

## 10. CONCLUSION

According to automotive experts, if the economy remains stable, it is expected that local production levels will increase. The ageing of the automobile fleet and the reestablishment of credit lines are reasons enough that guarantee the growth of this industry.

There are still many pending problems affecting the industry. The opportunities, however, outweigh the problems with the Mercosur agreement a reality. The OEM presents opportunities but the aftermarket sector presents even more. New automobile models require new technology that small and medium sized companies do not presently have. Canadian companies should therefore try to promote mutual interests with their Argentine counterparts before other foreign companies (namely Americans) close the window that is presently open.