



Not a Pint Sized Industry Anymore

Supporting Small-Medium Sized Breweries Reach International Markets

Event Guide:

This event aims to inform small-medium sized breweries about growth strategies and issues enabling and hindering their ability to export to international markets, through a series of short presentations from both successful micro-breweries and university researchers.

Recent insights from research carried out by the University's Department of Marketing on exporting benefits and the challenges specific to this industry, will be presented.

With support and input from Scottish Enterprise, Scottish Development International, The Brewers Association and SIBA Scotland, delegates will also have the opportunity to share their experiences through a round-table discussion, and shape future research and support in this area.

Venue & Registration:

Wednesday 4th May 2016
Registration and refreshments from 4.30pm
Event 5.00pm - 7.00pm followed by a networking reception

The Technology and Innovation Centre
99 George Street
Glasgow G1 1RD ([map](#))

To register please go to
www.engage.strath.ac.uk/event/289/

Audience:

- Staff from breweries, particularly those considering exporting for the first time or expanding their existing export.
- Trade and other professional associations in the sector.
- Representatives from public sector organisations supporting breweries in internationalising their businesses.

Benefits of attending:

- Learn from other brewers who have successfully entered international markets.
- Hear from industry experts about support available for internationalisation efforts.
- Find out how working with the Department of Marketing can benefit your organisation and support growth in domestic and international markets.

Event Contacts:

Dr Maria Karampela, Lecturer in Marketing
maria.karampela@strath.ac.uk
+44 (0)141 548 3243

Prof Spiros Gounaris, Head of Department, Marketing
spiros.gounaris@strath.ac.uk
+44 (0)141 548 3233

Dr Nadine Waehning, Lecturer in Marketing,
York St John University
n.waehning@yorks.ac.uk
+44 (0)190 487 6264