

### Key Factors in Purchasing Decisions

This information is currently unavailable.

### SOURCES OF SUPPLY:

#### Profiles of Local Manufacturers

Local suppliers are largely composed of small to medium sized local firms manufacturing equipment with the assistance of off-shore technology transfer. They are concentrated in the cities of Bairs and Rosario (Province of Santa Fe) and are largely family owned. They have shown a great deal of flexibility in incorporating new technology into their equipment.

#### Current Foreign Sources

Foreign sources can be divided into several categories:

- Highly sophisticated packaging equipment is normally sourced in North America and/or the European Common Market countries.
- For equipment that does not need a high degree of sophistication, the Brazilian and local industry will easily fulfil the needs of the Argentine buyer. It has been indicated that with the future integration of Argentina and Brazil, the potential sales of this type of equipment will increase. One may expect major Brazilian participation in the packaging equipment industry in the not too distant future.
- Multinationals basically active in the household sundries and pharmaceutical products import used equipment from other off-shore plants.

#### Recent Imports/ Exports

This information is currently unavailable due to inadequate trade statistics.

### BUSINESS ENVIRONMENT:

#### Preferred Distribution Channels

The normal arrangement for imported equipment is to retain an exclusive agent who also acts as a distributor and importer at the same time. These representatives normally handle more than one product line and have a close relationship with the industries that need and/or use packaging equipment. Most of them also have servicing capabilities. Direct factory sales are normally done only by the local manufacturers, who have their own sales force who are in constant touch with potential clients.

Regarding marketing methods, the use of specialized media is most common. There are no major specialized trade fairs where this type of machinery is showcased.

#### Financial Practices

Payment for this type of equipment from foreign sources is through a letter of credit negotiable against normal shipping documentation.

#### Standards

The metric system is used.