

Captains of Industry: Questionnaire for Jaime Agramont Diaz, Founder & CEO of Daxtro Swiss Sagl and Daxtro Water Sagl Technology

February 14, 2023

Jaime Agramont Diaz was born on January 5, 1981 in La Paz, Bolivia, under the zodiac sign Capricorn.

In 2006 he came to Ticino, where he completed a Master's degree in Industrial Engineering and Operations at SUPSI.

But that's not all: Since 2020, he has been president of AITI UP, the association of innovative industrial start-ups within AITI.

He is married to Daniela and the father of a two-year-old son whom he loves above all else and is very proud of: little Diego, with whom he likes to spend every free minute.

His hobbies include martial arts as well as dynamic and sport shooting.

In Ticino, which he has made his adopted home, Jaime founded two innovative start-ups, in which he currently holds the role of CEO: Daxtro Swiss Sagl and Daxtro Wasser Technik Sagl, whose core business is water treatment.



Jaime Agramont Diaz, Founder & CEO of Daxtro Swiss Sagl and Daxtro Wasser Technik Sagl

European water treatment expert Ing. Agramont has developed and patented an innovative technology called **em-TAP®**. This technology is used in all Daxtro devices that work on water supply systems to remove **limescale, rust, algae, biofilm, and bacteria (such as...)**.

to eliminate **Legionella**) and other pollutants **and prevent their re-formation** – all **without the use of chemicals, sand or salts**.

The current challenges facing Jaime's start-ups concern the **procurement of raw materials** as well as **market uncertainties** caused by the **war in Ukraine** and the **after-effects of the pandemic**.

Jaime, how would you describe yourself in just three adjectives?

Warm, grateful, reliable.

What is your greatest virtue?

Courage.

And your biggest mistake?

I tend to downplay certain problems of others.

What quality do you value most in a man?

Honesty.

And what about a woman?

Honesty.

Their dream of happiness?

Seeing my child happy.

What can you not tolerate?

Dishonesty and lack of humility.

What, on the other hand, makes you proud?

Professionally: to see goals realized.

In everyday life: everything my son does.



Jaime and his patented water purification device

If you were a color, which one would you be?

Black.

And what if you were an animal?

A dragon.

Favorite flower?

None in particular.

Favorite dish?

Bolivian Fricase.

The city you love the most?

Two: Lugano and Paris.

Favorite writers and poets?

Go-rin no sho and Sun Tzu.

Which piece of music makes your heart beat faster?

"Promise" by Akira Yamaoka.

Which painter touches you the most?

Yasunari Ikenaga.

Which historical or contemporary figure do you admire most?

Hattori Hanzo.

And which ones do you despise?

Nicolás Maduro.

What natural talent would you like to have?

To be able to paint.

For which transgressions do you feel the most leniency?

For those that happen unintentionally.

Is there a passion you couldn't live without?

Being an entrepreneur.

How are you feeling right now?

Positive.

How would you like to die?

In peace.

Her motto in life?

"Making a mistake at work is insignificant – but working without passion is unforgivable."



Jaime with little Diego

Profession

Founder and Managing Director

Founding date of both start-ups: June 16, 2016

Function in the two start-ups:

CEO

The core business of the two start-ups:

Water treatment