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ARGENTINA IN FOCUS

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ADVANCING HUMAN RIGHTS, A STATE POLICY IN ARGENTINA

Since the recovery of democracy (1983), Argentina has been consistently moving forward to strengthen the protection and promotion of human rights not only as a state policy but also as an integral part of its foreign policy.

Argentina's work at the regional and international level is reflected in concrete initiatives in various areas, with important contributions to the progressive development of international human

rights law and international humanitarian law, such as the Right to Truth, the protection of people against enforced disappearances, the expansion of the rights of different groups in vulnerable situations, the prevention of genocide and other mass atrocities, among others.

Regarding the recognition of the human rights of women, genders and diversities, Argentina has made notorious advances that makes for a fairer society.



Once again, I share with you the latest edition of our Embassy Newsletter. This edition includes an article about Argentina's significant progress on the protection and promotion of human rights not only as a state policy but also as an integral part of its foreign policy.

This issue also includes an interview with Ricardo Real Preciado, Business Development Manager for Latin America at Clutch.co, the main B2B business platform for digital services in the United States.

Finally, an article about the role of National Institute of Industrial Technology (INTI) to strengthen the competitiveness of the Argentine industry.

Jorge Argüello
Ambassador to the United States

REGARDING THE
RECOGNITION OF THE
HUMAN RIGHTS OF WOMEN,
GENDERS AND DIVERSITIES,
ARGENTINA HAS MADE
NOTORIOUS ADVANCES THAT
MAKES FOR A FAIRER
SOCIETY.

At the national level, our country has advanced public policies and laws that guarantee and promote the exercise of the rights of the LGBTI+ community with a cross-cutting perspective that covers specific issues of access and non-discrimination in all aspects of people's lives ranging from education to health and work. The promotion and protection of the rights of LGBTI+ people is a state policy reflected in the continuity and deepening of public policies that aim to build a more just society.

In Argentina's path towards equality, two laws have been key: the same sex marriage law and the gender identity law. In 2010, Argentina became the first country in Latin America, and the 10th in the world, to allow same sex marriage throughout its territory. Under the law, people of the same sex who have entered into marriage have the exact same rights as heterosexual spouses, including the right to adopt a child. Later on, in 2012, the Argentine Congress passed the Gender Identity Law, a milestone that made Argentina a world leader in transgender rights.

Under this law, any person of legal age may request that their registered gender information be rectified and that their first name and picture be modified if inconsistent with their self-perceived gender identity.

Regarding gender equality, the progress has also been continuous, though, of course, much remains to be done. In terms of legislation, the following stand out: the law on humanized childbirth (2004), the law on surgical contraception (2006), the law on comprehensive sexual education (2006), the law on comprehensive protection to prevent, punish and eradicate violence against women (2009), the law on gender parity in areas of political representation (2017) and the Micaela law (2018), which establishes mandatory training on gender and gender violence for all people who perform in public functions, in the national Executive, Legislative and Judicial branches.

Argentina subscribes to human rights normative frameworks and has made significant progress in protecting women's rights. In this regard, the early ratification of the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) in 1985 and its Optional Protocol (2007), as well as the Inter-American Convention to Prevent, Punish and Eradicate Violence against Women (Convention of Belem do Pará) in the regional context is to be highlighted. This commitment of the Argentine State to equality, non-discrimination, and the exercise of women's human rights has also been reinforced by the 1994's constitutional reform which granted constitutional hierarchy to the Human Rights treaties.



Photo Credit: Agencia Télam

On this basis, progress was made on the path of recognition of women's political rights, enacting Law 24,012 in 1991, known as the "Quota Law". Said law modified the National Electoral Code by incorporating a minimum quota of 30% of women to make up the electoral lists. The sanction of the Quota Law made Argentina the first country in the world to have a law that establishes quotas to demand the incorporation of women in the lists for electoral positions. The results were remarkable and inspired the debate on the incorporation of this type of positive action in other spheres of state representation.

The Quota Law of 1991 was a fundamental milestone that allowed a jump from 13% to 27% in the proportion of women in the Chamber of Deputies. This percentage continued to increase until reaching a peak of around 40% in 2007, which remained stable thereafter.

Subsequently, the Gender Parity Law in Areas of Political Representation (Law 27,412) was enacted in 2017 with the aim of achieving gender equality in politics and in decision-making processes, raising the representation floor of women in the Argentine Congress. This law, applied for the first time in 2019, constituted a fundamental step in matters of political representation of Argentine women by establishing that the lists of candidates for the National Congress (both the Chamber of Deputies and Senators) and the Mercosur Parliament locate "in an interspersed manner, women and men from the first titular candidate to the last alternate candidate."

The ultimate goal of the regulations is to achieve gender parity in the legislative branch and guarantee the right to access and full participation in political and public life, which implies a real and effective exercise of power political, as well as the

decision-making process in all spheres of public and political life on equal terms with men and without discrimination of any kind.

As of October 2020, Argentina ranks 19 in the world ranking of women in parliaments elaborated by the Inter-Parliamentary Union.

Argentina is a strong promoter of human rights for all people and the advances on the last decades have been notorious. Nevertheless, in recognition that much remains to be done in the fight for a more equal and fairer society, President Alberto Fernandez, back in December 2019 when he took office, established, for the first time in the country's history, the Ministry of Women, Genders and Diversity.

The Ministry has a broad work agenda that is focused on reducing the gaps between genders and fighting all forms of gender-based violence. To this aim, the Ministry has two broad lines of work: the design, execution and evaluation of public policies in the area of prevention and eradication of gender-based violence in all its types and modalities, also including assistance and reparation for its victims; and the design, execution and evaluation of national public policies aimed at equality and diversity with the goal of promoting the autonomy of women and LGBTBI + people.

The year 2020 has been challenging. As we move forward in a highly complicated context as a result of the pandemic, it is important, as the Secretary-General of the United Nations noted, to take urgent steps to protect women and put women and girls at the center of their efforts to recover from COVID-19.

In this regard, Argentina has taken several gender-sensitive measures in the face of the health, economic and social crisis unleashed by the pandemic, which was reflected and recognized as the country ranked first on the UN Women-UNDP Global Gender Response Tracker.

Regarding the sexual and reproductive health and rights of women, on the eve of the new year the Argentine Senate approved the law on Voluntary Interruption of Pregnancy to regulate access to abortion and post-abortion care in compliance with the commitments assumed by the Argentine State in matters of public health and the human rights of women and people with other gender identities with the ability to gestate and in order to contribute to the reduction of morbidity and preventable mortality.

Legalizing and decriminalizing abortion has been a historical demand of women in Argentina. As a matter of public health, social justice and human rights the Argentine government, under the leadership of President Fernandez, decided to strongly support by sending the bill that the Senate passed on December 30 last year. Though the fight for gender equality is far from over, Argentines live today in a more just and equitable society.

Argentina's commitment to human rights is unwavering and, since the recovery of democracy in 1983, an unquestionable state policy. ■

KNOWLEDGE ECONOMY: INTERVIEW WITH RICARDO REAL PRECIADO, BUSINESS DEVELOPMENT MANAGER AT CLUTCH.CO.

In its most recent study, ARGENCON highlighted the following: “the knowledge industries’ essential commodity is the availability of talent, both current and projected... at present, intensive knowledge is the main driver of economic development and, above all, it is the computer of post-industrial society” (Argeneconomics 2020).

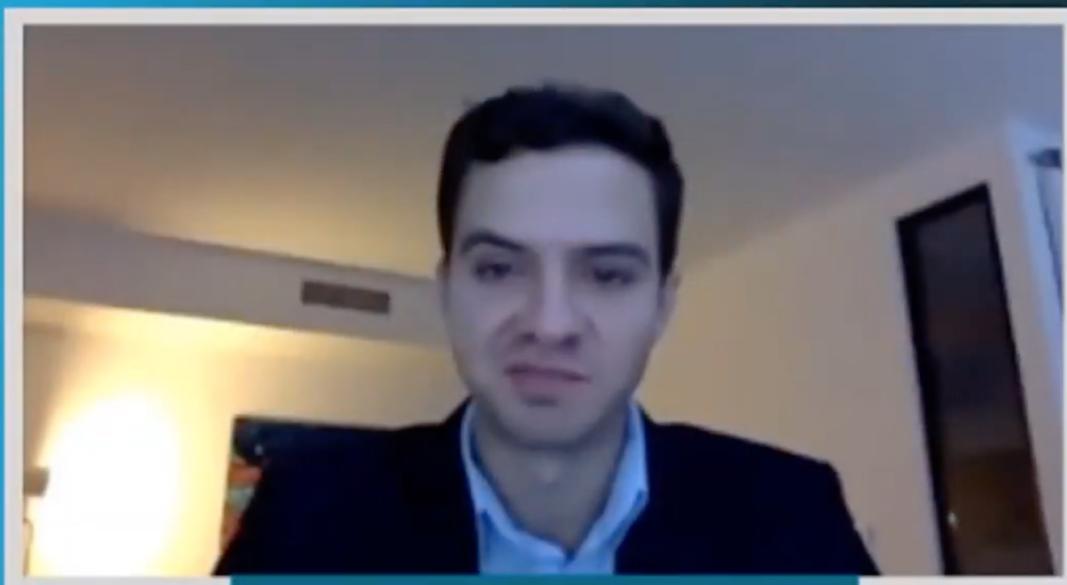
In this regard, the Knowledge-Based Economy Law and relevant regulations were enacted in 2020 to favor industrial development and promote exports. Additionally, with the outbreak of the pandemic, the interconnection and competitiveness of remote labor markets has accelerated, which represents an opportunity to promote exports of our knowledge industries as

changes are observed in the conformation of flows, from trade to remote nearshoring jobs.

Aware of this opportunity, in 2020 the Argentine Embassy in the United States, the Argentine Investment and International Trade Agency and the Argentine Ministry of Foreign Affairs launched Argentina Delivers, a platform with digital content that presents the Argentine offer to the U.S. market and includes a directory of Argentine companies prepared together with Clutch.co. This directory, which at present lists more than 1,080 companies in our country, is freely accessible through Clutch.co, and allows Argentine firms to introduce themselves to potential clients looking for service providers.

www.argentinadelivers.com

Clutch



Ricardo Real Preciado Business Development Manager Latam

Clutch.co

CLIENTS WISHING TO APPROACH PROJECTS WITH AN AGILE METHODOLOGY VALUE THE FACT THAT ARGENTINE TEAMS ARE IN THE SAME TIME ZONE AS SEVERAL OF THE MOST IMPORTANT NORTH AMERICAN TECH HUBS.

Considering the Argentina Delivers initiative and the alliance built with Clutch.co, in this edition of Argentina in Focus we will focus on the potential that the US market has for computer services and software, whose exports to the U.S. market represent more \$900 million a year and whose growth prospects have surged with the pandemic.

We interviewed Ricardo Real Preciado, Business Development Manager for Latin America at Clutch.co, the main B2B business platform for digital services in the United States. The company was recently included in the Deloitte “Technology Fast 500” ranking for its strong growth in the technology ecosystem and for its leadership as a platform for reviews of projects provided by clients in IT services and software on the market.

Argentina in Focus: What are US customers looking for when they purchase remote digital services?

Ricardo Real Preciado: Clients wishing to approach projects with an agile methodology value the fact that Argentine teams are in the same time zone as several of the most important North American tech hubs.

It is also important to highlight its lower costs, creativity, talent, skills in all modern technology languages and with similar cultural work structures and a good command of English.

AIF: How would you describe Clutch.co's experience with Argentine companies?

RRP: The digital services industry in Argentina was one of the key markets in the official expansion of the Clutch.co platform to Latin America since 2017. We started doing online research and found good service providers, and sent them an invitation to participate via email, creating profiles for some large digital services firms, such as BairesDev. Today we have more than 1,500 companies offering their B2B services listed on the platform. Within this list, 118 include reviews of clients who contracted their services. We also have several companies in Argentina that are opting for the sponsorship program to promote their services abroad.

AIF: What is the response of the Argentine offering of IT services in the U.S. market?

RRP: Argentine companies that include reviews on their Clutch.co profiles are the most successful when it comes to connecting with customers in the United States. This allows potential clients to have a bigger, data-driven picture of how to work with these firms. We have verified reviews from clients who have hired firms in Argentina from cities with high demand such as San Francisco, New York, Chicago, Miami, Boston, Houston. Devartis is a good recent example of this. A company with a health and fitness app hired Devartis for a project worth over \$200,000 after finding them on Clutch.co.

AIF: What are the most in demand services and why?

RRP: In the case of the Argentine market, the services with most demand are software development, web, marketing and design, and other digital services on the Clutch.co platform.

These are the directories with the most traffic and are the services that Clutch.co has historically focused on. However, we have also started to include other types of services such as BPO, HR, logistics and others that are knowledge-based, which are beginning to receive good traffic from users or buyers every month.

In a recent presentation for the launch of Argentina Delivers.com, James Stanger, PhD of CompTIA, one of the leading associations in the global IT industry, highlighted that besides software development, corporations in the United States are looking for skills for the fourth industrial generation. For technology services companies, there are opportunities in emerging technology vertical processes; for example: sophisticated data analytics, artificial intelligence, internet of things, virtual reality, and operational technologies for smart cities. He also highlighted opportunities in the field of cybersecurity, and networking/telecommunications due to advances in 5G, and robotics.

AIF: What aspects would you highlight among the services provided by Argentina?

RRP: In a “nearshoring” context, there are several factors that clients in the United States of Canada take into account when hiring a company in Argentina. For this type of digital projects, clients wishing to approach projects with an agile methodology value the fact that Argentine teams are in the same time zone as several of the most important North American tech hubs. It is also important to highlight its lower costs, creativity, talent, skills in all modern technology languages, with similar cultural work structures and a good command of English. All of the above results in successful collaborations and products for both clients and B2B service providers.

AIF: And what challenges will be faced?

RRP: From my experience researching the technology services market in Latin America for Clutch.co, the key question is how Argentina can continue to position itself and differentiate itself from other countries in the region as the “nearshoring” destination for IT services par excellence. for clients in the United States and globally. There are global competitors such as India, Eastern Europe, and other countries in LATAM that serve clients in the context of both “outsourcing” and “nearshoring”, with the same benefits offered by Argentine firms. Argentina will have to figure out how to continue consolidating itself as a technological and creative hub to serve buyers in the U.S. market. ■



Photo Credit: National Institute of Industrial Technology

COOPERATION IN TECHNOLOGY AND INNOVATION FOR PRODUCTIVE DEVELOPMENT

The mission of the National Institute of Industrial Technology (INTI) is to strengthen the competitiveness of the Argentine industry through the development and transfer of technology. It acts as a generator and provider of technological services nationwide, and as a model in the area of Metrology. The Institute is committed to the development and sustainability of the domestic industry based on strategic guidelines defined by the Ministry of Productive Development, and coordinates efforts with the private sector, the scientific-technological system, and the regional productive ecosystems.

With more than 60 years of experience, from its inception INTI, a decentralized body under the Ministry of Productive Development, facilitated

the participation of the productive sector so that its activities were connected to the specific demands of the industrial sector. Strategically, it strengthened ties with peer institutions around the world, to boost knowledge transfer, promote innovation, develop new technologies among countries and enhance Argentina's insertion into the global stage.

It maintains a long-standing cooperation with the United States, specifically with the NIST (National Institute of Standards and Technology). Both institutions belong to the Inter-American Metrology System (SIM), composed of the metrological institutes of America, and it was precisely the NIST that succeeded INTI in its presidency after 2018.

INTI IS PREPARING FOR THE COUNTRY'S POST-PANDEMIC PRODUCTIVE REVIVAL BY ENHANCING THE COMPETITIVENESS OF SMES, INNOVATION, AND PROMOTION OF ITS VALUE-ADDED EXPORTS.

Cooperation with the institute intensified in 2016 when a framework agreement was signed to promote scientific and technological cooperation in the field of metrology.

Through its relationship with the NIST, many Argentine professionals have been trained in metrology and quality. Likewise, their short-term courses and training stands out, as well as the participation of INTI experts in workshops organized by this institution, included in the framework of the Inter-American Metrology System. These trainings and courses cover a wide range of topics ranging from the development of measurement capabilities and generation of reference materials for organic pollutants in elements, to the creation of specialized laboratories in cybersecurity, security in the Network of Things (NoT), among others.

At present INTI is preparing for the country's post-pandemic productive revival, mainly by enhancing the competitiveness of SMEs, supplier development, innovation as a path for strengthening value chains throughout the country and the promotion of its value-added exports.

These include vegan and organic "dulce de leche", self-injection pens, high-quality organic wines, agricultural machinery, dietary supplements, herbal teas, and gauges certified by the American Petroleum Institute (API) for the hydrocarbon industry.

In order to continue to increase the competitiveness of Argentine industrial companies and the diversification of our country's exportable range of products, a continued cooperation and collaboration with peer institutions such as NIST, is vital. Therefore, we will continue working to ensure training of our professionals, in order to increase not only the added value of our exports, but also to give vocational education to the professionals that provide diverse services to industry. ■

INTI FACTS

- 46 technology venues throughout the country.
- More than 8,500 industrial services.
- More than 2,000 highly qualified technicians and professionals.
- More than 200 accredited laboratories.
- 26 pilot plants.
- 150 R&D current projects.
- More than 20 ongoing international cooperation projects.
- Links to more than 350 agencies worldwide.

For more information on the main lines of action, please visit the Institute's website: www.inti.gob.ar

Facebook: ARGinUSA

Twitter: ARGinUSA

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