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EMBASSY OF ARGENTINA, WASHINGTON, D.C.

# ARGENTINA IN FOCUS

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AUGUST 2023 // NEWSLETTER 159



Ambassador Jorge Argüello and Carlos Múscari (right), and members of the US cooperative organizations.

## THE EMBASSY AND THE FOREIGN MINISTRY PROMOTE THE WORK OF THE ARGENTINE COOPERATIVE MOVEMENT

The Argentine Embassy in the United States celebrated the International Day of Cooperatives in a meeting led by Ambassador Jorge Argüello in which entities representing US cooperatives were present. They held a productive exchange on the Argentine cooperative system and business and opportunities for cooperation between both countries.

This event was part of an initiative by the Argentine

Ministry of Foreign Affairs, which promoted many activities throughout the month of July in numerous Argentine embassies around the world, carrying out an intense agenda of promotional activities, raising awareness about the Argentine cooperative movement abroad, as well as creating links with the cooperative sector in different countries.

These activities were framed under the Cooperation



Once again, I share with you the latest edition of our Embassy Newsletter. This edition includes an article about the celebration of the International Day of Cooperatives in a meeting in which entities representing US cooperatives were present.

In this edition we also include an article on a wine tasting of Bodegas Argento, from Mendoza, and Bodegas Otronia, from Chubut, both belonging to Grupo Avinea.

Finally, an article on the inauguration of Lorena Cabrera's textile exhibition, "Own Thinking", which attracted 550 people during the monthly First Friday Dupont event on August 4.

Jorge Argüello  
Ambassador to the United States

IN 2022, A TOTAL OF 68  
COOPERATIVES RECORDED  
EXPORTS WORTH ALMOST \$4  
BILLION, WHICH REPRESENTED  
AN INCREASE OF 0.9%  
COMPARED TO 2021.

Agreement between the Foreign Ministry and the Confederation of Cooperatives of the Argentine Republic (COOPERAR) signed in 2022 by the Secretary of International Economic Relations, Cecilia Todesca Bocco, and the head of COOPERAR, Ariel Guarco. This agreement's objective is to promote the internationalization of the cooperative sector in the context of the celebration of the International Day of Cooperatives in July. Its theme for this year was "Cooperatives for Sustainable Development".

These events, which were carried out along with representatives of the cooperative movement in the United States, Brazil, Vietnam, Bulgaria, Spain, South Korea, India, Mexico and Egypt, were organized by the Argentine embassies and with a virtual participation by COOPERAR representatives.

The aim of these initiatives was to initiate a relationship that, based on the knowledge of cooperative experiences, will strengthen existing links and detect opportunities for economic and commercial ties between the cooperative movements of those countries and those in Argentina. Likewise, the special meaning of this celebration for our country was highlighted, since currently the President of the International Cooperative Alliance (ICA) is Argentine Ariel Guarco.

As to the meeting that took place at the Argentine Embassy in the United States, Ambassador Argüello held a productive dialogue with local cooperative organizations

such as the U.S. Overseas Cooperative Development Council, National Cooperative Business Association, National Cooperative Bank and National Rural Electric Cooperative Association, which were briefly introduced to the features of the Argentine cooperative system, with special emphasis on the growth of cooperatives in the Argentine economy. They highlighted public services, the agricultural sector and housing cooperatives as the areas in which Argentine cooperativism has historically had great prominence, and whose growth has increased in recent decades.

On the other hand, Ambassador Argüello also pointed out the growth of cooperatives in Argentine exports, and mentioned that in 2022 a total of 68 cooperatives recorded exports worth almost \$4 billion, which represented an increase of 0.9% compared to 2021, the highest value in recent years. It was also noted that in that same year the Argentine cooperatives exported to 121 different destinations, mainly China, Vietnam and India.

In Argentina, the cooperative sector is made up of more than 8,600 companies from all branches of production and directly generate close to 200,000 jobs. In this regard, the activities carried out in July are part of the work plan coordinated between the Ministry of Foreign Affairs and COOPERAR, with the goal of contributing to the internationalization of the cooperative sector, disseminate its relevance as an economic and social player in the country, and promote the positioning of Argentine cooperatives, its exportable products and services, as well as attract foreign investment towards this sector. ■



## WINE TASTING WITH THE PARTICIPATION OF WINERIES FROM MENDOZA AND CHUBUT

As part of commercial promotion events for Argentine products carried out by the Argentine Embassy, on July 27 a Master Class was held with wines from Bodegas Argento, located in the province of Mendoza, and Bodegas Otronia, province of Chubut, both belonging to the Avinea Group. This activity was coordinated by the Embassy, while the Master Class was led by winemaker Juan Pablo Murgia, Head Winemaker of Grupo Avinea, who was in charge of presenting the wines tasted and the participating wineries. This training was geared towards press members specialized in the wine industry, importers, distributors and sommeliers of restaurants located in the Washington DC metropolitan area.

During the tasting, seven different labels were presented, four of which belong to Bodega Argento and three to

Bodegas Otronia, with a wide range of varieties: from Chardonnay (produced in both Mendoza and Chubut, with the difference that this implies), to Malbec, as well as Cabernet Franc, Pinot Noir and Corte de Blancas. The contrast between the climate and terroir conditions of the wine production systems in the respective wineries was a highly valued aspect and one that aroused curiosity among those present.

Bodegas Argento was founded in 2012 and focuses specifically on the production of organic and sustainable wines, respecting the Mendoza environment and developing brands of high perceived value, marketed nationally and internationally. Their farms are located in the traditional region of Mendoza and in the Uco Valley: Alto Agrelo, Ugarteche, Finca Altamira, Cruz de Piedra and

Master Class was led by winemaker Juan Pablo Murgia, Head Winemaker of Grupo Avinea.



THESE COMMERCIAL PROMOTION ACTIVITIES CARRIED OUT BY THE EMBASSY ARE PART OF A COMPREHENSIVE PLAN THAT THE MINISTRY OF FOREIGN AFFAIRS AND THE ARGENTINE PRIVATE SECTOR CARRY OUT THROUGHOUT THE WORLD.

Carrizal. Regarding the sustainable approach that Argento gives to its production system, it should be noted that it is the only winery in the region with a sewage treatment plant that reuses wastewater as garden irrigation. It also has an integrated waste management program, among other features.

For its part, Bodega Otronia is located in the town of Sarmiento, province of Chubut in the center of Patagonia, and is the southernmost winery in the world, located at parallel 45°33'. The soil of lacustrine origin, with clays, fluvial and alluvial rocks, eolian sands, permanent winds, and a dry climate - all of them typical characteristics of the Argentine Patagonian steppe - guarantee the production of disease-free organic grapes. Likewise, the cold climate of Chubut has a major influence on the character of the wines as to acidity, purity and their distinctive aromatic profile. Thus, Chubut wines offer a new sensory profile for Argentina, one that is completely different from Mendoza's.

These commercial promotion activities carried out by the embassy are part of a comprehensive plan that the Ministry of Foreign Affairs and the Argentine private sector carry out throughout the world. Thus, 2022 closed for Argentine viticulture with a total of 196.08 million liters of fractionated wine exports, for US\$759.37 million. It should be noted that Argentine viticulture just set a new historical

record in 2021, when it exported bottled wines for a total of 219.54 million liters at a value of US\$814.01 million. Although the foreign sale figures for 2022 fell in a year-on-year comparison, they are above those in 2020, 2019 and 2018. Regarding the average prices per liter exported, in 2022 Argentine fractionated wine was sold at an average of \$3.87 per liter, a figure 4.44% higher than the average value of the liter exported in 2021, and at a higher level than the price in 2021, 2020 and 2019.

As for the countries that are the main buyers of bottled wines from Argentina, the United States plays a leading role, not only because it ranks as the main destination for exports, but also because it almost doubles the second largest buyer (Brazil).

As to the most exported varieties, Malbec is the key. Analyzing the results for 2022 in volume, Argentina exported Malbec fractionated wines for a total of 111.68 million liters, which represents 56.95% of the total. In second place are generic wines or wines without varietal details; while in third place is Cabernet Sauvignon. ■



On August 4, "Own Thinking", by Lorena Cabrera, was part of the First Friday Dupont.

## THE WORLD SEEN THROUGH THE EYES OF ARTIST LORENA CABRERA

"Own Thinking", an exhibition of textile art by Argentine artist Lorena Cabrera, installed since July 24 at the Argentine Embassy, made its debut and opening on Friday, August 4 in a new edition of First Friday Dupont, a monthly walk around the Dupont Circle art galleries, with live performances and interactive public art. This event has now become a must-see for collectors, gallery owners, art lovers and tourists.

First Friday Dupont, which takes place on the first Friday of each month, is a gateway to innovation and creativity, as it allows participants to establish a solid connection with modern and contemporary art, and especially with the work of emerging creators, both national and international. The Argentine Embassy has participated in this event since 2019, together with the galleries of the Dupont Circle Hotel, Heurich House Museum, IA&A at

Hillyer, Middle East Institute Art Gallery, Pen Arts Gallery, Q Street Fine Art, Qatar America Institute for Culture, Slow Down Market, Studio Gallery, Washington Center of ADA University – ADA Art Gallery, and Washington Studio School.

The exhibition, the third of the 2023 season, is part of the art program that the Embassy has been carrying out for 12 years. This proposal, which on August 4 drew 550 people in two hours, allowed the public to approach the work of this artist, who graduated from the Prilidiano Pueyrredón National School of Fine Arts in Buenos Aires, and has a degree in Economics and Political Science from the University of Buenos Aires.

Upside-down planispheres drawn and embroidered on canvas, "lying down" maps, a black and white flag and

“OWN THINKING”, WHICH ON  
AUGUST 4 BROUGHT TOGETHER  
550 PEOPLE IN TWO HOURS,  
AND ALLOWED THE PUBLIC  
TO APPRECIATE THIS ARTIST’S  
WORKS.

abstract embroidery, make up this special exhibition in terms of aesthetic concept. Each one of the works presents a reflection on “one’s own”, understood as something singular, natural and vernacular. The works cover both the large format and the miniature and deal with different techniques.

“Behind a map there is a strategy and an idea that seeks to be represented. What we are going to see are not only maps as geograms, but maps as ideas and representations of their own symbolic order,” said the artist.

During her work process, Cabrera is sustained by readings; she takes notes, writes down key words, and ends up with a graphic representation. The readings that feed this search are disordered and erratic, according to the artist. However, there is a certain direction, and all these resources, in some way, contribute to shaping her idea of “own” (propio).

Cabrera has held individual and group exhibitions, both in Argentina and abroad. In the United States, she participated in the gallery at the Scope New York Art Fair in 2007, and the Barbara Gillman Gallery has her works. More recently, she presented several solo exhibitions in

Buenos Aires, including “Sin Título”, “Estado de Naturaleza”, “Naturaleza”, y “Feliz-si-dá”, curated by Eduardo Stupía. In 2009 she was called by Felipe Noé and Eduardo Stupía to be part of the group show “Dibojos” at the Rubbers Gallery.

In recent years, Cabrera has obtained various awards, prizes and mentions. Several publications and experts spoke about her work in The Miami Herald, Hermano Cerdo N.17 Digital Magazine, El Nuevo Herald and Grama editions, among others.

“This exhibition is an expression that seeks to convey a permanent work process within what I call “visual thought,” said Cabrera, “which represents the act of turning ideas or thoughts into images. This is similar to a native plant that is slowly being recognized as such. Although it wants to look exotic because it thinks it has more prestige that way. So it simulates, acquires alien physiognomy and values.”

*“Own Thinking” can be visited by appointment Monday through Friday from 10:30 am to 5:30 pm. Please send an email to [cultural@embassyofargentina.us](mailto:cultural@embassyofargentina.us). ■*