

Julio Made

Lenor



“ I saw an opportunity to be a world-class product-tester. ”

COUNTRY	Argentina
INDUSTRY	Prof. Services
EMPLOYEES	200
YEAR SELECTED	2009
WEBSITE	www.lenorsrl.com.ar

COMPANY SNAPSHOT

An industrial engineer with a knack for entrepreneurship, Julio is the visionary behind Lenor — the first mover in Latin America’s nascent industry for product testing, inspection and certification. Founded in 1999 to provide electronic safety testing and certification services to manufacturers targeting the Argentine market, Lenor has expanded into nine different testing sectors including energy efficiency and chemical testing. The company is the only product testing facility in Latin America to achieve international accreditation, enabling it to test products for export to various international markets. Julio has opened a second facility in Chile and an inspection agency in China.

ENDEAVOR AND LENOR

Julio is working with Endeavor to support expansion plans. He has benefited from a BCG consultant, the local Padrino program, University di Tella program, and ad-hoc market research support.