

INSIGHTS

from the wineries



*Current situation,
 challenges and
 difficulties*

- Small companies, limited production, difficulties to access markets
- Bureaucracy, regulation
- Need for complex experience
- Limited access to financial resources
- Labour shortages both skilled and unskilled level

*Network, university-
 business cooperation*

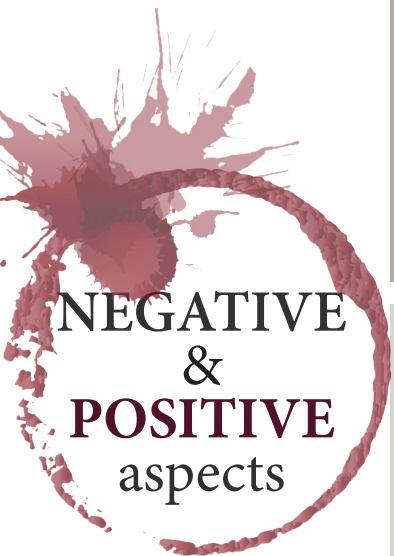
- Need for link theory and practice, gap between researchers and professionals
- Gap between producers and policy makers
- Seasonality plays a role
- Clear expectations, roles & tasks
- Different perception of internship and employment

*Skills mismatch
 and employability*

- Lack of tourism skills, different routine
- Gap between theory and practice

*Territorial
 developments*

- Responsibility is not always clear
- Need for more public investments
- Need for shaping consumers' attitudes
- (Wine) tourism is important
- Using own financial resources
- Integrating local culture, heritage
- Certificates transmit value



**NEGATIVE
 &
 POSITIVE
 aspects**



- Wine & gastronomy is trendy
- Producing high quality wines
- More consumers, guests are visiting wineries
- Synergies with tourism
- Personal experience, family-run business
- Tradition and culture
- Being niche players is a chance

- Relational drivers are important, trust between players
- Strong local identity of producers
- Cooperation instead of competition

