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Policy Approaches for Knowledge-based Services in Argentina

by

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UNDERSECRETARIAT FOR TECHNOLOGICAL AND PRODUCTIVE SERVICES
KNOWLEDGE ECONOMY OBSERVATORY



KNOWLEDGE-BASED SERVICES: A STRATEGIC SECTOR IN ARGENTINA



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.





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.



1K Entrepreneurs

10 K Professionals

100K Coders

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



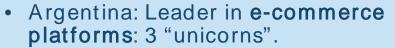
E-COMMERCE PLATFORMS

DIGITAL GOODS

SERVICES

GOODS

SIGNIFICANT OPPORTUNITIES



- 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 ecommerce.







THANK YOU!

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