

# Mauricio Angel

Grupo Industrial Ideagro



“ I saw an opportunity to revolutionize Colombia's cattle industry while creating quality jobs. ”

<b>COUNTRY</b>	Colombia
<b>INDUSTRY</b>	Industrials
<b>EMPLOYEES</b>	30
<b>YEAR SELECTED</b>	2006
<b>WEBSITE</b>	<a href="http://www.ideagro.com.co">www.ideagro.com.co</a>

## COMPANY SNAPSHOT

Grupo Industrial Ideagro's business seems simple: it makes farm equipment. In fact, it makes the highest-quality farm equipment produced in Colombia, a technological achievement that is revolutionizing the way a very traditional industry — cattle ranching — does business. By modernizing Colombia's cattle industry, Ideagro is pioneering rural development and quality job creation.

## ENDEAVOR AND GRUPO INDUSTRIAL IDEAGRO

In addition to participating in an Entrepreneur Summit and the eMBA program (which assisted in developing a growth strategy), Mauricio has received support from numerous mentors, including in the areas of strategy, marketing, operations, and financing. He has also participated in a local Entrepreneur Forum.

Mauricio has demonstrated commitment by speaking on behalf of Endeavor at events and helping prepare candidates for International Selection Panels.