WTO
E-Commerce in Argentina
Carlos Pallotti
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

Source: OEC with data from INDEC.
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

KBS are highly concentrated on large cities.

However, national and local governments are interested in promoting KBS.

Low fixed-capital requirements

Export diversification

More than 29 KBS clusters in Argentina
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

Accelerators
- Talent (Unicorns)
- Government programs
- Private investment
- Support services development

Challenges
- Mobile
- Omnichannel
- Disruptive models
- Crowdsourcing
Summary

- Jobs generation (+120,000 last years)
- Foreign revenues (+6.5 Bu$S)
- Build new companies
- Income surplus (+2.2 Bu$S)
- +300,000 SMEs involved