

Health

IN WASHINGTON,
MINISTER
CARLA VIZZOTTI
PARTICIPATES
IN THE 60TH
DIRECTING
COUNCIL OF PAHO

Trade Promotion

OPPORTUNITIES
FOR ARGENTINE
COOPERATIVES IN
KNOWLEDGE-BASED
SERVICES

Soccer

'ARGENTINE NIGHT'
AT AUDI FIELD

EMBASSY OF ARGENTINA, WASHINGTON, D.C.

ARGENTINA IN FOCUS

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Members of the 60th Directing Council of the Pan American Health Organization (PAHO).

IN WASHINGTON, MINISTER CARLA VIZZOTTI PARTICIPATES IN THE 60TH DIRECTING COUNCIL OF PAHO

The Minister of Health of the Nation, Carla Vizzotti, participated in Washington in the 60th Directing Council of the Pan American Health Organization (PAHO), held within the framework of the 75th session of the WHO Regional Committee for the Americas, held from September 25 to 29. The Minister took advantage of her visit to Washington DC to meet with Ambassador Jorge Arguello.

During her speech on opening day, the minister

emphasized the importance of “strengthening national and subnational health systems, expanding access for all people and especially for the most vulnerable populations, as well as promoting local and regional health technologies and the strengthening of resources, virtual health, and human talent.”

In this regard, she highlighted that “Argentina is committed to ‘equity, which is crucial to ensure health’, as we will only



Once again, I share with you the latest edition of our Embassy Newsletter. This edition includes an article about the official visit of the Minister of Health of the Nation, Carla Vizzotti, to Washington DC, to participate in the 60th Directing Council of the Pan American Health Organization (PAHO).

In this edition we also include an article on my presentation on business opportunities for Argentine cooperatives in the Knowledge-Based Services sector, which took place within the framework of the “Cooperatives to the World” Program of the Argentine Foreign Ministry.

Finally, an article on the celebration of the “Argentine Night” at the Audi Field stadium of the DC United soccer club, on Wednesday, September 20, where the Argentine soccer player Thiago Almada was awarded the distinction of “Ambassador of the Argentina Country Brand”.

Jorge Argüello

Ambassador to the United States

attain fairer systems when all these efforts are based on the comprehensive care of the population throughout their life, with equity and solidarity as essential pillars, and always focusing on people and communities.”

The minister explained they were working multi-sectorally and in collaboration with PAHO on a National Health Emergency Preparedness Plan. Regarding the PAHO initiative to eliminate more than 30 communicable diseases, Vizzotti stated that “we must support the elimination of measles, rubella and polio, and advance regarding the human papillomaviruses, viral hepatitis, tuberculosis, HIV and control diseases that are preventable by vaccination, among many other challenges.”

As to non-communicable diseases, the head of the health portfolio declared “we have taken on the challenge of accelerating measures through primary health care”

Ambassador Jorge Argüello and Minister Carla Vizzotti.



THE MINISTER EMPHASIZED THE IMPORTANCE OF “STRENGTHENING NATIONAL AND SUBNATIONAL HEALTH SYSTEMS, EXPANDING ACCESS FOR ALL PEOPLE AND ESPECIALLY FOR THE MOST VULNERABLE POPULATIONS.

and added: “We strengthened the national regulatory framework to eliminate trans fats, implemented law 27,642 on the Promotion of Healthy Eating through the front labeling, we approved law 27,714 on Zero Alcohol at the Wheel, and prohibited the use of heated tobacco products.”

Finally, regarding mental health, the minister appreciated “the support of PAHO and WHO to organize the 5th World Mental Health Summit, with the theme ‘Mental health in all policies’ to be held on October 5 and 6 in Buenos Aires,” and noted that “it will be the first time this Summit is held outside the European region, which demonstrates our region’s commitment to mental health.” ■

OPPORTUNITIES FOR ARGENTINE COOPERATIVES IN KNOWLEDGE-BASED SERVICES

On September 27, Ambassador Jorge Argüello, gave a presentation on trade opportunities for Argentine cooperatives in the Knowledge-Based Services sector. This event took place as part of the “Cooperativas al Mundo” Program of the Argentine Ministry of Foreign Affairs, the Argentine Agency for Investment and Trade Promotion and the National Institute of Associativism and Social Economy.

Ambassador Argüello and his economic and trade team, together with the consulates general in Atlanta and Los Angeles, explored the sector’s diverse verticals, focusing on specific opportunities for cooperatives in our country.

The Ambassador highlighted the impact of the abovementioned program, which promotes the

development of cooperativism in foreign trade and investment projects through technical assistance, international support and strategic information.

He stated that “cooperatives are a very relevant player in the Argentine economy and carry out an essential role, which should multiply so that they begin to export, while those that already sell abroad can increase and diversify their exports.”

The Ambassador made reference to the recent special program carried out by the Argentine Embassy on the occasion of the International Day of Cooperatives, together with relevant United States organizations that address the matter, such as the Cooperative Development Council, the National Association of Cooperatives, the National

Presentation by Ambassador Jorge Argüello at the “Cooperatives to the World” Program of the Argentine Foreign Ministry.



IN 2022 A TOTAL OF 68 ARGENTINE ENTITIES EXPORTED ALMOST \$4 BILLION, WHICH IS THE HIGHEST IN RECENT YEARS.

Bank Association of Cooperatives, and the National Rural Electric Cooperatives Association.

Argüello highlighted the growth of Argentine exports among cooperatives and said that in 2022 a total of 68 entities exported almost \$4 billion, which represents an increase of 0.9% compared to 2021, and is the highest in recent years.

“The knowledge-based services sector is one of our priorities, due to its added value, the growing and sustained demand in the United States and the potential represented by the talent and creativity of Argentine professionals,” he added..

At the event, both the embassy and the consulates general presented the tools they offer Argentine cooperatives and explained some of these opportunities in the U.S.: the IT ecosystem in Atlanta and the Southeast; the Argentine video game industry in California; the biotechnology and satellite verticals on the East Coast, and the Argentina Delivers initiative. ■



(From L. to R.) Georgina Fernández Destefano, Yamil Asad, Emiliano Montoya, Carlos Muscari, Thiago Almada and Juan Cortelletti.

'ARGENTINE NIGHT' AT AUDI FIELD

On Wednesday, September 20, the Embassy celebrated 'Argentine Night' at the Audi Field stadium, home of DC United, along with the Argentine community in the Washington DC metropolitan region. 'La Noche Argentina' focused on tourism and cultural promotion of the country, and was organized jointly between the Embassy, the Ministry of Tourism and Sports' Argentine Country Brand Department, and the DC United Club.

Promotional videos that are part of the Argentine Country Brand campaign were broadcast both in the stadium and on local television. The Argentine Country Brand is a State policy that seeks to position our country internationally by highlighting its differentiating aspects: its traditions, culture, tourist sites and attractions, Argentine talent and its products. It is a vital and useful tool for building Argentine identity; its international positioning strategy

is implemented and developed by an Inter-Ministerial Committee comprised by the Ministry of Foreign Affairs, International Trade and Worship, the Ministry of Tourism and Sports, the Media and Communication Secretariat of the Head of Cabinet of Ministers, and the Argentine Investment and International Trade Agency.

Likewise, the Argentine Country Brand has a trade and economic purpose, as it promotes a strategic outreach of the Argentine exporting companies licensed to display the Argentine Brand logo, and boosts all tourism promotion activities throughout the world. It is worth highlighting that Argentina already received 5 million foreign tourists from January to September 20 of this year, with an economic impact of more than \$3.7 billion. As to the issuing markets of foreign tourists to the country, some have increased the number of tourists compared to the pre-pandemic

IT IS WORTH HIGHLIGHTING THAT ARGENTINA ALREADY RECEIVED 5 MILLION FOREIGN TOURISTS FROM JANUARY TO SEPTEMBER 20 OF THIS YEAR, WITH AN ECONOMIC IMPACT OF MORE THAN \$3.7 BILLION.

era, and others have recorded historical records. In this context, Uruguay ranks first as the main tourist issuing market with 1,018,624 visitors, followed by Brazil, Chile, and Paraguay and among the top-5 is the United States, with 375,251 tourists arriving in Argentina during that period.

One of the most distinctive promotional actions carried out by the embassies and the Inter-Ministerial Committee is that it distinguishes Argentine citizens living abroad as “Ambassadors of the Argentine Country Brand”. This recognition is based on their outstanding daily efforts in this regard, and their positive contribution in the social, business, scientific, cultural, artistic, academic, and sports fields. The daily work carried out by these “ambassadors” makes a significant contribution to “the consolidation of bilateral relations and the image and visibility of Argentina abroad, as well as building and strengthening links between members of the Argentine community residing abroad”.

Thus, during Argentine Night -which took place during the football match between DC United and Atlanta United for

the MLS- the distinction as “Ambassador of the Argentine Country Brand” was presented to Argentine football player Thiago Almada, member of the Atlanta United Club, as he is the first player in the history of Major League Soccer (MLS) to be World Football Champion, after winning at Qatar 2022.

The Embassy also honored Argentine football player Yamil Asad as a “Distinguished Citizen” of the Washington DC jurisdiction; he has been playing for DC United for three seasons. Finally, Argentine Night concluded with an appreciation to both of these Argentine football players by the Argentine Club Vélez Sarsfield, given that Almada and Asad trained there. Furthermore, it is estimated that this activity will consolidate the link between the three sports institutions in the coming years, when it is expected that sports relations between Argentina and the United States will continue to strengthen ahead of the 2026 FIFA World Cup. ■