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Título da comunicação:

Globalization and the Emergence of Corporatist Regulation in Madeira's Wine Sector

Resumo:

This paper analyses the challenges faced by the Portuguese Estado Novo in trying to set up a corporatist structure of governance for the Madeira wine sector which was meant to reverse the pattern of decentralization and self-regulation that had characterized economic activity and trade in this sector for two centuries. The study explore how the state's attempt to oversee the sector and enforce product quality standards that complied with the rules of the recently created International Wine Office (OIV) collided with the interests of several established groups – namely wine growers, sugar cane farmers, local merchants of wine, and exporters. The analysis focuses on the political strategy developed by these groups - in particular by Madeira wine exporters - to respond to, and stall, the development of the new, corporatist model of regulation. We will also analyse in what extent – in this context - an innovation schedule could be supported and stimulated by the government.