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EMBASSY OF ARGENTINA, WASHINGTON, D.C.

ARGENTINA IN FOCUS

MARCH 2023 // NEWSLETTER 139



Satellite 2023 in Washington.

THE ARGENTINE PAVILION AT SATELLITE 2023 EXHIBITION AND AN INTENSE BUSINESS AGENDA

Within the framework of Argentina's participation in the Satellite 2023 exhibition, it showcased its national pavilion for the second consecutive year and developed an intense commercial agenda with companies and agencies from the United States and other countries.

The Undersecretary for Trade and Investment Promotion of the Argentine Foreign Ministry, Guillermo Merediz,

formally opened the national stand, with the support of the Ministry of Foreign Affairs of Argentina and the Argentine Investment and International Trade Agency.

During the exhibition, the Argentine companies held business meetings with representatives of the global satellite ecosystem, which included the private sector, regulatory agencies, state contractors and prominent



Once again, I share with you the latest edition of our Embassy Newsletter. This edition includes an article about Argentina's participation at the Satellite 2023 fair, which was attended by the Undersecretary of Trade and Investment Promotion of the Argentine Foreign Ministry, Guillermo Merediz.

In this edition we also include an article on round table on digital divide, gender and the role of public policies in the use of technologies held at the Embassy for International Women's Day together with the Women Economic Forum Argentina and the Inter-American Development Bank.

Finally, an article on "Open Borders", the first art exhibition of the 2023 season inaugurated at the Embassy, which brings together two different proposals by the Riojan artist Paloma Marquez.

Jorge Argüello
Ambassador to the United States

THE UNINTERRUPTED PRESENCE
OF THE ARGENTINE PAVILION
IMPLIES A CONTINUITY OF
PUBLIC POLICIES TO SUPPORT
THE ARGENTINE AEROSPACE
SECTOR IN A VITAL MARKET
SUCH AS THE UNITED STATES.

professionals.

The most representative Argentine companies, of different sizes and with diverse commercial offerings, participated: ARSAT, INVAP, DTA, Veng, Ascentio, Arsultra, Servicio Satelital, Universidad de Palermo, Orbith and Tlon Space.

This uninterrupted presence of the Argentine pavilion implies a continuity of public policies to support the Argentine aerospace sector in a vital market such as the United States. Ambassador Jorge Argüello stated the following: "In the United States market there is room for large companies but also for small and medium-sized ones that focus on different links in the value chain. Dozens of Argentine SMEs provide a timely and highly qualified proposal. The global giants in this sector, that greatly value our engineers' talent, need to expand their supplier base to carry out their megaprojects. This is a testimony of a relevant opportunity."

It should be noted that in this edition of Satellite exhibition, Turkey, Taiwan, Italy and Japan also had an institutional presence, which meant an increase in the number of exhibitors compared to the last two editions.

Likewise, Arsat, represented by its president, Facundo Leal, and other authorities, held productive business meetings at the Argentine Embassy, coordinated by the diplomats, with companies such as Honeywell, Amazon Space Unit,

Viasat, Virgin Galactics, Satlantis, among others. These meetings made it possible to analyze opportunities for technical collaboration, associativity and commercial operations.

Arsat also met with the head of the Spanish Space Agency, Miguel Belló, and they discussed the present and future of the satellite ecosystems of both countries, focusing on the sustainability of space activities.

Arsat invited its counterparts to the LatSat event, which will take place in Buenos Aires on May 23 and 24 of this year, and will feature the main regional companies in this sector.

The Satellite Exhibition is the largest in the world dedicated to technological connectivity, including antennas, terminals, modems, satellite networks, broadcasting and automation services, among others. ■

THE DIGITAL DIVIDE AND PUBLIC POLICIES IN THE USE OF TECHNOLOGY ON INTERNATIONAL WOMEN'S DAY

Together with the Women Economic Forum Argentina (WEF) and the Inter-American Development Bank (IADB), and within the framework of international Women's Day, the Argentine Embassy held a round table on March 9 to discuss the digital divide, gender and the role of public policies regarding the use of technologies that contribute to closing these gaps.

The Argentine Ambassador to the United States, Jorge Argüello, highlighted the importance of using technology and innovation as transformative solutions to achieve gender equality and the empowerment of all women and girls, while focusing on seeking compliance and the protection of human rights.

The director of WEF Argentina, Lina Anllo, and other members of that organization, Cecilia Celeste Danesi, Daniela Dupuy, Andrea Rolando, Alejandra Alliaud and Yanina Pavicich, spoke about digital gaps and digital violence. From the WEF delegation, Diego Cani, Paola Bonino, Vantenina Karp, Catalina Dematei, Nazarena Lomagno, Maximiliano Gabriel Legnani also participated.

The general and cross cutting message of the presentations on the digital transformation that society is undergoing, is that the social gaps and gender stereotypes has been verified from a statistical and social point of view. In this regard, one of the reflections made during the round tables points to awareness and the search for a balance

Ambassador Jorge Argüello (Ctr.) and members of Women Economic Forum Argentina and Inter-American Development Bank.



ONE OF THE REFLECTIONS MADE DURING THE ROUND TABLES POINTS TO AWARENESS AND THE SEARCH FOR A BALANCE BETWEEN TECHNOLOGICAL ADVANCES AND THE PROTECTION OF FREEDOMS AND HUMAN RIGHTS.

between technological advances and the protection of freedoms and human rights.

From a regulatory point of view, companies and civil society can carry out diverse actions related to the search for diversity in the creation of technology, ethical and human rights training for technology developers, an audit of algorithms, and evaluating and testing technologies before their application and widespread dissemination.

In this search for an enhanced balance between technology and the protection of human rights, the WEF and IADB representatives agreed that technological advances should not be used to maintain or deepen existing digital gaps. Specifically, the IADB presented the FairLac platform, which serves as a guide for the public sector but also for companies for the evaluation of solutions and what ethical fundamental principles it uses for artificial intelligence.

Likewise, the IADB made reference to different programs developed in Latin America to promote the inclusion of girls and women in STEM (Science, Technology, Engineering and Mathematics) and as STEM entrepreneurs, since regional statistics show that young women continue to be underrepresented in STEM courses and careers.

Also present at the round table were representatives

from White & Case and CrowdStrike, a cybersecurity company. The latter gave a presentation on the regulatory framework for cybersecurity in the United States and current standards.

Regarding gender policy in cybersecurity, it is worth noting that the Biden administration has appointed several women to head key positions in this sector within the Executive's portfolio. Likewise, mention was made of the recent release of the new National Cybersecurity Strategy in March 2023, which emphasizes incident reporting and cloud service providers, as well as countering disruptions in the cybercriminal infrastructure.

The dialogue between the participants was enriching and served as a day of reflection within the framework of International Women's Day, and as motivation to rethink public policies that contribute to close gender and digital gaps in the Latin American region. ■



Ambassador Jorge Argüello at the opening reception of "Open Borders", an exhibition by Paloma Marquez, artist from La Rioja.

"OPEN BORDERS", A VOYAGE FROM LA RIOJA TO WASHINGTON DC

In its first art exhibit of the 2023 season, the Argentine Embassy inaugurated "Open Borders", which brings together two different proposals by the artist Paloma Marquez. One, "Distances and Proximities", is a selection of acrylic paintings on canvas and the other, an interactive electronic art installation called "PetroLumen". This exhibit was curated by Lorena Mercado.

This cultural journey began in early October of last year, when a delegation of governors from the Norte Grande, convened by Ambassador Jorge Argüello, arrived in the United States. At that time, the "Open Borders" project was just a pipe dream. At that time the attention was focused on trade from strategic sectors of the region, such as mining, agribusiness, tourism and the knowledge economy, among others, while culture and art were

struggling to be part of this crusade.

On March 2, "Open Borders" became a reality that attracted 140 visitors at its opening and nearly 400 during the March ArtWalk Dupont event. This exhibition is part of the Arts and Cultures Promotion Program of La Rioja, created by Gabriela Pedrali, a Congresswoman for the province of La Rioja. Its main mission is to promote the international recognition of artists from the province. "This program for the promotion and dissemination of art and culture began a few months ago, said Pedrali at the opening of the exhibition, but frankly, Lorena Mercado and I dreamed some time ago that we could do it. Our dream was to showcase La Rioja on the most important stages and display our talents, convinced that everything done in the art and culture sector also has an impact in

THE EXHIBITION IS PART OF
THE ARTS AND CULTURES
PROMOTION PROGRAM OF
LA RIOJA, WHICH AIMS TO
PROMOTE THE INTERNATIONAL
RECOGNITION OF THE
PROVINCE'S ARTISTS.

other areas such as the economy, tourism, international relations and politics.”

Paloma Marquez is the first artist from La Rioja in this program that opens at the Argentine Consulate in New York in May. She received a degree in Audio Visual studies, with a focus on sound and recording, and a master's degree in Technology and Aesthetics of Electronic Arts. She has participated in numerous exhibitions in different Argentine provinces, the United States and France. Throughout her career she has received many scholarships and awards both nationally, regionally, as well as in France, the United States and Venezuela, and has also participated in research.

In her series “Distancias y proximidades” (Distances and proximities), Marquez highlights a character she created and drew as a teenager in her school notebooks and has accompanied her throughout her artistic career. According to the artist, this character represents the being we all carry within us, in the ambiguity of the singular and the plural. Singular is what is diverse, different, and at the same time, is put into question. While plural is society, the mass that is framed in common actions. Marquez tells stories, highlights every-day, real situations, and highlights them using this character.

On the other hand, “PetroLumen” is based on riverbeds,

considered a prehistoric and constant source of movement. In their path, rivers are drawn as veins that run for miles, building roads. Its flow is presented as an energetic, tireless and stubborn dance that instinctively seeks its path. This work materializes as a light sculpture, composed of a series of resin, polyester and glass rocks designed as unique pieces and placed in such a way that they form channels, patterns allegorical to the flow of water. Each translucent stone hides a light (RGB LED), an electronic control system that gives the group of rocks choreographic patterns of colors and rhythms, and materializes the metaphor.

“The goal of this program is to help local artists reach audiences beyond what are sometimes limiting geographic boundaries, while contributing to enriching relations between our societies, especially in this year when we celebrate 200 years of diplomatic ties,” stated Ambassador Argüello on opening night.

In turn, Pedrali said that this initiative will strengthen international and regional relations in political, cultural, commercial and tourism sectors. On the opening night of “Open Borders”, wines from La Rioja were presented and served: the classic Torrontés, La Puerta Alta Malbec and La Puerta Reserva Malbec from Valle de la Puerta winery. As part of this integrating project, a video was also shown on well-known landscapes of the province: images of the Talampaya National Park, the Laguna Brava Nature Reserve with its pink flamingos located in the foothills of the Andes, the Cuesta de Miranda and all the color of people of La Rioja. Music, dance and traditions were also part of this comprehensive and dynamic exhibition.

This program, in coordination with the Argentine Embassy in Washington and the Consulate General and Promotion Center in New York, was declared of interest by the Argentine Congress, by the Chamber of Deputies of the Province of La Rioja and of cultural interest by the Secretariat of Culture of the Government of the Province of La Rioja. It has the support of the Government of the

DURING THE OPENING NIGHT OF "OPEN BORDERS", THERE WAS A PRESENTATION OF WINES FROM LA RIOJA: THE CLASSIC TORRONTÉS, LA PUERTA ALTA MALBEC AND LA PUERTA RESERVA MALBEC FROM THE VALLE DE LA PUERTA WINERY.

Province of La Rioja, the Federal Investment Council and the Congress of Argentina.

"Our country is undergoing difficult times, we cannot deny it, added Pedrali; but we have so much to celebrate: our institutions and the invaluable 40 years of uninterrupted democracy, a democracy that we fully defend."

The exhibition will be open to the public by appointment until April 28. ■