



# SMEs Strategies to Develop Local Market: OTOP Village Champion

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# SMEs Promotion Strategies, 2007–2011

**Sustainable Growth of SMEs  
on knowledge-based basis**

**Productivity & Innovation**

**Dynamic & KB SMEs**

**1**

**Create new entrepreneurs & develop the capability of existing entrepreneurs**

**2**

**Upgrade productivity & innovation in manufacturing sector**

**3**

**Enhance efficiency and reduce disadvantage of trade sector**

**4**

**Promote value creation & value added in service sector**

**5**

**Promote SMEs in regional and local areas**

**Develop enabling factors and favorable business environment**

**Technology**

**HRD**

**Information**

**Marketing**

**Finance**

**Regulation**

**Logistics**

**SMEs  
business  
areas**

**SMEs promotion  
management**

**Good Governance**



# SMEs Promotion Strategies, 2007–2011

5

## Promote SMEs in regional and local areas

### ***Direction:***

*To promote the creation of networks and connection among SMEs in regions and to develop their manufacturing capability and business management*

1. Promote community and local products
2. Support cluster linkage to promote value chain in sub-sectors with potentials
3. Support development of infrastructure to provide services to SMEs in regions
4. Integrate and build networks of SMEs promotion in regions

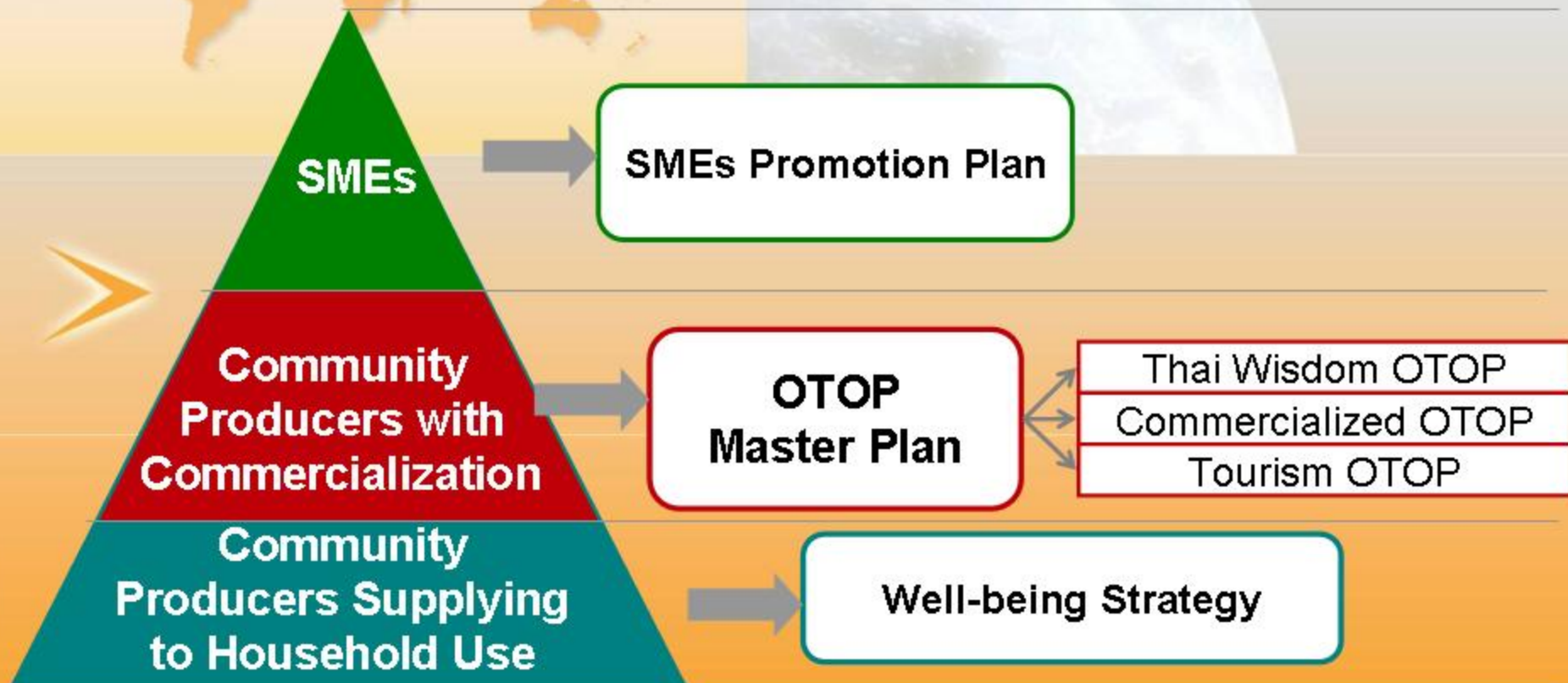


# Strategies to Promote Local Market

Strategy / Measure	Approach	Targeted Sub-sectors
<b>Public and Private Sectors Linkage</b>	<b>Government Procurement</b>	<ul style="list-style-type: none"><li>▪ Construction</li><li>▪ Office Appliances</li><li>▪ Transportation Parts &amp; Supplies</li></ul>
<b>SMEs and LEs Linkage</b>	<ul style="list-style-type: none"><li>▪ Supply Chain</li><li>▪ Sub-contractor</li><li>▪ Supplier</li><li>▪ Franchise</li></ul>	<ul style="list-style-type: none"><li>▪ Auto Parts</li><li>▪ Garment</li><li>▪ Restaurant</li><li>▪ Logistic</li></ul>
<b>Cultural / Local Industries Development</b>	<b>2006 Campaign of "In Search of Excellent OTOP"</b>	<ul style="list-style-type: none"><li>▪ Provincial Star OTOP</li><li>▪ OTOP Village Champion</li></ul>



# OTOP Promotion Strategies, 2008–2012



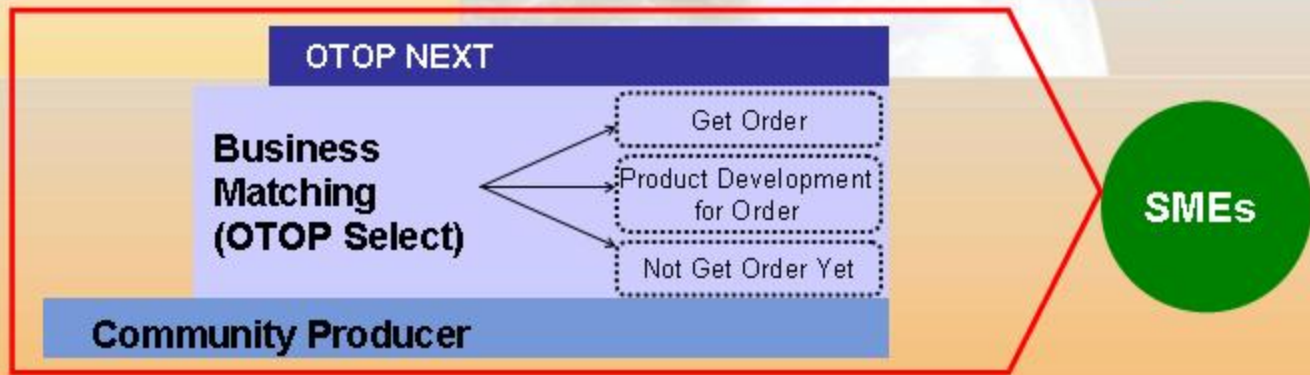


# OTOP Promotion Strategies 2008-2012

Thai Wisdom  
OTOP



Commercialized  
OTOP



Tourism  
OTOP



Enabling Factor

Knowledge based OTOP

Standard

Management

OTOP Information System

Following up & Evaluation

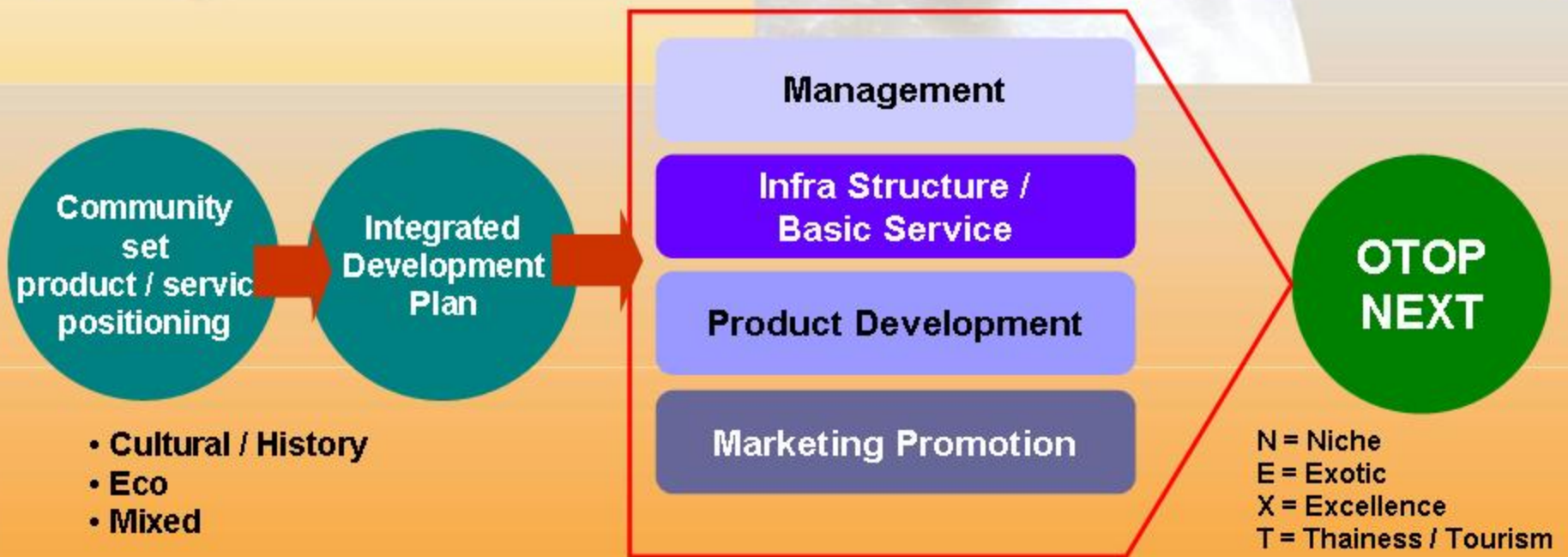
Public Relations



# Tourism OTOP Development

## Strategy 3 Tourism OTOP Development

*Community that has potentials to develop to be tourism destination*



Dept. of Community Development  
Dept. of Industrial Promotion

Office of Tourism Development  
Tourism Authority of Thailand  
Ministry of Culture



# 2006 In Search of Excellent OTOP

**Provincial Star Products**

**OTOP Village Champion**



**In Search of Excellent Villages**



# OTOP Village Champion: OVC

## People



## Product



## Place



## Preserve





# OTOP Village Champion: OVC

## Cultural Tourism



## Handicraft Tourism



## Agricultural Tourism



## Health Tourism



## Eco Tourism





# OTOP Village Champion: OVC

OVC Study Trip in OITA Prefecture

**Dr. Morihiko Hiramatsu: the former Governor of OITA Prefecture**



**Bungotakada: the city of Showa street.**



**Oyama: the city of agricultural products**



**Yufuin / Beppu: the city of Hotspring**



**Ajimu: the city of green tourism & homestay**





# OTOP Village Champion: OVC

## Ban Tawai: Chiang Mai



### 'Woodcarving Village'

Ban Tawai is famous for furniture and woodcarving work shop.



## Ban Don Kai Dee: Samut Sakhon

### 'Benjarong Village'

Ban Don Kaidee is a centre for producing hand-painted pottery .





# OTOP Village Champion: OVC

## Hot Spring Tourism Development





# Impact of OTOP Village Champion

**Promote entrepreneurship in local community**

**Strengthen local economy**

**Reinforce the community network**

Thank You

