

## SMEs export

### Argentine technology and innovation

Edition 1 • June 2020



#### Presentation



#### Potential exporter

- **Desserts in capsules:** an Argentine SME [small and medium - sized enterprise] which is just around the world.
- **“Vegan dulce de leche”:** unique foodstuff in the market with the organic seal.
- They brought out an innovative product: the **self-injection “pen”**.



#### International Cooperation



#### Presentation

INTI [National Institute of Industrial Technology] again takes its role of assistance and impulse for the incorporation of aggregate value to the production of small and medium-sized Argentine enterprises, through the introduction and increase of technology and innovation, in accordance with the strategic policies defined by the Ministerio de Desarrollo Productivo de la Nación (National Ministry for Product Development).

In that context, we strongly support the exports of the domestic industry in a jointly involvement with Cancillería Argentina to promote products and companies that each day create an overcoming opportunity for society in a responsible and devoted way.

Likewise, we stimulate bonds with public and private institutions from all over the world which are the landmarks in the scientist technological field in order to promote the transfer of knowledge, innovation and new technologies among the countries and to impulse the incorporation of Argentina in the international scene.

We are one of the greatest parties which offer technical cooperation within public and private organizations of the Republic of Argentina characterized by our wide range of industrial specializations, reference labs and highly qualified professionals.

We have designed a lot of challenges for the coming years and for that reason we are making great efforts to support productive development, systemic competitiveness, the strengthening of management abilities, tools for the betterment of productivity and the adoption of the culture of continuous improvement which allow themselves to adapt to the market demands and develop their export potential.

This first newsletter and the forthcoming ones will be a shop window to the world to show and promote some of the thousands of projects of small and medium-sized enterprises which have passed successfully through INTI, and as well as it will try to be a permanent bridge which shortens distances.

**Doctor Ruben Geneyro**  
President of INTI

## Desserts in capsules: an Argentine SME which already goes around the world



Tigout, “little enjoyment” in French, is an Argentine family SME which, in 2018, became the first home appliances company which manufactures sweet and salty gourmet delicatessen through frozen capsules. This innovative product is already demanded in Europe, the United States and Latin America.

The family passion for express coffee in capsules and sweet cooking brought about a lucky and unexpected finding: the idea of manufacturing a machine which allows everyone to have a delicious dessert at home at any time of the day.

In 2017 they invested in innovation and the product development with two food engineers and two pastry chefs. They got the first prototype the following year, but only four out of the twenty seven recipes worked. At that moment, they decided to come into contact with the INTI Food Department to ask for assistance for the sensory analysis and the shelf life of the recipes.

Rodrigo Córdoba, owner of Tigout, says: “I was surprised by the way my project was received by INTI. It became our pilot plant and our lab. They also managed our Registro Nacional de Establecimientos (RNE) [National Registration of Businesses] license to qualify as a company of frozen products, what allowed us to invest in machines and buildings.

These days we are moving the production to a plant. This will allow us to manufacture a greater amount of sweet daily units like scones, apple crumbles, white chocolate blondies, dulce de leche volcanoes, raspberry muffins; and salty preparations like chipa (bread made with tapioca flour and cheese) ham and cheese muffins, oat scones, cheese volcano and cheese soufflé among others”.

In a short time, their products will be obtained at the Asian market thanks to a “know how” transfer agreement to a German company.

The project is opening up markets all over the world and their machines now can be found in the United Kingdom, Spain and Germany. The distribution channels are diverse, for example, through a manufacturer of motorhomes, where it is possible to incorporate these machines as part of the furniture and sell the capsules through that manufacturer’s commercial chain.

This project is an opportunity for investors who wish to join it, since the experience gained up to the moment shows that it will be a product desired by homes all over the world.



## “Vegan dulce de leche”: unique foodstuff in the market with the organic seal



Since 2003 in Las Heras, Province of Buenos Aires, Las Quinas has grown steadily in the production of organic food. They have been exporting to Japan, Europe and the United States with the INTI support since 2007.

Ricardo Parra set up “Las Quinas” together with his family while searching for products for a better life quality. Its name arose from the search of a mark which means health: the quina is a tree placed in the middle of the shield of the Peruvian flag and which was used as a natural medicine to cure several diseases by Maya and Inca cultures.

He began as a beekeeper and nowadays he produces a great variety of fruit jams and dulce de leche and even “vegan dulce de leche” which was recently developed at INTI with all the organic properties which make it unique in the market and which already awakens the interest of customers throughout Latin America. The development was promoted by the specialists of INTI, with the purpose of offering consumers a product free from ingredients of animal origin, and with a seal of organic product.

“INTI offered us the possibility to manufacture organic food the way they must be made, with shelf life, without additives and adopting the standards. It also gave us safety in all the production processes”, Ricardo Parra said.

In 2013, their dulce de leche won the first prize as the “dulce de leche of the year” and it was chosen as a present for the leaders who attended the G20 forum.

The most demanding countries of Las Quinas products are Japan, Northern Europe, the center of the United States, Denmark and Paraguay.

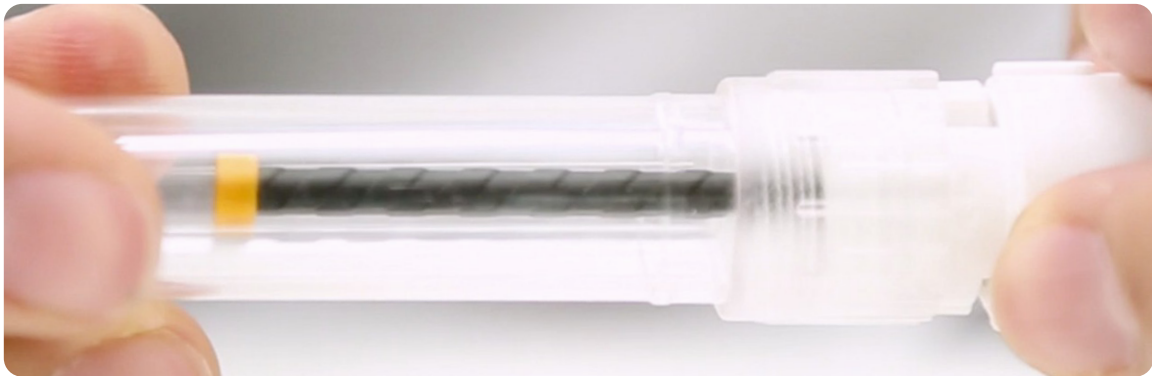
Ricardo Parra explains that “at the beginning, speaking about organic food was something rare, strange. The consumer was considered an eccentric one. It was hard to transmit that

the organic food producer complies with all the regulations and that the product tracing from the land to the table is fulfilled. In the last years, the consumers themselves fostered the consumption of more natural food. When buying food, consumers choose, at that exact moment, the world where they want to live”.

Investors, who understand the importance of this kind of healthy organic products which are more demanded all over the world, are welcome. Natural food which takes care of you and the environment.



## An innovative product was introduced into the market: the self-injection “pen”



Chetano was born when the needs of the domestic market were noticed. Today they are the only manufacturers of self-injection pens in the country and one of the few ones at international level.

In 2015 Carlos Andrea Fechino and Claudio Fabián Culini, childhood friends, fulfilled their dream of being partners in an innovative SME. They noticed that a great domestic biotechnology company was developing biological biosimilar products as interferon, hormone for fertility treatment and the growth hormone. These products have a liquid presentation and are associated with a medical device like the self-injection pen. They did not have a domestic supplier and it was too expensive to import them. For that reason they set out to manufacture the devices.

They designed a project with domestic suppliers and in this way a company was set up on the idea of a product. It is called Chetano because the owners are Italian parents’ descendants, who called each other “che, tano” during their lives. Nowadays, their main customers are Amega, Biotech and Bagó Laboratories.

“INTI helped us to comply with all the necessary steps to obtain the certification of our development, a pen with 1 and 3 millimeters cartridges. This allowed us to be registered before ANMAT [National Administration of Medicines, Food and Medical Technology], an internationally recognized institution whose registration authorizes us to export”, Carlos Andrea Fechino said.

“Today we are manufacturing 2,500 units weekly. It is an important production, although the next step will be to produce 10,000 units. “This increase will be achieved by the robotization of work lines which will demand a great investment”, Fecho added.

They have exported to Uruguay and have great possibilities to export to every country of Latin America, Europe, The United States of America and Canada.

Nowadays, the company goes on developing its products. It is increasing its range of products, and generating high quality domestic industry and certifications which allow it to participate in the international market. It should be noted that its devices are not found in the domestic market, and very few countries manufacture them at international level.

Together with INTI, Chetano is one of the companies that decided to invest in the concept of aggregate value and incorporate engineering to its production.



CONTACT: [institucionales@inti.gob.ar](mailto:institucionales@inti.gob.ar)



## • International technical cooperation



The initiative is placed within the Project Seda, which involves six countries and eight organizations from Latin America and the Caribbean. INTI is one of them, which is in charge of the coordination of the initiative at a regional level. A total of non-refundable four hundred and eighty-six thousand Euros will be assigned to different projects for the performance of infrastructure works and the acquisition of critical supplies.

INTI is one of the Argentine greatest institutions which supplies Latin America and English-speaking Caribbean with technical cooperation, and one of the leaders in the recent process of cooperation to Africa. It is composed of highly skilled researchers recognized by the scientific community when summoned to be part of international I+D+I [Investigation + Development + Innovation] working groups for the development of new technologies together with their peers from all over the world.

CONTACT: [cooperacion@inti.gov.ar](mailto:cooperacion@inti.gov.ar)

## • INTI and its capability at international markets



Together with the ASME [American Society of Mechanical Engineers] in the United States of America, INTI organized a meeting focused on the standards for the boilers and pressure vessels used in the energetic area. Argentina is a regional leader in this topic.

INTI encourages the inclusion of Argentina within the international scene. It comes along with companies which are consolidated in the domestic market, either those which export their products or those which have the possibility to do so, with the aim of increasing their exports, developing their own technology and creating high quality employment opportunities. For that reason, it is considered an open-door institution for those countries of the region which require a technological partnership.

## INSTITUTIONAL RELATIONS AND COMMUNICATION MANAGEMENT

[comunicacion@inti.gov.ar](mailto:comunicacion@inti.gov.ar) • (54 11) 4724 6358 - int. 6019