A new way of projecting the world

General Directorate of Foreign Trade
Buenos Aires City Government
"The first step in winning the future is encouraging American innovation. None of us can predict with certainty what the next big industry will be or where the new jobs will come from. Thirty years ago, we couldn’t know that something called the Internet would lead to an economic revolution. What we can do -- what America does better than anyone else -- is spark the creativity and imagination of our people.". President Obama

"Implementing a strategy of innovation-driven development will be fundamental in accelerating the transformation of China’s growth pattern, solving deep-rooted problems concerning economic development and enhancing economic vitality.” President Xi Jinping

“If the countries of the region do not encourage research, development, science, innovation, technology and entrepreneurship, doesn’t matter what they do in rest of the areas, they will not achieve the goal we have set, which is the development.” Former President Piñera
An example of how to penetrate global markets of intensive services in knowledge: ICT evolution during the last decade in terms of sales, export revenues and employment

Evolución interanual de ventas (en millones de U$D corrientes), ingresos desde el exterior (en millones de U$D corrientes) y empleo (en miles de trabajadores) del sector SSI Serie 2003 - 2014

Source: CICOMRA – Prince & Cooke
IF CREATIVE ECONOMY WERE A COUNTRY, IT WOULD BE...

» **THE FOURTH ECONOMY**
  (billion dollars)

<table>
<thead>
<tr>
<th>Country</th>
<th>GDP (billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>$15</td>
</tr>
<tr>
<td>China</td>
<td>$7.3</td>
</tr>
<tr>
<td>Japan</td>
<td>$5.9</td>
</tr>
<tr>
<td>Creative Economy</td>
<td>$4.3</td>
</tr>
<tr>
<td>Germany</td>
<td>$3.6</td>
</tr>
</tbody>
</table>

» **THE FOURTH WORKFORCE**
  (Million workers)

<table>
<thead>
<tr>
<th>Country</th>
<th>Workforce</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>816</td>
</tr>
<tr>
<td>India</td>
<td>477</td>
</tr>
<tr>
<td>United States</td>
<td>159</td>
</tr>
<tr>
<td>Creative Economy</td>
<td>144</td>
</tr>
<tr>
<td>Indonesia</td>
<td>116</td>
</tr>
</tbody>
</table>
The Creative Economy arises…

• By 2011 the Orange Economy’s value reached **US$ 4.3 TRILLION**, about 20% larger than the German economy or two and a half times the world Military expenditures.

• According the United Nations Conference on Trade and Development (UNCTAD), creative goods and services exports grew **134%** between 2002 and 2011.

“There’s nothing more powerful than an idea whose time has come.”

— Honoré de Balzac
Future?
Research: + 100 city cases
Success Cases

New York  Helsinki  Berlín  Medellín
THE CITY in numbers...

- Gross Geographic Product: US$ 80 MM
- Product Per Cápita: US$ 28 M
- National Product Per Cápita: US$ 11 M

23% of GDP – Gross Domestic Product

In Buenos Aires are 2,600,000 economically active people

- 1,300,000 Residents
- 1,300,000 Live outside city

Exports of goods: US$ 420 millions

Exports of services: US$ 6,000 millions
INTENSIVE CITY IN HUMAN CAPITAL

COLLEGE GRADUATES
1,000 residents by province

- CABA: 107
- Córdoba: 38
- Mendoza: 29
- Santa Fe: 28
- Pcia. Bs. As.: 28
- Santa Cruz: 26
- Tucumán: 24

AVERAGE COUNTRY
32 graduates / 1,000 population

CREATIVE ECONOMY

- 2014:
  - 9% PEA
  - 10% PBI
- 2030:
  - 20% PEA
  - 20% PBI

STRATEGIC INDUSTRY

- QUALIFIED EMPLOYMENT
- EXPORT SERVICES
- MAIN INPUT: TALENT
- GREEN AND CLEAN INDUSTRIES
CREATIVE ECONOMY IN NUMBERS

8,000 Design Students per Year

GDP 7%

GDP 10%

GDP 20%

2008

2013

2030

GEM Highest entrepreneurial rate in the region
CREATIVE ECONOMY?

STRATEGIC INDUSTRY

1) MAIN INPUT: TALENT
2) QUALIFIED EMPLOYMENT
3) EXPORT SERVICES
4) GREEN AND CLEAN INDUSTRIES
5) INCLUSIVE
CREATIVE DISTRICTS
PRODUCTIVE, URBAN AND SOCIAL PROJECTS

» Innovation nodes designed with a strategic orientation

» Local tax-free zone

» Talent attraction and production activities related to art, culture and creativity

» Enhance social identity and sense of belonging
For the city, the priority sectors in services are:

- ICT SERVICES
- AUDIOVISUAL SERVICES
- PROFESSIONAL SERVICES
- CULTURAL AND EDUCATIONAL SERVICES
- DESIGN SERVICES
E-commerce has been growing on average almost 40% every year during the last five!
In Argentina there are more than 600 companies using the franchise systems. Our country has 140 brands to internationalize their business concept.
INSTRUMENTS

1STAGE
ORIENTATION AND INFORMATION
Tailor made counseling. Company diagnosis

2STAGE
TRAINING
Addressed to those who want to export and exporters in progress.
First steps to export. Franchise exports, services, knowledge exportations. Business plan evaluation to internationalize the company, e-commerce, tax and legal aspects of strategic markets.

3STAGE
BUSINESS SUPPORT

4STAGE
SERVICES
Addressed to exporters in progress and active ones.
Distribution, financial, commercial, legal, logistics and costums, insurance and international/strategic marketing services.

5STAGE
INTERNATIONAL PROMOTION
Addressed to exporters.
Commercial missions, business rounds, international fairs, tailor made agendas.
E-commerce case

MercadoLibre is an argentinian company dedicated to the intermediation between its registered users shopping service, sales, payments and Internet auctions. It has operations in Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, Mexico, Panama, Peru, Portugal, Dominican Republic, Uruguay and Venezuela.

Users can sell both new and used products at a fixed price or auction mode. MercadoLibre also has MercadoPago, a company that offers various forms of payment to vendors. Its headquarters are located in Buenos Aires, Argentina and is worth US$ 6,000 million, according to US Nasdaq.

According to The Nielsen Company over 52,000 people generate all or most of their income by selling through MercadoLibre and in 2009 more than 3 million people and companies sold at least one item through this medio.
Globant's, which has development centers in seven countries, was created in 2003 with the ambition of becoming a global software provider. In the past year, turnover rose to US$ 160 million, with clients such as Google, Electronic Arts, Disney and LinkedIn.

In its first year as a public company, the company offered 5.8 million shares at US$ 10, which reached a value of close to US$ 11.25. The valuation stood at US $ 326 million.

Now, the aspiration is to become a global leader.
Metegol (Argentina) is a 3D animated Argentine-Spanish production, by Academy award Director, José Campanella. It was the first animated film that opened the Film Festival San Sebastian on 2013. Also it obtained the Goya Award for best animation movie.

» It cost 20 million dollars
» It was sold to 70 countries
» Its production took more than 4 years
» It employed more than 400 people in Argentina and Spain
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