

UNCTAD Multi-year Expert Meeting on
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**Policy Approaches for Knowledge-based Services
in Argentina**

by

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The views expressed are those of the author and do not necessarily reflect the views of UNCTAD.

Policy approaches for knowledge-based services in Argentina

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UNDERSECRETARIAT FOR TECHNOLOGICAL
AND PRODUCTIVE SERVICES

KNOWLEDGE ECONOMY OBSERVATORY



Ministerio de Producción
Presidencia de la Nación

KNOWLEDGE-BASED SERVICES: A STRATEGIC SECTOR IN ARGENTINA

HIGH QUALITY JOBS



EMPLOYMENT

- Skilled, formal and well-paid jobs.
- 421K registered jobs. 1.1 million people (including formal and informal workers, freelancers and entrepreneurs).

TRADE

- 0.4% of global exports
- Trade surplus since 2003.
- 4th export sector in Argentina.
- Main destinations: US, LATAM, EU.

REGIONAL DEVELOPMENT

- 30 KBS clusters all over the country.

**EXPORT GROWTH
TRADE SURPLUS**



PUBLIC POLICY: “PROGRAMA 111 MIL” (111K Programme)



**DIGITAL
INCLUSION
+
IT INDUSTRY
DEVELOPMENT
+
DIGITAL
TRANSFORMATION**

OBJECTIVES

- Entrepreneurship development.
- Strengthening education in universities.
- Certifying analysts (coders). Certificate issued by the Ministry of Production and endorsed by the Ministry of Education and KBS industry.

Programa
**111
mil**



OTHER PUBLIC POLICIES TO STRENGTHEN KBS INDUSTRIES

REGIONAL DEVELOPMENT

NATIONAL PROGRAMME FOR REGIONAL KBS CLUSTERS DEVELOPMENT

- Aimed at contributing to the creation and development of KBS clusters through:
 - Capacity identification.
 - Promoting cooperation.
 - Strategic planning.

FINANCIAL AND FISCAL INCENTIVES



- SOFTWARE INDUSTRY:
 - Benefits aimed at firms that export and invest in R+D+I.
 - Fiscal benefits.
 - Non-refundable contributions.
 - Subsidies for startups.
 - Scholarships.
- SMEs IN KBS INDUSTRIES:
 - Non-refundable contributions.
 - Preferential funding.

E-COMMERCE



E-COMMERCE
PLATFORMS

+

DIGITAL GOODS

+

SERVICES

+

GOODS

SIGNIFICANT OPPORTUNITIES

- Argentina: Leader in e-commerce platforms: 3 “unicorns”.
- Most services are exported through mode 1. Trade and DTA negotiations to expand growth.
- **Content development:** services and digital goods.
- **Trade facilitation** measures to improve SMEs exports of merchandises through e-commerce.



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THANK YOU!

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