



One Tambon One Product



The Office of Small and Medium Enterprises
Promotion

Introduction & Objectives

OTOP was initiated in 2001

Objectives

- **Create jobs and more earnings to local community**
- **Strengthen local community's self-reliance, especially in local development**
- **Promote employing local wisdom, local raw material, and local labors**
- **Promote human resource development**
- **Promote initiative thinking in product development harmonizing with local norm and culture**

Management Structure

National OTOP Administrative Committee

Management
Sub committee

Marketing Promotion
Sub committee

Regional OTOP
Sub committee

Office of SMEs Promotion

Production Promotion
Sub committee

Product Standard &
Quality Development
Sub committee

Provincial OTOP
Sub committee

District OTOP
Sub committee

Function & Responsibilities

Management Sub committee

- **Execute and coordinate plans & strategies agreed upon by the OTOP National Administrative Committee**
- **Coordinate with concerned authorities in relation to the operational planning and budgeting of the set plans & strategies**
- **Develop OTOP database and create information system with parties involved in the OTOP project**
- **Monitoring & evaluation**

Function & Responsibilities

Marketing Sub committee

- Lay down marketing policies, action plans, and marketing directions
- Identify distribution channels and consider appropriate
- Locations for the setting up of domestic & international distribution outlets
- Protect intellectual property rights of the OTOP products

Function & Responsibilities

Production Promotion Sub committee

- Foster the quality enhancement, the factor of production development, the improvement of production process, the promotion of local content usage.

Function & Responsibilities

Product Standard & Quality Development Sub committee

- **Foster, facilitate, and provide guidance to promote product standard and quality enhancement, this includes to give advice on production techniques and product upgrading methods**

Function & Responsibilities

Regional / Provincial Sub committee

- **Formulate policies and plans essential for the promotion of local communities strengthen**
- **Promote communities network to strengthen producer's competitiveness**
- **Enhance producer's knowledge, skill, and expertise**

Methods of Development



Product



Place



People

OTOP Strategy

Strategy 1 : Improve production process, product standard, and product quality

Strategy 2 : Support marketing and sales promotion activities

Strategy 3 : Promote local community network development

Strategy 4 : Reinforce efficiency of OTOP movement administration

Operating

OTOP Product Champion (OPC)

- **Product classification aiming to assess all OTOP products in all related criteria**



Operating

Community Product Standard

- **Establishing standard for each community product to create quality certification system for OTOP products**
- **More than 1,200 product standards established and more than 13,000 OTOP products certified the standards**



Operating

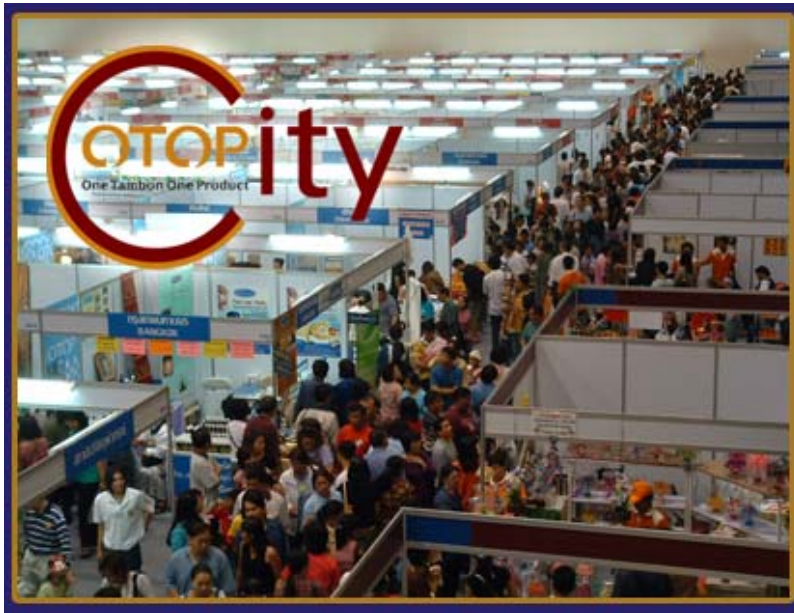


Domestic and International Exhibition & Trade Fair

- **Expand selling channels in both domestic and international markets**

Operating

OTOP City



- The largest exhibition and trade fair of 3-5 star OTOPI products (122,000 sqm more than 5,000 producer)
- To highlight the OTOPI products quality
- Create extensive awareness and acceptance in OTOPI products among Thai people and inter trader

Results

OTOP



- Provide reliable selling channels for OTOP producers
- 3 OTOP outlets : Bangkok, Chiang Mai, Samui

Operating



SMART OTOP Program

- Coaching program providing basic knowledge about doing business i.e. management, marketing, accounting to OTOP producers throughout the country
- 27,000 producers attended the program

Operating

OTOP Tourism Village



- Develop OTOP production location to be tourism attraction

Operating

OTOP Producer Registration

Gathering essential information of OTOP producers and their products for using in scheme development



Results

OTOP Development Aspect

- Transforming local wisdom to valuable and marketable products
- Changing from being only supplementary works to regular works generating income to local people
- Developing commonplace local products to exclusive qualified products
- Expanding from selling in local and domestic market to reaching international market

Results

Government Working Aspect

- Create integrative working approach among government agencies

Social Aspect

- Encourage local people to develop their entrepreneurship
- Improve collaborative working among local communities
- Create awareness and acceptance in OTOP products for their quality and value

Economic Aspect

- Increase local people's income, enhance their well-being, and strengthen national economic



OTOP

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