

Beer Sector – In-depth Cluster Meetings

In April, the Co-Growth Project team travelled to Blaenavon, Swansea and Porthmadog to hold in-depth cluster analysis meetings with Welsh breweries. The purpose of the meetings was to define the scope of co-operation among potential partners in different areas of Wales, through identifying synergies and misalignments among cluster participants and undertaking discussions on the current level of co-operation and how co-operation can be intensified. **13 breweries** from across Wales attended the meetings, as well as 1 distillery and 3 industry bodies.

The meetings contribute towards the ‘pre-formation’ phase of the cluster process where we aim to understand the strategic and tactical criteria for each cluster. Each participant prioritised the areas of collaboration (of those identified during the focus groups) they felt their cluster should focus on for us to understand the initial activities to be modelled as part of the project. The data gathered will feed in to the third project paper.

We will be holding a second round of in-depth cluster analysis meetings with the participants to discuss data collection and success measures in greater depth. The next round of meetings look to include Quality training for the breweries, as well as planning for the modelling stage of the project.



Taste Wales

Between 20-21 March the CoGrowth team attended the Taste Wales event at the Celtic Manor Resort. The conference aimed to bring together the leading exponents of the food and drinks industry in Wales. It was an excellent opportunity for us to meet with producers and industry bodies to discuss our project and network.

Wine Sector - Focus Group

On 14 March the project team visited Welsh vineyards Whitecastle and Llaethliw to discuss the main preconditions that should be considered prior to establishing collaborative clusters in the wine sector, with 4 Welsh wine producers.

The aim of the visits was to discuss:

- the main motivations for Welsh vineyards to adopt a collaboration business model
- the preconditions to consider prior to establishing co-operation clusters
- examples of how co-operation clusters are formed and run.



We identified equipment sharing and establishing a winery based in Wales to serve Welsh vineyards as opportunities for collaboration within the sector. Participants also shared areas where training would be beneficial to them.

An in-depth cluster meeting will be the next step to determine the feasibility of the collaboration opportunities mentioned, and we plan to incorporate the desired training areas into future meetings with Welsh wine producers.

Upcoming Events

Bordeaux Visit

Dr Vasco Sanchez Rodrigues will be visiting Bordeaux wine clusters between 27-29 May.

EUROMA Conference

Professor Maneesh Kumar will be attending EUROMA to present the first project paper between 15-17 June.

For more information please contact us:

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