

GET TO KNOW

# CLAUDIA MARITZA AKAMINE SERPA

A participant of the APEC Women's Business Activator Program 2024 and Co-founder of Tumi Robotics



## Tumi Robotics:

Founded by Claudia and Francisco Cuellar, Tumi Robotics develops advanced robotics and AI solutions designed to improve safety and productivity in industries where people face hazardous environments, such as mining, energy, and critical infrastructure. Their mission is to protect lives by keeping workers away from high-risk areas, while also helping companies monitor and manage infrastructure to prevent accidents that could harm both people and the environment.

The company emerged from a powerful partnership: Francisco Cuellar, a university researcher whose innovations often remained at the prototype stage, and Claudia, a corporate business development professional. Together, they transformed groundbreaking research into real-world products that deliver measurable value to industry.

Through the APEC Women's Business Activator Program, Claudia connected with a diverse network of women entrepreneurs and experts who share similar challenges and ambitions. These relationships, she notes, have extended well beyond the program, becoming a valuable source of insight, encouragement, and potential collaboration—a community that continues to strengthen Tumi Robotics' journey from research lab to real-world markets.

Contact Claudia at:

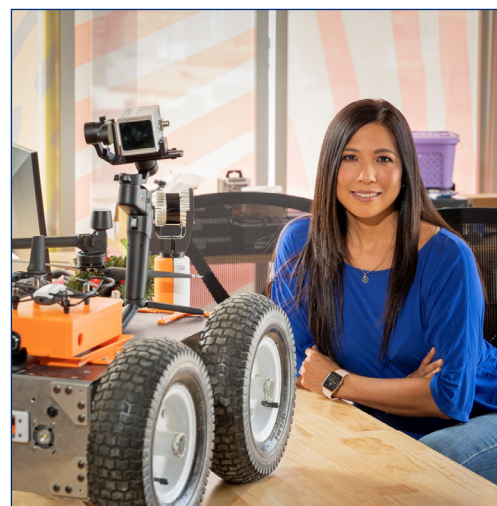


Claudia applied for the APEC Women's Business Activator Program because her company was preparing to enter the Chilean market, "I was searching for practical tools to refine our international expansion strategy. The program's strong focus on market entry made it particularly relevant for us. I wanted structured guidance from experienced consultants, strategic frameworks to apply directly to our business, and the chance to learn from peers navigating similar challenges. It was the perfect opportunity to align our growth ambitions with expert insight."

Claudia describes the program as "highly practical and well-rounded"—with a mix of strategic frameworks, hands-on tools, and structured feedback that could be applied directly to Tumi Robotics' expansion strategy. She found each session provided clarity and actionable direction, while the facilitators' expertise offered reassurance in tackling complex decisions. Beyond the technical insights, Claudia also identified one of the most rewarding aspects was connecting with other women entrepreneurs. "It's a space that empowers you to think globally, take action, and build lasting connections that can truly transform your business journey."

## Empowered by the Program: Tumi Robotics' Next Steps

Since completing the program, Tumi Robotics has made significant progress by formally establishing operations in Chile, securing its first client, and launching a project with a leading mining company. Building on this momentum, the company is focused on consolidating its presence in Chile while preparing for expansion into European markets with a new business line. For Claudia, the program's biggest contribution has been strengthening her strategic mindset and leadership confidence. She now leads Tumi Robotics' growth with a clearer vision, ensuring innovation, sustainability, and impact remain central to its international journey.



**"The program transformed our market entry strategy into an executable plan—leading to a successful launch in Chile and our first major client."**

—Claudia Serpa, Tumi Robotics

The APEC Women's Business Activator Program is supported by the Australian Government and implemented by the **Australian APEC Study Centre** and **RMIT Activator**.