Promotion of the private sector, including small and medium-sized enterprises, is an essential factor for the growth of Africa. JICA is providing cooperation to disseminate the One Village One Product Movement, which originated in Japan, throughout Africa, designating Malawi as a key center, in order to vitalize communities that serve as a foundation of economic activities (see p.21).

Besides peanut oil and orange juice, the One Village One Product brand in Malawi covers a wide range of products, including palm oil, banana wine, rice, cassava bread, soymilk, milk, mushrooms, tomato jam, baobab jam and oil, spices, soaps, candles, and cards.