

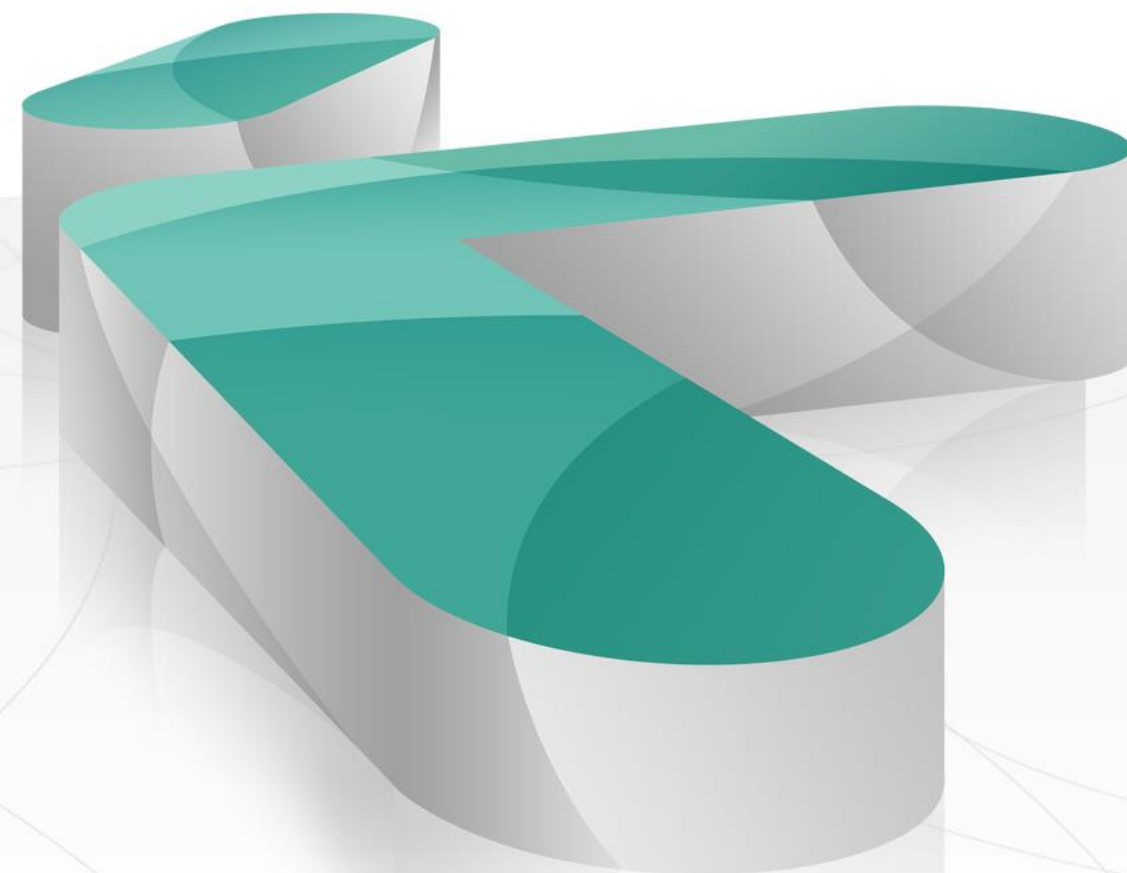


Co-funded by the  
Erasmus+ Programme  
of the European Union



# ***Experience of Food and Agriculture Clusters: Case Study of Lithuania***

***Dr. Giedrius Gecevičius***



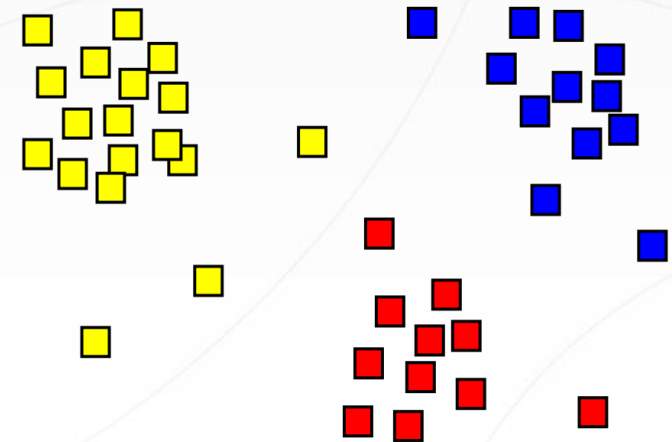
# What is it?

**Clusters** are geographic concentrations of interconnected companies, specialized suppliers, service providers, firms in related industries, and associated institutions (e.g., universities, standards agencies, trade associations) in a particular field that compete but also co-operate.

Michael Porter, a Harvard University Professor

The fields to which cluster participants direct their activities:

- Information and communications
- Co-operation
- Training and qualification improvement
- Innovations and technologies
- Common pricing policy
- International development and partnership with other clusters
- Lobbyism



# ***Benefits of clustering***

- Activity strategy
- Common supply opportunities
- Easier and cheaper access to specialised information
- Easier entry into other markets: common marketing and sales
- Possibility to perform large-scale orders and participate in procurement tenders
- Better conditions for innovations
- Competition in domestic and international markets – cluster enterprises show better competitive ability
- Qualified labour (professional training and qualification improvement institutions are rather interested in co-operating with a group of business enterprises and deferring to collective needs and wishes of enterprises)

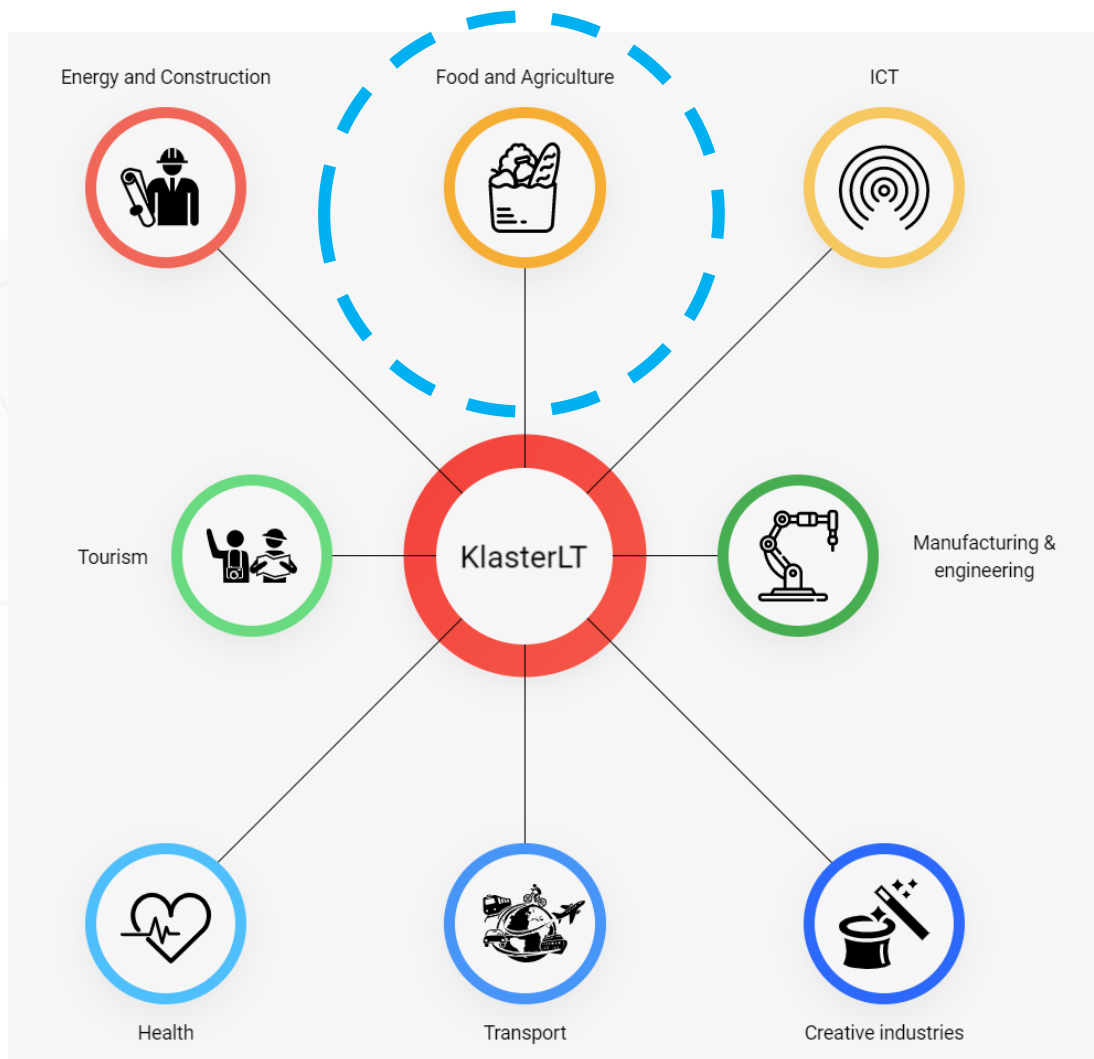


# Status Quo

- ~ 50 clusters in Lithuania;
- ~ 30 clusters are active in Lithuania;
- *Main directions of clusters:*
  - Energy and Construction
  - Tourism
  - **Food and Agriculture**
  - ICT
  - Tourism
  - Manufacturing & engineering
  - Creative industries
  - Transport
  - Health



# Clusters in Lithuania



<p><b>Photovoltaic Technology Cluster</b></p> <p>Send email</p> <p>+370 5 250 0610</p>	<p><b>Laser &amp; Engineering Technologies Cluster</b></p> <p>Send email</p> <p>+370 5 266 16 40</p> <p><a href="http://www.litek.lt/en">www.litek.lt/en</a></p>
<p><b>Lithuanian Automotive Export Association</b></p> <p>Send email</p> <p>+370 61 226 012</p> <p><a href="http://www.laugea.com/en">www.laugea.com/en</a></p>	<p><b>Lithuanian Medical Tourism Cluster LITCARE</b></p> <p>Send email</p> <p>+370 614 00105</p> <p><a href="http://www.litcare.com">www.litcare.com</a></p>
<p><b>Lithuanian Plastics Cluster</b></p> <p>Send email</p> <p>+370 686 13561</p> <p><a href="http://www.plasticscluster.com">www.plasticscluster.com</a></p>	<p><b>National Food Cluster</b></p> <p>Send email</p> <p>+370 682 13560</p> <p><a href="https://nacionalinismaistotuklasteris.eu/">https://nacionalinismaistotuklasteris.eu/</a></p>
<p><b>Lithuanian prefabricated wooden house cluster – PrefabLT</b></p> <p>Send email</p> <p>+370 60537205</p> <p><a href="http://www.prefablt.com">www.prefablt.com</a></p>	<p><b>Smart Food Cluster</b></p> <p>Send email</p> <p><a href="http://www.smartfoodcluster.com/">www.smartfoodcluster.com/</a></p>
<p><b>Health technology cluster iVita</b></p> <p><a href="http://www.i-vita.lt/en.html">http://www.i-vita.lt/en.html</a></p>	<p><b>Vilnius Film Cluster</b></p> <p>+370 69835553</p> <p>Send email</p>
<p><b>Anyksčiai Tourism Cluster</b></p> <p>Send email</p> <p>+370 8 678 84 456</p>	<p><b>Baltic Automotive Components cluster BACC</b></p> <p>Send email</p> <p>+370 679 33872</p> <p><a href="http://www.bacc.lt">www.bacc.lt</a></p>

<http://klaster.lt/en/clusters/>

# *Food and Agriculture Clusters*

- National Food Cluster
- Cleantech Cluster Lithuania
- AgriFood Lithuania DIH
- Smart Food Cluster





# National Food Cluster

The National Food Cluster is a network of cooperation between Lithuanian food sector **businesses** and **research** institutions which seeks to identify market niches on the basis of which Lithuanian food industry could replace low value-added chains with high value-added chains; **concentrate** human, financial, organisational, infrastructure and technological resources by occupying designated market niches for Lithuanian enterprises; organise a continuous process of acquisition of skills, knowledge and information by network participants, enabling them to **become active and competitive market participants**.



# AgriFood Lithuania DIH (1)

AgriFood Lithuania is a Digital Innovation Hub that brings together major research, business and public stakeholders in Lithuania for the common pursuit of digital transformations in the agriculture, food and associated sectors.

The mission of AgriFood Lithuania DIH is to contribute towards achieving the vision outlined in the EU Declaration of 'A smart and sustainable digital future for European agriculture and rural areas' and strengthen the national and European technological infrastructure.







The DIH links stakeholders with international and cross-sector initiatives to provide all-round support in the research, development and deployment of AgriFood Tech innovations:

***Provide comprehensive support and specialized services in the field of research, development and implementation of agrifood innovations.***

Facilitate stakeholder partnerships for joint high-tech research, technology transfer and industrial application.

Connect national innovation projects, start-ups and companies with wider international and cross-sectoral initiatives and centers of excellence.

***Contribute to the strengthening of national and European technological infrastructure.***

 <p><b>Agrokoncernas, UAB</b> Agrokoncernas group is one of the biggest partners of Lithuanian farmers in the sectors of agrochemical service, sales of agricultural products and other areas of agricultural industry. <a href="#">Send email</a> ☎ +370 37 490490 🌐 <a href="http://www.agrokoncernas.lt">www.agrokoncernas.lt</a></p>	 <p><b>Agrolabas, UAB</b> The company develops and distributes a crop farm process management system designed to help the farmer model the future vision of his farm, make investment decisions, increase the economic efficiency of the farm, manage the farm's operational information, and report to the authorities. <a href="#">Send email</a> ☎ +370 699 43227 🌐 <a href="http://www.agrosmart.lt">www.agrosmart.lt</a></p>
 <p><b>Ars Lab, UAB</b> The developer of innovative electronic devices who has introduced the world's first portable electronic nose capable of detecting the freshness of meat, poultry and fish. <a href="#">Send email</a> ☎ +370 620 80238 🌐 <a href="http://www.agronam.lt">www.agronam.lt</a></p>	 <p><b>ART21, UAB</b> A boutique innovation house delivering AgriFood Tech solutions that shape the future of agriculture, food and associated sectors. A family of passionate professionals with a mission to make our agriculture and food more efficient, sustainable and healthy with the help of breakthrough technologies. <a href="#">Send email</a> ☎ +370 650 22269 🌐 <a href="http://www.art21.lt">www.art21.lt</a></p>
 <p><b>BENCO Baltic Engineering Company, UAB</b> A team of professionals who develop and implement Smart Metering and Overall Equipment Effectiveness (OEE) solutions. Our goal is to help our clients control, optimize and save all kinds of energy costs and thus improve energy efficiency in industrial companies. <a href="#">Send email</a> ☎ +370 5 203 2304 🌐 <a href="http://benco.lt">benco.lt</a></p>	 <p><b>Birštono mineraliniai vandenys ir Ko, UAB</b> A modern company that uses both advanced technologies and strict methods of quality control, aiming at making natural mineral water reach the consumer of the same quality as used by our ancestors, when they were drawing it from the source. <a href="#">Send email</a> ☎ +370 5 278 6318 🌐 <a href="http://www.bmv.lt">www.bmv.lt</a></p>



# AgriFood Lithuania DIH (2)

## Competences of DIH members:

Artificial Intelligence

Internet of Things

Smart sensors and electronics

Location based technologies

Aerial system applications

Distributed systems and blockchain

Spectroscopy and remote sensing

Big data and data analytics

Enterprise information systems

Web, cloud and SaaS services



### Agrokoncernas, UAB

Agrokoncernas group is one of the biggest partners of Lithuanian farmers in the sectors of agrochemical service, sales of agricultural products and other areas of agricultural industry.

[Send email](#)

+370 37 490490

[www.agrokoncernas.lt](http://www.agrokoncernas.lt)



### Agrolabas, UAB

The company develops and distributes a crop farm process management system designed to help the farmer: model the future vision of his farm, make investment decisions, increase the economic efficiency of the farm, manage the farm's operational information, and report to the authorities.

[Send email](#)

+370 699 43227

[www.agrosmart.lt](http://www.agrosmart.lt)



### Ars Lab, UAB

The developer of innovative electronic devices who has introduced the world's first portable electronic nose capable of detecting the freshness of meat, poultry and fish.

[Send email](#)

+370 620 80238

[www.agronamai.lt](http://www.agronamai.lt)



### ART21, UAB

A boutique innovation house delivering AgriFood Tech solutions that shape the future of agriculture, food and associated sectors. A family of passionate professionals with a mission to make our agriculture and food more efficient, sustainable and healthy with the help of breakthrough technologies.

[Send email](#)

+370 650 22269

[www.art21.lt](http://www.art21.lt)



### BENCO Baltic Engineering Company, UAB

A team of professionals who develop and implement Smart Metering and Overall Equipment Effectiveness (OEE) solutions. Our goal is to help our clients control, optimize and save all kinds of energy costs and thus improve energy efficiency in industrial companies.

[Send email](#)

+370 5 203 2304

[benco.lt](http://benco.lt)



### Birštono mineraliniai vandenys ir Ko, UAB

A modern company that uses both advanced technologies and strict methods of quality control, aiming at making natural mineral water reach the consumer of the same quality as used by our ancestors, when they were drawing it from the source.

[Send email](#)

+370 5 278 6318

[www.bmv.lt](http://www.bmv.lt)

# Smart Food Cluster

**Smart Food Cluster** is a food cluster managed by Lithuanian food exporters association [\(LitMEA\)](#).

A cluster consists of food industry companies representing individual industry sectors in **domestic and foreign markets**, not acting like direct competitors to one another, and **creating possibilities for mutual trust and cooperation**.

Smart Food Cluster is also a member of the Eastern European food clusters network (EEfood.net).

EEfood clusters network members are Food products quality cluster (Latvia), SMART food cluster/Lithuanian food exporters association LitMEA (Lithuania), Ukrainian Food Valley, Ukrainian Organic cluster and UNIMOS (Poland) representing AgroBioCluster.



# *Experience and what is in common?*

- Research, business and public stakeholders
- Status
- Structure (Public Institutions, Associations, Private Companies)
- The same main goal - applied research, market chain, new markets
- Same members in different clusters
- Companies of all sizes
- Finance – annual fee, support from government

# SWOT analysis

<u>Strengths</u>	<u>Weakness</u>
<i>Consolidated resources</i> <i>Concentrated competences</i> <i>Higher added value</i>	<i>Lack of human resources</i> <i>Lack of finance</i> <i>Demand of external coordinator</i>
<u>Opportunities</u>	<u>Threats</u>
<i>PP collaboration</i> <i>New markets</i> <i>New services</i>	<i>Ineffective management</i> <i>Unclear benefit for stakeholders</i> <i>Unclear long-term strategy</i>

# Thank You!

# *More information*

- <http://klaster.lt/en/>
- <http://www.lca.lt/>
- <https://lic.lt/en/lithuanian-innovation-center/>