

## Jorge Finkielsztajn

Tensocable



“ I saw an opportunity to produce high-quality cables for interior design. ”

<b>COUNTRY</b>	Argentina
<b>INDUSTRY</b>	Prof. Services
<b>EMPLOYEES</b>	13
<b>YEAR SELECTED</b>	2008
<b>WEBSITE</b>	<a href="http://www.tensocable.com.ar/">www.tensocable.com.ar/</a>

### COMPANY SNAPSHOT

Raised in the lower-class Buenos Aires neighborhood of Bajo Flores, Jorge was the first in his family to graduate from high school and college — where he earned a degree in architecture. Jorge created Tensocable in 1997 to manufacture and market affordable, high-quality tension cable products for interior design. The resulting products — shelves, balustrades, lighting, display systems (for signs, paintings, TVs), and home accessories (curtain systems, coat racks) — can be modified to adapt to almost any residential or corporate environment. Today, the business has grown into a notable local success story with a flagship store in Buenos Aires where Jorge's team works with both architects and end consumers.

### ENDEAVOR AND TENSOCABLE

Among other services, Jorge has benefited from local BCG consultants and the University di Tella program. He remains highly active in the Endeavor Argentina network.