

Computer and Related Services

Connecting Argentine exporters with the world





About 'Fundación Exportar'

Fostering Argentine Exports

Fundación Exportar is the export promotion agency of the Argentine Ministry of Foreign Affairs and Worship, aimed at fostering the increase and diversification of Argentine exports.

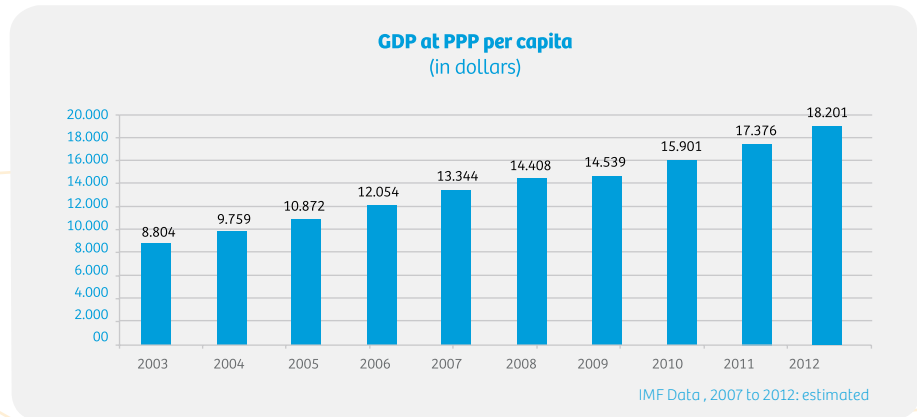
In this regard, provides assistance to the business community in their efforts to conquer new markets in order to accomplish the ultimate goal which is that Argentine companies trade products and services worldwide.



About Argentine Economy

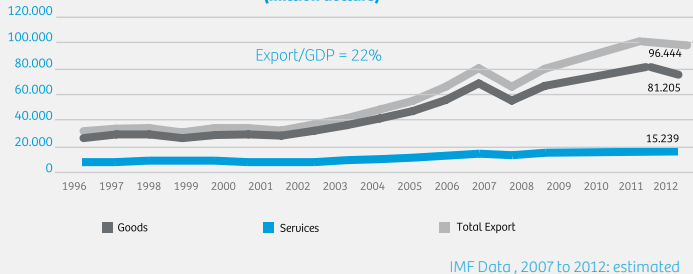
Argentina is **the third largest economy in Latin America**, behind Brazil and Mexico. According to IMF data for 2012, its GDP in terms of purchasing power parity reached **US\$ 751.391million**.

Its GDP per capita in 2012, measured in purchasing power parity was of **US\$18.201**.

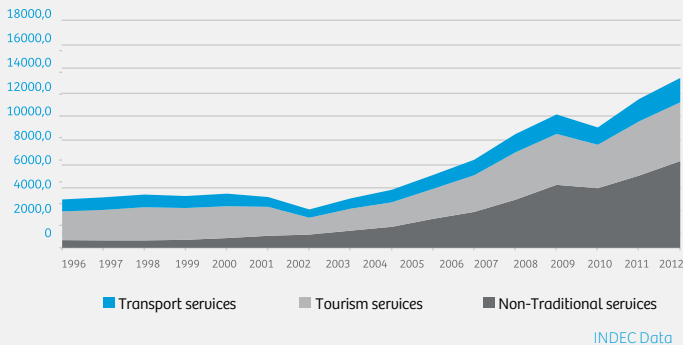


In the prestigious **Global Competitiveness Report 2012-2013** elaborated by the World Economic Forum, Argentina is ranked 94th among 144 economies analyzed, and has been placed in the group of 21 developing economies that are 'in transition to' the last stage of development: the 'innovation-driven economies' (35 developed economies).

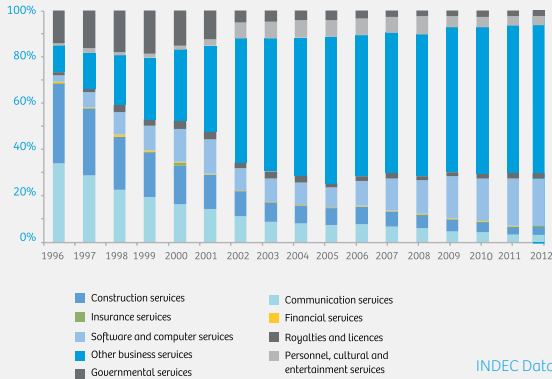
Argentine Export (million dollars)



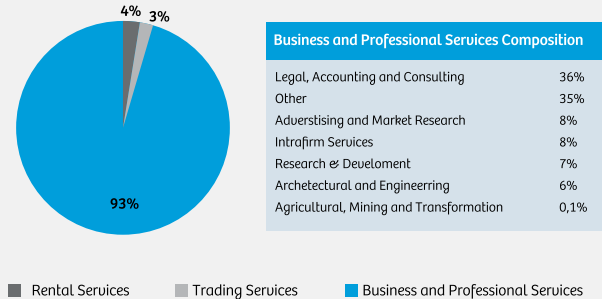
There is evidence of a sustainable expansion of Argentine non traditional exports of services...



...and "other business services" export outstand among non-traditional services exports



Structure of 'Other business services' export
Year 2011



In its report about the performance of Free Exchange Market during 2012, the Argentine Central Bank (BCRA) issued as provisional data that **Argentine exports of business and professional services** showed a **positive net balance** (revenue minus expenses) of 3,100 million dollars during 2012, representing **an increase of more than double than the previous year.**

Computer and Related Services

Creating Software is an intrinsically creative process

The creation and export of computer and related services in Argentina is increasingly being fostered by private associations like the Argentine Chamber of Entrepreneurs of Software and Computer Services (CESSI), in collaboration with national authorities, mainly through the National Law of Software Industry Promotion, the Empleartec Program and the promotion strategies and actions of the Ministry of Industry, Fundación Exportar along with the Ministry of Foreign Affairs and Worship (MREC) and the Ministry of Science, Technology and Innovation from Argentina (MINCyT).

The primary goal of Argentine Ministry of Industry is **to duplicate Argentine software production and to export USD2.96 billion in 2020.**

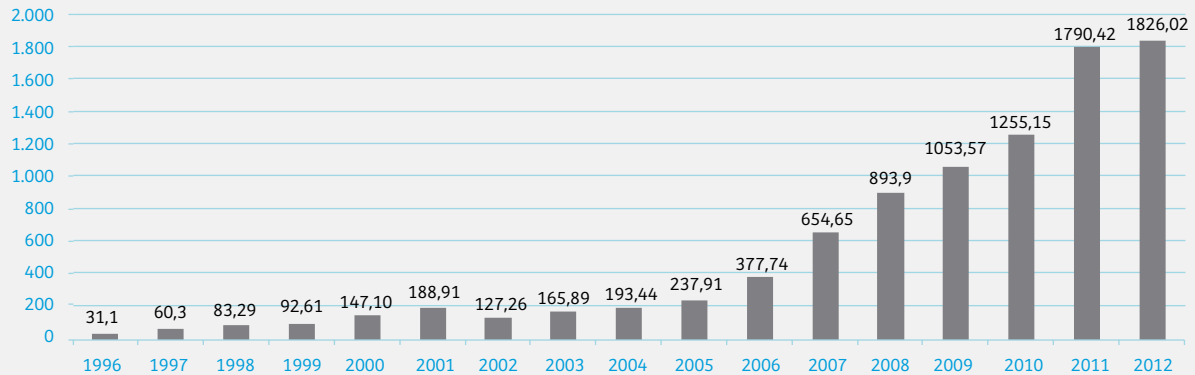


The Government keeps track of graduates from computer science careers and has noticed that they are growing at an average annual rate of 10%.

There were about 4,700 graduates from these careers in 2012.

Argentina is ahead of its time in Latin America by offering creative solutions and can become the most important computer and related services hub in the region because of having qualified human resources at convenient prices.

Exponential growth of Computer and Related Services (million dollars)



INDEC Data

Software is developed in many areas in Argentina, according to the director of the Department of Computer Science, Faculty of Natural Sciences of Buenos Aires University (UBA):

- digital TV
- audio and video compression
- video games
- medical applications
- mobile phones and tables applications
- security applications....

The field is infinite. And the largest input is always knowledge.

Intraway Corporation SRL is, for instance, an argentine company that exports advanced technology. Its range of services offer includes: Broad Band, Voice, Video and Commercial.



In 2012, Intraway won the **Exportar Award for 'Best Exporter of Services'**

Baufest Argentina SA is, for instance, another argentine company that exports computer and related services.

In 2003 opened its first branch abroad, in Spain, Madrid, then in Mexico in 2007 and then in the USA during 2010, seeking getting closer to their customers to tailor their services to their particular needs and requirements. BF Argentina is planning to open new subsidiaries in 6 countries and to export services for USD10 million by 2015.

In 2011 BF Argentina won **the Sadosky Award to 'Business Performance'**, awarded by Sadosky Foundation, CESSI and the Argentine Ministry of Science, Technology and Innovation (MINCyT).



The Game Developers Association of Argentina (ADVA) estimates that there are different branches within the video game industry in Argentina:

- mobile phones
- web
- advergames (advertising & games)
- PC
- edutainment (education & entertainment)
- consoles
- social games (games for social networks)

The Argentine company '**Consultora Eudaimonia S.R.L.**' exports 100% of its services production and won the **Exportar Award for 'Best Exporter of Cultural Goods'** in 2012.



Argentine video game industry in figures

Estimated annual turnover of gaming industry in Argentina: USD85 million

Estimated number of active enterprises: 70 in the country

Estimated number of Human Resources: 2000, including: designers, artists and illustrators 2D and 3D, programmers, engineers, writers, testers, musicians

Export/Production: 95%

Average age of industry professionals: 27

65% of Argentine videogames developers are exporting to USA. Alternative destinations are: Mexico (18%), Spain (18%) and also other European countries such as Germany.

Purple Tree is a development studio focused on creating online games and apps, motion graphics projects and mobile devices content. With HQ in Argentina and offices in Canada, it has **Cartoon Network** among its foreign clients.



And let's look at Argentine mobile services offer...

Telecom Personal S.A., owned by **Telecom Argentina**, is one of only **three mobile phone companies in Argentina**. The other two market operators are: the Mexican mobile phone company **Claro**, and **Movistar**, the mobile phone operator from the Spanish company **Grupo Telefónica** in Argentina.

These mobile phone companies, their providers and also lobby companies are present annually in **GSMA Congress**, in Barcelona, Spain.

 **MOBILE**[™]
WORLD CONGRESS

Barcelona | 25 - 28 February 2013



Fundación Exportar has been taking part in **GSMA Congress** in Barcelona, Spain, since 2008, accompanying Argentine companies along with the Argentine Ministry of Foreign Affairs and Worship.

IberoWan and Sondeos S.A. are two Argentine companies that attended along with Fundación Exportar in **GSMA Congress 2011** and started then a commercial project with a leading mobile phone distributor in the UE and Asia, and an outsourcing business processor that serves the communications within the industry, since they **succeeded in developing a software solution that consists in an application for labor-WFA-compatible with BlackBerry devices.**



The Argentine company '**BINOVA SOLUCIONES S.R.L.**' participated in **GSMA Congress 2013** along with Fundación Exportar and strengthened its contacts made in previous fair editions, opening also an office in a technological center on the outskirts of Paris.



Business Intelligence

Herramienta OLAP líder
en el mercado

ATS is another Argentine company that participated in **GSMA Congress 2013** along with Fundación Exportar. It provides advanced technology solutions for communications between mobile phone companies in Argentina and their clients.

The Mexican mobile phone company **Claro Argentina**, has recently installed a **Smart Messaging Platform** on its mobile phones, developed by **ATS**.



www.ats-connection.com

In 2013 and in the framework of ALL INVEST Program from UE, Fundación Exportar also participated for the third time in a row in CeBIT (Centrum für Büro und Information stechnik), organized annually in Hannover, Germany, the most important international exhibition of ICT, Software and Services, along with the Argentine Consulate in Hamburg, CESSI and the Industrial Union of Argentina (UIA).



CeBIT 2013, Hamburg, Germany

CeBIT 2013, Hamburg, Germany

The Argentine company '**G&L Group S.A.**' participated in **CEBIT 2012** along with Fundación Exportar. It provides services of software development, methodology consulting services and services for testing applications and outsourcing. In recognition of its work it has earned seven **IBEROEKA** certificates during recent years.



Argentina



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