

Jorge Finkielsztajn

Tensocable



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

COUNTRY	Argentina
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INDUSTRY	Prof. Services
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EMPLOYEES	13
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YEAR SELECTED	2008
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WEBSITE	www.tensocable.com.ar/
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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.