



WTO

E-Commerce in Argentina

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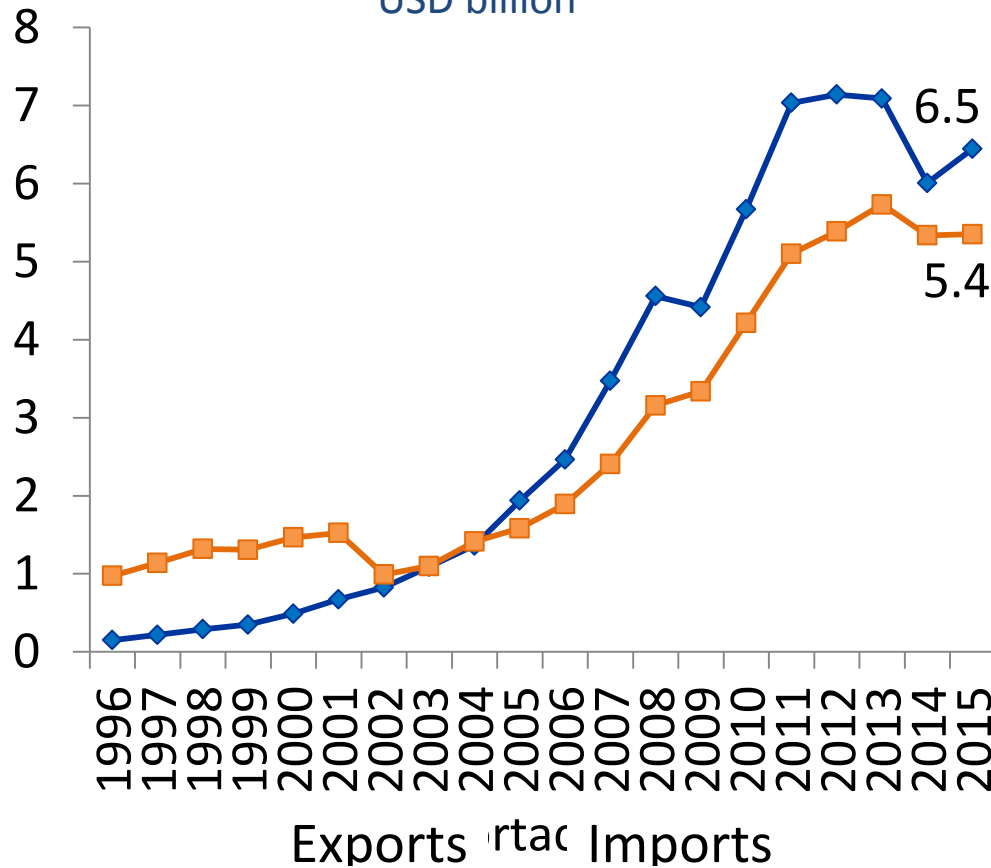
Undersecretary
Ministry of Production
Technology and Productive Services



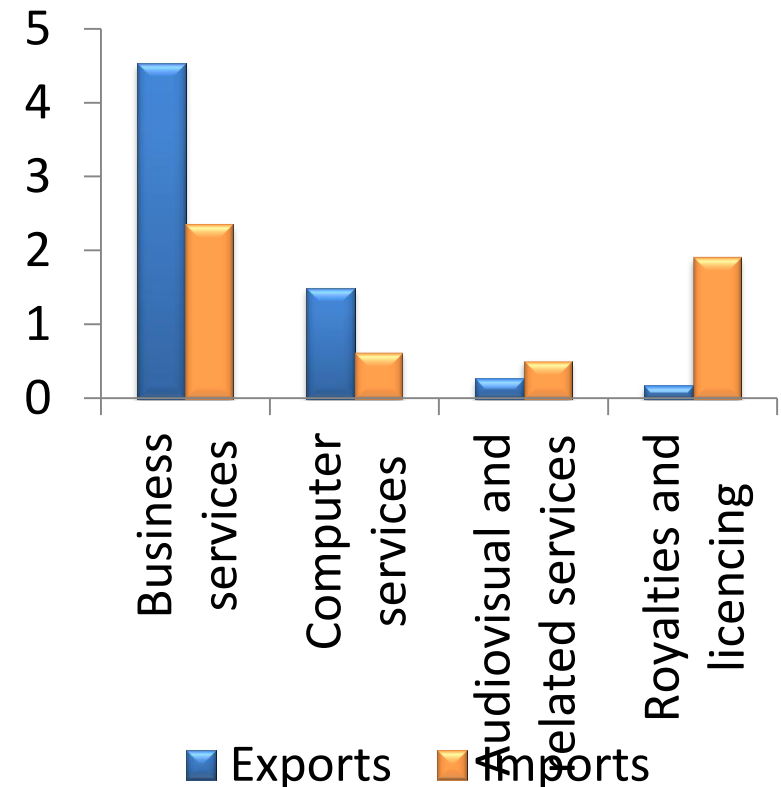
Knowledge Based Services (KBS)

Argentina's second most relevant export sector

Argentina: Trade in KBS
USD billion

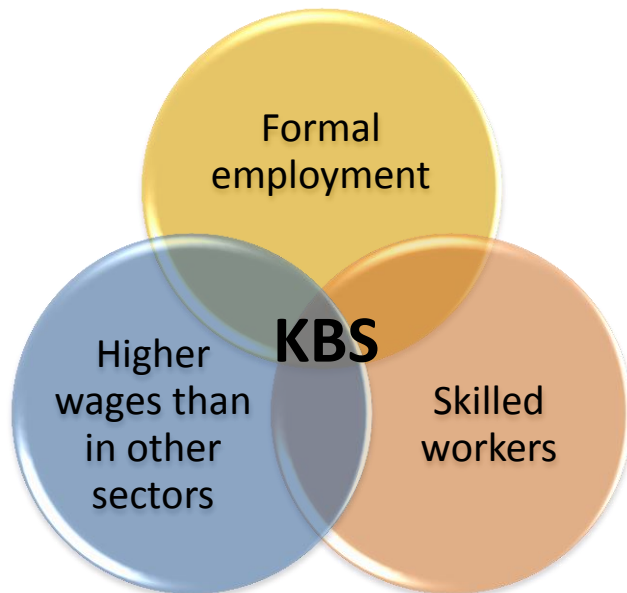


Argentina: Composition of trade in KBS
USD billion, 2015





Knowledge Based Services create high-quality jobs



Argentina:

Employment in KBS sectors

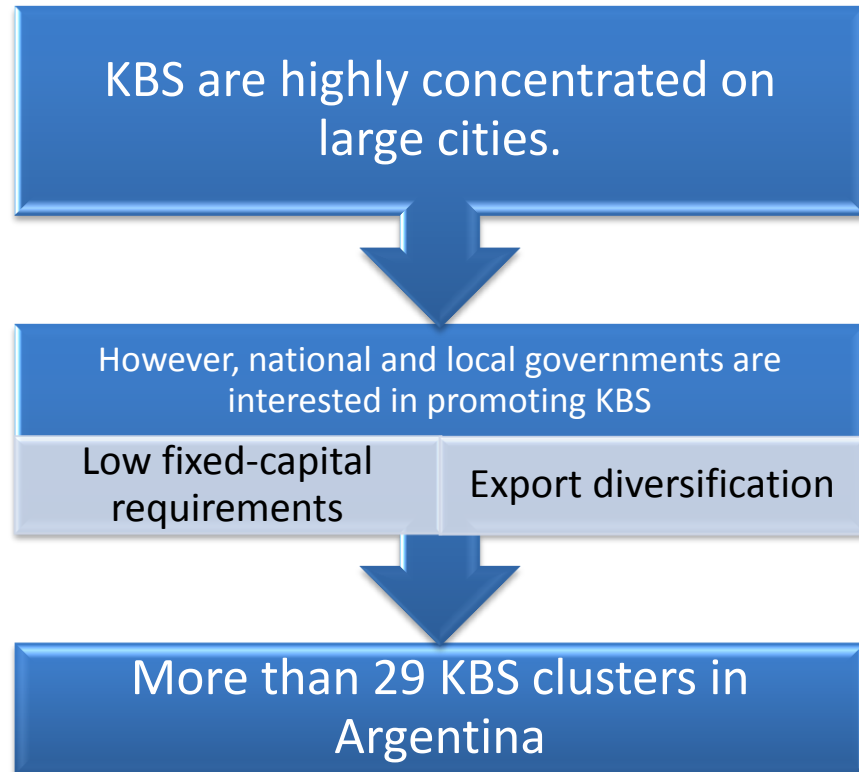
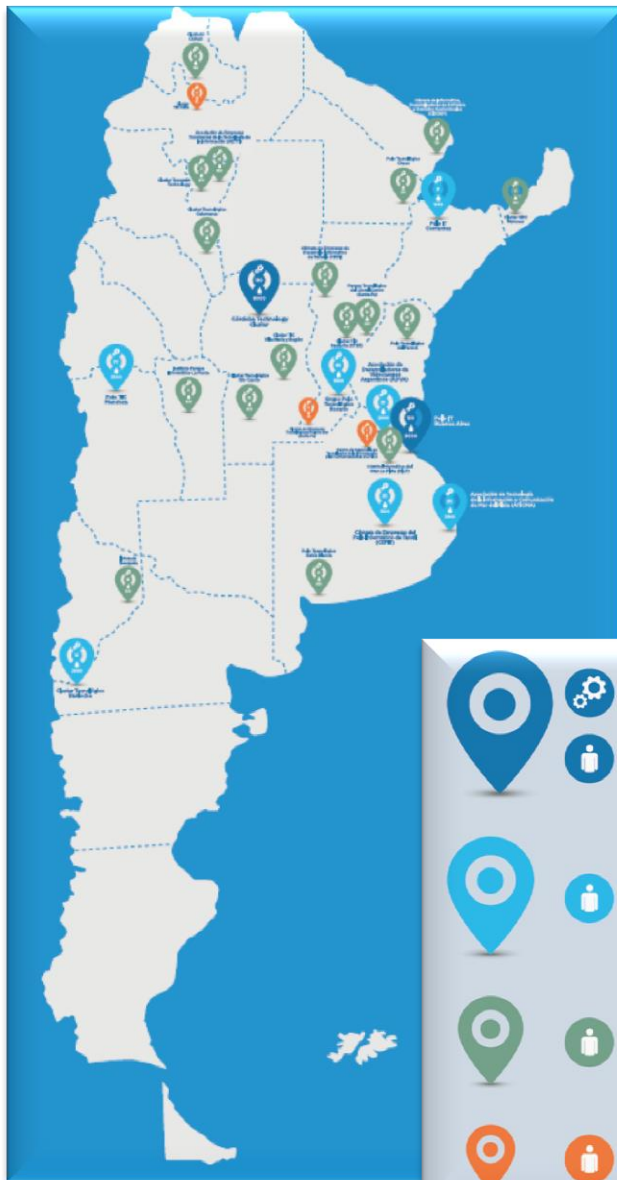
+ 415,700 registered workers in KBS.

25% work in export-related activities.

+107,000 new jobs during last decade.

6.5 Bu\$s exports / 2.2 Bu\$s surplus

Knowledge Based Services contribute to regional development





Argentina e-commerce Strengths

High internet access

E-signature (2001)

E-comm Unicorns grow globally

New laws to promote Pymes & Entrepreneurs

+100.000 new Software Trained people (year)



Argentinean eCommerce Market

80% population with internet access

77% eCommerce buyers

Buying frequency (1+ a month: from 37% to 58% in the last 18 months)

Market growth (CAGR >50% for the last 5 years)

Main Drivers (categories development/new players/market places/mobile)



e-Commerce Contribution to Local Economy

Shift to formal economy

Increase banking products penetration

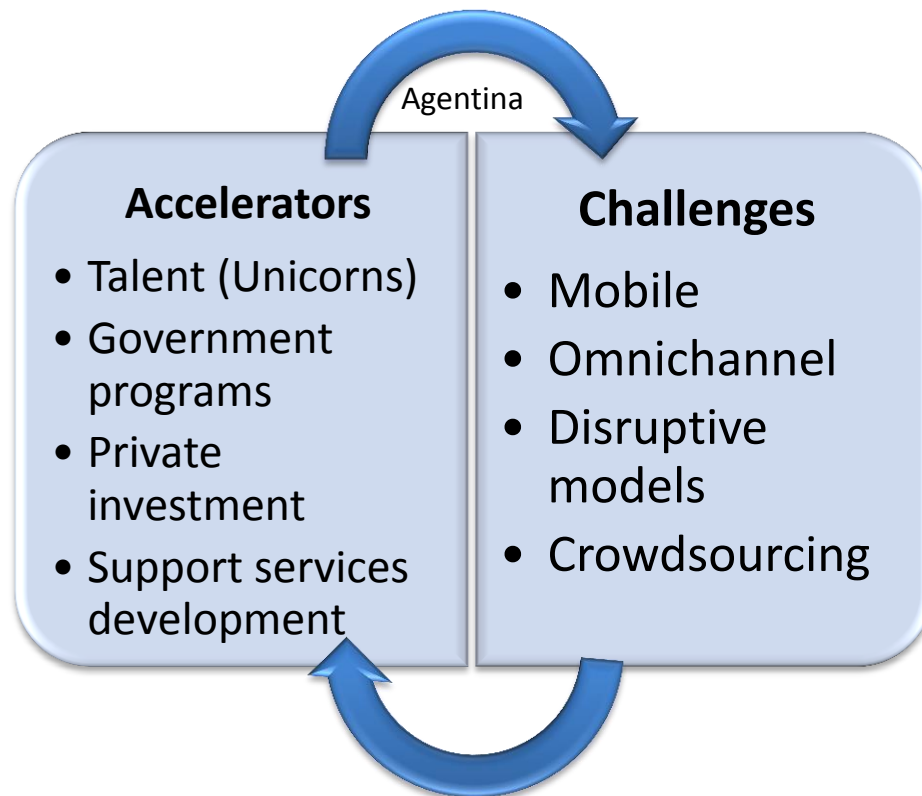
Access to new markets (geographically)

Cost optimization

Value added employment creation



Accelerators and Challenges





Summary

Jobs generation (+120.000 last years)

Foreign revenues (+6.5 Bu\$\$)

Build new companies

Income surplus (+2.2 Bu\$\$)

+300.000 SMEs involved