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President Alberto Fernández with Ambassador Jorge Argüello at Casa Rosada. Photo credit: Presidency.

HIGH-LEVEL VISITS GIVE RENEWED IMPETUS TO THE BILATERAL AGENDA

By Jorge Argüello, Argentine Ambassador to the U.S

After all the visits and meetings of high impact for the bilateral relationship that took place during September, now from Buenos Aires, while I am waiting for the meetings with President Alberto Fernández and Foreign Minister Santiago Cafiero, I allow myself some conclusions on the latest events and the challenges ahead of us, always with the objective of strengthening the ties, at all levels, in the

relationship between our countries.

Shortly after taking office, the Minister of Economy Sergio Massa, accompanied by the first line of officials of the Ministry of Economy and by the President of the Central Bank Miguel Pesce, carried out an intense week in the United States, which included visits to the Department of the Treasury and the IMF, where he had meetings with the Secretary of the Treasury Janett Yellen and the Managing



Once again, I share with you the latest edition of our Embassy Newsletter. This edition includes an article in which I review the highlights of the high-level visits and meetings in September, with a very positive balance in terms of strengthening the bilateral relationship and its future prospects.

In this edition we also include an article about the Software Trade Mission 2022 that took place in Atlanta on October 6 and 7, where 17 Argentine technology companies participated, as part of a business visit to the Southeast of the United States.

Finally, an article on Ruta Natural, the first comprehensive program for the development and promotion of nature tourism designed by the Ministry of Tourism and Sports whose main objective is to consolidate Argentina as a world-class destination, promoting the culture of nature tourism.

Jorge Argüello
Ambassador to the United States

DURING HIS TRIP TO THE 77TH UNITED NATIONS GENERAL ASSEMBLY PRESIDENT ALBERTO FERNÁNDEZ MET WITH SENIOR EXECUTIVES FROM THE ENERGY SECTOR IN HOUSTON.

Director of the IMF, Kristalina Georgieva, respectively. Meetings with senior U.S. government officials at the White House and the State Department were also part of the Minister's intense agenda, which focused on trade, investment and energy sector opportunities.

The focus of this visit was the dialogue to promote greater investment flows and promote access to the U.S. market for our products. Another important aspect was, as was finally achieved, the technical work with the IMF staff, which concluded on October 7 with the approval by the IMF Board of the second quarterly review of the Extended Facilities Agreement.

At the same time, the Minister of Tourism and Sports, Matías Lammens, visited Washington for a new edition of Visit Argentina Connect, a training and networking space for U.S. tourism professionals on the country's tourism products, destinations and services, which has already been held in Uruguay, Chile and different cities in Brazil. The U.S. tourists are the main inbound tourism market outside the neighboring countries and this visit is part of the efforts made to multiply the contribution of tourism to the post-pandemic reactivation.

On the other hand, during his trip to the 77th United Nations General Assembly, President Alberto Fernández met with senior executives from the energy sector in Houston. In an event organized by the Argentine Oil and Gas Institute (IAPG), President Alberto Fernández

conveyed to prominent oil and gas industry executives from YPF, Total Energies, Shell, EXXON, XTO, PAE, Schlumberger, Chevron, Tenaris, among others, his vision of the significant contribution that Argentina can make to regional and global energy security.

In his presentation, President Fernández highlighted the spectacular development of Vaca Muerta, the second and fourth largest unconventional gas and oil reserves in the world, respectively, and which in terms of costs and efficiency is at the top of the international ranking. On the other hand, this development allows Argentina to face its responsibilities in what is a global effort to ensure the energy transition to cleaner energies than those of fossil origin, since gas is destined to play a transcendental role in the short and medium term both in our region and in the world.

The great contribution that U.S. companies have made to the development of Vaca Muerta is an excellent example of the great potential that cooperation between our countries offers for the development of renewable energies and mineral resources, which, as in the case of lithium, are essential to produce clean energies on a larger scale.

Also, President Alberto Fernández, accompanied by Foreign Minister Santiago Cafiero, Education Minister Jaime Perczyk and Security Minister Aníbal Fernández, as well as Peru's President José Castillo, representatives and officials of the United Nations, members of human rights, cultural, art and academic organizations, inaugurated at the Argentine Consulate in New York the photographic exhibition "ESMA Memoria Argentina para el Mundo" (ESMA Argentine Memory for the World), about the ESMA Memorial Museum. The exhibition, which traces the events that took place during the 1976-1983 civil-military dictatorship that devastated our country, contributes to the Argentine government's efforts to keep this place, which was a key part of the repressive apparatus set up by the dictatorship during those years, added to the World

THE DEFENSE OF HUMAN RIGHTS IS A PERMANENT COMMITMENT FOR ARGENTINA THAT IS ALSO MANIFESTED IN OTHER AGENDAS, SUCH AS THE RIGHTS OF THE LGBTIQ+ COMMUNITY, IN WHICH OUR COUNTRIES ALSO SHARE COMMON GROUND.

Heritage List of the United Nations Educational, Scientific, Cultural Organization.

The defense of human rights is a permanent commitment for Argentina that is also manifested in other agendas, such as the rights of the LGBTIQ+ community, in which our countries also share common ground. A new proof of this was the participation of Foreign Minister Santiago Cafiero and Secretary of State Antony Blinken in the event *The Right to be Me*, organized by the United Nations LGBTI Core Group during the high-level week of the General Assembly, which seeks to put an end violence and discrimination based on sexual orientation, gender identity and expression and to guarantee the full, equal, effective and meaningful participation of LGBTIQ+ people in decision-making processes.

But it has not only been national authorities who have visited Washington, DC. Within the framework of Agenda Federal Program of the Argentine Embassy in the US, in an unprecedented event of great political significance, the governors of the provinces of Argentina's Norte Grande made a working mission to the United States between September 26 and 30, which included New York City and counted with the special participation of the Minister of the Interior, Eduardo de Pedro.

The governors conveyed to key players of the US government and the private sector a comprehensive message about Argentina's Norte Grande regarding its potential contribution to the global economy in a context marked by food and energy insecurity.

These same issues were addressed in a discussion with leading U.S. Think Tanks at the Wilson Center, the Inter-American Dialogue, the Council of Americas, the NDI Foundation, the Atlantic Council and CSIS, and at the Council of the Americas during a meeting with presidents and CEOs of AS/COA member companies with operations in Argentina and Latin America.

Sectors such as mining, renewable energies, food, knowledge economy, cotton and tourism, among others, featured prominently in a work agenda that focused on attracting investment and promoting exports, with the aim of generating jobs in the provincial economies.

The public and private sectors, think tanks, high authorities of both the national and provincial governments, trade, investment, energy, food security, tourism, human rights have been the protagonists during this last month of a bilateral work agenda that is becoming more and more nourished and diverse. This agenda only reaffirms the great potential of the relationship and allows us to move forward through a renewed partnership towards our common goals, at a time when our countries face important challenges both regionally and globally. ■

SOFTWARE TRADE MISSION IN ATLANTA: ARGENTINA DELIVERS

Ambassador Jorge Argüello participated in the 2022 Software Trade Mission to Atlanta this October 6th and 7th, accompanying 17 Argentine IT companies on their business-oriented visit to the Southeast.

The visiting Argentine companies participated in an intense agenda that included training panels at the Metro Atlanta Chamber of Commerce with representatives from several of the most important companies in the business ecosystem in Atlanta -Delta, Mailchimp, Trustamp, Chep, Mercedes Benz, Amdocs, Alex Lee, Equifax-; the presentation of the 3rd soft-landing program developed by Georgia Tech -created especially for Argentine companies-; and a networking event that connected the visitors with more than 40 companies including Carters,

Coca Cola, Delta, Copa, Google, NCR, Microsoft, and Accenture.

The participation in this IT trade Mission of Ambassador Arguello, the Undersecretary of Knowledge-driven economy, Edgardo Kutner, and authorities from the Argentina Chamber of software, reflects and underlines the commitment to this growing relationship between Argentina and local companies and between our government and the state of Georgia and the City of Atlanta.

Ambassador Argüello remarked that: "We are particularly focused on IT because we believe we have a perfect match between Argentina's booming IT sector and Atlanta and

Reps. from 17 IT companies with Amb. Jorge Argüello and the undersecretary of Knowledge Economy, Edgardo Kutner at Georgia Tech.



ARGENTINA IS THE NUMBER ONE SOFTWARE EXPORTER IN LATIN AMERICA, WITH ONE POINT SEVEN BILLION DOLLARS IN 2021, FROM WHICH ONE BILLION GOES TO THE US.

Georgia as a central hub of IT not only in the southeast but globally.

“Argentina is the number one software exporter in Latin America, with one point seven billion dollars in 2021, from which one billion goes to the US. We have already closed many deals with several companies here in Georgia. It is our mission to help our IT companies to achieve many more business deals here”.

Within the activities of the IT Trade Mission that brought 17 Argentine IT companies to Atlanta on October 6 and 7, Ambassador Arguello presented the initiative “Argentina Delivers,” a platform where the U.S. buyer can find information about the tech industry in Argentina and a Directory of the tech service providers. The Directory was built by the startup Clutch.co and Argentina Delivers is the result of a public-private effort.

The presentation was held at the headquarters of the Metro Atlanta Chamber of Commerce -MACOC- and was attended by the Vice-president of MACOC, John Woodward, the CEO of the Georgia Technology Association -TAG- Larry Williams, the Director of international relations for the city of Atlanta, Vanessa Ibarra, the Director of International Economic Relations of Georgia, Nico Winjberg, and representatives of more than 40 companies such as Delta, Coca Cola, NCR, Google, Microsoft, Accenture and Mailchimp.

In his speech, Arguello remarked that “During the pandemic, the Embassy of Argentina, the Ministry of Foreign Affairs, other government agencies, and the private sector decided to find a way to showcase the Argentinean technology offering in one single 24/7. This place, called “Argentina Delivers,” allowed us to be in permanent contact with buyers and present the value proposition of Argentina.

Argentina Delivers the vehicle to present our value proposition. And what our value proposition stands for, offering the U.S. potential buyer quality information about Argentinean service tech service providers. We offer a list of service providers with different filters, like industries, average hours paid, type of service, and customer reviews, and also information about Argentina, the market, and industries”. ■



The Natural Route tourism.

GETTING TO KNOW THE ARGENTINE NATURAL ROUTES

The Natural Route is the first comprehensive program for the development and promotion of nature tourism in Argentina designed by the Ministry of Tourism and Sports. Its main objective is to consolidate Argentina as a world-class destination, promoting the culture of nature tourism for resident and foreign tourists and accompanying the development of territories and communities to guarantee responsible and sustainable tourism.

The 17 proposed routes are the Patagonian Sea, the Austral Patagonia, the Andean Patagonia, the End of the World, the Steppe, the Puna, the Subtropical Rainforest, the Iberá, the Gran Chaco, the Plains and the Atlantic Coast, the High Andes, the Deserts and Volcanoes, the Coast and the Great Rivers, the White Continent, the Central Sierras,

the Delta and the Route of the Valleys, Quebradas and Yungas.

In addition, the Natural Route offers 50 experiences to feel nature from different approaches. Camping under the stars, walking on glaciers, encounters with whales, capybaras and penguins, and tours of the jungle, the puna or estuaries, are part of the experiences that are proposed in natural environments, but also in urban spaces such as the Costanera Sur Ecological Reserve, in Buenos Aires city.

Last but not least, it contains a section on scenic routes -national and provincial, such as the Camino de los Siete Lagos (Neuquén), the Cuesta de Miranda (La Rioja), the Cumbres de Achala (Córdoba)- and information about the

INTERTWINING THE
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national parks, which in many cases are also home to “must see” sites and are the scene of recommended experiences. Each “must see” has detailed and updated information on what to do, how to get there, the best time to go, where to sleep and many other practical recommendations.

Intertwining the attractions and natural experiences of each region with its cultural, historical, recreational or gastronomic attractions, the Nature Route seeks to promote circuits and lesser-known destinations, articulate consolidated destinations with emerging destinations in integrated circuits and improve the territorial and seasonal distribution of the activity tour.

The Ministry of Tourism and Sports of Argentina has just launched a new website called “The Natural Route” that has the objective of facilitating the decision and planning of trips through Argentina. The new website larutanatural.gob.ar concentrates all the necessary information so that tourists can organize their trips to the nature destinations, through 17 options or “Routes”. ■