

ARGENTINA

A. THE MARKET

ALPHABETICAL LISTING OF COUNTRIES

Commercial sales of foreign goods in Argentina are concentrated in the retail industry. A significant though not overwhelming sector. Large chain stores utilizing country-wide networks move product to different selling points. Department stores are disappearing and being replaced by shopping centres.

The most important competitors in the retail sector are the U.S. and France, which offer very good prices at middle and low end of the market. Followed by Italy and the U.S. as it is common practice among retailers to offer lower prices on one product and higher profit on others.

There are no import duties, but there are taxes on the benefits of 25 per cent. Customs duty, 10 per cent. Another tax, 5 per cent. for many items, plus a value added tax of 15 per cent.

The language for promotion of products must be Spanish, but many companies and agencies can correspond in English.

B. SOURCES OF SUPPLY AND CHANNELS OF DISTRIBUTION

Local makers in Argentina include:

1. **Bernández Y Cia. SRL**
Salle 273, (1074) Buenos Aires, Argentina
Tel: (54-1) 361-7415 Fax: (54-1) 361-3274
Contact: Mr. Javier Bernádez, president

2. **Aval Y Asociados S.A.**
Tucumán 2166, (1070) Buenos Aires, Argentina
Tel: (54-1) 951-7000 Fax: (54-1) 951-7000
Contact: Mr. Victor Calamita, president

3. **Eda Szaibovich**
Schaerini Ortiz 287, (1416) Buenos Aires, Argentina
Tel: (54-1) 834-8733, 834-1476, 834-1477
Fax: (54-1) 836-1834
Contact: Mr. Hugo Szaibovich, president

4. **Julio Giambrini Y Cia. S.A.**
Pavón 267, (1028) Buenos Aires, Argentina
Tel: (54-1) 952-2333, 951-0744
Fax: (54-1) 953-2307

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