

Dr. Beatriz Nofal
President, Argentina's Investment Development Agency - ProsperAr



Since October 2006, Dr. Nofal is the President of Argentina's Investment Development Agency, whose rank is equivalent to that of a State Secretary. Dr. Nofal was a member of the House of Representatives and the Deputy Secretary of Industry and Foreign Trade (with a main role in the negotiation of integration programs between Argentina and Brazil, as well as of the program of external financing for investment and foreign trade with Spain, and with the World Bank and Spain).

In the private field, Dr. Nofal was the President of Eco-Axis S.A., a consulting firm, an external consultant to the Inter-American Development Bank and the World Bank. Dr. Nofal was a professor both in the country and abroad (MIT, Johns Hopkins, University of Toronto) and a member of the Global Advisory Council, Graduate Business School, University of Chicago.

Dr. Nofal was distinguished by the Federal Republic of Brazil, the Republic of Chile, the School of Social Sciences of the Universidad Nacional de Cuyo and the Universidad Nacional del Litoral, as well as by the Brazilian Business Council. She has authored several publications, including books, newspapers and magazines, as well as consultancy studies.

Dr. Nofal Ph.D. graduated from Johns Hopkins University with a degree in Development Economics and received a Diploma in Development Planning and Regional and Urban Development from the Graduate Program of the Institute of Social Studies, The Hague, Netherlands and Diplome d'Estudes Approfondies, École des Hautes Etudes en Social Sciences, University of Paris.

ProsperAr's ProsperAr is your strategic partner to invest and prosper in Argentina.
Its four main objectives are:

Provide services to investors: ProsperAr provides investors with personalized professional services throughout the investment process, from initial advisory services to investment facilitation and aftercare. The Agency's team assesses on investment projects, responds to queries from investors and provides key business information. Leveraging the Agency's cooperative relationships with different government bodies, ProsperAr's integral services offer investors a unified one-stop support system.

Attract and generate investment: ProsperAr works in the promotion, attraction and expansion of both domestic and foreign investment. We identify investment and innovation opportunities in high growth sectors, communicating them to national and overseas investors through international missions, conferences, meetings and publications. We work to build relationships that enable multinational companies to take advantage of local, regional and global opportunities. We also encourage domestic firms to expand and develop their businesses.

Boost the Investment Environment: ProsperAr works to strengthen Argentina's investment environment. We interact with local and multinational companies, as well as potential investors, identifying and removing possible obstacles to doing business in Argentina. Through active dialogue with the private sector, and in coordination with other government departments, we advocate for the formulation of policies and programs to optimize the investment and innovation environment.

Promote the internationalization of local companies: ProsperAr promotes the growth and internationalization of Argentine firms. Fostering local vocation for innovation and entrepreneurship and promoting overall competitiveness are key aspects of the Agency's strategy. Two programs "Entrepreneur Development" and "Pioneers" are in place to strengthen local companies' critical capacities in different growth phases. ProsperAr also assists international companies to invest in and/or work with their local counterparts to form global joint ventures.