



Instituto Nacional
de Tecnología Agropecuaria



Universidad Nacional de
Tucumán - Ciencias Económicas



Organización y Gestión del Cluster Apícola

Organization and Management of Beekeeping Cluster

Medina Galván, Marcelo E.

mmedina@face.unt.edu.ar

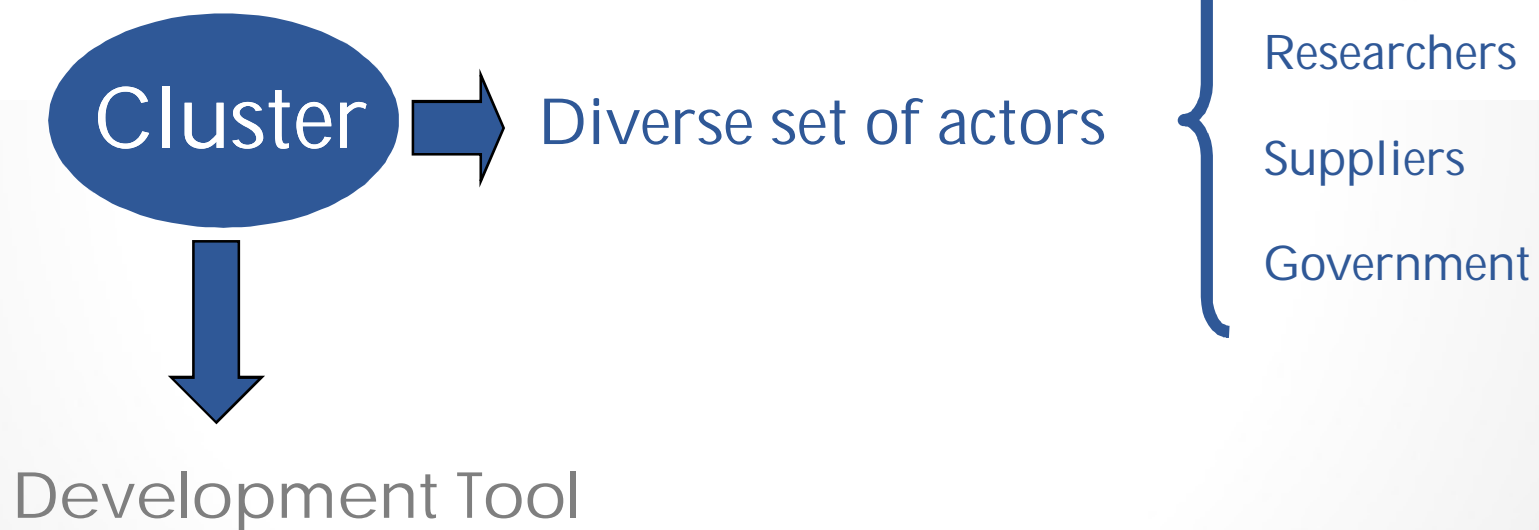
Bedascarrasbure, María Cecilia

mc.bedas@gmail.com

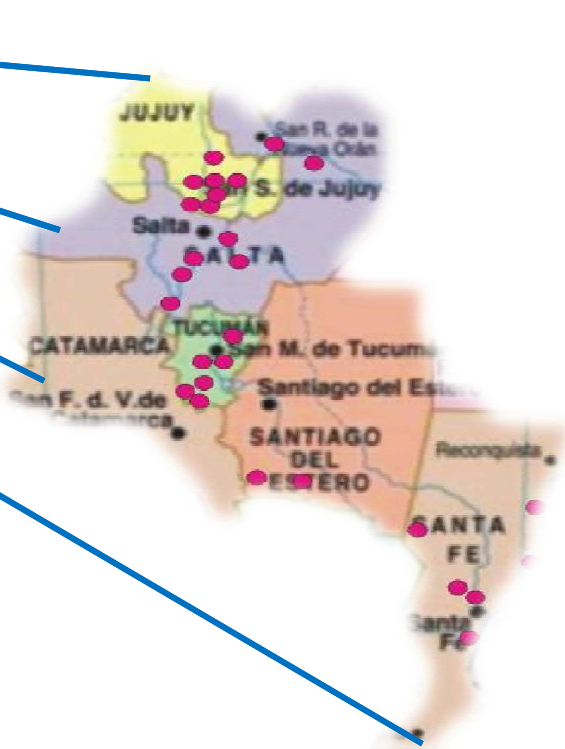
Salomón, María José

mjsalomon@gmail.com

Definitions



Beekeeping Cluster NOA - Center



NOA's beekeepers

Scientific /Technologic Organizations

National Universities of Tucumán, Jujuy, Salta, Mar del Plata y del Centro.

National Institute of Agricultural Technology (INTA)

National Institute of Industrial Technology (INTI)

Regional Center Tucumán-Santiago del Estero.

Public Institutions

Other Institutions



Beekeeping Cluster NOA - Center

- Background
1995: small groups of
beekeepers with technical
assistance
- Formal Creation: 2007
(with government support)



ITS SUCCESS DEPENDS ON THE JOINT
WORK OF THE ACTORS

Aim

Training and Technological Transference



MAIN COMPONENTS

Organizational and Quality Management



Process and Product Development

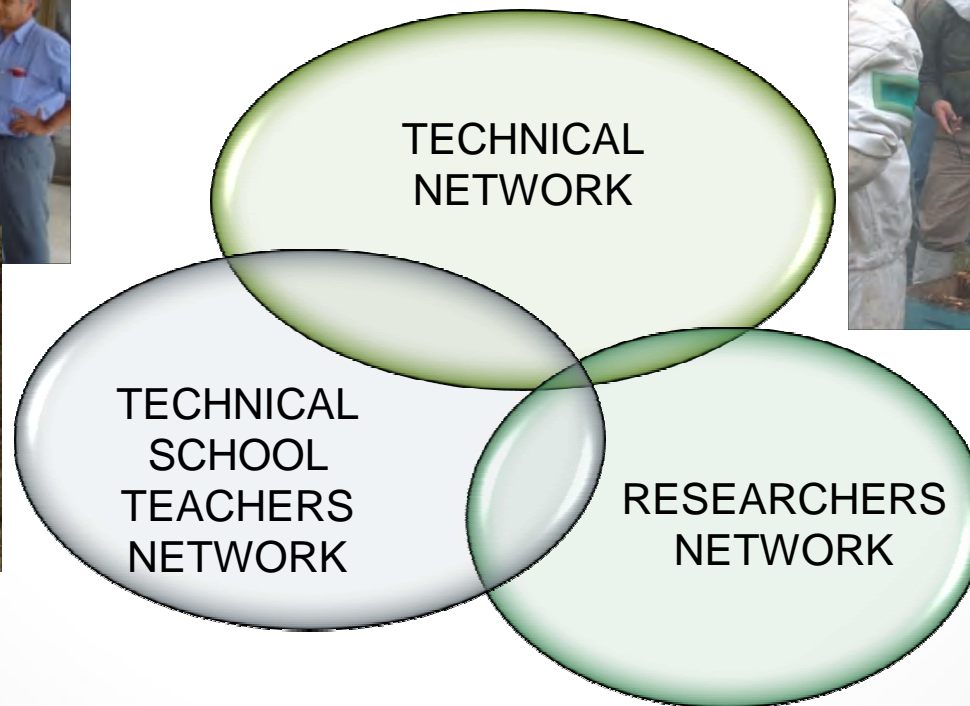


Financial Engineering and Marketing



Organization

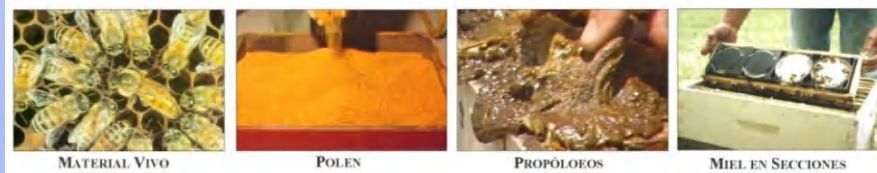
Network Structure



There is a BOARD made up of representatives of different stakeholders

Management actions

- Competitive Strategic Plan.
- Certified Laboratories and Market Observatory.
- Workshops related to:
 - Business Plans.
 - Cost Analysis.
 - Market Researches.
- Applied Researches:
 - Beekeeping Costing.
 - Beekeeping Marketing Strategies.
 - Beekeeping Market Research.
 - Beekeeping Cooperative Organizational Behavior.



Challenges

- Improve communication between nodes.
- Increase the number of board meetings.
- Implementation of laboratories and the observatory.
- Closer monitoring of indicators of success.
- Organization of an administrative area.
- Systematic and regular interdisciplinary workshops.
- Creation of a Website.
- Dissemination of conclusions.



Conclusions

Clusters represents a tool for the promotion of beekeeping.

- Reduction of the gap between producers and researchers.
- Strength of the link with the markets and organizational management.
- Synergy.

**Success depends on coordinated work
between the different actors**

THANK YOU FOR YOUR ATTENTION



Contact us:

mc.bedas@gmail.com

mjsalomon@gmail.com

mmedina@face.unt.edu.ar