

# Why invest in argentina

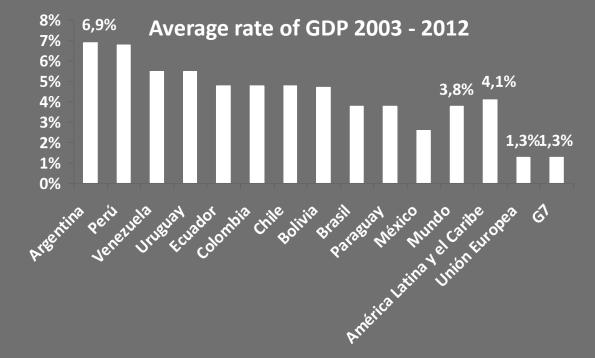
Sustainable economic growth Economic dinamism with social inclusion Sustainable economic growth Economic dinamism with social inclusion

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Country categorized as Very High Human Development (Human Development Index 2012, United Nations).

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Economically active population (EAP) with higher education in Latin America.





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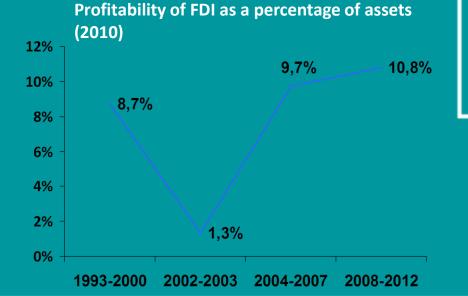
High performance in a wide range of productive sectors.

Record of utilities of FDI as a percentage of assets, with over 9% average in the last four years.

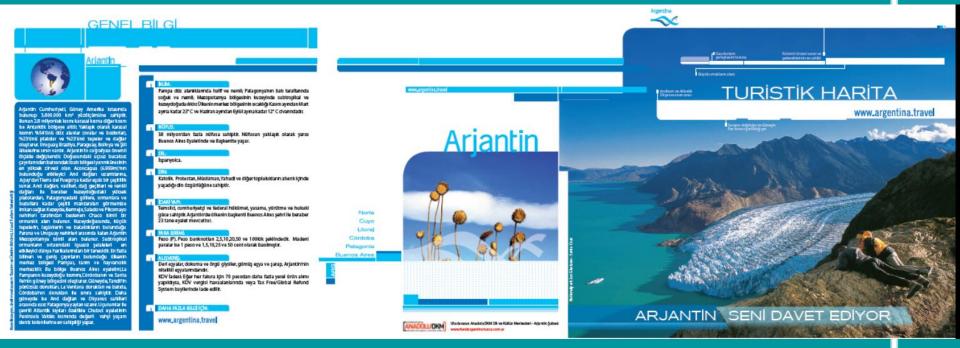
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The percentage of profit on sales is above 13% for the 500 biggest companies of the nonfinancial private sector between 2006 and 2011.



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### A quick note about Tourism Sector in Argentina

Argentina, main international tourism market in South America

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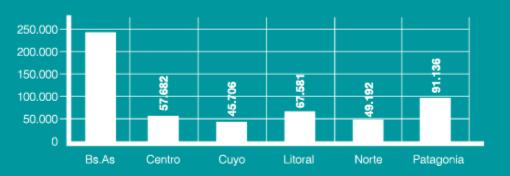
Foreign tourism spending grew from 2 billion dollars in 2002 to 4.6 billion dollars in 2012

The Turkish Airlines flight from Buenos Aires stabilized the oscillating trend of tourist flow towards Argentina, with a tendency to increase this flow, since 2012 to the present day.

### 52,1% increase in hotels from 2003 to 2013 1018% increase in investments in accomodation from 2003 to 2013.....

| Distribut                    | of beds available by regio |  |
|------------------------------|----------------------------|--|
| Region                       | Beds available             |  |
| City and Province of Bs. As. | 230.485                    |  |
| Centro                       | 57.682                     |  |
| Cuyo                         | 45.706                     |  |
| Litoral                      | 67.581                     |  |
| Norte                        | 49.192                     |  |
| Patagonia                    | 91.136                     |  |
| Total                        | 541.782                    |  |

Source: INDEC



Source: Undersecretaryship of Tourism Development (SSDT) MINTUR, Market and Statistic Studies Office

## Lets talk about domestic tourism

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This means the increase in the touristic activity did not concentrate in those sectors which, traditionally, used to travel – these, by the way, did also intensify tourism-, so, in this frame; new agents incorporate to the travelling market, expanding the touristic consumption.

Between 2006 and 2011, the amount of local residents who had done at least one trip in the year grew 9 points. In 2006, the percentage of the population who had done at least one trip represented the 35%, whereas in 2011 the percentage reached the 44% of the population.

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These comparisons are also useful to watch the reduction of the gap between the different social sectors in the touristic variables: during 2006 from every 11 holiday trips taken by the population with greater incomes, the lower incomes section made just 1. In the year 2012, the relationship changed to 4 to 1. In summary, during the last six years, the social inclusion to tourisim gained land with a reduction of 60% in the gap of trips. The same has happened in touristic expenses: during 2006, the tourists with higher resources expended \$27 for every \$1 that the ones with lower incomes expended. This gap has been reducted to \$14 in 2011 and even to \$8 in 2012.

#### NATURAL ARGENTINA ECO TOURISM - BIRD WATCHING NATIONAL PARKS

# ACTIVE ARGENTINA SPORT FISHING - SNOW

# **GOURMET** ARGENTINA FOOD & WINE

# AUTHENTIC ARGENTINA POLO - FOOTBALL

Franker,

A stars

# MEETINGS ARGENTINA COMPLEMENTARY TOURISM

Strong growth of the meeting industry

### Strong growth of the meeting industry

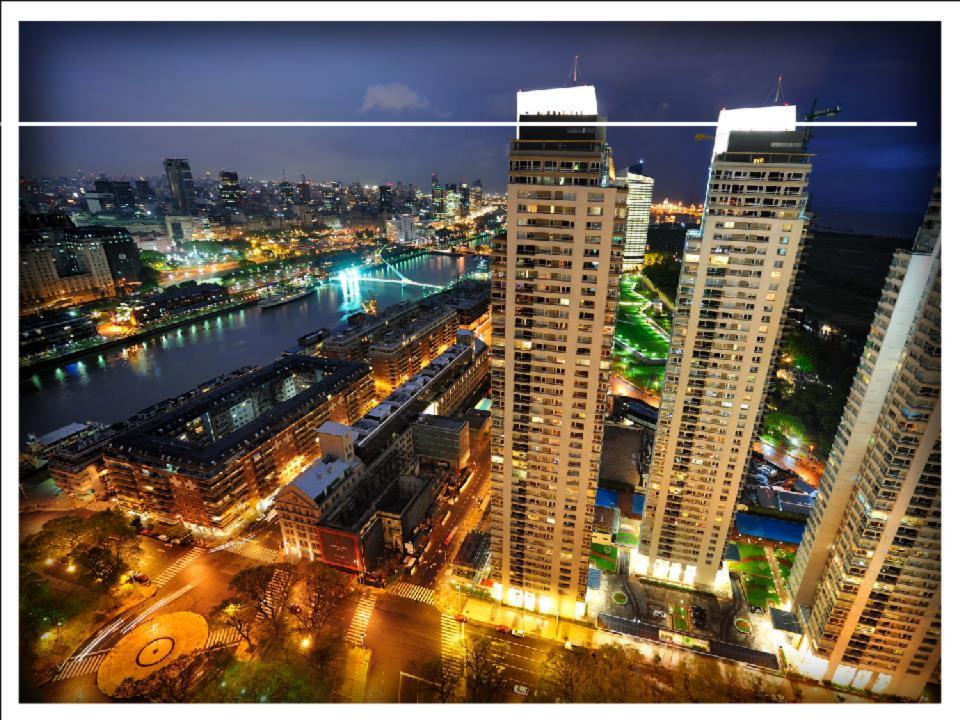
Argentina has the #18 position in the international ranking (2013 ICCA Ranking)

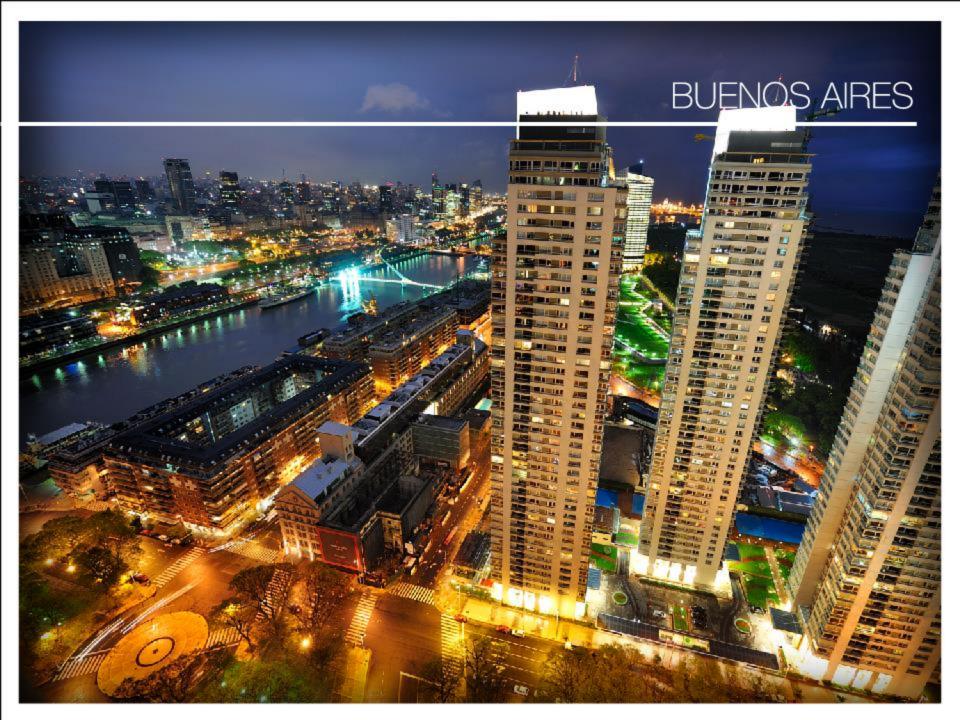
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The city of Buenos Aires became, three times in a row, the #1 city in the Americas when it comes to organizing international congresses (2013 ICCA Ranking)









# çok teşekkür ederim