AGRICULTURE REGIONAL CLUSTER

DOI:10.36962/ECS107/3-5/2025-80

Evgeni Baratashvili
Doctor of Economic Sciences, Professor

RESUME

The competitiveness of the Georgian economy is discussed and analyzed in the article. It remains a key issue of development, since it provides positive dynamics for the development of strategic goals of socio-economic development and the development of significant sectors of the economy. In recent years, the competitiveness of the national economy is one of the main points of research and publications based on many theoretical and applied research, and successful and unsuccessful examples of competitive international competitiveness in the industry's competitiveness. While ensuring enterprises' competitiveness is the primary goal of the state, sector, and corporate development plans or programs.

After almost 25 years of economic reforms, national economic interests are higher than political interests. The Georgia-EU free trade agreement on the competitiveness of the national economy followed a predictable crisis, especially in the fields of processing and production, which may have additional economic effects of adopting this agreement and participating in national competitiveness through Z. Sister terms.

This enabled the Georgian government to change some of the national economic parameters, which reduced the competitiveness of the products produced by Georgian enterprises in the domestic market due to the ease of the barriers to the Georgian market.

At the same time, it should be noted that, for a maximum of 10 years, major enterprises (e.g., winemaking) must achieve world competitiveness and establish their competitiveness in the domestic market. In addition, Georgia has all the data and should become a center for winemaking regional clusters. This will enable the national economy, enterprises, industries, and newly created clusters of profitability, solving and developing the social sphere.

The author discusses the opinion of foreign scholars about the potential and importance of clusters for economics, the details of their management skills, and the necessity of creating a Georgian winemaker cluster.

Keywords: Agricultural cluster, regional cluster, viticulture cluster.

INTRODUCTION

Today, during the almost 35-year period of economic reforms, national economic interests have been placed above political interests. The conclusion of the Free Trade Agreement between Georgia and the European Union was accompanied by a predictable crisis in the competitiveness of the national economy, especially in the processing industries, and it can be considered in terms of obtaining additional economic effects and increasing national competitiveness through participation in this agreement.

All this allowed the Georgian government, as a result of great efforts, to change some parameters of the national economy, which, as a result of lowering barriers to the European market and simplifying entry into the Georgian market, could cause a decrease in the competitiveness of products produced by Georgian enterprises in the domestic market.

In addition, it should be noted that within 5, at most 10 years, the main sectors of Georgian production (for example, winemaking) should reach the current level of world competitiveness and establish their competitiveness in the domestic market. In addition, Georgia has all the data and should become the center of the regional winemaking cluster. This will allow the national economy to solve the profitability problems of enterprises, sectors, and newly created clusters and develop the social sphere.

Based on all of the above, we believe that the topic chosen for research is very relevant and enjoyable today.

RESULTS AND THEIR JUDGMENT

1. Prospects for the formation of an agricultural cluster

For a complete analysis and assessment of the competitiveness of the wine industry, economic calculations need to be carried out in the following logical sequence:

- Assessment of the competitive products of the Georgian wine industry on the domestic consumer market;
- Assessment of the competitiveness of strategic groups of wine producers in the grape wine segment;
- Assessment of the competitiveness of strategic groups of wine producers in the sparkling and champagne wine segment.

The assessment of the competitiveness of Georgian wine products on the domestic market is presented in Table 1.

The volume of the national wine market in 2024 amounted to 116.403 million decaliters (which increased by 18.996 million decaliters compared to 2022), or 27,377.417 million GEL. In the domestic consumer market, national production controlled 43.39%, while imported products occupied 56.61%. During 2022-2024, there was a steady increase in the competitiveness of national wine production, which is reflected in the growth rate of the domestic market share of the sector's products. In the period 2005-2007, it was 10.53%.

According to 2024 data, the indicator of foreign-made products was higher than the indicator of similar national products (106.47%, versus 96.08%, respectively), that is, a foreign manufacturer was on average 10% more efficient in producing its products on the Georgian market.

The production of the Kakheti region formed the indicator of winemaking competitiveness at the national level, which is due to the concentration of the winemaking industry in the area. Kakheti and Kartli regions were distinguished by high competitiveness indicators in 2024. Relatively low indicators are found in Imereti, Racha, and Guria. According to 2022-2024 data, the competitiveness indicator of foreign products decreased from 110.0% to 46.5% on average, while the competitiveness indicator of nationally produced products increased from 86.03% to 96.08%. At the same time, the national producer still lags behind foreign competitors in terms of production volume, quality, speed, and efficiency of business processes. The dynamics of the competitiveness of national production give hope that Georgian products will reach the level of international competitiveness within the next 5 years.

It is worth noting that the Georgian wine market was actively developing quantitatively and qualitatively in 2022-2024. The competitiveness of Georgian production in the segments of grape wine, sparkling, and champagne wines is increasing, and individual enterprises compete on an equal footing with international companies. Some companies that lag behind the level of foreign production can and should develop in the coming years, resulting in the national market being controlled by national output and, in the future, also entering the world wine market.

The general conclusions made at the end of the work on this topic are as follows:

1. Grape wine production in Georgian winemaking is experiencing strong growth. In 2005-2024, this growth in natural terms amounted to 3.36; in 2024, compared to 2023, it increased by 8.51%. In the same period, the production of champagne and sparkling wines increased by 95.12% and 3.89%, respectively, which indicates a strong growth of the conjuncture in the relevant field;

2. The total volume of imports into the Georgian wine market in 2024 amounted to more than 55 million decaliters, or 539 million dollars (this amount represents a reserve for increasing the competitiveness of national products in the Georgian market). There was a positive trend for winemaking, which

Table 1. Indicators of competitiveness dynamics in the domestic market of Georgian wine products

Indicator	2022	2023	2024
1. Total wine production			
Million decaliters	45,8	62,4	70
Million GEL	7608,3	10780,6	13061,1
2. Average dollar exchange rate	2,398	2,397	2,4
3. Export of wine products			
Million decaliters	0,153	1,302	1,5
US dollars	1,4	15,5	18,3
4. Stocks of wine products			
Million decaliters	2,427	3,369	4,83
Million dollars	403,2	582,15	901,25
5. Consumed wine products			
Million decaliters	43,13	57,73	63,67
Million GEL	7179,68	9973,5	11879,99
6. Imports of wine products			
Million decaliters	56,98	55,89	55,45
Million GEL	16131,98	14785,89	13728,33
7. Stocks of imported products			
Million decaliters	2,79	3,13	2,72
Million GEL	755,68	1008,44	798,5
8. Consumption of imported products			
Million decaliters	54,19	52,76	52,73
Million GEL	21846,1	26972,88	27377,42
9. Market capacity			
Million decaliters	97,41	110,49	116,4
Million GEL	21846,11	26972,88	27377,42
10. Level of competitiveness of products			
Georgian wineries	32,86%	36,98%	43,39%
Foreign wineries	67,14%	63,02%	56,61%

was expressed in a decrease in grape wine imports, by 1.529 million decaliters or 39 million dollars in 2024 compared to 2022;

3. In 2007, 37.09% of the total grape wine production came from the Kakheti region, while approximately 70% of the vineyard area is concentrated in Kakheti. In 2005-2024, the number of wines produced in the Kakheti region increased in natural terms by 4.76 times, and champagne and sparkling wines by 3.76 times. The existing raw material base allows foreign producers to practically exclude themselves from the national market, consolidating and increasing the export of high-quality Georgian products to other countries.

4. Georgian winemaking is a sustainable and progressive industry. It has significant potential for competitiveness, primarily due to natural resources that allow the cultivation of high-quality raw materials. However, today, the use rate of land suitable for vineyard cultivation in Georgia is very low. The dynamics of the domestic wine market reflect the steady growth of nationally competitive companies. Joint ventures that introduce the world's best technologies and achievements in winemaking have good prospects. In addition, about 20% of the national market consists of foreign producers, which strengthens their competitiveness at the expense of strategic management of the competitiveness of companies, thereby introducing new standards of quantitative and qualitative, speed, and efficiency of production business processes to the Georgian market.

5. The raw material base of the sector is characterized by the following features: Grape production remains a profitable sector, although profitability indicators are low. The dynamics of income are significantly affected by the price difference between agricultural and industrial products. Given the existing price disparity, renewing the fleet of cars and tractors is practically impossible. An analysis of the raw material base of wine production in the Kakheti region indicates a significant reserve for its intensification, in the event of appropriate state support and active foreign trade regulation.

6. In 2024, Georgian producers produced 70 million decaliters of sparkling and champagne wines, totaling 13061.09 million. GEL. At the same time, 55.45 million decaliters of wine were imported, the total of which amounted to 13728.33 million. GEL. Grape, sparkling, and champagne wine consumption in 2024 was 63.67 million. Decaliters (11879.99 million GEL), while imported production amounted to 52.733 million decaliters (15497.42 million GEL). The volume of the national wine market in 2024 amounted to 116,403 million decaliters (which increased by 18,996 million decaliters compared to 2022), or 27,377,417 million GEL; During 2022-2024, there was a steady increase in the competitiveness of national wine products, which is reflected in the growth rate of the domestic market share of the sector's products. It amounted to 10.53% in the period 2022-2024;

7. According to 2024 data, the competitiveness rate of foreign-made products was higher than the similar rate of national products (106.47%, respectively, against 96.08%), that is, foreign producers were on average 10% more efficient in producing their products on the Georgian market. At the same time, the winemaking competitiveness indicator at the national level was formed mainly by the production of the Kakheti region, which is due to the concentration of the winemaking industry in this region. At the same time, Georgian producers still lag behind foreign competitors in terms of production volume, quality, speed, and efficiency of business processes. Nevertheless, the dynamics of the competitiveness of national production give hope that within the next 5 years, Georgian production will reach the level of international competitiveness. Since 2022, in the sparkling wines and champagne segment, the Georgian market has begun to experience a decrease in the competitiveness of foreign-made products, which is reflected in a decline in production efficiency. The growth in the competitiveness of national products in 2022-2024 amounted to 4.66%, and the best Georgian companies have practically reached the international level. In this segment of the wine market in Georgia, in the near and medium term, the competitiveness of Georgian-made products is expected to increase, which is based on forecasts of an increase in the scale of production and consumption, the formation of competitive marketing and production competencies, and the efficiency of key business processes;

8. The Georgian wine market developed quantitatively and qualitatively in 2022-2024. The competitiveness of Georgian production in the segments of grape wine, sparkling, and champagne wines is increasing, and individual enterprises compete on an equal footing with international companies. Some companies lagging behind foreign production may need to develop in the coming years. As a result, the national market will be completely subordinated to the control of the national output, and in the future, it will also enter the world wine market.

2. Formation of a competitive winemaking cluster

In recent years, positive changes have occurred in the sector; a winemaking cluster is developing. Work is underway to restore the nursery sector. Elite seedlings have been grown in the Kakheti and Imereti regions, which are planted on 10.71 hectares, pre-grafted seedlings on 1.89 hectares, and rootstock on 8.82 hectares. As a result, in 2-4 years, it will be possible to obtain our certified planting material, which will comply with European standards. Cloning and phytosanitary selections are underway to develop nursery activities to improve existing grape varieties.

The sector is being developed through the "State Program for the Support of Agricultural Cooperatives in Viticulture," adopted on January 26, 2024, which envisages a steadily growing, economically efficient grape production. Within the framework of capital investment, agricultural cooperatives will be provided with 100 tons of equipment required for grape processing as a grant, the list of which is given in the table:

(I) Capital investment does not include construction, arrangement/reconstruction works of the building where the relevant equipment will be located. Construction and/or arrangement/reconstruction of the building is the obligation of the program participant, which must be fulfilled in the event of participation in the program, by the terms and conditions stipulated in the preliminary agreement signed with the participant.

(II) Within the program's framework, at least three units of equipment required by the enterprise will be issued.

Table 2. Volume and structure of state grants allocated for capital investments in winemaking enterprises

Equipment for processing 100 skins	**Quantity**
Grape crusher-squeeze with drum pump	1
Wine and drum peristaltic pump	1
Wine pump with neoprene impeller	1
Wine plate filter with integrated pump	1
Wine storage tank stainless steel 1500 L with floating cap system	3
Wine storage tank stainless steel 5000 L	3
Grape hydraulic press	1
Refrigeration system with automatic temperature control	1
Rubber hose corrugated pressure-resistant D80	30 m.
Rubber hose corrugated pressure-resistant D40	100 m.
Fermenter/vinifier stainless steel 20 tons	3
Fermenter/vinifier stainless steel 5 tons	3

Source: http://acda.gov.ge/res/docs/20240214152702505 12.pdf

Within the program's framework, the participant will receive technical assistance, which includes short-term training and consultations in the following areas: vineyard management, wine production, industrial relations within an agricultural cooperative, and legal regulations.

Agricultural cooperatives that meet the following conditions when applying for participation in the program are eligible to participate in the program:

- Have been granted the status of an agricultural cooperative by the Law of Georgia "On Agricultural Cooperatives";
- Have not received a recommendation from the Agency when applying to correct a deficiency in their activities. Unless the cooperative has received such a recommendation and provides relevant evidence of the elimination of the deficiency before applying;
- The number of members of an agricultural cooperative is at least 20 members, and the farm cooperative and/or its members own at least 20 hectares of vineyards;
- The members of the agricultural cooperative individually (each) own and/or have contributed to the cooperative as a share contribution at least 0.3 hectares of vineyards;
- If the agricultural cooperative is registered in a high-mountainous settlement defined by the Law of Georgia "On the Development of High-Mountain Regions", the members of the farming cooperative individually (each) own and/or have contributed to the cooperative as a share contribution at least 0.1 hectares of vineyards.
- Does not have tax debts;
- Owns a building or land plot intended for a wine enterprise;
- The following grape varieties are grown in the vineyards owned by the cooperative and/or its shareholders: Rkatsiteli, Saperavi, Mtsvane, Khikhvi, Kisi, Chinui, Tsolikauri, Tsitska, Krakhuna, Aleksandrouli, Ojaleshi, Chkhaveri, Aladasturi, Usakhelouri, Mujuretuli, Tsulukidze/Rachulitetra, which the LEPL Agricultural Scientific Research Center confirms.
- The cooperative has mobilized funds for the construction/reconstruction of a building within the framework of this program, which is confirmed by the decision of the general meeting and certified by the procedure provided by Georgian legislation.
- The territorial body of the Ministry of Agriculture confirms that the vineyards owned by the cooperative and/or its shareholders are planted with vines.

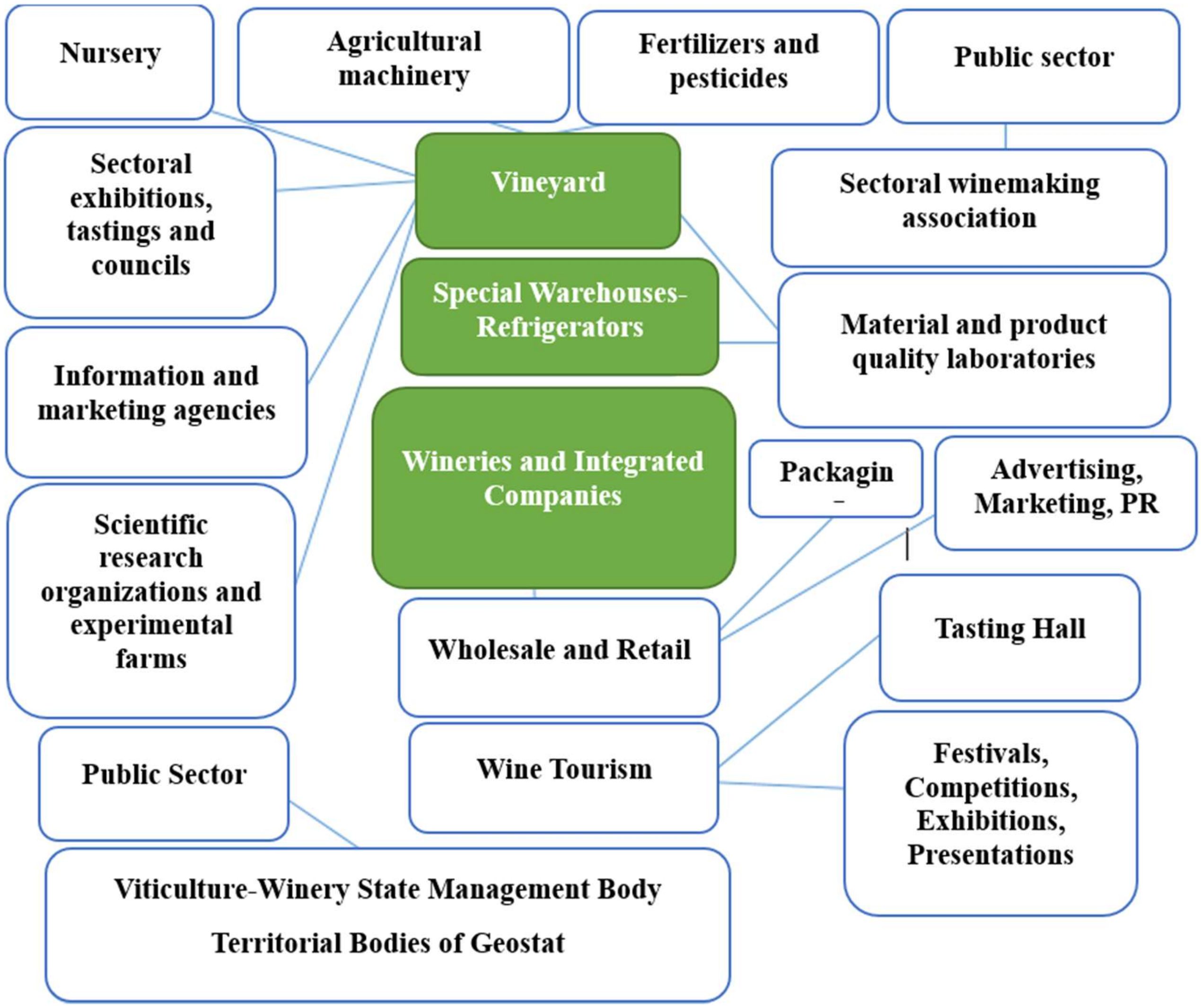
Registration in the program is possible electronically on the agency's official website. If the program's obligations are fulfilled, a capital investment agreement is concluded between the participant and the agency.

It should be noted that this state program also increases the vineyards and grape production area and pays attention to improving quality. Unfortunately, most enterprises currently engaged in grape processing and wine production in Georgia have morally and physically outdated equipment and worn-out technological parks. Almost no containers remain to produce quality products, even from technologically conditioned grapes.

There are modern, scientific approaches that result in high-quality wine. Their widespread use is not possible due to the lack of appropriate funding for the sector. As a result of a systematic analysis of the wine market, it was determined that 25% of products are rejected due to non-compliance with quality requirements. It is necessary to purchase equipment and introduce modern physical-chemical analysis methods that will allow enterprises in the sector to determine the quality of products. In addition to state assistance, this result can be achieved by creating a Georgian wine cluster.

One of the program's goals is to increase Georgian wine production. But the formation of a wine cluster is no less critical. Georgian products should be known not only in Georgia, but also throughout the world; therefore, to improve the image of Georgian wine, a concept for the development of wine production should be developed, and a cluster should be created that will take care of the association of grapes and wine producers with brands. Cluster members mark their products with a registered mark, which implies compliance with standards. Advertising campaigns should be created to develop Georgian wine, and festivals and presentations should be held. All wine cluster producers should participate in national or international congresses, forums, and exhibitions, where they will present the history and modern

Figure 1. Structure of the Georgian winemaking cluster



achievements of Georgian wine. The creation of the cluster and its further development will contribute to the popularization of Georgian traditional and new brands, improving their quality and increasing the culture of their consumption. In our opinion, the structure of the Georgian winemaking cluster should look like the one shown in Figure 1.

As we can see, the Georgian wine cluster is at the initial stage of development. Many important factors for its advancement do not exist today, which slows down the pace of development of this large economic structure and reduces its competitive potential.

As can be seen from the given structure, the following tasks need to be solved to increase the competitiveness of the Georgian wine cluster:

- Creation of a sectoral association of wine producers, which will become a strong union and will be responsible for organizing meetings on winemaking, will be able to implement legislative initiatives, quality control, and will carry out information and guarantee functions for the sector in the case of the implementation of investment projects.
- Creation of specialized and marketing agencies, which, together with the information and statistical agencies of territorial state bodies, will be able to solve such tasks as providing information on tactical and strategic management decisions at the corporate, sector, and cluster levels;
- Increasing the effectiveness of scientific and research work and organizing selection work;

- Raising the level of sectoral and corporate marketing: increasing the number of sectoral meetings, organizing representative competitions, tastings, presentations, forums, and congresses;
- Stabilizing the situation in related and auxiliary sectors: price control, fertilizers, chemicals, promoting transparency of price production, and tightening antimonopoly regulation of suppliers;
- Create at least three laboratories (in the Kakheti and Imereti regions and Tbilisi), responsible for the quality of raw wine materials and finished products. The laboratories should be able to conduct comprehensive analyses, provide independent expertise, and have mobile facilities for express laboratories.
- Creation of specialized warehouses-refrigerators, which will store various types of table wines for years, which will reduce their losses, organize uninterrupted supply to trade networks (unlike the current, seasonal) at reduced prices and competition with international competitors, and reduce the dependence of wine enterprises on cartel agreements of wineries;
- Creation of enterprises that will produce the primary type of wine packaging - glass bottles, as well as the creation of small enterprises that will specialize in elite and decorative packaging;
- Creation of a wine tourism industry: increasing the networks of tasting rooms and wineries, intensification of the marketing potential of the wine cluster's competitiveness at the expense of communication programs that will be responsible for the formation of a wine consumption culture, competitions, festivals, and exhibitions.

In addition, within the framework of the state program for supporting the wine industry and to support the construction of the wine cluster "from below", we consider it necessary to carry out the following measures at the regional level:

- Modernization of scientific and research infrastructure, formation and support of sectoral information and communication resources;
- Expansion of state subsidies for the creation of new productive orchards, subsidizing the interest on loans issued for this purpose at the expense of state funds and deferring interest payments for 4-5 years from the moment of vineyard establishment;
- To facilitate the development of wine clusters - state subsidies of up to 50% of the machinery and transport fleet and main production funds;
- Accelerated depreciation of main production funds - within 3 years, expansion of agro-leasing and easing its conditions;
- Direct subsidies to replenish current assets for the cluster, targeted financing of enterprise projects without initial contributions;
- Creation of state reserves, which will become a means to overcome seasonal price peaks, purchase fertilizers and pesticides;
- Compression of subject programs, mandatory half-year internships for students of the relevant specialty in relevant institutions of the field, each year of study, with a diploma project based on the data and experience obtained;
- Formation and financing of scientific research on a competitive basis;
- Sectoral communication programs, which will be aimed at developing the structure of wine consumption;
- Sectoral, marketing programs for market research, creation of a data bank of annual reports;
- Introduce measures to regulate foreign trade, such as quotas and limits on the prices of imported products. These measures will weaken importers' competitiveness and exclude them from the domestic market.
- Creation of an electronic database of sectoral human resources (in the form of a database of managers, winemaking and viticulture specialists, through which it will be possible to establish contact with them, review existing and strategic issues);

Anti-crisis management within the sector: creation of a sectoral stabilization fund at the expense of the amount deducted from the sectoral profit, state insurance of risks.

- Based on state guarantees, programs for attracting foreign investments - creation of joint projects with foreign investors, with the condition of their elimination after 10 years of operation;
- Innovation programs: monitoring, analyzing, and evaluating sectoral innovations, their popularization, and inclusion in the industrial management of the Georgian winemaking cluster.

Implementing the above measures will allow us to increase the overall rate of grape production, increase the production of wine products by 15-20%, reduce the volume of counterfeit products on the market, and change the structure of alcoholic beverage consumption in favor of wine, which will increase the corporate and sectoral competitiveness of the Georgian winemaking cluster overall.

CONCLUSION

Georgian winemaking is a steadily progressing industry. It has significant potential for competitiveness, primarily due to the natural resources that allow for cultivating high-quality raw materials. The dynamics of the domestic wine market reflect the steady growth of nationally competitive companies. Joint companies that introduce the world's best technologies and achievements in winemaking have good prospects.

The Georgian wine market was actively developing quantitatively and qualitatively in 2022-2024. The competitiveness of Georgian production in the segments of grape wine, sparkling, and champagne wines was growing, and individual enterprises competed on an equal footing with international companies. Some lagging companies are possible and necessary to develop in the coming years, as a result of which Georgian producers will completely control the national market.

Based on the results of the research, the following proposals were made:

1. Create a sectoral association of Georgian wine producers, which will be responsible for meetings held on winemaking, will be able to implement legislative initiatives and quality control, carry out information functions of the sector, and guarantee tasks in implementing investment projects.

2. Creation of specialized and marketing agencies, which, together with the information statistics of territorial state bodies, will be able to solve such tasks as providing information on tactical and strategic management decisions at the corporate, sector, and cluster levels;

3. Increasing the effectiveness of the work of scientific and research organizations and organizing selection work;

4. Raising the level of sectoral and corporate marketing: increasing sectoral meetings, organizing representative competitions, tastings, presentations, forums, and congresses;

5. Stabilizing the situation in related and supporting sectors: price control on fertilizers and chemicals, promoting transparency in pricing, and tightening antimonopoly regulation of suppliers;

6. Creating at least three laboratories that will be responsible for the quality of wine raw materials and finished products, will be able to conduct comprehensive analysis and provide independent expertise;

7. Construction of specialized warehouses-refrigerators that will store various types of table wines for years, which will reduce the loss of such wines, organize uninterrupted supply to trade networks, and reduce the dependence of wine enterprises on cartel agreements of wineries;

8. Creation of enterprises that will produce the primary type of wine packaging - glass bottles, as well as small enterprises that will be oriented towards elite and decorative packaging;

9. Creation of the wine tourism industry: increasing the networks of tasting rooms and wineries, intensification of the marketing potential of the winemaking cluster's competitiveness through communication programs;

In addition, within the framework of the state program for supporting the winemaking sector, the following measures should be carried out at the regional level:

● Modernization of scientific and research infrastructure, formation and support of sectoral information and communication resources;

● Expansion of state subsidies for the creation of new productive orchards, subsidization of interest on loans taken at the expense of state funds, and postponement of interest payments for 4-5 years from the moment of planting vineyards;

● Allocating state subsidies to support the operation of key industrial facilities - financing up to 50% of the machinery and transport fleet and key production funds;

● Accelerated depreciation of key production funds - within 3 years, expanding agro-leasing and easing its conditions;

● Allocating direct subsidies to replenish current assets for the winemaking cluster, financing production projects without initial contributions;

● Creating a state reserve for the purchase of fertilizers and chemicals, which will allow the cluster to overcome seasonal price peaks;

● Compression of subject programs, mandatory half-year practice of students of the relevant specialty in relevant institutions of the field each year of study; Creation of a diploma thesis based on the data and experience obtained;

● Formation and financing of scientific research of the cluster;

● Creation of sectoral and marketing programs of market research, data bank of annual reports;

● Introduction of measures for the regulation of foreign trade: quotas and setting limits on the prices of imported products, which will be aimed at weakening the competitiveness of importers and their exclusion from the domestic market;

● Create an electronic resource of the cluster personnel in the form of a database of managers, winemakers, and viticulture specialists, through which it will be possible to establish contact with them, review existing and strategic issues, etc.

● Anti-crisis management within the sector and cluster: creation of a sectoral stabilization fund at the expense of the amount deducted from the profit of sectoral production, state insurance.

● Creation of joint projects with foreign investors, with the condition of their elimination after 10 years of operation;

● Implement innovative programs that monitor, analyze, and evaluate sectoral innovations, popularize them, and include them in the cluster's industrial management.

Implementing the measures mentioned above will allow us to increase the overall rate of grape production, increase the production of wine products by 15-20%, reduce the volume of counterfeit products on the market, and change the structure of alcoholic beverage consumption in favor of wine, which will increase the corporate and sectoral competitiveness of the Georgian winemaking cluster overall.

REFERENCES:

1. Agha H., Impact of Working Capital Management on Profitability, European Scientific Journal, vol.10, No 1, 2014, pp 3-6

2. Armistead C., Pritchard J., Achin S., Strategic Business Process Management for Organisational Effectiveness, Journal Pergamon, Vol. 32, No. 1, pp 7-10 – 40, 2023

3. Goodluck I., Budgeting for Knowledge Management in Organizations, Journal of Chinese Librarianship, 32, pp 7-12

4. Dillion J., Price C., Morris J., Economic Analysis of Winery Business Operations, Arkansas Farm Research, Vol. 42, №2, 2003, pp 7-9

5. Roberto M., The Changing Structure Of The Global Wine Industry, International Business & Economics Research Journal, Volume 2, Number 9, 2012, pp 6-9

6. Lippert R., Gaal Z., Management Approach Between Business Cluster Success and Soft Leader Char-

acteristics, Problems of Management in the 21st century, Vol. 9, No. 1, 2014, pp 3-7

7. Migone A., Howlett M., Comparative Networks and Clusters in the Wine Industry, Journal-AAWE working paper, No. 62, pp 45-49

8. Bas T., Amoros E., Kunc M., Innovation, Entrepreneurship and Clusters in Latin America Natural Resource – Implication and Future Challenges, Journal of Technology Management & Innovation, Volume 3, Issue 3, 2008, pp 5-9

9. "Economica", N1-2, 2008.

10. Caiazza R., Volpe T., The Global Agro-food System From Past to Future; USA Business Review, Vol. 11, No. 7, 2024, pp 2-7

11. Fleet G., Yeast Interactions and Wine Flavor, International Journal of Food Microbiology 86, 2003, pp 7-10

აგრარული რეგიონული კლასტერი

ევგენი ბარათაშვილი
ეკონომიკის მეცნიერებათა დოქტორი, პროფესორი

რეზიუმე

უკანასკნელ წლებში, მრეწველობის კონკურენტუნარიანობის მრავალრიცხოვანი თეორიული და გამოყენებითი კვლევებისა და საერთაშორისო კონკურენტული პროცესების წარმატებული და წარუმატებელი მართვის მაგალითების გააზრებისა და ანალიზის გამო, ეროვნული ეკონომიკის კონკურენტულობა ერთ-ერთ ცენტრალურ ადგილს იკავებს სამეცნიერო ნაშრომებისა და პუბლიკაციების არსებულ თემატიკას შორის. ხოლო საწარმოების კონკურენტუნარიანობის ამაღლების უზრუნველყოფის ამოცანა სახელმწიფო, დარგობრივი და კორპორაციული განვითარების გეგმებისა თუ პროგრამების ძირითადი მიზანი ხდება.

დღეს ეკონომიკური რეფორმების თითქმის 25-წლიანი პერიოდის მანძილზე, ეროვნული ეკონომიკური ინტერესები პოლიტიკურ ინტერესებზე მაღლაა დაყენებული. საქართველოსა და ევროკავშირს შორის თავისუფალი ვაჭრობის ხელშეკრულების დადებას ეროვნული ეკონომიკის კონკურენტუნარიანობის პროგნოზირებადი კრიზისი მოყვა, განსაკუთრებით ეს გადამამუშავებელ დარგებში წარმოებულ პროდუქციას შეეხო და მისი განხილვა შეიძლება დამატებითი ეკონომიკური ეფექტის მიღებისა და ამ ხელშეკრულებაში მონაწილეობის მეშვეობით ეროვნული კონკურენტუნარიანობის ზრდის თვალსაზრისით. ყოველივე ამან საშუალება მისცა ქართულ მთავრობას, დიდი ძალისხმევის შედეგად შეეცვალა ეროვნული ეკონომიკის ზოგიერთი პარამეტრი, რომლებსაც ევრობაზართან ბარიერების დაწევისა და ქართულ ბაზარზე შემოსვლის გამარტივების შედეგად რეალურად შეეძლოთ შიდა ბაზარზე ქართული საწარმოების მიერ გამოშვებული პროდუქციის კონკურენტუნარიანობის კლების გამოწვევა. ამასთან ერთად, უნდა აღინიშნოს, რომ 5, მაქსიმუმ 10 წლის განმავლობაში, საქართველოს წარმოების ძირითადმა დარგებმა (მაგალითად, მეღვინეობამ) უნდა მიაღწიოს მსოფლიო კონკურენტუნარიანობის არსებულ დონეს და დაიმკვიდრონ საკუთარი კონკურენტუნარიანობა შიდა ბაზარზე. გარდა ამისა, საქართველოს აქვს ყველა მონაცემი და უნდა გახდეს მეღვინეობის რეგიონული კლასტერის ცენტრი. ეს საშუალებას მისცემს ეროვნულ ეკონომიკას, საწარმოების, დარგებისა და ახლადშექმნილი კლასტერების მომგებიანობის ამოცანების გადაწყვეტისა და სოციალური სფეროს განვითარებისათვის.

ავტორი განიხილავს უცხოელ მკვლევართა მოსაზრებას ეკონომიკისათვის კლასტერების პოტენციალისა და მნიშვნელობის თაობაზე, მათი მართვის შედეგიანობის დეტალების შესახებ და ქართული მეღვინეობის კლასტერის შექმნის აუცილებლობის მოსაზრებას უჭერს მხარს.

საკვანძო სიტყვები: აგრარული კლასტერი, რეგიონული კლასტერი, მევენახეობის კლასტერი.