



## PromArgentina: the Argentine Investment and the International Trade Promotion Agency

We help Argentine companies take their business to the world and promote the country as an attractive destination for investment.



### A new Promotion Agency for a new Argentina

*PromArgentina has been redesigned to meet the needs of an Argentina on the rise.*

*It is a new Promotion Agency that pursues the investment attraction and trade promotion strategy of the country. We are more agile, more strategic and more present in the world's major markets.*

*We expanded and improved our services to strengthen Argentina's export offer and promote investment opportunities in the country. Because the PromArgentina is where opportunities are.*

*We support Argentine companies with a clear message: Argentina is back on the global stage.*

*Argentina is ready, and the time is now.*

**Diego Sucasca**

Chief Executive Officer of PromArgentina



## We promote Argentina

### INVESTMENTS

We promote Argentina in the world, showcasing the country's productive industries and investment framework.

### EXPORTS

We help Argentine companies reach new global markets, from first-time exporters to those expanding to new markets.

Visit our website

[www.argentina.ar](http://www.argentina.ar)



/promocionarg



## We assist potential investors

[inversiones@promargentina.ar](mailto:inversiones@promargentina.ar)



We help foreign companies and investors in each stage of their project in Argentina, providing key information and operational, regulatory, and institutional assistance that facilitates their establishment, development, and expansion in the country.

### Soft Landing & Aftercare

We provide support for new investment projects and companies already established looking to consolidate or expand their operations in Argentina.

#### INVESTOR ASSISTANCE AT A GLANCE

Investors personally assisted

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Operational, regulatory,  
and institutional assistance

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**Strategic information:**

*Doing Business in Argentina 2025*

► Service available free of charge.



## We published the investor's guide Doing Business in Argentina

The investor's guide Doing Business in Argentina 2025 clearly describes the investment framework of Argentina. It provides investors with information on how to establish a company, hire staff and export.

The guide is a strategic tool to help with the decision-making and investment execution process.



[Download  
for free](#)



### A resource for investors

The guide provides updated information on the regulatory framework, business environment and both competitive and comparative advantages that position Argentina as an attractive destination for productive investment.

#### **DOING BUSINESS IN ARGENTINA**

New, updated edition after seven years

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Updates released semiannually

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Available in English and Spanish

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For companies, investors, embassies, governments, and promotion chambers



## InvestArgentina platform

[inversiones@promargentina.ar](mailto:inversiones@promargentina.ar)



This digital hub identifies, analyzes, and publishes verified investment opportunities with a real fulfillment potential.

### **Joining projects and investors**

InvestArgentina is a tool to promote matchmaking between Argentine companies – including startups – and investment, venture capital, and private equity funds, aiming to promote strategic and effective connections.

► *Service available free of charge.*



## Argentina Projects

[inversiones@promargentina.ar](mailto:inversiones@promargentina.ar)



We help companies design productive investment projects with professional and customized technical assistance.

Projects validated through this program are also included in InvestArgentina to enhance access to financing.

### **“ARGENTINA PROJECTS” AT A GLANCE**

Technical assistance to Argentine SMEs in the economic and financial design and evaluation of productive investment projects.



## International trade shows

### We encourage Argentina's presence at the largest trade shows in the world

We create opportunities and make things possible in new markets.

[ferias@promargentina.ar](mailto:ferias@promargentina.ar)



We promote Argentine companies at the major trade events in the world, working together with diplomatic missions and offices to increase investment opportunities.



With new, first-rate pavilions, we promote business, open markets, and support the country brand Marca País Argentina.

### A gateway to global markets

International trade shows strengthen Argentina's positioning.

**+100** trade shows yearly

**+1,300** Argentine companies



- More services and exhibit area
- New Business Center

An exclusive space in our stands for companies to meet with actual and potential customers.



Global B2B events

**We connect Argentine companies with international buyers**

[rondas@promargentina.ar](mailto:rondas@promargentina.ar)



### **A matchmaking space**

Our global B2B events facilitate Argentine companies' access to new markets, create export opportunities, and encourage sustained trade relations.

**20** global B2B events annually

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**+1,000** Argentine companies

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**+100** international buyers

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**+2,000** business meetings



## Training sessions

We provide virtual and in-person training sessions and workshops on investment and international trade, strengthening export abilities of companies and entrepreneurs.

### TRAINING SESSIONS AT A GLANCE

**+75** training sessions per year

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**+8,000** participants

Training is now also integrated into international trade shows.

[formacion@promargentina.ar](mailto:formacion@promargentina.ar)



[Watch them all at Exportar TV](#)



► *Program available free of charge.*



## Argentina Exports program

[consultas@argentinaexporta.ar](mailto:consultas@argentinaexporta.ar)



We help companies with export potential and those that occasionally export to reach new markets.

We work during 100 days with each participating company, designing a custom export plan and internationalization strategy.

### A federal and collaborative program

Argentina Exports is developed in collaboration with provincial offices and industry chambers to guarantee comprehensive support and a truly nationwide outlook.

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**+80** companies  
per year

► Program available free of charge.

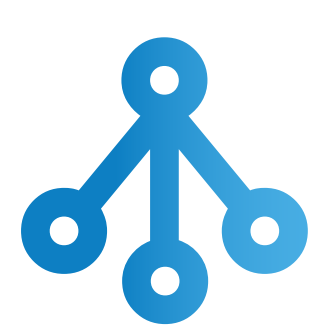


## Associative Export Management (GEA)

[gea@promargentina.ar](mailto:gea@promargentina.ar)



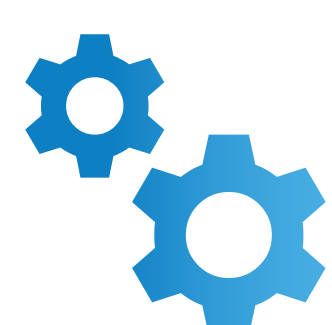
Together with ICBC Foundation, we encourage the internationalization of SMEs through collaborative work.



Matching companies according to their export potential, location, and complementarity.



Encouraging associations between companies with complementary exports.



Creating productive synergies to increase exports and reduce expenses.

### Nationwide scope

We work with Argentina's provincial offices and industry chambers to identify opportunities and increase export potential.

### Who can participate?

Groups of at least five Argentine companies from the same sector, with similar or complementary products or services, coordinated by a foreign trade consultant.

#### GEA PROGRAM AT A GLANCE

**27** consecutive editions

**+2,000** participating companies

**+300** established groups



## ExportArgentina

ExportArgentina is a digital portal that connects Argentine companies with global buyers.

[info@exportargentina.org.ar](mailto:info@exportargentina.org.ar)



This interactive catalog shows Argentina's export offer in a clear way.

This helps potential foreign buyers access detailed information on Argentine products and companies, allowing direct contact with exporters.

### A global display

The portal strengthens the visibility of Argentine companies around the world, creating new trade opportunities.

## EXPORTARGENTINA AT A GLANCE

We work together with embassies and diplomatic missions to strengthen Argentine exports.

**+3,000** registered companies

[Visit the portal](#)

► *Service available free of charge.*



## Technical reports

We provide specialized analysis tools and reports that facilitate data-driven business decisions.

[ic@promargentina.ar](mailto:ic@promargentina.ar)



Our exports reports are designed to support Argentine companies and investors from all around the world.

### Main reports:

- **Exports Monitor:** Monthly report with the latest news on Argentine foreign trade and global trends.
- **Company Report:** Annual report on the export performance of Argentine companies.
- **Country Reports:** Report with key data on each country's international trade and its links with Argentina.
- **Provincial Reports:** Report that collects relevant data on exports from the 23 Argentine provinces and the Autonomous City of Buenos Aires.

► *Service available free of charge.*



## Market Attractiveness Index (IMA)

[ic@promargentina.ar](mailto:ic@promargentina.ar)



This tool helps Argentine companies identify and prioritize the most attractive export destinations for their products.

It ranks countries according to their attractiveness level, considering traits like market size, geographical advantage, price gap, and tariff conditions.

### **Data-driven analysis**

The IMA provides a fast and intuitive way of browsing information through PowerBI, with clear reports to make strategic decisions that boost internationalization on solid foundations.

[\*\*Access the IMA\*\*](#)

► *Service available free of charge.*



## Federal Network

[redfederal@promargentina.ar](mailto:redfederal@promargentina.ar)

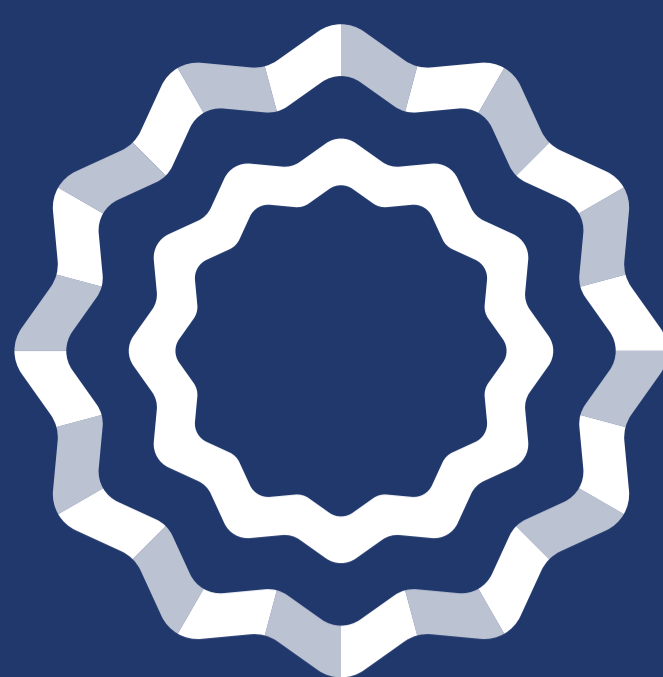


We work together with agencies and entities from the Argentine provinces to integrate efforts and boost export promotion and investment attraction.

### **We establish a unified and collaborative strategy**

We strengthen nationwide cooperation by coordinating agendas, boosting joint participation at international trade shows, and promoting training and exchange of experiences.

We support the internationalization of local economies and connect Argentina to the world.



## We merged with the country brand Marca País Argentina

[marcapais@presidencia.gob.ar](mailto:marcapais@presidencia.gob.ar)



Together, we strengthen the promotion of Argentina's exports.

The country brand Marca País Argentina highlights the best of Argentina: traditions, culture, talent, products, services, and touristic destinations.

### A global projection tool

Through a free license, different companies, entities, and events can use the country brand Marca País Argentina to increase competitiveness, provide authenticity and strengthen their link to Argentine identity in the world.

#### MARCA PAÍS ARGENTINA AT A GLANCE

**+200**

licensed users  
across industries

**200%**

more promotion  
actions per year

We launched Argentine Week events at the world's largest trade shows to showcase the country's cuisine, culture, and key sectors.

**Visit our website**

**[www.argentina.ar](http://www.argentina.ar)** 

**Follow us  
on social media**



**/promocionarg**



**Argentina**