

Art

ARGENTINA
REMEMBERS:
PHOTO EXHIBIT 27
YEARS AFTER THE
TERRORIST ATTACK
ON THE AMIA

Technology

COMMON AREAS
OF COOPERATION
WITH THE UNITED
STATES IN THE
FIELD OF DIGITAL
TRANSFORMATION

Business

NATURAL
AND ORGANIC
PRODUCTS AT
THE EXPO EAST
BIOFACH AMERICA
2021

EMBASSY OF ARGENTINA, WASHINGTON, D.C.

ARGENTINA IN FOCUS

OCTOBER 2021 // NEWSLETTER



"That Day-Portraits of Survivors of the bombing against the AMIA", Alejandra López's photographs at the Consulate General in New York City.

ARGENTINA REMEMBERS: PHOTO EXHIBIT 27 YEARS AFTER THE TERRORIST ATTACK ON THE AMIA

At the Consulate General of the Argentine Republic in New York City, the exhibition "That Day - Portraits of Survivors of the bombing against the AMIA" was inaugurated on October 5th, with works by renowned Argentine photographer Alejandra López of the survivors of the worst terrorist attack in Argentine history, which took place on July 18, 1994, in Buenos Aires.

The event was attended by the Argentine Ambassador to the United States, Jorge Argüello; the Secretary of Worship, Guillermo Oliveri; the President of the AMIA, Ariel Eichbaum, and the Argentine Consul General in New York, Santiago Villalba. Also present were Jewish organizations, representatives of the New York-based diplomatic corps, as well as federal government and New York City officials.



Once again, I share with you the latest edition of our Embassy Newsletter. This edition includes an article about the inauguration at the Consulate General of New York of the exhibition "That Day - Portraits of Survivors of the bombing against the AMIA", by the Argentine photographer Alejandra López.

In this edition we also include an article on the first meeting of technical cooperation in metrology between the National Institute of Industrial Technology of Argentina and the National Institute of Standards and Technology of the United States.

Finally, an article on the participation of Argentina in the fair of natural and organic products "Expo East Biofach America 2021" in the city of Philadelphia, Pennsylvania.

Jorge Argüello
Ambassador to the United States

WE TELL THE WORLD THAT
THOSE WHO WANT TO SOW
TERROR WILL NOT PREVAIL
BECAUSE WE WILL NEVER
ALLOW THE ATTACK TO FADE
INTO OBLIVION.

The exhibit includes 26 portraits that display the before and after of what the brutal attack represented for the survivors. Printed on a canvas of recycled paper from newspapers and magazines reporting on the days following the terrorist attack, the exhibit is part of the 27th anniversary of this event that claimed 85 lives and left 300 injured. It is an exercise in photographic memory. The works were created to perpetuate the voice of the survivors, who are still haunted by the horror of that bombing.

Simultaneously with the López exhibition, and establishing a dialogue between the images displayed and what happened 27 years ago, the Argentine Consulate also exhibits images taken on the morning of July 18, 1994 by Julio Menajovsky, one of the first photojournalists that arrived at the scene.

“The exhibition is an artistic activity that, besides generating a moving human and aesthetic experience, conveys a demand for justice and a clear message against impunity. We are trying to contribute to the international visibility of this case”, stated Ambassador Argüello. And he added: “We are fighting against oblivion; we are fighting against impunity. This permanent remembrance demonstrates our steadfast will; it is a symbol of our determination. We are letting the world know that those who want to sow terror will not prevail because we will never allow the attack to fade into oblivion.”

Likewise, Ambassador Argüello announced that the exhibition will be shown at the Argentine consulates all over the United States, concluding in an exhibition at the Argentine Embassy in Washington DC.

Generating tension and a moving aesthetic experience, the “That Day” exhibit combines history, art, human drama and an undeniable political and identity statement: Argentina remembers. The idea of memory is ignited and is something we choose not to forget.

A daily effort is needed to combat hatred and indifference. There is no better tribute to the victims of the bombing of the AMIA than the search for justice and their continuous remembrance. ■

COMMON AREAS OF COOPERATION WITH THE UNITED STATES IN THE FIELD OF DIGITAL TRANSFORMATION

The Argentine National Institute of Industrial Technology (INTI) and the United States National Institute of Standards and Technology (NIST) held their first technical cooperation meeting on metrology for digital transformation. The two world-renowned institutes have had a strong relationship throughout the years, and in 2016 they signed a framework agreement to promote scientific and technical cooperation in the area of metrology.

The mission of INTI in Argentina is to strengthen the development of the national industry through the generation and transfer of technology, the certification of processes, products, and people, the dissemination of measurement standards and the quality assurance of goods and services produced throughout the

country. With that mission and the vision of leading industrial innovation, the INTI is Argentina National Metrology Institute, responsible for quality assurance in measurements related to the industry, commerce, and public safety. While NIST, where Nobel Prize-winning science meets real-world, has a mission to promote U.S. innovation and industrial competitiveness by advancing measurement science, standards, and technology in ways that enhance economic security and improve our quality of life.

The exchange between INTI and NIST should come as no surprise in the aftermath of the Covid-19 pandemic, where the digitalization has picked up and the need for policies to enhance productivity and inclusiveness.

Photo Credit: INTI.



IT IS A NEW SPACE WHERE
WE CAN WORK WITH NEW
TECHNOLOGY, REPRESENTING
NEW CHALLENGES FOR OUR
INDUSTRY. WE NEED TO
CONTINUE STRENGTHENING
OUR LINK WITH NIST

In the opening of the first dialogue of the meeting in which participated renowned technicians and specialists in the areas of metrology and digital transformation, cyber security and artificial intelligence, among others of advanced technology, the Deputy Chief of Mission of the Argentine Embassy, Minister Adrian Nador gave his opening remarks and expressed the importance of that technical cooperation, and the exchange of experiences has on the framework of the industry 4.0 paradigm and for the development and competitiveness of the Argentine industry.

María Fernanda Becce, Manager for Institutional Relations and Communications for INTI, expressed that this first technical meeting be considered as a “first step in the cooperation between the two institutes in this particular matter. It is a new space where we can work with new technology, representing new challenges for our industry. We need to continue strengthening our link with NIST”.

In its opening remarks, Magdalena Navarro, Senior International Program Manager at the NIST, reaffirmed the U.S. commitment to economic growth and prosperity in the Americas and to strengthen the ties with INTI in Argentina utilizing the strong relationships already established through the Inter-American Metrology System (SIM).. She added, “This is the first of a series of meetings with INTI. This meeting covered with a description of

digital transformation activities in each institute and future meetings will cover the areas of quantum technology and certified reference materials for food safety and pharma”.

Regarding the exchange among the experts, they share their experiences and projects in areas linked to metrology in digital transformation such as remote calibration, industrial IoT, quality in artificial intelligence (AI) and machine learning, digital twins in metrology and cyber-physical systems, and cyber security, among many others. Common areas for possible cooperation were identified between the experts, especially on recent development of digital transformation topics such as digital and remote calibrations and the establishment of digital certificates to provide to the industry.

Another area for further discussion and possible cooperation among the Institutes is in smart grids. Héctor Laiz - Metrology Manager at INTI, talked about INTI´s projects in Metrology for the Digital Transformation, such as IoT applied projects for smart grids.

And said, “We have developed a project to incorporate IoT to the inverters of photovoltaic panels in the distribution energy generation. We have a pilot project in a city 200 kilometers away from INTI. We made an interoperable system with smart energy meters and inverters of solar panels to monitor all electrical variables of the systems. We are now on the second stage of the project, developing cloud tools to calculate the power flow and incorporating artificial intelligence into these calculations to improve the knowledge of the IoT system”.

INTI presented other areas related to the topic covered in the Strategic Plan 2025, being one of its primary goals the development of metrology to support the digital transformation for a 4.0 industry. Furthermore, the development of new technologies is also linked with increased technical cooperation around the globe, building partnerships with referents in the technological and standard field to foster the transfer of technology,

ONE OF INTI'S PRIMARY GOALS PRESENTED IN THE STRATEGIC PLAN 2025 IS THE DEVELOPMENT OF METROLOGY TO SUPPORT THE DIGITAL TRANSFORMATION FOR A 4.0 INDUSTRY.

innovation, and creation of new technologies.

INTI and NIST have a longstanding partnership and strengthening the institutional and technical cooperation was just a natural step in that direction to support the framework of INTI strategic plan for industry 4.0. Both institutions noted the desire for increasing exchange of experts and sharing knowledge in measurement science needed for current and emerging technologies to support their industries. ■



"Expo East Biofach America 2021" in the city of Philadelphia, Pennsylvania.

NATURAL AND ORGANIC PRODUCTS AT THE EXPO EAST BIOFACH AMERICA 2021

Between September 23 and 25, the 36th edition of the natural and organic products trade show "Expo East Biofach America 2021" took place in Philadelphia, Pennsylvania. More than 800 participating companies participated, and 15,000 people attended. The exhibitors were divided into five sections: organic products, natural products, lifestyle, supplements, and hot products.

As has been customary in recent years, Argentina had an institutional pavilion with 14 companies from all over the country: Aname Vio, Gestión Inmobiliaria del Norte SA, Gregorio, Numo y Noel Werthein SA, Izco SA, Letis SA, LIRA SA, Miska SA, Nutrin SA, International Agricultural Organization, Organic Latin America SA, Petroagro SA, Pradera Natural SA, Prosal SA and Wishbone SRL.

For most of them, "Expo East Biofach America" was their first international in-person activity after a year in which due to the COVID-19 pandemic, all events of this type were suspended in the United States in 2020. Argentina's presence becomes more relevant in a context of global mobility restrictions and a pandemic, reduced the number of international pavilions in this edition: only Argentina and Brazil participated.

The Argentine stand was strategically located between the organic and natural sections and the country was present in both, given the great variety of products marketed by the exhibiting companies: agricultural products derived from peanuts, corn, wheat, soybeans, dehydrated fruits, rice, yerba mate, sugar; cosmetics such as creams and

OUR COUNTRY IS THE THIRD LARGEST SUPPLIER TO THE UNITED STATES MARKET IN THIS CATEGORY, WITH SALES OF MORE THAN \$160 MILLION ANNUALLY.

lotions; and organic certification companies.

It should be highlighted that the presence of 14 companies located in seven different provinces: Salta, Tucumán, Santa Fe, Córdoba, Entre Ríos, Buenos Aires, and Río Negro, demonstrates the federalization and decentralization of organic production throughout all of Argentina. The domestic organic production shows great diversity, which reflects the difference in climates and soils typical of a vast territory. The production of natural and organic products generates economic and social benefits: it improves the income of small producers and family agriculture, promotes increasing training in the management of the technologies involved, strengthens regional economies, contributes to rural development, and joins forces with protecting the environment through decarbonization and protecting also soils and water, among other benefits.

A common denominator stands out among the Argentine testimonies compiled at the trade show: 2019 and 2020 were favorable years, despite the challenges posed by the pandemic, as well as the global drawbacks in logistics and international maritime transport. The increase in the consumption of organic and natural products through e-commerce added to the growth in demand - changes

in eating habits, greater awareness of healthy eating, etc.- both in the United States and in Europe, were the main causes of the increase in the two very good years in sales, both of goods and services (including the two organic certification organizations).

The United States is the main market for organic products in the world and is also the main export destination for Argentina, while our country is the third-largest supplier to the US market in this category, with sales of more than \$160 million annually. The main products are yellow corn, soybeans, cane sugar, pears, blueberries, apples, peas, honey, rice, olive oil, lemons, apple juice, olive oil, garlic, and red, white, and sparkling wines, among others.

These linkages with the United States have the additional benefit of promoting the formalization of small-scale production systems. Companies that export to this country improve their overall dynamics: they are better employers, they provide training for their employees, and they comply with the strict requirements regarding food safety. Many of them have achieved their certifications through major efforts in adaptation and investments.

The next edition of the “ExpoEast Biofach America” will take place in October 2022, and it is expected that Argentina’s participation will increase, encouraging the incorporation of new SMEs to the national pavilion, in order to continue developing regional economies, production processes, and the consumption of a nutritious and healthy diet. ■