

## Entrepreneurship Development and Local Business Promotion



### What's a "Local Business"?

- **Originality** based on traditional background of the region
- **Utilization of local resources and local technologies by local people**



- **Community based production**

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## What's "Local Business Promotion"?

### Local products must be:

- competitive in **international market**
- with high **quality/package design** that meets the market requirements
- yet furnished with **local originalities**

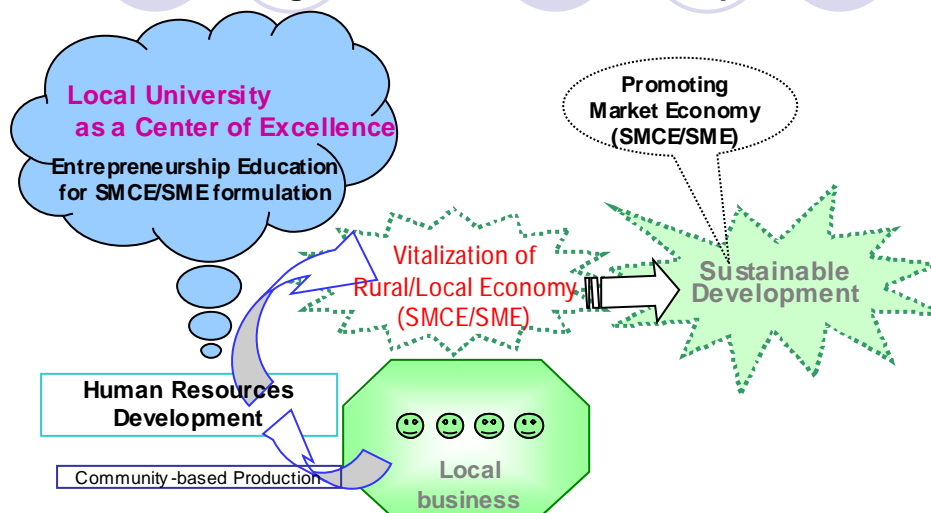
### Local Business Promotion is to:

- increase the **economic value** of local resources and enhance market
- without giving damage to **the environment and local community**, thus
- upgrade the **quality of life** of the local people

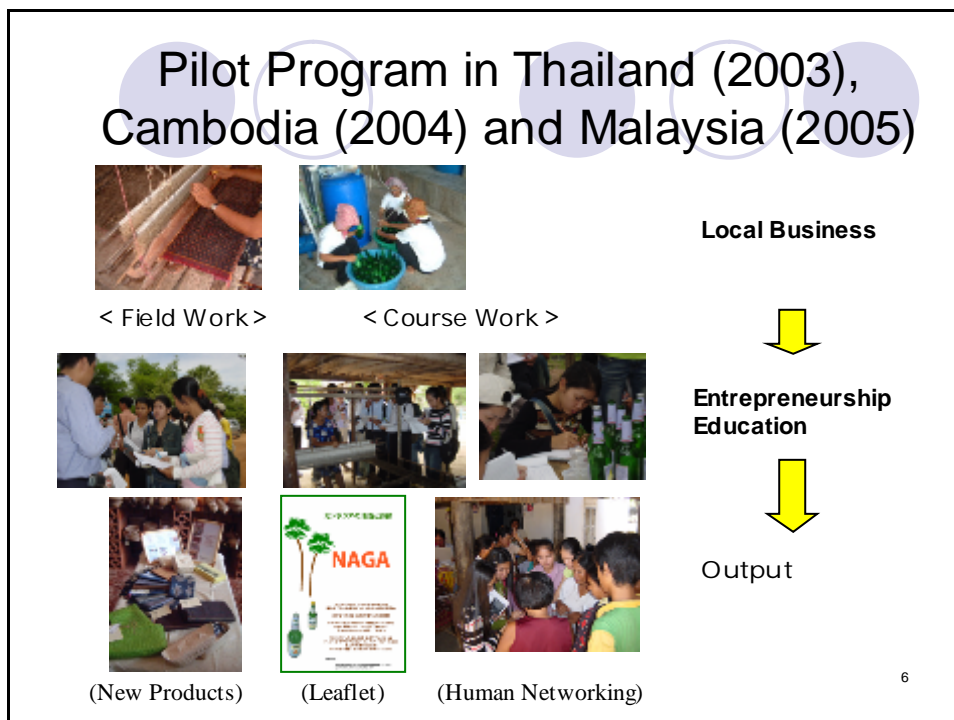
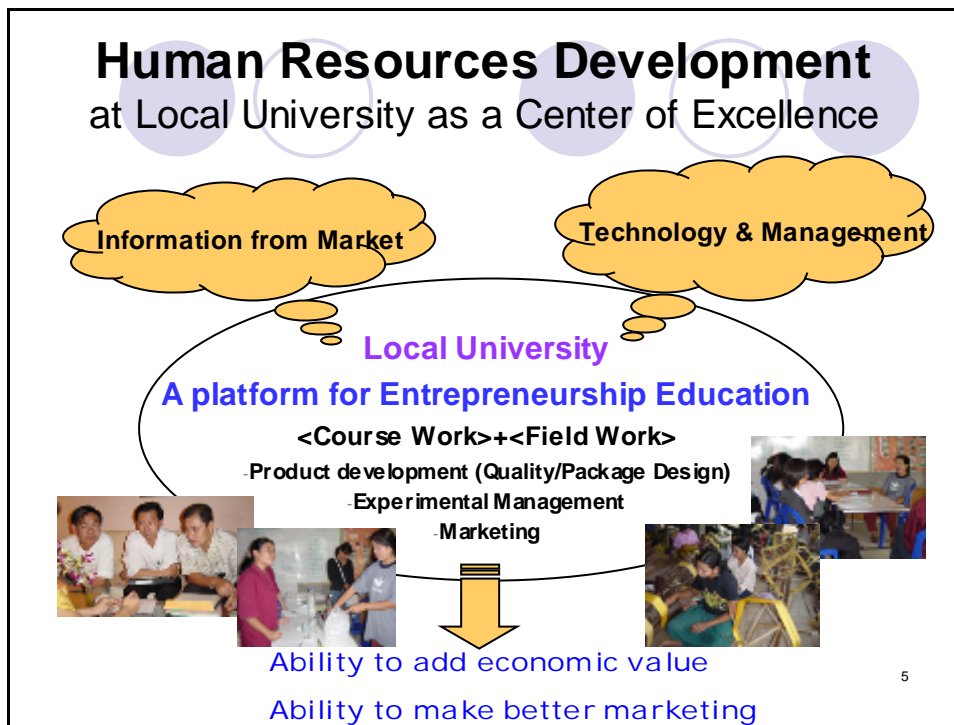
Now...How do we do that?

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## Mission from Japanese METI to Asia SEED in 2003 Develop model for "Entrepreneurship Education" to Thai OVOP villagers for Thai local business promotion



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## Today's speakers

- Prof. Dr. Ohe, Waseda University
- Assoc. Prof. Dr. Sunanta Fabre, Mae Fah Luang University
- Mr. Stephen Paterson, National University of Management, Cambodia

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