“The inter-organizational trust of the actors in a wine cluster as a distinguishing element for its competitiveness”

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A common factor which supported the successful entry of the “New World” countries to the global industry of wine was the development of institutional and organizational mechanisms among all producers, public agencies, and universities on the winemaking production.

McDermott, Corredoira and Kruse (2007) affirm that the improvement in the production of wines in the province of Mendoza, Argentina, is due to the creation of public-private networks which involve as much the local governments as a variety of non-governmental economic interlocutors who were able to overcome failures in the coordination, and work associatively for the sake of the national winemaking industry.

Theory, thus, shows that the winemaking industry is very particular, and requires necessarily to be supported in relationships and associativity by public and private actors so as to improve the quality and efficiency of the winemaking chain.

On its part, Chile is not in a good position to facilitate coordination of collective actions in the winemaking industry (Visser, 2004). Chilean wine entrepreneurs don’t understand the usefulness of collaboration among the companies and, therefore, are solely focused on competing against one another (Hojman, 2005).

Recent reports of the International Organization of Vineyards and Wine position Chile on the 6th place in wine production, which perceived a 2% of increase compared to year 2012, below Argentina that reaches the 5th position with a 27% increase. That being said, Chile is in urgent need to count with a more competitive winemaking industry (OIV, 2014).

Casablanca, a valley of six thousand hectares in Chile, represents an important pole of production of Premium wines. The vineyards of the valley have been developed to consolidate an attractive zone to foreign and national tourists, and for years a latent need has existed to transform Casablanca into a competitive wine cluster which links tourism and enology as pillars of local socio-economic development.

President Bachelet’s new government has focused on driving the development of strategic areas of smart specialization in order to increase Chile’s competitiveness based on productive diversification. In this process, social capital and trust arise as prime base elements in the public-private collaboration to deal with this challenge.

In other matters, multiple influential factors of competitiveness of a cluster have been studied, yet little attention has been placed on their actors’ interactions (Doloreux and Parto, 2005) and, specifically, how inter-organizational trust contributes to the cluster competitiveness.

Consequently, considering that winemaking industry needs to be supported by relationships and the associativity of public and private actors for the sake of the improvement of its competitiveness, this paper aims to study the relation between the inter-organizational trust of public and private actors forming the Valley of Casablanca Winemaking Cluster, and its competitiveness.
**BIBLIOGRAPHY**


