



Argentina

Market Overview

In 2014, the U.S. exported \$10.8 billion in goods to Argentina and purchased \$4.4 billion. In services, the U.S. exported \$7.1 billion and Argentina sold \$1.9 billion. The U.S. supplies raw materials, intermediate goods, and capital goods to feed Argentina's industrial sector while Argentina exports food, wine, and agricultural products as well as intermediate goods. In addition, over 500 U.S. – based companies operate in Argentina, employing 360,000 Argentines directly and supporting millions more indirectly. The stock of U.S. investment in Argentina reached \$15.2 billion in 2013 and is concentrated in energy, manufacturing, information technology and finance.

U.S. firms operating in Argentina impact the Argentine economy and society positively and are widely respected for their corporate governance, the quality of the work environment they provide to their Argentine employees, their transparency, and their work in corporate social responsibility.

The **Top Five Reasons** why U.S. companies should consider **exporting to Argentina**:

1. Argentina is a resource-rich country with huge potential.
2. Its population is highly literate and well-educated. There are strong cohorts of professionals in medicine, business, law, accounting engineering, architecture, etc.
3. The country is digitally capable, with high internet and smart phone penetrations.
4. Income distribution is more equal than in most Latin American countries, with a broad and deep middle class that enables more consumer buying power.
5. Argentina's infrastructure requires major updating and renewal, providing significant opportunity for exporters of equipment and services for roads, ports, railroads, telecommunications, water and sanitation, and electric power, among others.

Key Sectors

- Agricultural machinery/irrigation equipment
- Electronic security equipment
- Environmental technologies
- Resources exploitation
- Travel and tourism services
- Food processing equipment
- Information and communications technology
- medical technology
- shale gas and oil development technologies

Upcoming 2016 CS Argentina Activities

Intersec Buenos Aires, September 7-9, 2016

The U.S. Commercial Service can assess market potential of products and services, provide advice on export strategies, and facilitate business matchmaking services through its office in Buenos Aires, Argentina.

