

European Union Grants Advisor Bodegas Matarromera (Spain)



Spanish wine producer enjoys the sweet taste of success thanks to EU funding initiative

"Technology is vital to the success of Bodegas Matarromera. We use innovative temperature-control and stainless steel vats to produce in excess of 325,000 litres of wine each year. But this wasn't always the case. Before we learnt about and took advantage of Banespyme's programme, all of our business processes were carried out manually. We realised that we needed to update our traditional practices, so turned to Banespyme for advice on how to access European funding and technology available to us."

Carlos Moro, Chief Executive Officer, Bodegas Matarromera

Situation

Wine producer Bodegas Matarromera wanted to replace outdated manual processes but wasn't aware of the funding opportunities available to help it turn its IT vision into reality.

Solution

The EU Grants Advisor Programme is an initiative designed to raise awareness and understanding of EU funds among SMEs. EUGA is a public/private partnership that sees Microsoft working with a consortium of partners including HP and Intel. In Spain, this consortium is complemented by Banesto Bank and Telefonica to carry out the country's Banespyme Tech Loan initiative, which encourages SMEs to invest in technology through the provision of zero per cent interest rate loans. With the loan, Bodegas Matarromera have been able to establish a new IT infrastructure

Benefits

- SMEs get the chance to realise untapped potential and contribute to the success of their local economy.
- Bodegas Matarromera has reduced operational costs by 30 per cent.
- New infrastructure has increased sales capacity.
- Users can access information regarding the wineries simultaneously.

www.matarromera.es