

SMEs export

Argentine technology and innovation

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Potential Exporter

- Fracking Design, **sustainable leather goods industry with triple impact**
- Metalúrgica Gerbaudo, an **internationally recognized oil-industry supplier**
- Don Atilio, **tradition and technology** in the manufacture of cheese



International Cooperation



Fracking Design, sustainable leather goods industry with triple impact



This entrepreneurship led by three sisters, Carla, Ornella and Mora Basilotta, arises from their engagement with environment, education and fair work. They manufacture designed premium-quality leather goods using plastic big bags waste (sand containers rejected by oil companies). The material, which is mostly burnt to the detriment of the carbon footprint, is combined with leather which is thrown away by tanneries.

They started with two types of rucksacks and after that they have designed a collection of ten different models inspired in urban workers. **Nowadays they create more than 40 different products like bags, briefcases, notebook sleeves, wallets, shoes and face masks. They are handmade, without fabrics and with a triple benefit: they reduce the impact on carbon footprint, generate fair work and make hundred percent recycled products.** At the same time, they have a unique attribute: behind each product there is a sustainable story.

“When the idea of using plastic big bags thrown away by oil industry arose, we turned to INTI to do weight resistance, friction and impermeability tests, among others. INTI also developed a proceeding of testing adapted to the material, together with the Textile and Plastic Departments. INTI gave us the expected answer to start our business”, says Ornella Basilotta.

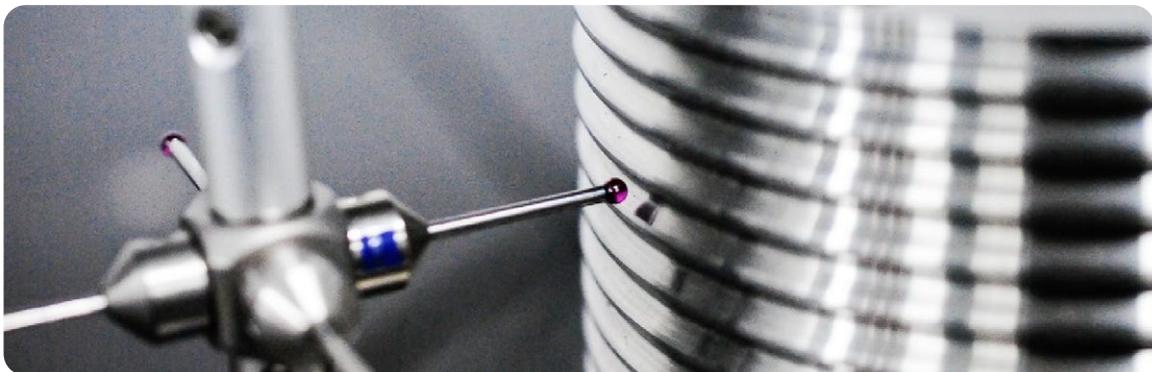
Nine people work for Fracking Design and five cooperatives take part in the process, which represent more than 80 families in the whole production chain. The process starts with the separation of waste before using them at source. Then it is carried to different recycling cooperatives where it is washed, taken to pieces and sterilized through an industrial process, which includes ironing, winding into rolls and manufacturing. ***“We are chosen not only for our aesthetic and long-lasting products but also for being part of a sustainable market”*** adds Ornella.

In this sense, the company is supported by the Secretaría de Ambiente [Secretary of Environment] of the Municipalidad de Neuquén [Municipality of Neuquén] which assures that its raw material is harmless and non-toxic waste to be used by leather industry. ***It also got the sustainable company international certification (System B) and the seal of “Good Argentine design”.***

They already export to the United States of America and their challenge is to open markets in Latin America, through a distributors network and big commercial chains.



Metalúrgica Gerbaudo, an internationally recognized oil-industry supplier



This year, the metallurgy got the American Petroleum Institute certification (API) which turns it into one out of ten qualified companies to export dies used by the hydrocarbon industry.

In 1956, Juan Agustín Gerbaudo founded the company in Córdoba, Argentina. It started as a company which manufactured auto parts. After that, and together with the development of the metal industry of the country, it had incorporated new technologies until it became one of the first companies specialized in thread rolling and grinding.

Together with INTI, it developed thread gauges under API Standards, satisfying the needs of oil companies' equipment manufacturers. They also developed special products for food, railway, plastic, medical, aeronautic and nuclear industries. The wide range of products includes: API working gauges and master gauges for the oil industry,

special machines parts and precision threads, gauge certification service, oil and gas pipes measuring tools, recirculating ball screws, thread rolling dies and special profiles, among others.

Juan Gerbaudo, president of the company says: “INTI has helped us during our story. It has been a great factor to be considered leaders in threading and in the manufacturing of national gauges. This development has been achieved by its transfer of knowledge, audits and certifications of our measurement machines and control tools. Together with INTI, we are about to be the only ones certifying working gauges.”

Since 2005 they have been exporting their products to countries like Ecuador, Canada, Romania, Arab Emirates, among others. Mexico and the United States of America are their main destinations, with the possibility to increase even more their markets. ***This aim will be fostered by API certification. It turns Metalúrgica Gerbaudo [Metallurgy Gerbaudo] into the unique Latin American company with international certification for the local market which exports this type of gauges. It also offers the possibility to open new businesses.***

Gerbaudo synthesizes: “We are a flexible and diversified company, leader in the supply of special parts. We offer integral solutions which include the identification of needs, development of the product and its later manufacturing and permanent control to our customers. Our aim is to create value and constant growth.”



Don Atilio, tradition and technology in the manufacture of cheese



Don Atilio S.A. (Don Atilio Corporation) is a family company placed in the city of Tandil, province of Buenos Aires. The company, which comes from a family with long tradition in dairy milks, started manufacturing two kinds of cheeses, and nowadays it has over 35 different types of hard, semi -hard and soft cheeses and dulce de leche (caramel).

It was born in 1993 as a manufacturer of cheeses from the production of milk in its own processing plants. The company introduced new varieties of cheeses, fluid milk and

ricotta, while it was gaining a place in commercial markets and establishing its trademark. Don Atilio continues its commercial development towards every corner of the country through a network of logistic and distribution, and maintaining the highest quality standards in front of the increasing demand of products. Its processing plant complies with the Servicio Nacional de Calidad y Sanidad Alimentaria [National Service of Quality and Healthy Food`s] regulations in force and it is qualified to export.

Esteban Magnasco, owner of the company says: ***“The permanent investment in equipment and new technology, plus the constant specialization of the staff, allowed the trademark to be considered synonym of quality. We distinguish ourselves by the variety of products and our gourmet presentation, a characteristic which is lacked by big companies with productive standardization.”***

He also underlines that cheeses from Tandil have a plus of quality and tradition which comes from Swiss and Italian immigrants’ customs and the characteristics of the weather, which allow obtaining high protein and fat milk. Those competitive advantages led to the creation of the ***Tandil Cheese Cluster***. It is composed by small and medium-sized enterprises -among them Don Atilio-, institutions and organizations related to the local cheese production, which tries to promote jointly strategies for manufacturing distinguished and high - value cheeses. ***At international level, Tandil Cluster is the first Argentinian one which joined the European Cluster Collaboration Platform.*** This achievement has been possible by INTI’s support and assistance, which allows the access to new markets and the meeting of strategic partners in global value chains.

Magnasco adds: “We have been working with INTI for over 15 years. It has allowed us to improve quality, productive efficiency and energy saving. At the same time, it has trained our staff for cheese and sweet sensory analysis. At present, we are working in the development of effluent treatment, which since the very beginning has been a central topic and is related to our engagement with environment.”

Among Don Atilio`s cheese delights, the typical Argentinian cheese, pategrass (semi-hard and elastic texture, slightly salty flavor, with eyes in its body) and smoked cheese are distinguished, besides the traditional brie, reggianito and cuartirolo cheeses.

Don Atilio S.A. (Don Atilio Corporation) has followed Magnasco family’s 150 -year cheese tradition, with the same passion and with a new challenge: jump into the export market with its gourmet cheeses.



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• International technical cooperation



During the last decades, INTI has increasingly developed the fulfillment of South-South cooperation projects with countries of Latin America and Africa, with the aim to strengthen the dialogue for the development of the region, promote synergies and technical complementation and encourage commercial opportunities.

In this way, we have been working in a positive way with the following industrial areas: textile, packaging, meat processing, dairy products, leather, metal, technology management and other areas where INTI has a wide experience, like quality management and metrology.

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• INTI and its capability at international markets



KAIZEN TANGO Project is a jointly initiative among INTI, the Ministerio de Desarrollo Productivo de la Nación [Ministry for the Productive Development of the Nation] Argentine Cancillería and the Japan's International Cooperation Agency (JICA) to strengthen national industry through technical assistance to small and medium-sized enterprises by the Japanese KAIZEN method which is known as a process of continuous improvement.

Annually INTI, jointly with Japanese experts, assists 20 small and medium-sized enterprises, as pilot cases, in its plant from different productive sectors and regions of the country. Each one of them receives a situation diagnosis and an improvement proposal to optimize processes, make them more efficient and increase productivity, with the aim to reach new markets and get a position at international level.

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