

CYWAIN is a business-led programme dedicated to developing new and existing micro businesses and Small and Medium sized Enterprises in the Welsh food and drink sector. Cywain (meaning to gather or to harvest), focuses on maximizing opportunities and growth potential.

There are three strands to Cywain:

- **MICRO**
Working specifically with start-up and scale-up businesses to develop vision and capacity, add value to products, improve sales and target new markets.
- **CLUSTERING**
Working with more established businesses that are keen to drive business growth through networking and collaboration. Clustering is about creating a group of like-minded businesses to increase productivity, drive innovation and stimulate new business. Cywain leads on three clusters; the Fine Food Cluster, the Seafood Cluster and the Honey Cluster.
- **CORE**
For businesses who are keen to keep up to date with industry news and developments, with access to informative workshops, events and market intelligence

In order to get involved, clients are required to complete a Business Diagnostic with a Cywain team member, providing an opportunity to focus on business resilience, sustainability and to develop future growth plans.

Cywain clients have access to:

- One to one action-planning and consultations
- Sector specific workshops, events and study tours
- Access to specialist mentors, market intelligence and brand development
- Coaching on sales, routes to market and up scaling
- A mechanism to challenge barriers to growth
- Market development activities and specialist projects

For further information, contact us:

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