

Bilateral Relations

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AMBASSADOR ARGÜELLO PARTICIPATED IN A SEMINAR ORGANIZED BY THE MERIDIAN CENTER AND AARP INTERNATIONAL

EMBASSY OF ARGENTINA, WASHINGTON, D.C.

ARGENTINA IN FOCUS

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Ambassador Jorge Argüello with Osvaldo Jaldo, Acting Governor of Tucumán and the Chief of Cabinet of Ministers, Juan Manzur.

FEDERAL AGENDA PROGRAM: AMBASSADOR ARGÜELLO VISITED TUCUMÁN AND SANTIAGO DEL ESTERO TOGETHER WITH THE CHIEF OF CABINET, JUAN MANZUR

Ambassador Jorge Argüello traveled with the Chief of Cabinet, Juan Manzur, to the provinces of Tucumán and Santiago del Estero. The trip is part of the in-person meetings of the Federal Agenda program of the Argentine Embassy in Washington D.C., an initiative that seeks to advance the priorities of the Argentine provinces in the bilateral relationship with the United States, which seeks

to promote exports and disseminate information on investment opportunities in the regional ecosystems.

The Argentine Embassy launched the Federal Agenda Program in a virtual format throughout 2021, by bringing together the governors of Entre Ríos, Gustavo Bordet; Córdoba, Juan Schiaretti; Chaco, Jorge Capitanich; and the



Once again, I share with you the latest edition of our Embassy Newsletter. This edition includes an article about my joint visit with the Chief of Cabinet, Juan Manzur to the provinces of Tucumán and Santiago del Estero to foster their relations with the United States and promote trade & investments.

In this edition we include an article on the first virtual event of the "Export to the US" program, focused on the videogame industry.

Finally, an article on the virtual seminar on "Innovations in Healthy Aging in Latin America" organized by the Meridian Center and AARP International where I had the pleasure to be part of an engaging panel discussion on this important topic.

Jorge Argüello
Ambassador to the United States

THE FEDERAL AGENDA OF THE ARGENTINE EMBASSY IN WASHINGTON SEEKS TO DEVELOP THE PRIORITIES OF THE ARGENTINE PROVINCES IN THE BILATERAL RELATIONSHIP WITH THE UNITED STATES, WITH A VIEW TO PROMOTING EXPORTS AND DISSEMINATING INVESTMENT OPPORTUNITIES.

Governor of Río Negro, Arabela Carreras, with officials from the diplomatic representation. After an initial encounter, more specific meetings were held to provide a follow-up at a technical level for each of the issues discussed.

The trip to Tucumán and Santiago del Estero constitutes a step forward for the Federal Agenda program, since the Chief of Cabinet and the Ambassador were able to hold face-to-face meetings with the governors of Tucumán, Osvaldo Jaldo, and Santiago del Estero, Gerardo Zamora, their work teams and the main actors of the provincial productive system.

Tucumán has important production chains for U.S. companies. For example, to cite just one important industry in northwestern Argentina, integrated into global value chains, the industrialization of lemons including juice and essential oils, provides a key input for the non-alcoholic beverage industry.

On the other hand, Arca Continental is one of the largest Coca-Cola bottlers in the world, and it generates direct and

indirect employment for residents of Tucumán and has made significant contributions to the provincial economy. The objective of the visit is to develop a “tailor-made” action plan for each province, taking into account their production features and potential for association with the United States.

In this regard, the Argentine Embassy in the United States provided the tools to assist the exporters, among them the network of General Consulates located in Atlanta, Chicago, Houston, Miami, Los Angeles and New York stand out, as well as a mechanism for detecting specific opportunities in each jurisdiction.

This trip allows the respective provincial productive clusters to maximize the best opportunities in the United States, and to detect any difficulties they could encounter, in order to provide relevant solutions.

Tucumán and Santiago del Estero also expressed an interest in promoting provincial tourism among U.S. travelers, since they usually visit other areas in Argentina (such as the City of Buenos Aires, Patagonia, Iguazú, and Mendoza, for example). To do this, training will be provided to the tour operators. ■

PROGRAM TO BOOST EXPORTS TO THE UNITED STATES: THE VIDEO GAMES SECTOR

The first event of the “Exporting to the United States” program took place at the Argentine Embassy in Washington DC on February 1st, in a joint initiative of this diplomatic representation in coordination with the Public-Private Council for the Promotion of Exports of the Ministry of Foreign Affairs and the six consulates general, located in New York, Miami, Los Angeles, Chicago, Houston, and Atlanta.

Ambassador Jorge Argüello held a working session focused on video gaming, a growing export-oriented industry in Argentina that has well-established ties with companies in the United States.

The Consul General in Los Angeles, Rubén Caro, executives

from the Association of Video Game Developers of Argentina, and three representative companies (Purple Tree, 3OGS, and Terra Localizations), as well as the economic and commercial team of the Argentine Embassy, participated virtually in this event.

Ambassador Argüello presented an overview of the video games sector in the United States, shared the diverse promotional tools offered by the Argentine Embassy, and reviewed the trade fairs that will take place in 2022.

For their part, the association and the companies discussed their advances and recent developments and detailed the specific interests and the type of US counterparts they would like to deepen ties with.

Ambassador Jorge Argüello at the first event of the “Export to the United States” program.



ALTHOUGH ARGENTINA ALREADY OCCUPIES A PROMINENT POSITION IN THE VIDEO GAME INDUSTRY AND EXPORTS MOST OF ITS PRODUCTION, THERE IS PLENTY OF ROOM TO GROW IN THIS MARKET, WHICH IN THE UNITED STATES SURPASSED \$85 BILLION IN 2021.

In 2021 the size of this market in the US surpassed \$85 billion, including the video games themselves, after-sales services, subscriptions, consoles, the cloud, virtual reality, hardware, and accessories.

This figure exceeded the industry's all-time record of \$76 billion that it reached in 2020. At that time, there were 178 million monthly players, which means that more than half of the population (60%) self-identifies as a "digital gamer". Argentina already occupies a prominent place in this industry, and it exports most of its video games production. However, there is a lot of room to grow and to obtain new clients and partners. For example, with greater sales on e-commerce platforms to publishers and working in niches such as e-sports.

To do this, it is important to continue increasing partnerships between companies from both countries, especially in key jurisdictions such as California, where global showcase fairs take place, such as the Game Connection America and the Game Developers Conference, and North Carolina, with its ecosystem of technological companies. with whom the Embassy has carried out activities in the past, such as the conglomerate called NC Tech. ■



Top, left to right: Ms. Stephanie Firestone, Ambassador Jorge Argüello, Ambassador Fernando Llorca Castro. Bottom, left to right: Mr. Edwin Walker & Ms. Betilde Muñoz-Pogossian.

AMBASSADOR ARGÜELLO PARTICIPATED IN A SEMINAR ORGANIZED BY THE MERIDIAN CENTER AND AARP INTERNATIONAL

Invited by the Meridian Center and AARP International, on February 3rd Ambassador Jorge Argüello participated in a virtual seminar on “Innovations in Healthy Aging in Latin America”, as part of a panel discussion with the Deputy Assistant Secretary for Aging at U.S. Health and Human Services, Edwin Walker; the Ambassador of Costa Rica in Washington DC, Fernando Llorca; and the Director of the Department of Social Inclusion at the Organization of American States, Betilde Muñoz-Pogossian.

Moderated by AARP’s Stephanie Firestone, the event featured welcome remarks by Frank Justice of the Meridian Center, and introductory remarks by Peter Rundlet of AARP International, followed by presentations by Dr. José Ricardo Jáuregui, President-elect of the International

Association of Gerontology and Geriatrics, and Kerri Hannan, Deputy Assistant Secretary for Public Diplomacy at the State Department’s Bureau of Western Hemisphere Affairs.

The Argentine Ambassador ratified our country’s historic commitment to this important agenda and presented the policies recently implemented by the Argentine government.

Argüello highlighted Argentina’s leadership in an inter-regional initiative which led to the establishment by the United Nations General Assembly of the Working Group on Aging in 2011. One of its key objectives is precisely to finalize the adoption of an international instrument that

THE IMPORTANCE THAT
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ensures the protection of older persons. He also referred to the commitment shown by our government in pursuit of the approval of the Inter-American Convention on Protecting the Human Rights of Older Persons, which entered into force in December 2016 and is legally binding in Argentina's national law.

Likewise, he highlighted the Decade of Healthy Aging presentation made by the Ministry of Health of Argentina in October 2021, with the valuable support of the Pan American Health Organization, which represents a major opportunity to improve the lives of older persons in the context of the Sustainable Development Goals, as well as to coordinate efforts between international agencies, governments, civil society, the private sector, and academics.

The Ambassador also remarked on the strong support given by the Permanent Mission of Argentina at the Human Rights Council to create the position of "Independent Expert on the enjoyment of all human rights by older persons", as well as the recent introduction in the HRC of a draft resolution focused on the human rights of older

persons, which was later approved by consensus, in which the concept of "old age" is explicitly included as a specific form of discrimination.

Finally, Ambassador Argüello shared three public policies recently implemented by the Argentine government to promote healthy aging: the creation of a list of free essential medicines to guarantee the appropriate treatment of the most frequent pathologies in the elderly; the launch of the "Active House, Own House" program, the first comprehensive public habitat policy in Latin America for the elderly, to build housing developments that include day centers to carry out cognitive, physical, educational, sports and recreation activities; and the recognition of contributions for caregiving tasks, which not only remedies a structural inequality, but is also fundamental, since among women between 55 and 59 years old, only 11% can attain 30 years of contributions by the time they reach the age of 60.

Undoubtedly, the importance that the Argentine and US governments give to the issue of healthy aging presents a promising environment for a bilateral exchange of experiences and perspectives. ■