

TENTATIVE PROGRAM

Workshop on the One Village One Product Movement Promotion In Mekong Region Hanoi, Vietnam 9-13 November 2009

| Date/Time | Activity |
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| 9 Nov. (Mon.) 08:30–08:45 | Registration |
| 08:45–09:00 | Opening ceremony - Welcome Address - Opening Remark - Introduction of participants |
| 09:00–09:30 | Orientation on “APO Integrated Community Development Program for the Mekong Region –Promotion of OVOP Movement–” |
| 09:30–10:30 | Keynote Speech |
| 10:30–11:00 | Photo Session and Coffee break |
| 11:00–11:45 | Country Assessment Report Presentation on OVOP Implementation: Thailand |
| 11:45–12:30 | Country Assessment Report Presentation on OVOP Implementation : Cambodia |
| 12:30–13:30 | Lunch break |
| 13:30–14:30 | Country Assessment Report Presentation on OVOP Implementation: Lao PDR |
| 14:30–15:30 | Country Assessment Report Presentation on OVOP Implementation: Vietnam |
| 15:30–15:45 | Coffee/tea break |
| 15:45–17:00 | Resource Paper Presentation and Discussion: Comparative Analysis of OVOP and OTOP: essential elements and success indicators |
| 17:00–17:1 | General Discussion and Wrap Up |

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| <p>10 Nov. (Tues.) 09:00–10:15</p> <p>10:15–10:30</p> <p>10:30–11:45</p> <p>11:45–12:00</p> <p>12:00–13:30</p> <p>13:30–14:45</p> <p>14:45–15:00</p> <p>15:00–16:15</p> <p>16:15–17:00</p> | <p>Resource Paper Presentation and Discussion: Development of an effective institutional mechanism for a sustainable national OVOP movement (By Dr. Pansiri Jones, Thailand – to be confirmed)</p> <p>Coffee break</p> <p>Resource Paper Presentation and Discussion: Value addition to OVOP products: Transforming local raw materials and local indigenous knowledge and skills into marketable products (By Mr. Masato Kuroda, Special Adviser, Royal Silk Foundation, Kita-ku, Tokyo 114-0001, Japan)</p> <p>Video presentation</p> <p>Lunch break</p> <p>Resource Paper Presentation and Discussion: Branding, labeling, and quality standards for OVOP products (By Mr. Masato Kuroda)</p> <p>Coffee/tea break</p> <p>Resource Paper Presentation and Discussion: The role of market promotion and marketing support to OTOP Products: Experience from Thailand (By Ms. Pansiri Jones- Thailand)</p> <p>Preparation for field studies</p> <ul style="list-style-type: none"> - Briefing on visiting villages and project sites by local implementing organizations - Group work assignments during field studies |
| <p>11 Nov. (Wed.)</p> | <p>Field Visits</p> |
| <p>12 Nov. (Thurs.) 09:00–10:15</p> <p>10:15–10:30</p> <p>10:30–12:00</p> | <p>Presentation and discussion on Participatory Community Development Planning and Results Monitoring Dr. Ulrich Gaertner, Managing Director, Management Institute Ltd. -to be confirmed)</p> <p>Coffee break</p> <p>Presentation and discussion on tools and techniques for problem analysis, objectives and strategy formulation (Dr. Ulrich Gaertner to be confirmed)</p> |

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| 12:00–13:30 | Lunch break |
| 13:30–15:00 | Group workshop by country on problem analysis, objectives and strategy formulation |
| 15:00–15:15 | Coffee/tea break |
| 15:15–17:00 | Group workshop by country on national OVOP Plan Formulation |
| 13 Nov. (Fri.) 09:00–10:30 | Workshop for summarizing key learning and presentation of national plan by country group |
| 10:30–11:00 | Coffee/tea break |
| 11:00–12:00 | Summing-up session |
| 12:00–12:30 | Closing session <ul style="list-style-type: none"> - Evaluation - Observational remarks by Resource Persons - Vote of thanks - Certificate presentation |