

**OTOOP**  
**PHILIPPINES**  
ONE TOWN, ONE PRODUCT

The logo features the word 'OTOOP' in a bold, blue, sans-serif font. The letter 'O' is a circle with a gap on the left. To the right of the letters is a graphic element consisting of a vertical line that curves into a 'P' shape, with a series of colored circles (blue, yellow, red) trailing off to the right. Below the logo, the word 'PHILIPPINES' is written in a smaller, bold, black, sans-serif font, followed by the tagline 'ONE TOWN, ONE PRODUCT' in an even smaller, black, sans-serif font.

# OTOP Philippines

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## Background

- Adoption of Japan's "One Village, One Product" successful project for regional development
- Concept adapted in Thailand, Vietnam, Malawi, Cambodia, Pakistan, India, Bangladesh, Indonesia and China
- Priority Program of President Gloria Macapagal-Arroyo
  - to promote entrepreneurship
  - to create jobs at the local level through development of products and services that has competitive advantage

# OTOP Philippines

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## Nature of Project and Processes

- local chief executives of every city and municipality take the lead in identifying, developing, and promoting a specific product or service which has a competitive advantage.
- supports MSMEs to manufacture, offer, and market distinctive products or services through the use of indigenous raw materials and local skills and talents
- offers a comprehensive assistance package through a convergence of services from local government units (LGUs), national government agencies (NGAs), and the private sector.

# What assistance is provided in OTOP – Philippines?

OTOP-Philippines offers a comprehensive assistance package through a convergence of services from local government units (LGUs), national government agencies (NGAs), and the private sector. This includes:

- Business Counseling;
- Skills and Entrepreneurial Training;
- Product Design and Development;
- Appropriate Technologies; and
- Marketing

The Medium-Term Philippine Development Plan (MTPDP) 2004-2010 outlines the dual strategies of (A) product development through OTOP, and (B) credit provision through SULONG (SME Unified Lending Opportunities for National Growth) to support 3 million entrepreneurs and generate 6 to 10 million jobs.

# Who may avail of the assistance?

The program targets MSMEs with an asset size of not more than P100 million, which account for about 99% of business establishments.

# Who supports OTOP-Philippines?

The LGUs identify the specific product or service and make available all forms of assistance. The Department of Trade and Industry (DTI) advocates the program's ideals and provides the necessary support for the LGUs in its implementation together with the following agencies:

- Department of Agriculture (DA)
- Department of Environment and Natural Resources (DENR)
- Department of Interior and Local Government (DILG)
- Department of Science and Technology (DOST)
- Department of Tourism (DOT)
- Technical Education Skills Development Authority (TESDA)

These agencies work hand in hand with other government offices and the private sector to sustain the program.

# What makes OTOP-Philippines succeed?

OTOP's key elements are the following:

- Dedicated LGUs
- Reliable Raw Material Supply
- Rich Local Culture and Tradition
- Local Talents and Skills
- Ready Market for Products/Services
- Aggressive Core of Producers
- Convergence of Government Services

# List of OTOPs (MIGEDC)

- Iloilo City – Processed Delicacies
- Pavia – Pottery
- Sta. Barbara – Smithery
- Leganes – Salt
- Oton – Handwoven Products
- San Miguel – Pottery Products
- Jordan – Fresh & Processed Fruits and Nuts
- Buenavista – Lime
- Nueva Valencia – Tourism
- San Lorenzo – Salt
- Sibunag - Seaweeds

# HIGHLIGHTS OF OTOP ACTIVITIES

- OTOP WEBSITE (<http://www.otopphilippines.gov.ph>)
  - a web-based listing of OTOP SMEs and products
- Conduct of Island Fairs (Luzon, Visayas, Mindanao)
- Conduct of the 1<sup>st</sup> National OTOP Summit on November 28-29, 2007 at PTTC, Manila.
- Establishment of OTOP Pasalubong Centers/ Corners in airports and malls
- DBP Financing Program for OTOP SMEs

# HIGHLIGHTS OF OTOP ACTIVITIES

## *FORGING OF MOAs WITH:*

- **Philippine Exporters Confederation, Inc. (PHILEXPORT)**
  - Include OTOP in industry sector technical development programs and promotions
- **Philippine Chamber of Commerce and Industry**
  - Provide special financing window for OTOP SMEs and establish stronger network linkages and support using its members/industry associations
- **Federation of Filipino-Chinese Chamber of Commerce and Industry (PFFCCCI)**
  - Align sectoral development programs to support OTOP
- **Philippine Center of Entrepreneurship (PCE)**
  - Provide assistance in business development
- **Advocate of Philippine Fair Trade, Inc. (APFTI)**
  - Promote and assist SMEs in the regions

- **League of Municipalities of the Philippines**
  - Include OTOP in municipal development plans
  - Put up OTOP kiosks in each municipality
- **League of Cities of the Philippines**
  - Include OTOP in city development plans
  - Post signages/posters and other promo materials in strategic places
  - Put up OTOP pasalubong center/OTOP areas in every city/capital towns
- **Air Transportation Office**
  - Provide space for OTOP Special Setting/Counter for OTOP Products in all ATO airports/offices

- **National Livelihood Support Fund**
  - Provide special financing window for OTOP SMEs
- **Philippine Information Agency**
  - Provide tri-media support and create OTOP Communication Plan
- **Technical Education and Skills Development Authority**
  - Provide training for OTOP MSMEs
- **National Economic Development Authority (NEDA)**
  - Include OTOP as a strategy for SME development in the medium term development plan

# Local Initiatives

- Harmonization of Provincial SMED Plans
- Product Profiling
- Conduct of Visayas OTOP Fair in Boracay on May 23-27, 2007
- Conduct of Capability Building Seminar on Investments Promotion on December 11-12, 2007
- Launching of the NERBAC as a One-Stop Action Center for Business Registration on December 12, 2007
- Product Promotion by the Ilonggo Producers Association



*“Supporting countrywide growth of our local small and medium enterprises would be an ideal and stable program to stimulate local economic activity and sustain the anti-poverty thrust of the government.”*

**Executive Order No. 176**

**February 2003**

**Thank You**