



The High Impact Business Cluster has been launched as part of the Welsh Government's cluster development programme. According to Professor Michael E. Porter of Harvard Business School: "A cluster of independent and informally linked companies and institutions represents a robust organisation form that offers advantages in efficiency, effectiveness and flexibility". California's Silicon Valley is probably the most successful example of an industry cluster.

## Objectives of the High Impact Business Cluster

The key objectives of the cluster are to help businesses achieve accelerated growth in sales, profit and staff numbers. The cluster is ambitious and step-change rather than incremental growth is the objective.

## Which companies should consider joining the High Impact Business Cluster?

This cluster will appeal to ambitious companies that have an aggressive growth agenda. This growth may be driven by a combination of factors including innovation, new sales channels and NPD, all of which may be supported by this cluster.

## The benefits of joining the High Impact Business Cluster

Companies will benefit from collaboration with other companies and from the support provided by the Food Industry centre and the Welsh Government. The collaboration will take a number of forms and could include:

- Sharing of resources (eg: equipment)
- Joint sales initiatives (eg: cooperation to enter a new export market)
- Access to market insights (eg: market research)
- Access to cluster knowledge (eg: Food Industry Centre expertise).

## Food Industry Centre at Cardiff Metropolitan University

The centre is Located within Cardiff Metropolitan University and has worked with hundreds of food and drink companies. The centre has access to a range of expertise in subjects including food law, sensory evaluation, microbiology, nutrition, dietetics, biomedical science, psychology, environmental health, food chemistry, trading standards, catering, hospitality and environmental impact. Alongside

this business related expertise in food trends, consumer behaviour, market analysis, export reviews, processing efficiency, labour requirements, skills and education are all accessible through the centre.

The Centre will provide hands-on support, introduce other knowledge providers to the cluster and facilitate activities within the cluster.

## Potential Cluster Projects

The High Impact Business Cluster is new and is currently developing its projects and priorities. Initial projects could include:

- Extending products' shelf life
- Driving growth in a geographic region(s)
- Driving growth in specific product categories
- Increasing value in the supply chain.

This is an ideal time for ambitious companies to join the cluster as there will be opportunities to actively participate and influence the cluster's priorities.

To find out more about how the High Impact Business Cluster can benefit your business, please contact Martin Sutherland at the Food Industry Centre, Cardiff Metropolitan University:

[msutherland@cardiffmet.ac.uk](mailto:msutherland@cardiffmet.ac.uk)  
029 2041 6228

[gov.wales/foodanddrinkwales](http://gov.wales/foodanddrinkwales)  
 @FoodDrinkWales