

Bilateral Relations

WORKING
MEETING WITH
REPRESENTATIVE
RUBÉN GALLEGO

Business

PROVISION OF
TECHNOLOGY
SERVICES BY
ARGENTINE
COMPANIES AND
THE ZERO TRUST
APPROACH

Education

BUENOS AIRES, A
HUB FOR STUDENT
EXCHANGES IN
LATIN AMERICA

EMBASSY OF ARGENTINA, WASHINGTON, D.C.

ARGENTINA IN FOCUS

AUGUST 2022 // NEWSLETTER



Rep. Ruben Gallego (left) and Ambassador Jorge Argüello (right)

WORKING MEETING WITH REPRESENTATIVE RUBÉN GALLEGO

On July 28, Ambassador Jorge Argüello held a positive working meeting with Rubén Gallego, a Democratic Representative from Arizona, at his offices at the Capitol as part of an intense agenda of encounters that the Argentine Mission carries out with the United States Congress.

During the conversation, the Head of Mission addressed the future visit of President Alberto Fernández to the U.S., when a face-to-face meeting will take place at the White

House between the Argentine president and President Joe Biden. They also analyzed issues related to the bilateral relationship.

In this regard, they exchanged opinions about the great potential for bilateral cooperation in the field of energy, especially given the magnitude of the Vaca Muerta deposit and the joint work carried out there with US companies such as Chevron. In this regard, Ambassador Argüello



Once again, I share with you the latest edition of our Embassy Newsletter. This edition includes an article about the positive working meeting of Ambassador Jorge Argüello with Rubén Gallego, the Democratic Representative from Arizona.

In this edition we also include an article on the efforts lead by Argentine cybersecurity companies to better respond to the most sophisticated cybercrime attacks.

Finally, an article about the city of Buenos Aires as a pole of student exchanges in Latin America chosen by students from the United States.

Jorge Argüello
Ambassador to the United States

BEARING IN MIND
THE IMPORTANCE
OF PARLIAMENTARY
DIPLOMACY, AMBASSADOR
ARGÜELLO EXTENDED, AND
REPRESENTATIVE GALLEGGO
ACCEPTED, AN INVITATION
TO JOIN THE ARGENTINE
CAUCUS IN THE HOUSE OF
REPRESENTATIVES.

Argentine Head of State will intervene in the high-level segment as usual.

Finally, bearing in mind the importance of parliamentary diplomacy as a tool to deepen relations between the two countries, Ambassador Argüello extended, and Representative Gallego accepted, an invitation to join the Argentine Caucus in the House of Representatives.

Congressman Gallego, who was elected to represent the 7th Congressional District of Arizona for the first time in 2014, is a member of important Committees of the House of Representatives, such as Natural Resources, Armed Services, Veterans Affairs, and Security and Cooperation in Europe. ■

thanked the Congressman for meeting with the high-level delegation from YPF that visited Washington DC in May on the occasion of its centennial.

YPF is a leading company in Latin America among producers of unconventional hydrocarbons and fuels, as well as an innovative force that drives Argentina's transition towards a sustainable future, not only because its shale gas reserves are the second largest in the world, but also due to its optimum conditions to develop clean energies such as solar and wind, among others. For this reason, during their visit to the United States, the top executives underscored the company's commitment to make investments and incorporate technologies that reduce the carbon footprint, and to achieve more sustainable operations. At the same time, the delegation prioritized YPF's role in the field of natural gas as a critical fuel for regional decarbonization.

The head of the diplomatic representation and Representative Gallego exchanged their points of view on the 77th Session of the United Nations General Assembly to take place in New York City in September, where the

PROVISION OF TECHNOLOGY SERVICES BY ARGENTINE COMPANIES AND THE ZERO TRUST APPROACH

Cyberspace transcends borders and requires the mobilization of global responses to address systemic challenges. According to the 2021 World Economic Outlook report, ransomware attacks surged in the first semester of 2021, with the number of global attacks increasing by 151%. In the United States specifically, the Federal Bureau of Investigation (FBI) warned that there are now 100 different variants of ransomware in circulation globally and this problem is unlikely to slow down as its pace or severity any time soon.

Due to the plurality of attacks and the role that service providers play in the technology supply chain, the Zero Trust model, based on principles such as the combination of zero trust solutions and processes, is gaining ground

among cybersecurity solution providers from Argentina to the United States market.

Although Argentine cybersecurity companies implement the regulatory frameworks and standards of NIST (US National Institute of Standards and Technology), and those of the ISO (International Organization for Standardization), the Zero Trust approach adds an additional stage in terms of security processes in order to better respond to the most sophisticated cybercrime attacks.

In this edition of Argentina in Focus, we interview Martin Lambertucci, CEO of INSSIDE, one of the largest cybersecurity companies in our country that provides technology services to the United States, to better

INSSIDE Security Center



CYBERSECURITY IS A BOOMING INDUSTRY THAT GREW EXPONENTIALLY AS A RESULT OF THE PANDEMIC. AS A WORLD LEADER, THE UNITED STATES IS UNDOUBTEDLY NOW, AND WILL CONTINUE TO BE, THE EPICENTER OF THIS GROWTH.

understand the market connections. He reveals how one of the leading companies in this sector is preparing to be a provider to one of the most demanding markets worldwide in terms of cybersecurity:

What are the main challenges in 2022 in terms of cybersecurity?

ML: Among the main challenges this year, we've identified three key strategic objectives that have an impact on the security industry:

- Geopolitical tensions
- Disruptive technologies
- Innovative business models. Every company competing in the security arena is required to address these three issues in a robust and proactive way; if not, they will undoubtedly increase their risk level. Managing an organization's detection and response capabilities remains vital for businesses struggling to stay one step ahead of security threats and reduce cyber risks. INSSIDE provides a state-of-the-art platform that enables intelligent automation, data interpretation, threat detection and visibility, as well as real-time collaboration tools. We help companies manage an incident detection system that allows teams to respond efficiently and effectively, reducing time and costs.

Regarding the +50% increase in cyber attacks in 2021, what are your tips to increase companies' security?

Cloud access, multi-factor authentication, zero trust, and security solutions as a service will be essential for a business continuity in the next 5 years. Strategic partnerships between vendors with complementary solutions and local vendors should be sought to improve customers' overall security, without increasing overall costs. Among other solutions, security companies need to invest in contactless technologies, biometric solutions and multi-factor access in the next 4-5 years.

What do you think is the key to INSSIDE's development?

ML: INSSIDE focuses on innovation in daily customer operations through digital transformation, by offering swift security services that are managed by focusing on each customer's network with the goal of optimizing threat detection and response. At the same time, we recognize three key challenges that have an impact on the managed security market. These challenges include the demand for greater visibility into the most important threats, the desire to continually improve detection and response, and the need for a hybrid engagement model.

Our integration with world-class partners allows us to offer the best platform that ensures that our clients overcome these challenges. The Cybersecurity Defense Center (CDC) platform displays a "one stop panel" view of operations for our clients' security team, by providing transparency and collaboration to help them make the best decisions.

Among its platform features are intelligent automation, risk detection visibility, and rapid response tools, with the goal of strengthening a customer's System and Organization Controls (SOC) architecture service. Our company provides next-generation security solutions to

INSSIDE FOCUSES ON INNOVATION IN DAILY CUSTOMER OPERATIONS THROUGH DIGITAL TRANSFORMATION, BY OFFERING SWIFT SECURITY SERVICES THAT ARE MANAGED BY FOCUSING ON EACH CUSTOMER'S NETWORK WITH THE GOAL OF OPTIMIZING THREAT DETECTION AND RESPONSE.

The United States is the country with the highest demand for cybersecurity solutions. In this context, 65% of North American companies report having suffered a cyber-attack, although this figure may be even higher given that many attacks go unnoticed (Comparitech, 2020). In addition, the United States has the highest average annualized cost of cyber-attacks per company in the world: \$27.37 million, which represents an increase of 29% over the previous year (Accenture, 2017). As I mentioned earlier, cybersecurity is a booming industry that grew exponentially as a result of the pandemic. At a global level, diverse sources estimate an annual market growth of between 9% and 12.4% in the period up to 2023. Due to its characteristics as a world leader, the United States is undoubtedly now, and will continue to be, the epicenter of this growth. At INSSIDE we have been working with large US companies, by helping them in different cybersecurity-related aspects, and we are open to continuing to develop market solutions. ■

solve detection and response problems both on-premises and cloud platforms through solutions based on security monitoring. It accelerates innovation by strategically implementing its use cases (leveraging the MITER ATT&CK framework) and continuously developing and refining content (including log sources, detection rules, response workflows, API integrations, etc.) to detect, prevent and respond to these threats, thereby measurably reducing cyber risks. We understand innovation as an essential quality that originates within the company, with key differentiators such as the way in which it provides customers a service using a hybrid model, bridging the gap between what the customer needs and what a security service provider can offer.

What is your view of the U.S. market?

ML: The U.S. market is very interesting due to its high technology development, usability and rapid adoption, which leads to a strong need to safeguard against growing and increasingly sophisticated cyber-attacks.



Photo credit: Study in Buenos Aires

BUENOS AIRES, A HUB FOR STUDENT EXCHANGES IN LATIN AMERICA

The City of Buenos Aires has become the best city in Latin America for international students in a new edition of the QS Best Student Cities Ranking in the region. According to QS Quacquarelli Symonds Consulting, Buenos Aires ranked 23rd in the world.

In the category that evaluates the quality of the academic programs, Buenos Aires ranks 14th in the world, and is considered the destination with the best quality of life and attractiveness for international students in the region. This position was achieved thanks to the fact that the University of Buenos Aires is highlighted as the best in Latin America, and that ten other academic institutions were named in the QS University Ranking.

In 2019, more than 86 thousand visitors from different

parts of the world chose Buenos Aires as the place to go to study, and another thousand young people obtained the "Vacation and Work" Visa after searching for a different experience in the Argentine capital.

In the specific case of the United States, in 2020 Argentina was the 23rd recipient of U.S. students studying abroad, while in 2019, 1,506 students from this country studied in Buenos Aires.

It should be noted that both Argentina and the United States have solid educational systems with prestigious universities, where the possibilities for collaboration are enormous. Student exchange programs and international mobility are crucial to building bridges between nations, cultures and institutions and to boost the movement of

BUENOS AIRES RANKS 14TH IN THE WORLD IN QUALITY OF THE ACADEMIC PROGRAMS AND IS CONSIDERED THE DESTINATION WITH THE BEST QUALITY OF LIFE AND ATTRACTIVENESS FOR INTERNATIONAL STUDENTS IN THE REGION.

networking event was organized in preparation for NAFSA's annual conference. The StudyinBA Program of the City of Buenos Aires Government, comprised of more than 30 universities in the country, seeks to increase the exchange of Argentine and American students by 10% by 2023.

The quality of educational institutions and our country's intense cultural life make us a first-rate academic destination. The experience of pursuing a student exchange is undoubtedly valuable for the students from both countries and contributes to strengthening the ties of bilateral cooperation between both countries. ■

talent and knowledge throughout the world.

The Embassy of Argentina, together with the six Argentine consulates in the US, works in coordination with the national government, the provinces, the Autonomous City of Buenos Aires, and the country's universities to position Argentina as the best Latin American capital for international students. With this objective and to encourage student exchange between both countries, this year representatives from 18 Argentine universities attended the NAFSA Fair held in Denver, Colorado, between May 31 and June 3. The participation of the Argentine universities was supported by the Argentine Investment and International Trade Promotion Agency (AAICI) and the United States Embassy in Argentina. The NAFSA Fair is an excellent opportunity for universities and governments to interact and strengthen alliances that reinforce their internationalization goals.

Likewise, on May 24, a networking session was held in collaboration with StudyinBA between approximately 40 Argentine universities and the United States. This