

Project for Dissemination of OVOP Issyk-Kul Model to other regions of the country

JICA Technical Cooperation Project

1. Project Framework

- (1) Signed document and date:** Record of discussion dated March 25, 2016.
- (2) Period of the project:** January 2017 – December 2023
- (3) Project Budget:** 7,5 Millions USD
- (4) Counterpart organization(s):** Ministry of Economy of the Kyrgyz Republic
- (5) Experts/Name of the Consultant(s):**
 - 1. Project Leader; 2. Project Coordinator; 3. Project Assistant
- (6) Project site(s):** The Kyrgyz Republic

2. Project Summary

- (1) Project Goals:** Activities for local industry promotion through Public-Private Partnership utilizing OVOP Yssyk-Kul model approach are implemented in each Oblast of the Kyrgyz Republic.
- (2) Background:** The government of the Kyrgyz Republic has been pursuing regional sustainable development. In response to the requests from the Kyrgyz Republic, JICA has been supporting local industry promotion by technical cooperation projects in Issyk-Kul region. Through JICA projects, local industry in Issyk-Kul has been gradually revitalized and so forth were brought and achieved by local industry promotion system adjusted to Issyk-Kul region (“OVOP Issyk-Kul model”).
The Government of the Kyrgyz Republic requested the Project for local industry development by disseminating experiences and lessons learned by Issyk-Kul model to other regions of the country. As the sustainable and balanced economic development is GOJ's priority support areas for the Kyrgyz Republic, Japanese side made a commitment on the implementation of the Project in 2017.
- (3) Activities:**
 - 1-1 To establish Public Private Brand Committee for local industry promotion on central and regional level;
 - 2. To collect information for sales channels development of local products (to provide advice and information to producers for sales channels development as well as opportunities for business matching to producers and stakeholders);
 - 3. To grow and strengthen the operational and institutional, financing-related operational, marketing and sales promotion and business implementation abilities of OVOP Center;
 - 4-1. To tackle with business challenges of OVOP+1 in Issyk-Kul region which were figured-out during previous projects
 - 4-2. To share OVOP+1 experience with OVOP center and other stakeholders through lectures and OJT
- (4) Outputs:**
 - Output 1: Actions for local industry promotion are implemented and policy for local industry promotion is formulated through public private collaboration.
 - Output 2: OVOP Center provides sufficient services to for local industry promotion in coordination with other relevant organizations.
 - Output 3: Framework of sustainable operation of OVOP Center is established.
 - Output 4: OVOP+1 in Issyk-Kul region with local industry promotion function is sustainably operated and referred as a model case for OVOP Center.

3. Photo



Making products of felt