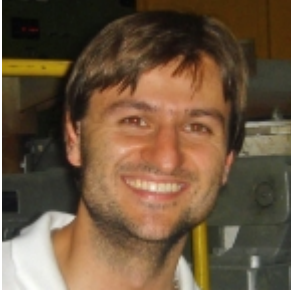


Ivan Barchese

Mextra Extrativa de Metais Ltda



“ I saw an opportunity to lead the aluminum products industry in both cost and quality. ”

COUNTRY	Brazil
INDUSTRY	Industrials
EMPLOYEES	150
YEAR SELECTED	2004
WEBSITE	www.mextrametal.com.br

COMPANY SNAPSHOT

You may not know it, but metallic powders put the strength in the soda can, before Coke puts the can in your hand. In 1998, Ivan realized that aluminum tablet suppliers lacked the necessary expertise to manufacture metallic powders. He took advantage of the opportunity and converted his family's struggling business into Mextra, the one-and-only supplier of metallic alloy powders and tablets for aluminum products. His business is renowned worldwide for its superiority over major international players in cost and quality. Barchese now exports beyond Latin America to Canada, the United States, Europe and now China to Alcoa and Alcan, Mextra's largest clients.

With 150 employees, US\$31.6 MM in sales, and a new factory in Shanghai, Ivan has proven that a Brazilian entrepreneur can develop state-of-the art technology and scale globally. Mextra Metal is looking to further penetrate the Asian as well as the US market, which constitutes 25% of the world market.

Since selection by Endeavor, the number of jobs has grown by 200%.

ENDEAVOR AND MEXTRA EXTRATIVA DE METAIS LTDA

Since joining the Endeavor network, Mextra has quintupled its revenues and tripled its headcount. Endeavor's mentors and partners have played a role in this evolution, counseling Ivan on everything from finance and branding to sales and expansion (to US, China, and Asia) — professionalizing what was very much a “family company.” Through Endeavor, Ivan has gained access to strategic consultants (e.g., McKinsey), accounting and legal advisors, and premium management improvement companies. He has also developed relationships with foreign banks, opening up new credit lines, and gained technological assistance evolving his products from commodities to high value-added products.

In 2008, Mextra opened a facility in China in partnership with local entrepreneurs. Endeavor Brazil remained very active in helping him with this process: writing the contracts, doing the legal work, and supporting negotiations.

In addition to local mentorship and programs such as PEG, PEP, and MEG, Ivan has benefited from Global services such as eMBA and ECLA programs, Entrepreneur Summit, and Top 25 program.

Ivan gives back substantially in time, speaking on Endeavor's behalf at universities and conferences, and previously served on Endeavor Brazil's board.