





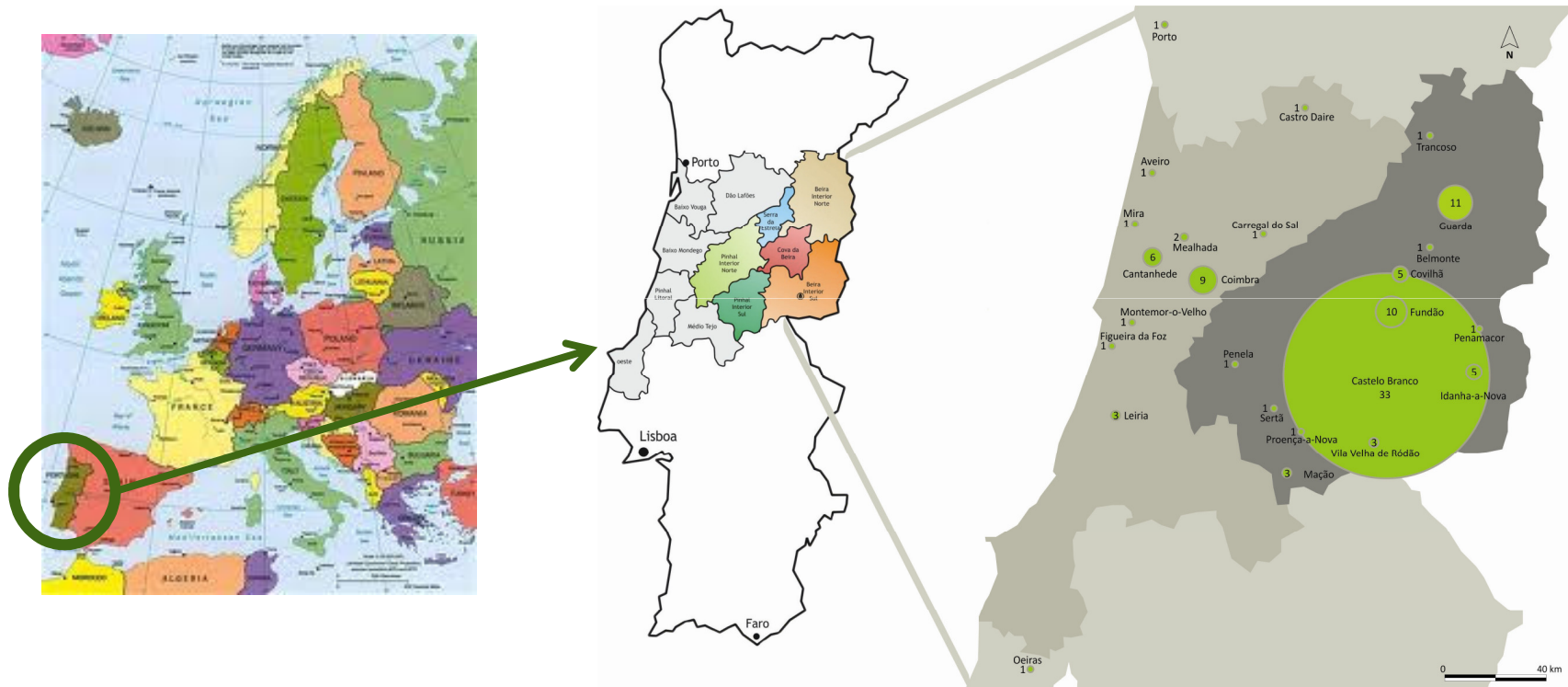
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Cláudia Domingues Soares

# Agro Food Competitiveness in Central Region of Portugal

PIC, 5 - 6th June 2012



# Territorial Framework



# Aims at Agro-industrial Sector

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Analyse and monitor the state of the art in the industry;

Dinamize and promote applications for incentive schemes;

Establish complementary relationships, joint initiatives, projects and disseminate their results;

Contribute to creating conditions for development, attracting and retaining highly qualified human resources.

Promote advanced training and knowledge transfer between the SCT and the business world;

Promoting the national representation at relevant international events;





# Partners and Stakeholders of the Cluster



# Areas of Intervention

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# General Data



# A Coherent and Articulated Strategy...

Agro-industrial sectors that constitute the core of the cluster:



**Milk and Dairy**



**Wine and vine**



**Olive Oil**



**Fish**



**Cereals**



**Meat**



**Fruits and Vegetables**



**Honey**





# ASSOCIATES - NETWORK CHARACTERIZATION

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## Partners and stakeholders of the cluster



# Complementary Sectors



**Coldness**



**Packaging**



**Logistics and  
Distribution**



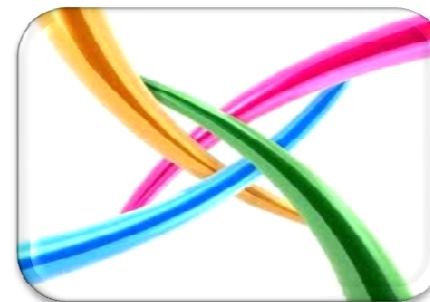
**Equipment  
Supply**



**Quality Control and  
Monitorization**



**Territorial and Sectorial  
Marketing**



***Design, local labeling,  
accounting***



# Anchor Projects

## EE I

Network Governance and  
Regional Branding



## EE III

Organizational Competencies and  
Qualification of Human Capital

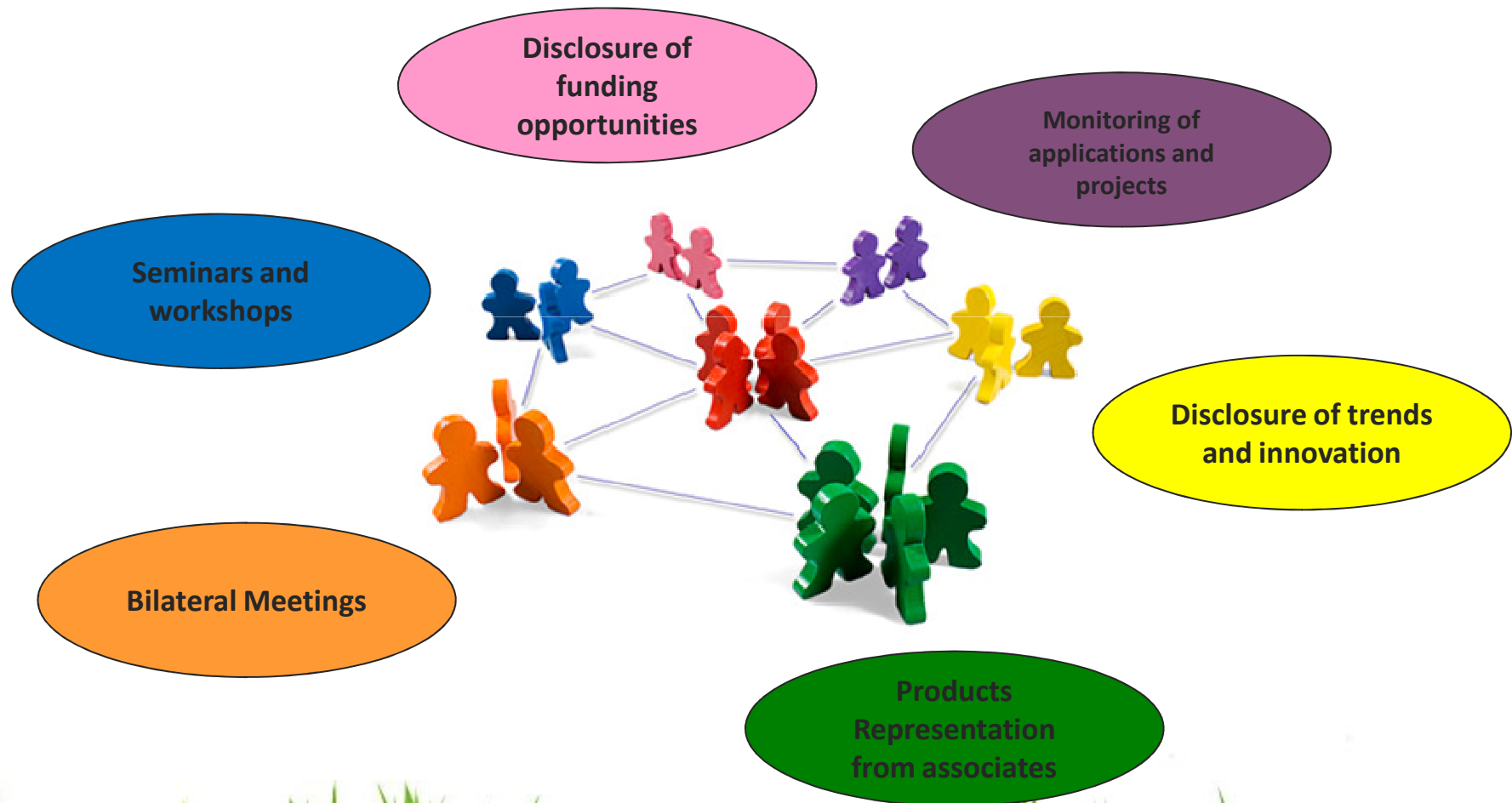


## EE II

Platforms for Innovation and  
Intermediation and Scientific and  
Technological Transfer



# Networking with Associates



# Articulation with others SCE





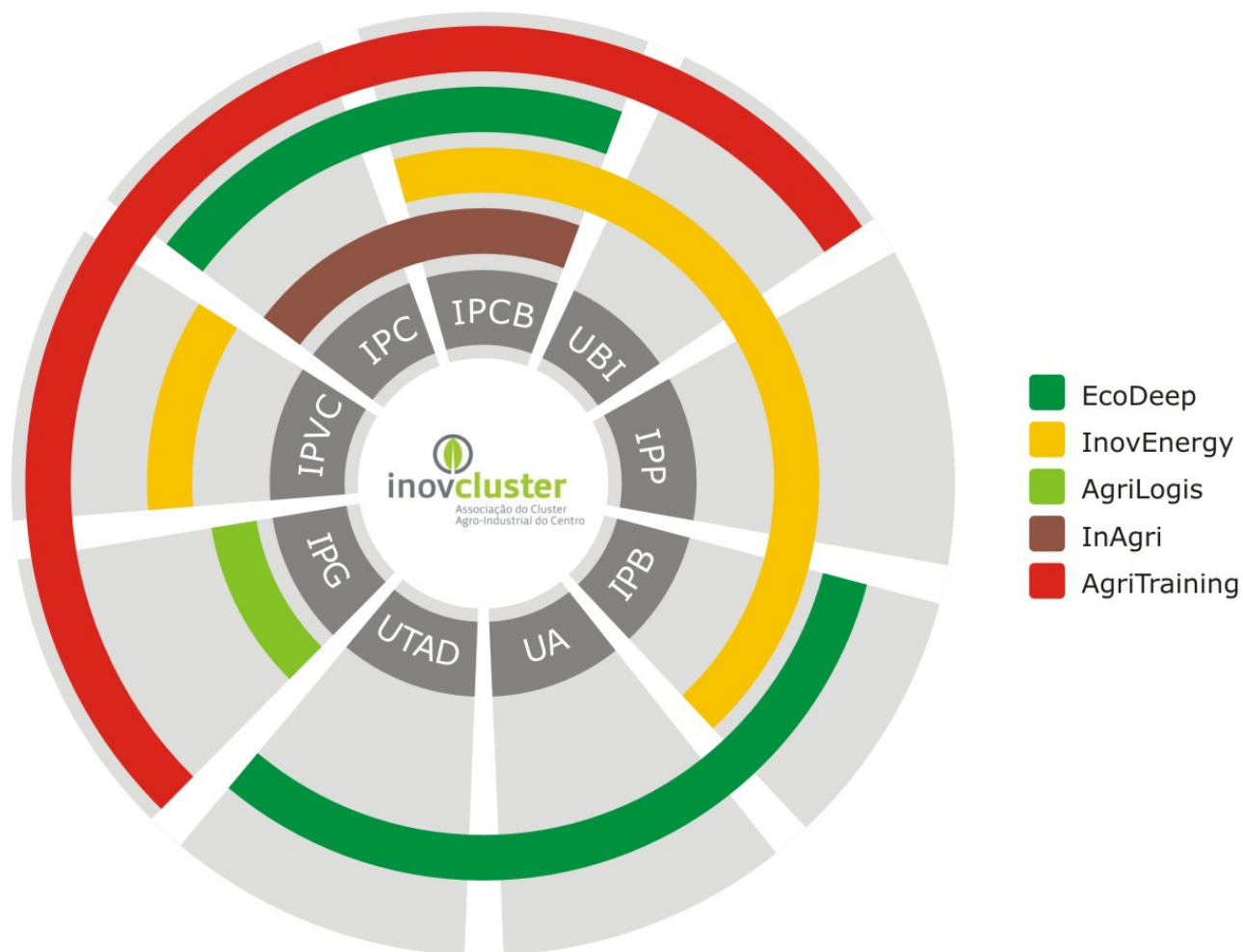
# InovCluster ARTICULATION WITH AgroCluster



1. Marketing strategy;
2. Clear division of the action in territories;
3. Joint Projects and Initiatives;
4. Internationalization of companies and products;
5. Innovation;
6. Internal Market Promotion;
7. Complementarity and sharing of technological resources;
8. Complementarity of information;
9. International Networks;
10. Strategic planning;
11. Operational Articulation.



# ARTICULATION WITH ENTITIES FROM SCT



# ARTICULATION WITH R&DT INSTITUTIONS



