

9. MARKET ACCESS

The Argentine government has gradually opened the economy to international markets. Tariffs have been lowered to an average of 20%. The import climate for automotive parts and automobile maintenance and repair equipment has improved significantly as a result of this commercial liberalization.

The increasing complexity of vehicle maintenance will require additional diagnostic equipment to support the mechanic. It is expected that mechanic-installed work will increase over the next few years and this may increase demand for equipment.

There are no official metric requirements applicable to imports into Argentina. However, since the metric system of units is the official standard of weights and measures in Argentina, importers will usually require metric labelling for packaged goods. Dual labelling is acceptable. Imported products should be labelled in Spanish containing the following information: name of the product, trade name and address of the manufacturer, net contents, serial number of equipment, date of manufacture, electrical specifications, instructions for use, etc. Argentina adheres to the International System of Units (SI). Electric power is 50 cycles with normal voltage being 220.

Strategies to Follow

- Monitor provinces with emission standards laws in place or those provinces planning such laws and target efforts to these markets since replacement parts will be required for the repair of the emission systems in those vehicle populations.
- Encourage Argentine assemblers to source OEM parts in Canada where it is effective to do so on a cost/quality/service basis. The establishment of strategic partnerships with Argentine parts suppliers is also key.
- Encourage Argentine companies to explore joint venture opportunities with the Canadian counterpart providing the technology know-how and support.
- Promote Canadian strengths in high-technology exports (e.g. alternately fuelled vehicles, fuel injection, etc.).