

Alejandro Chaljub

Procesa Chiapas



“ I saw an opportunity to be the first company to offer pouched tuna to the Mexican market. ”

COUNTRY	Mexico
INDUSTRY	Consumer
EMPLOYEES	450
YEAR SELECTED	2007
PARTNER	Mauricio Pariente
WEBSITE	www.marina-azul.com

COMPANY SNAPSHOT

Friends since they were six-years-old, Alejandro and Mauricio first brought “retortable pouch” technology to Mexico. In 2003 began infusing the Mexican processed tuna industry with their innovative style, one pouch at a time. As the first company to offer pouched tuna on the Mexican market, Procesa Chiapas has higher margins than its competitors in the traditionally stagnant processed tuna industry. Alejandro and Mauricio aim to solidify their brand and increase their reputation for innovation in Mexico, the world’s second largest tuna market.

Since selection by Endeavor, the number of jobs has grown by 172%.

ENDEAVOR AND PROCESA CHIAPAS

Through Endeavor, the Entrepreneurs have gained assistance with raising financing — from structuring term sheets to developing a business plan, investment pitch, and gaining introductions to investors.

With Endeavor's support, they also received government funding to help resolve operational issues.

The Entrepreneurs demonstrate commitment by serving on the advisory boards of several younger Entrepreneurs in Chiapas, and is helping Endeavor set up its Chiapas office.