



PRESS RELEASE

Thai OTOP: High Quality Hand-Made Products for Your Favorite Choice

OTOP products are the wonderful hand-made creations of Thailand's myriad village communities, standing for "One Tambon One Product", Thai Government's initiative launched OTOP in 2001 to identify products made by village communities (Tambon) as a means of expanding the country's domestic and international trade as well as improving incomes of villagers.

From OITA to OTOP

During one of his official visits to Japan, H.E. Thaksin Shinawatra, the Prime Minister of Thailand, was very much impressed with the local administration of the Japanese local products in Oita. Inspired by what he saw, he initiated a project entitled One Tambon One Product or OTOP, which has proved to be very well-received by Thai people and international community.



The exchange of local wisdom between the two countries has continuously been evident ever since the ancient time. For instance, the famous local Japanese liquor Awamori and the beautiful hand painted fabric Bing Kata were in fact adopted from the local products of the Ayudhaya period some 600 years ago. From the inspiration of OITA to the great success of OTOP, it is clear to all that the strong ties between our two countries will continue to blossom for many more years to come.

High quality OTOP products are now for sale at Thai Pavilion. We have a variety of products ranging from Benjarong ceramic wares, homespun cloth, bamboo bags, memorable souvenirs, and many more beautiful items from all regions of Thailand.



Visit our OTOP Zone today and enjoy shopping for your favorite choice.



Come to celebrate Thailand National Day on August 12, 2005 at Thai Pavilion, Global Common 6 Event Space and Expo Hall.
Please visit www.expo2005thailand.com for more details.