



U.S. Commercial Service

Argentina & Uruguay:

Markets of Opportunity

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for Argentina & Uruguay**

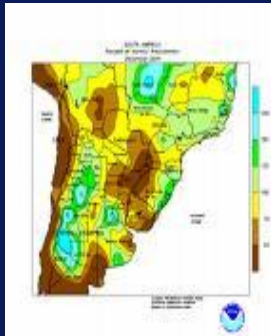
Argentina & Uruguay



Economic Drivers



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Politics

**U.S.
COMMERCIAL
SERVICE**
*United States of America
Department of Commerce*

Argentina

- Presidential Elections
October 2011



Uruguay

- Presidential Elections
October 2009



Argentina



- **The U.S. is one of Argentina's major trading partners, and investors**
- **Argentina is an attractive market due to its size, diversity and Mercosur/Brazil access**
- **Argentina offers abundant natural resources, infrastructure and human capital**

Uruguay



- **The U.S. ranks among Uruguay's top five largest trading partners**
- **Uruguay offers niches of opportunity and serves as test market and as distribution point for Mercosur/Brazil markets**
- **Uruguay and the U.S. signed a Trade & Investment Framework Agreement in 2007**

Bilateral Trade 2008

	Argentina	Uruguay
U.S. Exports to:	\$7.5 Billion Up 28.7%	\$893 Million Up 39.4%
U.S. Imports from:	\$5.8 Billion Up 29.8%	\$244 Million Down 50%

Best Prospects

- **ICT Equipment & Technologies**
- **Agricultural & Irrigation Equipment**
- **Medical Equipment**
- **Building Products and Renewable Energy Equipment for Green Buildings**

Best Prospects



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ARGENTINA

Sporting Goods

Education / Travel &
Tourism

Mining Equipment

Food Processing
Equipment

Security Equipment

URUGUAY

Fertilizers

IT Hardware

Chemicals

Construction Equipment

Infrastructure

Market Trends

ARGENTINA

- Political Challenges
- Trade Barriers
- Upside potential
- IPR – Priority Watch List
- Limited access to finance

URUGUAY

- Bilateral engagement
- Open market
- Market niches
- Transparency International
- Exim/OPIC/USTDA open



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