

Bordeaux Visit

Between 27-29 May our project lead Dr Vasco Sanchez Rodrigues spent 3 days visiting established wine clusters in the Bordeaux region of France. He was hosted by academics from KEDGE Business School who have worked extensively with the wine clusters in Bordeaux.

The aim of the visit was to gather information about cluster formation from an established drinks cluster and to understand the evolution of their cluster, with the purpose of applying these learnings to the CoGrowth project and wine and beer networks in Wales.



As part of the visit, Vasco met with 3 vineyards to understand how vineyards collaborate as part of their clusters. He spent time understanding their processes and the collaboration opportunities and activities they have. In addition our host academic arranged interviews with 4 industry bodies to understand industry involvement in the cluster establishment, including the ongoing support and facilitation they provide.

The data gathered during this visit will be analysed and presented as part of our next round of meetings with Welsh beer and wine producers. We plan to collaborate with KEDGE University throughout the duration of the project, continuously learning from the established wine clusters in their region.

Europe Day

The Co-Growth project participated in the Europe Day celebrations held on 8 May by Cardiff University Structural Funds team. The event was organised to bring together operations based at Cardiff University to celebrate our achievements and impacts to date. Co-Growth's presence at the event allowed attendees to find out more about the project and its objectives.

EUROMA

Professor Maneesh Kumar attended the EUROMA Conference between 17-19 June in Helsinki, Finland. He presented the first project paper, titled 'Preconditions and Motivations for Collaborations in the Microbrewery Industry'. Adopting mixed method approaches of secondary research and a focus group, this research paper investigates the pre-conditions and motivations of the collaborative experience in SMEs. The study suggests that motivation to collaborate can be attributed to organisational, operational, marketing, knowledge transfer and social factors.

New Team Member



In June we welcomed **Juan Rendon Sanchez** to our Co-Growth team. Juan joins us as a Research Associate and will be working on the modelling and app development aspects of the project.

Juan has a PhD in Management and has experience in forecasting, computer programming and statistics. He brings with him a wealth of knowledge in programming and software development which will be crucial for the project. Welcome Juan!

Upcoming Events

2 August 2019

We will be holding our next in-depth cluster meeting with the project's brewery participants, as well as providing them with an afternoon of Quality training with Mad Dog Brewing Co.

6 August 2019

The CoGrowth team will be attending the Welsh Vineyard Association summer meeting at Velfrey Vineyard.

For more information please contact us:

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