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## Argentina

### Export Opportunities in Argentina

In 2016, Argentina ranked 30th among U.S. export destinations and 40th among Virginia export destinations. Some of the top opportunities for U.S. exporters in Argentina include:

- » Education and Training
- » Electronic Security Equipment
- » Environmental Technologies
- » Food Processing Equipment
- » Healthcare
- » Information & Communications Technology
- » Medical Technology
- » Shale Gas & Oil Development Technologies

### Map of Argentina



(U.S. Central Intelligence Agency)

### Top Virginia Exports to Argentina

Export Category	2016 Value	Change 2016/2015
All Commodity Chapters	\$ 69.6	-18%
Industrial Machinery	\$ 12.1	-3%
Vehicles, Not Railway	\$ 9.4	150%
Tanning/Dyeing Extracts	\$ 9.2	-38%
Electrical Machinery	\$ 7.8	51%
Paper And Paperboard	\$ 7.2	-42%
Plastics	\$ 4.8	-41%
Iron Or Steel	\$ 3.3	57%
Fertilizers	\$ 2.1	92%
Railway Locomotives	\$ 1.8	77%
Medical Instruments	\$ 1.8	-36%

In US\$ millions (World Trade Atlas)

### U.S. Exports to Argentina



In US\$ billions (World Trade Atlas)



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## Opportunities in Argentina for Exporters

### Electronic Security Equipment

According to the Argentine Chamber of Electronic Security in 2016, the Argentine electronic security sector market was valued at approximately \$1.3 billion dollars, making it a large and growing sector for U.S. firms. The widespread perception of growing insecurity, along with the increasing priority of improving workplace security, has contributed to the growth of the electronic security sector in Argentina. Top prospects for U.S. exporters include:

- » Intelligent surveillance systems
- » High-tech security equipment
- » Safety & security design consulting services
- » Access Control: biometrics on IP networks

### Food Processing Equipment

The U.S. continues to hold its position as the largest supplier of food processing equipment to Argentina. Although local production figures are almost non-existent, imports are estimated to account for 70 to 85% of the total market.

Imports from the U.S. during the first quarter of 2015 amounted to \$7 million. Top opportunities for U.S. exporters include:

- » Machines for cleaning, sorting or grading seed, grain, or dried leguminous vegetables
- » Parts for food/beverage processing equipment
- » Equipment for fat/vegetable oil extraction

This information is adapted from the U.S. Commercial Service. [Click here for more export opportunities.](#)

### Information/Communications Technology

Four main factors will keep demand for software and IT services high: the majority of systems installed need upgrading; the increasing complexity of technologies; highly educated and tech-savvy population; increasing demand for cyber security platforms. The best prospects for U.S. exporters in Argentina include:

- » Network implementation
- » Disaster recovery systems
- » Internet and network security systems
- » Cloud computing
- » Document digitalization
- » Electronic commerce

### Medical Technology

The Argentine medical equipment and device market is dominated by imports, which traditionally account for around 70% of the total market. The United States continues to be the leading supplier of imported medical products and currently holds over 25% market share, particularly in high-technology products. Imports from the U.S. were an estimated \$657 million in 2016. Top prospects include:

- » Middle and high-end technology
- » Electro-diagnostic equipment
- » Ultrasound equipment
- » Pacemakers
- » Cardiac valves

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## Economic Overview

Argentina benefits from rich natural resources, a highly literate population, an export-oriented agricultural sector, and a diversified industrial base. Although one of the world's wealthiest countries over 100 years ago, Argentina suffered during most of the 20th century from recurring economic crises, persistent fiscal and current account deficits, high inflation, mounting external debt, and capital flight.

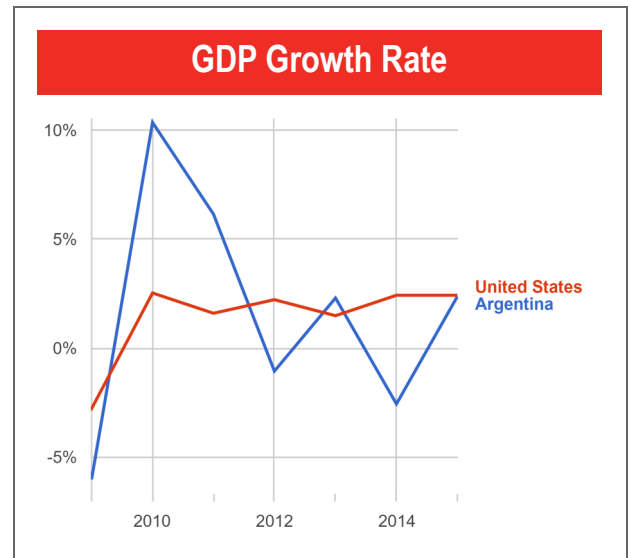
A severe depression, growing public and external indebtedness, and an unprecedented bank run culminated in 2001 in the most serious economic, social, and political crisis in the country's turbulent history. The economy bottomed out that year, with real GDP 18% smaller than in 1998 and almost 60% of Argentines below the poverty line. Argentina has gone back and forth from recessions to economic growths

during the past few years, but the government has made attempts to deal with these problems. It expanded state intervention in the economy throughout 2012 and has implemented foreign exchange and import controls. After being elected into office on December 10, President MACRI has taken significant steps to liberalize the Argentine economy. His administration lifted capital controls; floated the peso, negotiated debt payments with holdout bond creditors, and removed export controls on some commodities.

(U.S. Central Intelligence Agency)

## Cultural Guide

- » Avoid scheduling meetings during January and February, the middle weeks of July, and during the two weeks before and after Christmas.
- » Do not immediately begin discussing business. Small talk helps establish a rapport. Have all printed material available in both English and Spanish. Decisions are not reached at meetings. Meetings are for discussion and to exchange ideas.
- » Argentines expect to deal with people of similar status. Hierarchy is important. Decisions are made at the top of the company. Business moves slowly because it is extremely bureaucratic. Decisions often require several layers of approval.
- » Argentines have a difficult time disagreeing, so do not think that things are going well simply because no one is challenging what you say.
- » Once a relationship has developed, their loyalty will be to you rather than to the company you represent.
- » Business attire is formal and conservative, yet stylish. Good quality accessories are important for both sexes. Dress well if you want to make a good impression.



**Avoid confrontation. Argentines do not like publicly admitting they are incorrect.**

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Virginia Economic Development Partnership - International Trade offers a number of export-related services to Virginia businesses, including trade missions and market research by our Global Network of in-country consultants. These services are available to all Virginia exporters.

For more information, please visit our website: [ExportVirginia.org](http://ExportVirginia.org)

## Additional Resources: Market Reports

[Argentina Country Commercial Guide](#)

[Doing Business in Argentina](#)

[Ease of Doing Business Report](#)

[Exporting to Argentina](#)

U.S. Commercial Service

Export.gov

World Bank

United Kingdom Trade & Investment

## Online Resources

[Argentina Overview & Cultural Guide](#)

[Taxation in Argentina](#)

[Buenos Aires Herald \(English\)](#)

Global Edge - Michigan State University

ICAEW Library and Information Service

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