

The Argentine Chamber of Construction launched TIIC:

A program to disrupt the sector with ideas from entrepreneurs

The Chamber, with Parabol's backing, seeks to create value ecosystems that lead to synergies between Start-ups and chamber members.

Buenos Aires, June 4, 2019. The Argentine Chamber of Construction (CAMARCO) announced the launch of the **TIIC** program (***Transform and Innovate the Construction Industry***), which will be executed in conjunction with Parabol, a company that transforms innovative ideas into disruptive digital products.

This initiative, which was unveiled on June 3 in a session aimed at Chamber members, seeks to increase value in the construction industry with the help of technological, scientific and productive ventures. Using Open Innovation, a national call will be launched for local entrepreneurs to present their ideas and ventures with the potential to improve the sector.

"For the future of our industry it is essential that we incorporate technology, otherwise it won't be long before we'll be unable to compete. We are very happy for the Chamber to be the home of this development," explained Julio Crivelli, president of the Argentine Chamber of Construction.

TIIC's main objectives will be to transform ideas into products or services, generate impact and benefit agreements, and detect collaborative business opportunities. A month and a half after the call for entrepreneurs is released, 100 potential ideas will be pre-selected, of which 20 will be exhibited in a 'demo day', choosing three to be fast-tracked and prototyped.

"We believe that, like in some other sectors where Argentina has managed to stand out, the construction industry can also take advantage of the talent that exists in our country, generate solutions, improve productivity and start exporting," affirmed **Mariano Mayer**, National Secretary of Entrepreneurs and SMEs.

Parabol will guide the Chamber in the process of detecting, selecting and maturing ideas, as well as in the prototyping and incubation of the final three projects chosen. It will also provide mentoring to start-ups, as well as training and any necessary technology.

"We are convinced that creating a value ecosystem and collaborative platforms is the way to innovate and disrupt industries and businesses," expressed **Martin Wagmaister**, Parabol CEO.

The program is expected to evolve into a construction and technology cluster.

[Watch Event Broadcast](#)

[Learn more about TIIC](#)

About the Argentine Chamber of Construction

The Argentinean Chamber of Construction is the largest business guild in the Argentinean construction sector. Its long history, nation-wide coverage and number of associated companies allows it to offer the

best space for exchange and debate for many industry stakeholders. With 24 offices throughout the country and more than 1,300 active member companies, the Chamber has taken part in the development of the country's primary infrastructure construction. <http://www.camarco.org.ar/>

About Parabol

We are a company that transforms innovative ideas into disruptive and scalable businesses. Through our three camps and business portfolios, we incubate our own concepts and others from leading Latin American entrepreneurs and large corporations, assist our partners and help them to transform their business into disruptive digital products and collaborative platforms.

For more information visit: <http://www.parabol.net>



Media Contact

Natalí Toiw
Edelman para gA y Parabol
Ph: 4315-4020
natali.toiw@edelman.com

Agostina Mastrolorenzo
Edelman para gA y Parabol
Ph: 4315-4020 Ext. 142
agostina.mastrolorenzo@edelman.com