet the above requirements. Then, do disadvantaged regions have to give up their development, or do they dare to attract industries under insufficient conditions, tolerating some pollution that might arise due to cuts in production-cost or accidents such as mine cave-ins?

Besides the above two options, there is a different type of revitalization approach that rural areas can take as a third option. This is the endogenous development I have proposed. While making full use of their potential resources and capital, and also preserving the environment, people can develop their areas by promoting the semi-secondary industries (N.3). This is the spirit of the “One Village, One Product” Movement. This type of development does not make a large contribution to the economic development in the entire area, because each of the projects is usually small-scale, and the capital and resources spent for it are also small. By gathering humble successes, however, we will be able to achieve a steady and sustainable development, which will not be swept by the big waves of the world market economy.

N.3 Semi-secondary industries: to produce processed foods and other goods mainly by processing agricultural products (primary-industry products), in other words, intermediate industries between the primary and the secondary industries

I set up the ultimate goal of regional revitalization on improving citizens’ social life economically, culturally and spiritually. Under the slogan of “Concurrent Advancement of both Agriculture and Industry,” I actively promoted the endogenous development especially in depopulated areas, while attracting to Oita Prefecture big Japanese industries such as Nippon Steel Co. Ltd. and Canon Inc. We dispersed these high-tech companies in the suburbs of bigger cities, so that they could operate in coexistence with surrounding farms. If we fail to pursue the well-balanced development of agriculture and industry, rural areas will lag behind only to supply labor and land to industries, and consequently agriculture will decay. Traditional communities which have been sustained by agriculture will dramatically change into impoverished places. Even if such areas can attract high-tech companies, they cannot root them in the area, and will change into a society where their traditions and culture can no longer be maintained. Therefore, I as governor revised a regional development preferentially driven by economic interest, and decided to adopt a policy to realize a society where citizens’ life comes first; a GNS-oriented society.

③ Aiming at a GNS-oriented society

A GNS-oriented society does not put values on economic or material satisfaction but on the improvement of the quality of life, pursuit of a worthwhile life and coexistence with nature. While protecting our living environment from devastation, we should aim at a moderate development or a society with harmony between material satisfaction and

spiritual satisfaction. I believe that the philosophy of sufficiency economy and my idea are based on the same conceptual framework. We must consider the coexistence of nature and humans, co-prosperity of agriculture and industry, correction of the disparity between urban areas and rural areas, technological transfers from advanced industries to local industries, and solution for discrimination against different ethnic groups, disabled people and different genders. From this point of view, I recommended that the citizens of Oita create their own specialty that can be their pride; agricultural products, tourism, folksongs, whatever they want.

2. Principles of the “One Village, One Product” Movement

I. Local yet Global

When I became governor in 1979, I proposed the “One Village, One Product” Movement through which each local community would strive to create and market one product that could be a source of pride for the people living there. This movement is founded on the three basic principles. The movement’s aim is not simply to make souvenirs for tourists, but to create local specialty products that can pass muster not only in the Tokyo market but also in the international market. In other words, the aim of the “One Village, One Product” Movement is to create and market local products that can gain a global reputation.

| A Price Comparison of Local/ Industrial Products | | | |
|--|------|-----------|---------|
| Dried Shiitake Mushrooms | 100g | 3,000 JPY | 28 USD |
| Barley Distilled Spirits | 100g | 240 JPY | 2.3 USD |
| Greenhouse Oranges | 100g | 300 JPY | 2.8 USD |
| Motor Cars | 100g | 200 JPY | 1.9 USD |

Take *shiitake* mushrooms grown in Oita for instance. They presently account for 29% of all the *shiitake* mushrooms produced in Japan. Among several different kinds of *shiitake* mushrooms, *donko shiitake* mushrooms cost about 3,000 yen per 100 grams, or about US\$28. To give you some perspective on this value, a domestically manufactured Japanese car such as a Toyota car, on average, costs about 3 million yen and weighs about 1.5 metric tones, or 200 yen per 100 grams. But Oita *shiitake* mushrooms cost 3,000 yen per 100 grams. We could encourage a company to move to Oita and build an automobile factory, which would be one way of promoting development through external influence. Instead, we have chosen to fully utilize the potential of local resources by creating high value-added special products while conserving our eco-systems and the environment. This is the spirit of the “One Village,

One Product” Movement - creating products that are local, yet global in appeal. Let me give you another example. Using barley grown in Oita, we make clear distilled liquor called *shochu* that is now very popular in Tokyo and Osaka. In Oita, this *shochu* costs 1,200 yen a bottle, but if you want to buy a bottle and keep it reserved for you at a Ginza bar, it will cost you 8,000 yen.

So the “One Village, One Product” Movement is about using local, natural resources to make high value-added products. Rather than simply imitating Tokyo or Osaka, we are aiming to create a cultural environment and products unique to Oita. The first principle of the “One Village, One Product” Movement, therefore, is to revitalize each local community by developing its potential resources to create high value-added products while conserving the environment.

You may think that ‘Local yet Global’ is an antonymic principle, but it is not contradictory. Some specialties that are most particular to a region or a country are sometimes accepted globally. Take Thailand’s Tomyangkun, one of the three world famous soups, Thai massage and Thai boxing, for example. The more characteristic features they offer, the more reputations they can gain in the world. In other words, we should find something special to the area and develop it into a globally-marketable product, by adding some values to it. This is the first principle of the “One Village, One Product” Movement.

II. Self-reliance and Creativity

The second principle is self-reliance and creativity. The driving force of the movement is citizens. It is not government officials but locals who decide what they choose as their specialty to revitalize their area. The point is that special subsidies should not be provided to locals directly. As the saying “the end of money is the end of love” goes, if you offer them subsidies, it is highly likely that they will give up the campaign when the subsidy system is abolished. Local areas are blessed with beautiful nature such as forests and lakes. They also have folksongs and folkdances nurtured for a long time in the region, and some traditional techniques, for instance, for making pickles and dried fish. In short, they have the potential to start a new business, making full use of their specialties. I call it “regional potential.” The “One Village, One Product” Movement advocated by myself is the campaign to facilitate regional development through making locals aware of their potential and maximizing it with their spirit of self-reliance.

The prefectural government does provide technical advice, however. For example, it has offered guidance on how to cultivate the aforementioned *shiitake* mushrooms and how to develop a new drink and processed goods from *kabosu* limes. The prefecture also makes a major contribution through promotion activities in Tokyo; for which the government acts as a sort of sales-man. But apart from that, the towns, villages and cities of Oita create and market their own products independently with their own resources, money and know-how. This self-reliance and creativity, backed by the prefectural government, is the second principle of the “One Village, One Product” Movement. The most important thing is the leading role that people play in their efforts, whether it is the cultivation of *shiitake* mushrooms, the development of new products or, to give a non-agricultural example, the development of a new resort town such as Yufuin Town, which is now visited by 3.9 million tourists every year. The development of tourist resorts also qualifies as a “One Village, One Product” project. Human resources are essential to promote the revitalization of a region. How to utilize people is the key point in all of this.

I will show you another successful example of Oyama Town, Hita City, with a population of about 3,800. After the Second World War, the Japanese government recommended farmers to grow more rice and to raise more livestock. Oyama is, however, a tiny town located deep in mountains, and has little arable land to grow rice and few pastures to feed cows. So, they decided not to obey the central government’s policy and shifted their farming products from rice and cattle to chestnuts and *ume* plums. Under the slogan of “Let’s plant chestnuts and plums and go to Hawaii,” the head of the Oyama agricultural cooperative started a regional revitalization campaign. They process pickles, juice and many other products from *ume*, and grow *enoki* mushrooms by using sawdust provided by nearby sawmills. They have increased their incomes through the production of high-value-added products. In general, agricultural yield is decreasing in Japan, but Oyama’s is increasing. The growth rate of Oita Prefecture’s gross agricultural output for 2004 is 0.91 times that for 1980. However, Oyama’s growth rate for 2004 is 1.76 times that for 1980, which is top in Oita Prefecture. At present, 70 percent of the townspeople hold passports, which is the highest rate in Japan. They have a direct sales shop in the town, where farmers bring their products and price them freely. They also run a restaurant to serve delicious local dishes cooked by farmers’ wives. This restaurant is very popular and has become a favorite sightseeing spot visited by 1.9 million tourists a year. Besides the shop in the town, they have six other direct sales shops out side the town. The total annual sales of the seven shops

have risen to 1.5 billion yen. This is a successful example of the poorest town becoming the richest in Japan.

Citizens can choose a specialty product of the “One Village, One Product” Movement by themselves, and promote it at their own risk. Local governments help them by providing them with technical guidance and support for sales promotion, which includes product fairs, establishment of a private company to promote OVOP goods, research through antenna shops in urban areas, and awarding people and groups with remarkable achievements in the movement by using donations from the private sector.

III. Human Resources Development

The third principle of the movement is human resources development, the most important objective of this campaign. It is not a government but citizens who produce specialties. We must cultivate innovative human resources who can challenge new things in agriculture, trading, tourism and many other fields.

In order to fulfill this objective, we have established the Land of Abundance Training School for citizens who work during daytime and spend the evenings to study how to invigorate their communities. ‘Land of abundance’ or ‘Toyo-no-kuni’ is an old name of Oita Prefecture. I was the first principal of this school. The students include farmers’ wives, agricultural cooperative staff, schoolteachers and office workers. The prefecture has been divided into 12 zones, with branches of the school in each zone. Each branch school has 30-40 students who study for two years. They do not have any particular textbooks or teachers for regional vitalization programs. Instead, some local people who have succeeded in the movement are invited to be lecturers. Among them are the president of a *shochu* (a clear liquor) distiller producing ‘iichiko,’ and the owner of a Japanese inn in Yufuin Town. Currently, a total of 1,800 people have graduated from this school. Some of the graduates have become prefectural assembly members or mayors, continuously promoting their regional revitalization.

Besides Land of Abundance Training School, we have several small schools in the fields of stock farming, agriculture, commerce, and tourism. In particular, women play an important role in regional vitalization. Women farmers organize groups, process various products using local resources, and open their shops to sell them. While selling the products at the shop, they research consumers’ voices and feed them back to their product development. This type of entrepreneurial business is increasing in Japan. In Oita, 339 groups of women farmers have started businesses by themselves, which

ranks 4th nationally. We have a phrase, “Produce Locally, Consume Locally,” which means that it is reasonable for locally-produced products to be consumed in the area. In Korea, they have a maxim, “Shindofuji,” meaning our bodies are inseparable from the environment, that is to say, the environment makes us what we are, and it is reasonable to eat locally-grown products in order to keep good health.

In 2001, the total number of OVOP items of 11 cities and 47 municipalities of Oita prefecture was 336. The gross output has increased from about 36 billion yen to 141 billion yen. Twenty-five years have passed since we started the “One Village, One Product” Movement in Oita. There are no OVOP items finalized for just one or two years. It has taken us a long time to produce specialties. In the meantime, the number of items has doubled, and the total sales have increased four times. However, not all of them have been successful. We have had many failures. But the most important thing is that we never give up our quest, never be disheartened by failure, and continue our effort with a spirit of challenge. Long hours, much effort and an unbending spirit are indispensable for the creation of specialties. “Continuity is Power” is key to success.

In addition to the development of local resources while protecting natural ecosystems, which economists call “endogenous development,” we promoted regional revitalization through extrinsic sources by bringing in high-tech industries. We now have many high-tech companies in the vicinity of the airport, which are collectively known as a “Technopolis.” To minimize environmental pollution, the Technopolis project has been planned so that these high-tech companies are dispersed, rather than being concentrated in one location. In the Bungo Channel between eastern Kyushu and western Shikoku, fish are plentiful. We designated the southern part of Oita as a “Marinopolis” where marine resources were developed. The mountainous area of our prefecture is also blessed with abundant forests, where we conceived a “Greenpolis” project aimed at developing a new economy based on these resources. The center of Oita is home to the farmlands that form the nucleus of the prefecture’s agricultural industry. Through this area flows a big river, on which we based the concept of a “Riverpolis.” We planned a regional activation project that makes full use of the natural characteristics of each of these areas.

2. The “One Village, One Product” Movement Spreading throughout the World

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|--|
| <p>The “One Village, One Product” Movement in Other Countries</p> |
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|---|---|
| One Factory, One Product (Shanghai, China) | One Town One Product (Philippines) |
| One City, One Product (Shanghai, China) | Satu Daerah, Satu Industri (Malaysia) |
| One Village, One Treasure (Wuhan, China) | Back to Village (East Jawa, Indonesia) |
| One Village, One Product (Jiangsu, China) | One Village, One Product (Cambodia) |
| One Company, One Village (Korea) | One Parish, One Product (Louisiana, USA) |
| One Tambon, One Product (Thailand) | |

• China

We have not undertaken any activities to promote the movement, but many leaders in other Asian countries have become interested in it, and visited Oita to learn about it. Take China, for instance. In 1978, Chairman Dèng Xiǎopíng adopted the strategy of market economy, and started a reform and open-door policy. Early in the 1980s, at the invitation of Shanghai Mayor Wang Dao Han, I visited Shanghai and made a presentation on the “One Village, One Product” Movement. Then, the ‘One Factory, One Product’ Movement started, aiming at producing high-quality goods at each factory; a sort of quality control movement. Since the Chinese government used to purchase all the products made by people’s communes and the resulting reliance on the state had an adverse affect on quality, this campaign was launched. Other projects in China are the ‘One Village, One Treasure’ Movement in Wuhan City, which aims to discover one treasure in each village, and the ‘One Village, One Product’ Movement in Jiangsu Province. As you may know, in China, high-tech industries are flourishing in the areas along the seashore, but the rural areas in inland have lagged behind greatly. The disparity in incomes between the two is about three to one. One of the most serious subjects in China is, what we call, three agricultural problems; farming, farmers and villages. Vice President of China Zeng Quinghong visited Oita for study in order to apply the ‘One Village, One Product’ movement to solving these problems. Shaanxi Province where Xi’an City is located, Jiangxi Province where Nanchang City is located, Gansu Province and Jiangsu Province are introducing the movement currently.

• Thailand

The most enthusiastic crusader for the ‘One Village, One Product’ Movement is Former Prime Minister Dr. Thaksin Shinawatra of Thailand. He came to Oita for study, and adopted the movement as a national policy under the name of ‘One Tambon One Product (OTOP).’ Thailand has 76 provinces, each of which is developing its own specialties. The Thai government has applied a five point (star) grading system to the assessment of

local specialties. Five-star products can be exported to other countries, three-stars are marketed domestically, and products with one-star are allowed to be sold only in the areas they are produced.

• **Korea**

The “One Village, One Product” Movement has been also introduced in Korea. During General Park’s presidency, a new rural project called the Saemaul (village creation) movement was launched. When I met President Roh Tae-Woo, I heard that they were very concerned about the excessively high concentration of people in Seoul and the income disparity between urban and rural areas. In response to a proposal from Korea for coordination between the Saemaul movement and the “One Village, One Product” Movement in Oita, we held annual meetings between leaders of the Saemaul movement and their counterparts in Oita. In 1998, we heard that President Kim Dae-Jung was promoting a shift of control of the Saemaul movement from the public to the private sector. We continued yearly exchanges with Korea in this direction for several years. In 2005, two years later and after my retirement from service as governor, I visited Korea to give a speech at the invitation of Gwangyang City, and also enjoyed the *Ume* Plum Fair there. In the same year, the ‘Presidential Committee on Balanced National Development of Korea,’ which is facilitating a new dynamism promotion project, held a seminar for officials of both the national and local governments. I was invited by them to make a presentation on the OVOP then. I also appeared as a keynote speaker at “Korean Wave Forum Chuncheon 2005,” which took place in commemoration of the 40th anniversary of the friendly relationship between Korea and Japan.

• **Philippines**

At the invitation of Former President Fidel V. Ramos, I visited the Philippines and made a presentation on the “One Village, One Product” Movement in 1993. In October of the same year, five governors of the CALABARZON region came to Oita and a Joint Communiqué was forged between Oita and CALABARZON. In the Philippines, the OVOP Movement was started under the name of “One Barangay One Product,” and recently it has been renamed and promoted as “One Town One Product.”

It was my great pleasure to be bestowed the Ramon Magsaysay Award, an Asian version of the Nobel Prize in 1995, for my contribution to facilitating various exchanges between Oita and other Asian countries. In November 2007, at their invitation, I visited the

Philippines to attend the “First OTOP Summit” for presentation.

• **Other Countries**

In 1988 when Tom Bradley was mayor of Los Angeles, the city established a ‘One Village, One Product Day’ on which specialty products were sold at the ‘Oita One Village, One Product Fair’ in Little Tokyo. We conducted exchanges with Los Angeles through this project. In France, Britain and Russia, similar kinds of project were planned to promote regional revitalization. This movement was also developed in Indonesia, particularly in the state of West Sumatra. The governor of Sumatra visited Oita, and a project was launched in Padang on the coast of West Sumatra. Technical trainees from Padang came to Oita for study. In the state of East Java, the government implemented a “Back to Village” movement in an attempt to encourage people to return to rural towns and villages in order to redistribute the population from cities to regional areas. To encourage permanent residence in local areas, the government not only promoted rural industries and agriculture but also developed factories that could be operated in rural areas.

The “One Village, One Product” Movement has been adopted also in Mongolia and several other Asian countries. The Mongolian government worked out the “OVOP Action Plan” in 2005, which is being promoted in cooperation with United Nations Development Program. In October 2007, the “OVOP National Summit” took place along with the Expo of OVOP products. Former Prime Minister of Laos Boun Nhang Vorachith became interested in the movement, and adopted it in his country. In June 2007 when the OVOP seminar was held in Laos, I met in person the present Prime Minister of Laos, Mr. Bouasone Bouphavanh, during my stay. Prime Minister Hun Sen of Cambodia, who is tackling the aftermath of the civil war, was inspired by the movement, and visited Oita for inspection. In June 2007, the “OVOP National Conference” was held in Cambodia. In February 2007, I took part in the OVOP Conference which was held in India, organized by JETRO, and had the opportunity to meet the then President Abdul Kalam. I also received a letter from Prime Minister Manmohan Singh, requesting me to give cooperation and assistance to the promotion of the OVOP Movement in India. Also in Guam Island, the OVOP seminar was held in September 2007 and I made a presentation then.

Former Prime Minister of Malaysia Dr. Mahathir has also promoted the movement in his hometown, the state of Kedha. Presently, the movement is being implemented under

the name of “Satu Daerah Satu Industri (SDSI; One District One Industry)” in Malaysia. In April 2006, ‘SDSI Showcase’ was held in Malacca. In July 2007, the 4th International OVOP Seminar took place in Malacca, attended by approximately 1,000 people from 15 countries. The SDSI Campaign includes a home stay program, and villages are promoting agro tourism through this program.

4. Exchanges and Outcomes obtained through the “One Village, One Product” Movement

Because Kyushu is located particularly close to the Asian continent, we held Asia-Kyushu Exchange Summit Meetings, which were attended by the governors of each prefecture in Kyushu and the governors of states and provinces in Korea, China, the Philippines, Thailand, Vietnam, Indonesia and Malaysia. The purpose of the meetings was to exchange know-how for the promotion of regional revitalization. The first Asia-Kyushu Exchange Summit was held in Oita in 1994, the second in Fukuoka, the third in Manila, the fourth in Malaysia, and the fifth in Okinawa. In October, we held the sixth summit in Jiangsu Province in China, which was attended by Chinese Vice-Premier Li. At the summit, China announced its plan for a new afforestation project and the prohibition of logging, particularly in the upper reaches of the Chang and Yangtze rivers, to protect the environment. We also spoke on this theme in view of the serious flooding in China. In 2000, the 7th Asia-Kyushu Summit was held in Oita.

In 2004, an international conference on the “One Village, One Product” Movement was newly started as “One Village, One Product Summit,” which took place in Chiang Mai, Thailand, in September. Leaders from China, Malaysia and many other countries who have engaged in the movement attended the Summit, and actively exchanged their views and experiences. In 2005, the “International Seminar on One Village, One Product” was held in Xi’an City, China, attended by many delegates from 17 countries and regions including China. Deputy Prime Minister and Minister of Commerce of Thailand, Dr. Somkid Jatusripitak, and Vice President of China, Zeng Quinghong, participated and made speeches at the opening ceremony of the Seminar. In 2006, the 3rd conference took place at Ritsumeikan Asia Pacific University in Oita Prefecture and the 4th in Malacca, Malaysia, in 2007. The 5th conference will be held in Liyang City, Jiangsu Province, China. You will be furnished with the information of this event later when the program is finalized.

With assistance from JICA and in response to a request from former President Ramos of

the Philippines, Oita Prefecture assisted the Philippines with its afforestation projects. Afforestation has become an urgent task there, and since about 70% of Oita is covered by forest, we have considerable know-how in this field. Oita provided forestry training to administrative officials and others involved in the Philippine forestry industry so they could apply the techniques used in Oita in their own country. Through the mediation of JICA, arrangements were also made for administrative officials from countries and regions in Asia and Africa to visit Oita, and study first-hand how we implemented the “One Village, One Product” Movement. Officials from Malaysia, Indonesia the Philippines, and Malawi took part in ‘Asia One Village, One Product Seminar’ in Oita.

Kyushu lies in the heart of Asia and is the closest region in Japan to the Asian continent. We made a plan to establish a university in Kyushu that could accept a large number of students from Asia. In 2000, Ritsumeikan Asia Pacific University (APU) was established as a base for human resources development activities in Asia in cooperation between local governments, industry and the academic world. This is a very unique university; half of students are from all over the world, especially from the Asia-Pacific region. English is the first foreign language. In 2006, 4,752 students in total are enrolled including 1,917 students from 74 countries and regions, and the employment rate is almost 100%. The Japanese government has made provisions for a total of 100,000 overseas students, but the actual number is a little bit over 50,000. We therefore need to establish more universities of this kind, where students from other countries in Asia and the Pacific region can study together with Japanese students. For this purpose, a scholarship system has been set up, raised funds from the business community. APU is a completely new type of university consisting of two departments, the Asia-Pacific Management Department and the Asia-Pacific Studies Department, in which students can study the Asia-Pacific region from a new and unique perspective. In Japan, prices are high and foreign students’ living conditions are particularly harsh in large cities. Oita, however, with its many rural areas rich in natural resources, can provide a pleasant environment and a warm welcome to students from overseas. We have set up an accommodation system that after spending their first year in the university dormitory, students can live for the next three years in Beppu City and its environs. The ratio of foreign students to the population of Oita Prefecture is the second highest in Japan, behind Tokyo. To mention some extracurricular activities at APU, there is a student circle, PRENGO (Pre-NGO), which was started in 2003. They are giving support and assistance to rural villages in Thailand in improving education

and literacy, and also in developing or promoting products of OTOP, a Thai version of the “One Village, One Product” campaign.

Oita was one of the sites to host a match during the World Cup Soccer Tournament in 2002. Tunisia in Africa, where Carthage was located in ancient times, was a participating country, and came to Oita for trainings and a match. This country became interested in the “One Village, One Product” Movement, and hoped to hold a workshop there. Invited by them, I visited the country in 2003. The President of Malawi in Africa came to Oita for study as well. The Japanese government has stated that they will support the development of the “One Village, One Product” Movement in Africa. Japan International Cooperation Agency (JICA) is implementing its five-year project during 2005-2010 in Malawi for establishing a system to facilitate the OVOP movement and also for developing human resources.

5. A Key to the Success of the “One Village, One Product” Movement

The “One Village, One Product” Movement has drawn attention from low-income areas where they cannot attract especially high-tech industries, and also from the people who are working on projects to eradicate poverty. The movement recommends locals to use their local resources to produce high-value-added products, and to ship them to the market. Many leaders have come all the way to Oita to learn about development of human resources through the campaign. The keywords I can show you are;

- ①Generate local residents’ awareness for their own potential and also for their region’s resources
- ②Find the treasures (potential resources) in the area
- ③Perseverance is the base of power.
- ④Produce high-value-added products
- ⑤Secure sales channels
- ⑥Develop human resources

< Conclusion >

In order to take a step forward our movement, we newly founded a non profit organization, “Oita OVOP International Exchange Promotion Committee” in April, 2005. Based on what we have achieved in our activities, we are making every possible effort to promote further various international exchanges through the “One Village, One Product” Movement and also regional vitalization projects from a more global

perspective. During the 2005 fiscal year, we received more than 1,000 people from 24 countries and regions in the world, mainly from Asia. They visited Oita to learn about the OVOP Movement and to have some exchanges with locals. Regarding international meetings on OVOP, the “One Village One Product Summit” took place in Chiang Mai, Thailand, in 2004, which has given impetus to further driving the OTOP campaign.

During November 5-7, 2005, “International OVOP Seminar” was held in Xi’an, China, cosponsored by Shaanxi Provincial Government, the State Agricultural Ministry of P.R.China, the State Administration of Foreign Experts Affairs, China, and Oita OVOP International Exchange Promotion Committee. The event was held on a large scale, attended by approximately 900 people from 17 countries, which included Mr. Zeng Quinghong, Vice President of P. R.China, Dr. Somkid Jatusripitak, Deputy Prime Minister and Minister of Finance, Thailand, and Mr. Murayama, former prime minister of Japan. We were happy to see that the OVOP movement is estimated as a useful regional revitalization tool in each country, and has spread around the world.

In December 2005, prior to the WTO Hong Kong Ministerial Conference, Former Prime Minister Junichiro Koizumi made public the launching of the “LDC (Least Developed Countries) OVOP” campaign based on Oita’s movement that regional revitalization is promoted by creating local specialties. In January, the Ministry of Economy, Trade and Industry of Japan (METI) officially announced that they would create an international version of OVOP and apply it to the aid program for LDC in Asia and Africa, in cooperation with JETRO, the Japan External Trade Organization. The program includes the development or improvement of handicrafts, textiles, and other specialties of LDC, the dispatch of experts from Japan, the acceptance of trainees in Japan, and the exhibitions and sales of LDC products in Japan. Through the program, globally-marketable products are expected to be created, and the Japanese government has exhibited and sold these products at international airports in Japan since 2006. If this medium-and long-term program, which covers the development of experts to the production/ marketing of products, is implemented successfully, seeders or leaders of regional development will be cultivated faster in these countries.

I believe that the best way of promoting regional exchanges in the future is direct exchanges on a grass-root level between regions through transfers of know-how for local revitalization, cultural or sport events, including exchanges of youth, women’s

groups, farmers, businessmen, etc. These region-to-region exchanges are most useful in promoting regional development, as well as international cooperation.

The Future of the “One Village, One Product” Movement

This movement has drawn attention from low-income countries that cannot afford to recruit outside high-tech industries but are making efforts to get out of poverty. The leaders of these countries often visit Oita to see how the movement helps develop self-reliant people willing to produce value-added products for marketing by using resources available in their own local areas. During 2007, I made presentations in India, Pakistan, China, Cambodia, Laos, Malaysia, Guam, Mongolia and the Philippines. In February 2008, I will make a presentation in Indonesia. In May of the same year, the TICAD IV will take place in Yokohama City, and also the G8 Hokkaido Toyako Summit in July, both in Japan. I myself shall make every possible effort to contribute to eradicating poverty and also to promoting regional development in Asian and African countries.

I sincerely hope that with the “One Village, One Product” Movement crossing country borders and spreading throughout the world, the people engaging in the movement will further cooperate to prosper their areas as OVOP families and consequently, their countries will be directed toward world peace. As the advocator of this movement, I will be happy if the movement can make some contributions to the realization of sustainable development of the world.

“Think Globally, Act Locally”



Morihiko Hiramatsu, Ph.D.

Date of Birth: March 12, 1924, Oita Prefecture, Japan

Education: March 2006 Ph.D. in Policy Science, Ritsumeikan University
March 1949 Law Faculty, Tokyo University

Career to Date:

- 2005 President, Oita OVOP International Exchange Promotion Committee (NPO)
- 2003 Honorary Consul-General, the Republic of Tunisia
- 1979-2003 Governor of Oita Prefecture
- 1975-79 Vice Governor of Oita Prefecture
- 1974-75 National Land Agency
- 1949-74 Ministry of International Trade and Industry (presently Ministry of Economy, Trade and Industry)

Publications

Software no Hanashi (Talks on Software)
(Nihon Keizai Shimbun-sha, Japanese/ Chinese)

Isson Ippin no Susume (Exhortations to the 'One Village, One Product' Movement)
(Gyosei Publishing Co., Japanese/ Chinese)

Gurobaru ni Kangae, Rokaru ni Kodo Seyo (Think Globally, Act Locally)
(Toyo Keizai Shimpō-sha, Japanese)

Chiho kara no Hassō (Ideas from a Regional Perspective)
(Iwanami Shinsho Press, Japanese/ Chinese/ Korean)

Isshin ni-shite Nisho (Life Story, Local Foreign Diplomacy & A Collection of Talks)
(Shincho-sha, Japanese)

Nihon Gasshu-koku e-no Michi (The Road to the 'United States of Japan')
(Toyo Keizai Shimpō-sha, Japanese)

Nijuisseiki no Chiiki Ridah e (For Regional Leaders in the 21st Century)
(Toyo Keizai Shimpō-sha, Japanese)

Chihojiritsu heno Seisaku to Senryaku (Policies and Strategies for Regional Independence)
(Toyo Keizai Shimpō-sha, Japanese)

Oita OVOP International Exchange Promotion Committee (NPO)

Activities: • Reception of study tours from overseas

- OVOP International Seminar
- Presentation of OVOP Award to groups / individuals in Oita Prefecture
- Researches in cooperation with universities, government agencies, etc.
- Assistance to human resources development activities, networking, etc.

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

TEL : +81-97-540-5243 FAX: +81-97-540-5253

URL : <http://www.ovop.jp> E-mail : info@ovop.jp

The “One Village, One Product” Movement Spreading throughout the World

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Committee

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

TEL : +81-97-540-5243 FAX: +81-97-540-5253

アジアへ 世界へ

The “One Village, One Product” Movement
Spreading throughout the World

世界に広がる一村一品運動

Morihiko Hiramatsu, Ph.D.
President, Oita OVOP International
Exchange Promotion Committee
NPO 大分一村一品国際交流推進協会
理事長 平松 守彦

Former President Bakili Muluzi of the Republic of Malawi visited Oita
バキリ・ムルジ 前マラウイ国大統領来県 (Oct.2-4.2003)

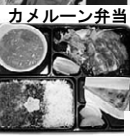
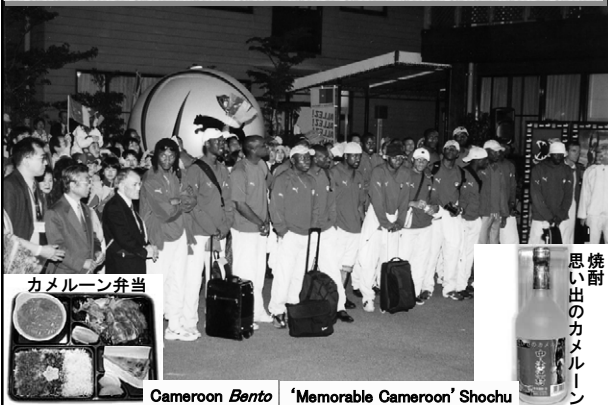


ムタリカ マラウイ国大統領との会見 (H18.3.16 東京)
Meeting with President Mutharika of Malawi (Mar.16. 2006, Tokyo)



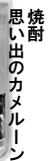
One Village One Product Workshop in Tunisia (Sep.2003)
チュニジアでの一村一品ワークショップ (2003.9)

2002 FIFA World Cup Korea/Japan
ワールドカップ・カメルーン中津江村キャンパス

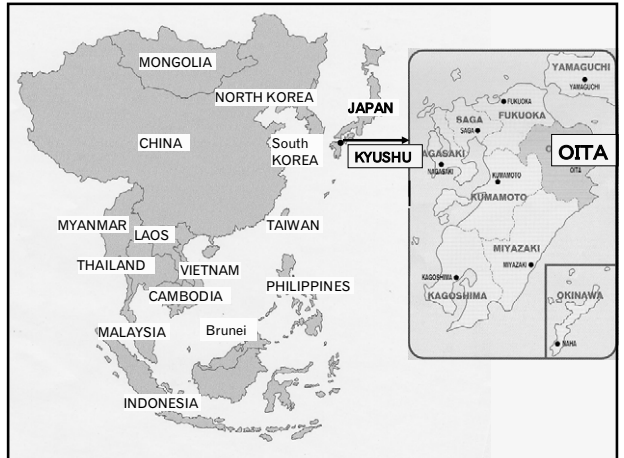


カメルーン弁当



Cameroon Bento 'Memorable Cameroon' Shochu



焼酎
思い出のカメルーン



Outline of OITA PREFECTURE 大分県の概要

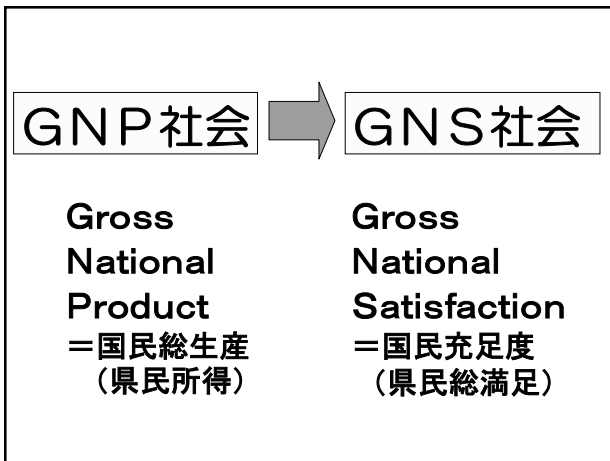
| | | |
|-----------------------------------|---|---|
| A R E A (面積) | 6,338km ² (全国比 1.7%) ※2002.10 |  <p>飯田高原 Handa Highlands</p> |
| POPULATION (人口) | 1,214,575人 (全国比 1.0%) ※2003.10 (1.21 million) | |
| Prefectural GDP (県内総生産) | 4兆4,230億円 (全国比 0.9%) ※2003FY (4,4230 billion JPY) (38.1 billion USD) | |
| TOPOGRAPHY (風土) | 海、山、高原の多様な地形と豊かな自然 Varied topography and nature blessed with beautiful seas, highlands and mountains |  <p>別府温泉 Beppu Hot Springs</p> |
| | 日本一の豊富な温泉源泉数 The largest number of hot springs in Japan | |

Prefectural Income Per Capita (1人あたり県民所得)

| | 1979 | 1983 | 1988 | 1993 | 2000 | 2003 (year) | 全国25位 |
|-----|-------|-------|-------|-------|-------|-----------------|--|
| JPY | 1,299 | 1,567 | 2,387 | 2,638 | 2,765 | 2,647 (千円) | 九州1位 |
| USD | 11.2 | 13.5 | 20.6 | 22.7 | 23.8 | 22.8 (thousand) | 25th in the Nation, 1st in Kyushu Region (USD1=JP¥116) |

Production Sales per head of farmers (農業就業者1人あたり農業産出額)

| | 1980 | 1985 | 1989 | 1994 | 2000 | 2004 (year) |
|-----|-------|-------|-------|-------|-------|-----------------|
| JPY | 1,180 | 1,510 | 1,600 | 2,580 | 2,340 | 2,460 (千円) |
| USD | 10.2 | 13.0 | 13.8 | 22.7 | 22.0 | 21.2 (thousand) |

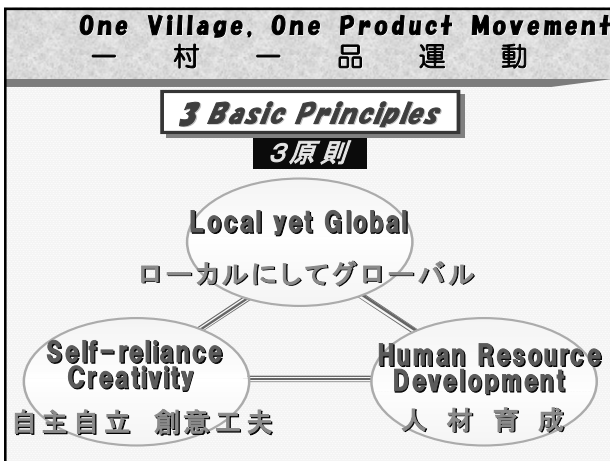


地域開発の手法 Technical Tips for Regional Revitalization

○外発型の地域開発 “EXTRINSIC” Method
他の地域から企業を誘致して新しい産業を興していく手法
To invite various businesses from other regions to promote new industry to thrive

○内発型の地域開発 “INTRINSIC” Method
地域にある資源・文化・技術を活用して地域経済を活性化する手法
The regional economy will be vitalized from within the actual community through having ownership to promote things that are essentially innate to the region including regional resources, local culture and technical knowledge.

※一村一品運動 = 内発型の地域開発
The One Village, One Product Movement = “INTRINSIC” Method



Local Yet Global

ローカルにしてグローバル

Dried Shiitake Mushrooms 乾しいたけ

Production Volume
生産量
1.410+

Production Sales
生産額
56億円: 56billion yen
(2004)

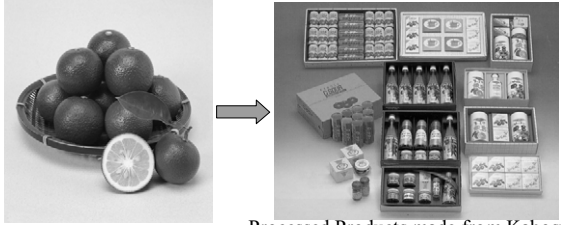
Domestic Market Share
国内生産シェア
34%



カボス Kabosu Limes

生産量 Output of 2003fy 生産額 Production Sales ¥1014Mill
4,550t 10億1400万円

国内生産シェア Domestic Production Market Share
ほぼ100% Almost 100%



Processed Products made from Kabosu

麦焼酎 Barley Distilled Spirits (SHOCHU)

1975年度課税数量(乙類) Taxation Quantity of 1975fy
765kl
全国シェア Domestic Production Market Share
1%

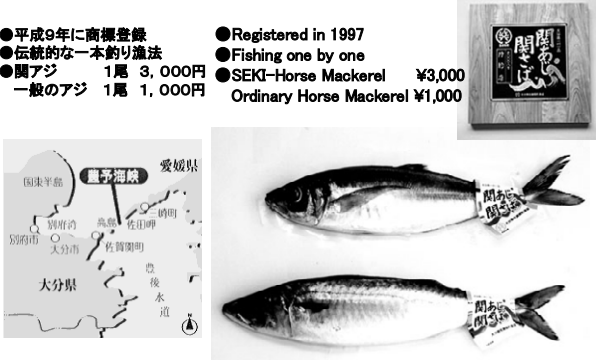
[156 times increase]

2003年度課税数量 Taxation Quantity
119,060kl of 2003fy
全国シェア Domestic Production Market Share
30.7%



関アジ・関サバ SEKI-Horse Mackerel/SEKI-Mackerel

- 平成9年に商標登録
- 伝統的な一本釣り漁法
- 関アジ 1尾 3,000円
- 一般のアジ 1尾 1,000円
- Registered in 1997
- Fishing one by one
- SEKI-Horse Mackerel ¥3,000
- Ordinary Horse Mackerel ¥1,000



湯布院町 Yufuin Town

人口 (Population) 11,611人
観光客数 (Number of sightseers)
1979年 190万人(1.9million)
2004年 388万人(3.88million)

「潤いのある町づくり条例」の制定
Enactment of the "Town Enrichment Ordinance"

湯布院音楽祭 Yufuin Music Festival
辻馬車 Carriage for Tourists
湯布院映画祭 Yufuin Cinema Festival

牛喰い絶叫大会 Shouting & Beef-Eating Contest



安心院町 Ajimu Town

Population: 8,548 Tourists: 172万人
安心院町グリーンツーリズム研究会
Ajimu Town Green Tourism Workshop
Founded in 1996
420 members (inc. 200 nonresidents)
農家民泊、農業体験、饅頭づくり等
Farm Stay, Hands-on Experience in Agriculture, Japanese Sweet-bun Making



| 一村一品単価比較 Price Comparison of Main OVOP Products | | |
|---|---------|-------------------------------|
| 乾椎茸(冬菇) Dried Shiitake Mushrooms | 100g | 3,000JPY 28USD |
| 焼酎 Barley Distilled spirits | 100g | 240JPY 2.3USD |
| ハウスミカン Greenhouse Oranges | 100g | 300JPY 2.8USD |
| 自動車 Motor Car | 1.5 ton | 3million JPY / 28thousand USD |

Self-reliance Creativity

自主自立、創意工夫


NPC Movement in Oyama Town 大山町のNPC運動

Population 3,870
NPC Movement
=New Plum & Chestnut

1961年開始 米作、畜産→梅・栗植えてハワイに行こう パスポート所持率日本一(7割) 中国・蘇州市 全国農協初の合弁蜂蜜工場 木の花ガルテン

Began In 1961 Rice Farming and Livestock to 'Let's plant plums and chestnuts to go to Hawaii!' Highest percentage of passport carrying residents in Japan (70% of the population)

Exchange with China (Suzhou City) - First joint venture honey factory started by a Japanese Agricultural Cooperative Konohana Garuten

木の花ガルテン Konohana Garten

1990年オープン
年商: 16億円
購買客: 190万人
大分、福岡で8店舗
Established in 1990
Annual Sales: ¥1.6 bill
Number of Customer: 1.9 Mill
8 Shops in Oita and Fukuoka





大山農協のシンボルマーク「産は未来へ」
農家のおもてなし料理(レストラン)
農産品バザール館 Direct sales shop

県・行政の支援 Prefectural Government Support

- 技術支援 Technical Support
 - 果の試験研究機関
Prefectural Experiment & Research Institutes
 - 商品改良・開発の支援
Support for Improvement and Development of
- 販売促進 Sales Promotion & Merchandise
 - 大分フェア・物産展等の開催 Oita Fair / Product Exhibition
 - 地産地消運動 Local Produce / Consumption Promotion Campaign
 - 豊の国食彩運動
Toyo-no-kuni (Land of Abundance) Fresh Produce Campaign
 - 一村一魚フェア One Village One Fish Fair
 - 大分一村一品株式会社 The "Oita One Village One Product Corporation"
 - 道の駅 星の駅 Michi-no-eki Sato-no-Eki (Local Rest Area)
- 功績に対する顕彰制度 Rewards for Achievement Program



| | | |
|---|--|---|
| 農業水産研究センター Agriculture & Fishery Research Center | 大分県海洋水産研究センター Fishery Experimental Station | 畜産試験場 Livestock Experimental Station |
| きのこ研究所 Mushroom Research Institute | 花き研究所 Floriocultural Research Center | 竹工芸・訓練指導センター Oita Prefectural Bamboo Crafts Training Guidance Center |
| 産業科学技術センター Industrial Research Institute |  | |