

## SMEs EXPORT

### Argentine Technology and Innovation



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#### Exporting Potential

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### MORO HIDRÁULICA SRL, state-of-the-art technology in oil hydraulic cylinders and components



The company is located in Las Parejas, in the province of Santa Fé, and has been designing and manufacturing oil hydraulic cylinders and components such as valves, hoses, filters, power units, and other accessories, for almost 50 years.

Its production plant has a total built area of more than 4,600 square meters and is equipped with 16 lathes and cutting-edge machining centers. The company is compliant with IRAM ISO 9001:2015 Quality Standard certifications and its production capacity is 30,000 cylinders per year.

Among the wide range of products offered are hydraulic cylinders for agricultural, road and industrial machines, high- and low-pressure hoses, the most complete set of hydraulic terminals and accessories, super-pressure clamps, orbital motors and hydrostatic headers, self-lubricating bearings, speed multipliers, and accessories, among others.

The company has built its leadership using **state-of-the-art technologies** both in product design and production processes. In this regard, Mariano Moro, managing partner at **Moro Hidráulica**, points out that **the first hydraulic cylinder patented in Argentina (1975) was manufactured by the company. Today, it is the official representative of the well-known Italian brand UFI Filters.**

Together with INTI, the company has a solid track record of technical assistance and cooperation. It has implemented management technologies (5S) and received support to become the first cylinder factory in Argentina to certify ISO Standards. **Currently, Moro Hidráulica is working in cooperation with the Institute's specialists in the application of 4.0 technologies with a view to controlling and monitoring production in real time through numerical control software.** "Our company works with groundbreaking technology and a high level of automation, which, combined with top-quality materials, help us achieve a product of excellence," Moro emphasizes.

The company has already succeeded in entering the foreign markets of Chile, Uruguay, and New Zealand, and plans to increase its presence in the rest of Latin America. It was awarded the Good Design Seal prize by the Argentine Ministry of Productive Development for its telescopic hydraulic cylinder model.

To sum up, the head of the company states: "We are a high-tech firm that is constantly seeking efficiency, from energy, through the use of solar panels, to the strictest quality controls."

• **HS CODE (NCM):**

- 8412.21 / Hydraulic cylinders for agricultural, road and industrial machinery.





## AGROPARTES S.A., spare parts for forage harvesters



Located in the city of Oncativo, in the province of Córdoba, and with more than 120 years devoted entirely to the handling and industrialization of steel, **Agropartes SA, better known by its commercial brand Blade, meets the needs of those who work in the fields manufacturing and selling self-propelled forage harvester wear parts.**

The company offers a broad selection of forage harvester spare parts with more than 1,000 products, such as blades for all types of headers—which are manufactured in different qualities of steel and in a wide range of models and sizes—as well as accelerator paddles, inserts for discharge tubes, and wear plates, among others.

Its manufacturing plant is equipped with state-of-the-art technology consisting of numerical control machines and tools, such as milling and folding machines, and a laser cutting pantograph, among other more specific machines for the manufacture of all lines of spare parts.

It produces high quality products and spare parts with an excellent cost-benefit ratio. Pablo del Bocca, a partner at the company, reveals: **“Our most important feature is that we are the only firm in Latin America that manufactures exclusive spare parts for forage harvesters. Our catalogue is unique in number and variety.”**

**In its 2,500 square meter facility, the company produces around 180 tonnes of different qualities of steel every year.**

With a strong presence in Argentina, Mexico, Uruguay, Paraguay, Brazil, Bolivia, and Chile, the company **is currently planning to enter the US market—and every market where there is a need for forage harvester and other agricultural machinery spare parts.**

In order to replace imports and boost exports, several areas of INTI carried out R&D to improve forage cutting blades, which allowed them to achieve more resistant products. As a result, the company gained new insight into the process that is more suitable for producing blades similar to those imported.

“We see ourselves as a company that manufactures high quality products with a huge potential for competing with multinational companies in the market of forage harvester spare parts. **We are chosen as an alternative to the original spare parts because of the price, benefit, and quality ratio.** We work and forge steel to provide solutions for farmers,” concludes Pablo del Bocca.

• **HS CODE (NCM):**

- 8208.40.00.100T / Blade and cutting blades..
- 8433.90.90.990G / Other parts for harvesting or threshing machines, devices, and appliances.
- 8483.30.90.000X / Bearing housings, bearings, transmission shafts, cranks, gears, etc.



## MANGUERAS HIDRÁULICAS S.A., national and international leadership in high pressure hoses



The company is located in Villa Constitución, in the province of Santa Fé. For almost half a century, it has specialized in the manufacture of high-pressure hydraulic hoses with assembled end fittings, especially for the Original Equipment Manufacturer (OEM) market.

Hydraulic hoses are designed for its use in applications requiring high working pressures, for example, in off-highway (heavy equipment) and pressure washing machines. They are used in medium to large equipment with a pressure range of up to 5,000 psi (pound per square inch).

For more than ten years, the company has been receiving regular assistance from INTI on areas such as Lay Out implementation, product design, processes, different types of testing, and training. The Institute's comprehensive assistance to the company has furthered waste and cost reduction, a significant improvement in production processes, and a quantum leap in the product final quality.

Since 2001, the company has established a presence in Brazil and is currently able to expand its market to the United States. **It has ISO 9001:2015 certification, and its production capacity is 400,000 units per year.**

Luis Alvarellos, the company's director, points out that since their origins, they stand out for their philosophy of continuous improvement, flexibility, and fast delivery. **They are the only manufacturers in Argentina who have the testing equipment for measuring pressure cycles in order to comply with the Impulse Test for hose assemblies according to SAE standards.** "This test requirement has allowed us to export for 20 years, competing on an equal footing against three American multinationals with branches in Brazil," Alvarellos states.

Mangueras Hidráulicas is a supplier of renowned agricultural machinery industries such as John Deere, AGCO, CNH, New Holland, Mainero, Metalfor, and Pauny, among others. It has been recognized on several occasions by the American company AGCO in the categories of Excellence in Quality, Delivery and Cost Management, and Top Supplier in Argentina. They have also been recognized with the Industrial Merit Award from the Industrial Federation of Santa Fé and with the Business Trajectory Award from the Chamber of Industry in the Department of Constitución.

Alvarellos explains that in Turkey and Middle Eastern countries, Massey Ferguson tractors work with the company's hydraulic hose assemblies. "This is an example of our long history in the market and the recognition of our leadership in Argentina and abroad," he concludes.

• **HS CODE (NCM):**

- 4009.22.10 / High pressure hydraulic hoses with assembled terminals.
- 4009.32.90 / Low-pressure hydraulic hoses with assembled terminals.



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## • International Technical Cooperation



With the implementation of the project “Strengthening the competences of instructors in metal-mechanics - machines and tools,” funded by the Ministry of Foreign Affairs through the Argentine Fund for South-South and Triangular Cooperation (FOAR), INTI has carried out technology transfer to the National Service for Industrial Work Training (SENATI) of Peru.

SENATI is an institution with a strong presence in Peru and robust links with the industry. Its focus is on vocational and professional training.

The project was aimed at increasing SENATI's technical capacity to meet the demands of the metal-mechanic sector in Lima and the southern macro region of Peru. To this end, INTI professionals have held a series of activities intended to train SENATI'S instructors and technical staff at both theoretical and practical levels, develop handbooks for the foundry industry, and raise awareness on certification issues. The goal was that product and people certifications can become a reality, as this has not been the case in Peru until now.

At the same time, this project enabled INTI professionals to assimilate the Peruvian experience in developing the supply chain for the mining industry, which is of central

## • INTI's capabilities for international markets



The INTI Management Technology Network is made up of a team of professionals and specialists who seek to improve process productivity and to adopt the best management practices. They provide comprehensive technical assistance to SMEs on a daily basis, assessing organizations in terms of five key areas: management, production, marketing, human resources, and administration. In order to achieve progress, they continually implement a variety of techniques and methods.

Through the Kaizen TANGO program, a joint initiative comprising the Argentine Ministry of Productive Development, the Argentine Ministry of Foreign Affairs, INTI and JICA (Japan International Cooperation Agency), companies from different industrial sectors in the country are given assistance and must communicate their results, showing the impact of these methods and inviting other organizations to adopt them.

Two of the companies that were assisted during the first years of the project belong to the Argentine agricultural spare part sector. One is from Córdoba, and it manufactures parts for the metal-mechanic industry; the other manufactures machinery and implements, and provides services for the agricultural sector. Both have implemented the Kaizen philosophy and practices successfully. As for the former, among the improvements that have been made are accident rate and tooling-change time reduction, and reorganization of workstations. Regarding

interest for the work that INTI has been carrying out in this field.

Through this technical cooperation, the ties between both institutions continue to grow stronger, since Argentina has a track record of technical cooperation in other strategic industrial sectors, such as dairy and textiles.

the latter, quality and process time improvements were achieved in shot blasting, equipment cleaning, and painting.

The implemented actions meant a quantum leap for the companies. Yet, the central aspect is cultural transformation so that these changes are lasting, and the methods adopted keep driving improvement. INTI can accompany these processes, which do not need a large investment, but do require a great commitment from organizations' members, from owners to operators.

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