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TASSAROLI
Compromiso y Soluciones

**Forging Talent:
How Tassaroli
is Building the
Future of Work**

DON'T WAIT FOR THE PERFECT MOMENT

When Eduardo Di Stéfano, Tassaroli S.A.'s longtime Head of Production, stood in front of his first group of adult trainees from the local community, he had never taught a class before. What he did have was 30 years of hands-on industrial experience and a profound sense of duty to pass it on.

Together with Gabriel Fernández, he spent countless evenings designing the first training modules for the company's in-house program. They had no formal teaching background, no academic blueprints, only passion, commitment, and a vision shaped by the practical needs of the industry. The plans were handwritten, built from scratch, and tailored for real-world application.

When it came time to teach, Eduardo did it alone. After finishing his full workday, he stayed on site to give classes from 7 to 10 p.m., dedicating himself to training adult learners from the community. It was an act of conviction, not obligation.

His approach wasn't shaped by theory, it was guided by lived experience and inspired by the mentorship he once received from Don Carlos Tassaroli himself. Decades earlier, Eduardo had learned to operate Tassaroli S.A.'s first CNC machine using only instruction manuals and long-distance calls to suppliers. That spirit of self-reliance and applied learning became the DNA of the company's training model.

What began as a personal gesture grew into a movement. His students respected him deeply, not just for his knowledge, but for the humility and generosity with which he shared it. Eduardo didn't just teach skills; he passed on culture, pride, and the confidence to step into industry with purpose.

This story represents the essence of what Tassaroli believes: vocation is natural; but talent is built in knowledge and practice, and industry can be an active part of that process.

Like many industrial SMEs, for years Tassaroli faced a structural problem: they couldn't find people with the necessary skills for technical positions. And at the same time, they noticed that many young people didn't see the industrial sector as an attainable or attractive opportunity.

Faced with this, Tassaroli chose not to remain complaining. They created our own training strategy, decided to allocate 5% of their profits to promote technical education, invested in dual training programs, partnered with the education system, and launched initiatives such as the Tassaroli Foundation, the Carlos José Tassaroli Training Center, and Gen Técnico. Today, that decision not only allows Tassaroli to develop talent: it connects them with the community, transforms lives, and helps continued growth with purpose while improving local knowledge and creating new opportunities.

MEET TASSAROLI

Tassaroli S.A., was founded more than 70 years ago in San Rafael, Mendoza, an agricultural region far from the Argentina's major industrial centers. Despite this, they chose the most challenging path: specializing in highly complex metalworking components for strategic sectors such as Oil & Gas and Mining.

They are an Argentine family business, now led by its third generation. Throughout their history, tradition has always gone hand in hand with innovation. From transforming a small workshop into an export plant with international standards, to measuring our carbon footprint, managing our environmental impact, and generating renewable photovoltaic energy, Tassaroli chose to evolve to build an increasingly sustainable industry.

But what they are most proud of is their connection with the community. San Rafael is not a metalworking territory by nature, and that drove Tassaroli to become an active player in local development. They invested in technical education, sustainability, and genuine employment. Their commitment was not only to grow as a company, but to do so alongside the environment where they were born, becoming an active Change Agent in the region.

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THE SKILLS GAP THAT SPARKED CHANGE

For years, Tassaroli faced a problem common to many industrial SMEs: they could not find the talent needed. In an industry that requires skilled technicians in machining, welding, maintenance, and blueprint interpretation, it was increasingly difficult to fill even the most basic positions.

Tassaroli recruited young people with learning gaps in math, text comprehension, and essential technical skills, but with strong will and a vocation for metalworking. At the same time, they saw how many graduated high school without a clear job opportunity or emigrated from the province in search of opportunities.

They realized this problema was not exclusive to Tassaroli: there is a systemic gap between the educational world and the productive reality, especially in regions far from large industrial centers.

Based on the vision of Tassaroli's founder, who began working out of pure passion for the trade and an innate affinity, they understood that talent must be forged.

Instead of remaining in a state of complaint, they decided to take action, marking a turning point in Tassaroli's history.

THE BET ON WORK-BASED LEARNING

At Tassaroli, a deep commitment was made: **to stop looking outside for what we could train from within**. The gap between the skills needed in the industry and those delivered by the educational system pushed them to do things differently. That is how Tassaroli decided to invest in **work-based learning**, a transformative experience for both learners and mentors.

This change was led by the leadership team alongside the **Carlos José Tassaroli Vocational Training Center**, driven by the belief that technical talent development can't only happen in the classroom. They needed to bring knowledge closer to practice, and practice closer to the reality of operations.

They designed a progressive, in-house training structure where programs like **Preenlace y Enlace** allow students from technical high schools to train at their center and then continue at their plant under a **dual learning model**, integrating directly into the company's real processes. This isn't symbolic internship work, it is a meaningful experience with mentoring, real responsibilities, and week-by-week progression.

To make it possible, Tassaroli trained their own staff as **internal mentors and tutors**. They selected team members with strong technical expertise and a deep sense of purpose, and provided them with training to help guide, teach, and pass on not just skills, but also values and culture.

Today, those who join Tassaroli to train benefit from:

- **Supervisors and experienced operators as technical references**, guiding them daily.
- **Weekly plans with increasingly complex tasks**, allowing for measurable learning.
- **Ongoing evaluation and feedback**, focused on both technical and behavioral skills.
- And most importantly, a **culture of support**, where learning is seen as a shared responsibility, not a separate task.

Tassaroli recognizes that teaching in the middle of daily operations is not easy, but they make it possible because they **believe that to educate is also to produce the future**. This investment has not only helped the company onboard skilled talent, but also shaped a work environment where **learning is part of Tassaroli's DNA**.

TURNING POLICY INTO PRACTICE

Navigating public tools and subsidies can be challenging for any SME, but at Tassaroli, they understood early on that collaboration between the private and public sectors was essential to achieving meaningful, sustainable impact. That's why they sought out programs that could help transform their vision of work-based learning into a scalable model.

Tassaroli actively leveraged several national and provincial tools in Argentina, particularly the **Preenlace y Enlace** programs led by the Ministry of Production and the General Directorate of Schools (DGE) of Mendoza, Argentina. These programs aim to bridge the transition between school and employment, allowing students to train in-company and even join the workforce through formal job placement.

As an SME, they faced the same hurdles many others do: limited time, complex applications, and the need to dedicate internal resources to build partnerships and structure programs. However, they attribute their success to:

- Building long-term relationships with local schools and government agencies.
- Tailoring their proposals to match both company needs and existing public frameworks.
- Appointing dedicated internal leaders to coordinate with the public sector and ensure follow-through.
- Under the institutional framework of the training center, which belongs to the foundation (and is co-created with ADIMRA and ASINMET), bringing together several training programs that give it continuity, weight, and leadership.

Their advice to other SMEs: **“Don’t wait for a perfect program to appear, adapt what’s available to your reality. Engage actively with local governments, show them your needs, and co-create solutions. Many tools exist, but they only work if we, as companies, take the first step. Most importantly, invest in trust. Our journey took years of building credibility with schools and public institutions, but that investment made it possible to launch a truly integrated, impactful training model today.”**

MEASURING SUCCESS: WHAT HAS CHANGED?

At Tassaroli, the most valuable results are those that go beyond economic metrics and create real opportunities for people. In 2024, they **trained 51 individuals** and awarded **56 certificates**, as some participants completed more than one learning path. From this group, **9 were hired as full-time employees** at the company, while others continue to grow or have launched their own ventures with the skills acquired.

One of the stories they are most proud of is that of **José Asdrúbal Avendaño**, who started his own business after completing his training. *"It was a before and after for me,"* he said, *"It helped me professionally and intellectually. Now I want to keep learning everything I can."* They also celebrate **Gabriel Barroso**, from the town of Villa Atuel, who traveled over 100 km a day to attend classes. Today, he dreams of becoming a specialized 6G welder. *"I couldn't have gained these welding skills on my own,"* he shared., *"I'm incredibly grateful for the opportunity and for the fact that it was completely free for us."*

Other graduates from the program have gone on to grow within local companies in the metalworking sector. **Luciano García** transitioned from conventional machinery to CNC lathe operations, and **Nicolás Agüero** is now a technical leader at his facility.

These success stories not only **boost employability and personal growth**, they also **reverse a long-standing trend of youth leaving the region**. Thanks to this initiative, more people now have a concrete reason to stay, work, and build a future in San Rafael.

Each story is a reminder: when industry invests in education, local development stops being a dream and starts becoming a shared reality.



Centro de
Formación
CARLOS JOSÉ TASSAROLI

LESSONS FROM TASSAROLI TO OTHER MSMES

- **Start with a decision, not with a budget.** The most important first step is to *commit* to becoming part of the solution. We didn't wait to have everything resolved - we decided to act and learn along the way.
- **Look beyond your four walls.** Many programs and public resources already exist at the municipal, provincial, and national levels. We discovered that by approaching authorities with *specific, tailored proposals*, the doors began to open. Don't wait for the perfect solution - co-create it.
- **Design with purpose.** Our programs are not generic - they respond directly to our operational needs and the needs of our local community. By designing a training program that reflects your company's reality, you ensure relevance and long-term impact.
- **Trust your people.** Every company has experienced workers who hold valuable knowledge and are willing to pass it on. At Tassaroli, we identified and empowered those individuals to become mentors and trainers - and their motivation has multiplied.
- **Build relationships before you need them.** Our success was only possible because we had already built strong, trusting relationships with local schools, institutions, and public bodies. Collaboration takes time - start nurturing it early.

WHAT'S NEXT FOR TASSAROLI?

Building a stronger industrial local ecosystem

At Tassaroli, they believe the future is forged through collaboration, innovation, and shared growth. That's why their next big step is the creation of a **Technological Training Center**, a space that will go beyond the company's needs to serve as a hub for excellence and industrial development in the region.

The goal is to **expand the reach of our programs**, bringing in more young people from different backgrounds, and to incorporate **cross-cutting skills** that serve not only their own industry, but also the broader local ecosystem - including areas such as automation, advanced manufacturing, renewable energy, and digital technologies.

They also aim to build stronger alliances with **other businesses, public institutions, and technology partners** to co-design programs and generate scalable impact. The dream is to turn San Rafael into a reference point for industrial talent in southern Mendoza, showing that even from smaller cities, global standards can be met and surpassed.

By investing in technology and people, and by mentoring other companies that want to follow a similar path, they're not just building a workforce, but also helping to shape an industrial culture rooted in dignity, technical excellence, and long-term sustainability.

A MESSAGE FROM TASSAROLI TO MSMES EVERYWHERE

There is no challenge more urgent , or more valuable, than training the people who will bring the future of our industries to life. As SMEs, we can choose to be spectators or protagonists of change. At Tassaroli, we chose to get involved, to build bridges, and to put knowledge at the service of our community.

We know the mismatch between what industries need and what the education system provides is not unique to Argentina: it's a global issue. That's why we believe the solution doesn't lie in waiting or blaming, but in stepping up. As employers, we must create connectors, projects, and spaces that accelerate learning and align with real industrial needs.

The future must be built through partnership - between education and industry, supply and demand - not from distance or opposition, but through collaboration.

Talent doesn't always arrive fully formed. But if we're willing to train, support, and believe in people, we won't just grow our companies, we'll grow our country.

Let's shape a future of education driven by the needs of industry and powered by strong alliances. To companies in the metalworking, agribusiness, mining, and energy sectors: if you're looking to establish roots in our region and contribute to meaningful change, we invite you to join us in co-creating the future Technological Center in San Rafael. **The future of work is ours to build, together.**

— Antonella Tassaroli, Head of People & Culture;

Luján Martín, Communications Analyst;

Gabriel Fernández, Technical Lead Centro de Formación C.J. Tassaroli – Tassaroli S.A.

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