ARGENTINA

A Guide for Canadian Exporters

(Publié également en français)

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A Guide for Canadian Exporters

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External Affairs Canada
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I. THE COUNTRY

Area and Geography

The country is separated from Chile in the West by the Andes Mountains and borders Bolivia and Paraguay in the North, and Brazil, Uruguay, and the South Atlantic Ocean in the East. Its land boundaries and coastline extend 9 414 km and 4 989 km respectively. Argentina's continental area totals approximately 2 800 000 km^2 (1 080 000 square miles). The area of Antarctica and the South Atlantic Islands claimed by Argentina represents an additional 970 000 km^2 (480 000 square miles).

Climate

The climate varies from the subtropical to the subantarctic. Between these two extremes lies a wide temperate belt admirably suited to agriculture because of its fertile soil and adequate rainfall. The city of Buenos Aires, most of the other principal cities and the industrialized areas are situated in this zone. Maximum summer temperatures here average between 27° C (80.6° F) and 32° C (89.6° F), with occasional thermometer readings of a little over 38° C (100.4° F). The winters are relatively mild with occasional frosts, but snow or prolonged frosts are rare except in mountainous areas and in the south.

History and Government

Argentina was a part of the Spanish Viceroyalty of the River Plate until the early nineteenth century. The resident viceroy was responsible to Spain for the administration of an area covering present Argentina, Uruguay, Paraguay, Bolivia and parts of Brazil, Chile, and Peru. In 1810, Argentina overthrew Spanish rule and after defeating attempts by Spain to regain control during the following few years, declared independence in the city of Tucuman on July 9, 1816. During the next few decades a strong federal system developed. Finally, in 1853, the present Constitution was adopted, organizing the country as a federal republic similar to the United States. The country is currently divided into 22 provinces, the federal capital (the city of Buenos Aires — founded in 1580) and a territory comprising Tierra del Fuego, as well as claims in the South Atlantic Islands and Antarctica.

From March 1976 to December 1983, Argentina was under the rule of a military junta formed by the commanders-in-chief of the Army, Navy and Air Force. The return to civilian

democratic rule in 1983 represented a re-establishment of the principles of the 1853 Constitution.

Under the Constitution, the federal government consists of the executive branch, in the person of the president; the legislative branch (Congress), consisting of two chambers, the members of which are senators and deputies, respectively; and the judicial branch, represented by the courts of justice, headed by the Supreme Court of Justice. Provincial governments are organized along similar lines. Legal concepts have their origins in Roman law and in the Napoleonic Code. Argentina has not accepted compulsory International Court of Justice (ICJ) jurisdiction.

Population

The estimated population in 1985 was 30.7 million. The people are predominantly of Spanish or Italian descent and to a lesser extent of other European nationalities. There is little trace of the original Indian inhabitants. The average annual population growth rate is approximately 1.6 per cent.

Language

Spanish is the spoken and commercial language of Argentina although it is not uncommon for government officials and business people to possess a good command of either or both English and French.

Religion

The official and predominant religion is Roman Catholicism. The Constitution, however, guarantees complete freedom of worship, and there are many churches and temples of a wide variety of religions. The population is estimated to be 90 per cent Roman Catholic, 2 per cent Protestant, 2 per cent Jewish and 6 per cent other.

Education

There is compulsory free primary education throughout the country, and state secondary schools and universities provide advanced tuition free of charge. Literacy is consequently high (93 per cent) and labor is comparable in skills and aptitudes with most developed countries. Technical and professional levels are also comparable. Private schools are permitted provided they comply with the official syllabus. There are several English, German, and other foreign-language primary and secondary schools of high reputation. There are also 29 state universities and 23 private universities.

Principal Cities

Buenos Aires is the current capital of the country with a metropolitan population estimated at 10 million. Approximately 30 per cent of the nation's population resides in this city. (A decision was taken in 1986 to eventually move the capital to Viedma, a city approximately 1 000 km south of Buenos Aires in the region of Patagonia.)

Other main centres include (1980 census) :

City	Population	City	Population
Cordoba	983 969	Santa Fe	291 966
Rosario	957 301	Salta	260 744
Mendoza	605 623	Bahia Blanca	223 818
La Plata	564 750	Resistencia	220 104
San Miguel de Tucuman	498 579	Corrientes	180 612
Mar del Plata	414 696	Parana	161 638
		San Juan	291 707

Currency

As part of a comprehensive economic adjustment program introduced in June 1985, the "Austral" replaced the Argentine peso as the official monetary unit of the country. The Austral is equal to 100 centavos.

Working Conditions

(i) International Time

Argentine official time is three hours behind Greenwich Mean Time (GMT) and two hours ahead of Canadian Eastern Standard Time (EST). The twenty-four hour system is generally preferred to the twelve-hour a.m. and p.m. system.

(ii) Business Hours

Work generally commences in offices between 8:00 and 9:00 a.m. (one hour earlier in factories), except where a continuous period (usually six or seven hours) is worked without a meal break, when a start is made between 7:00 and 8:00 a.m. or between noon and 1:00 p.m. Government offices are generally open from 7:00 a.m. to 1:00 p.m. in the summer and from 1:00 to 7:00 p.m. in the winter. Banks are open to the public from 10:00 a.m. to 3:00 p.m.

(iii) Public Holidays

New Year's Day	— *January 1*
Good Friday	— *variable*
Labour Day	— *May 1*

Anniversary of the Revolution	— *May 25*
Flag Day	— *June 20*
National Independence	— *July 9*
Anniversary of the Death of General San Martin	— *August 17*
Christmas	— *December 25*

In addition to the above eight national holidays, the Thursday before Good Friday and December 8, Immaculate Conception, are described as non-working days (days on which government offices, banks and insurance companies are closed). These holidays are optional for other employers.

The best months for business travel in Argentina are April through November. Argentines take vacations in January and February, the summer season, and during the second and third weeks in July. Some firms close for a time during this period.

(iv) Interpreter and Translation Services

While many Argentine business people and government officials possess a working knowledge of either or both English and French, one should generally be prepared to conduct business in Spanish. Interpreter and translation services are available but visitors should make arrangements through the Canadian Embassy prior to arrival.

(v) Weights and Measures

The metric system is standard throughout Argentina except in a few special instances where, for technical and practical reasons, other internationally accepted foreign systems have been adopted. No special or unusual measures are in current use except for the "quintal" which is used in grain dealings and quotations, and is equal to 100 kilograms.

(vi) Electricity

Argentina has a 220V, 50 cycle electrical system.

II. DOING BUSINESS

General Description of the Market

The Argentine market is quite sophisticated and for the most part open to competition. Certain sectors such as the computer industry are highly protected.

The economy is generally based on free enterprise, although most public services and utilities are reserved for national ownership and operation.

Agriculture, including the agro-industries, remains the principal productive sector in Argentina. At the same time, manufacturing and processing industries account for a considerable volume and variety of products and in many instances reflect a high level of technological development.

Prime potential growth areas include the oil and gas, mining, electricity, grain storage and handling, forestry, urban and rail transportation, and fishing industries.

In many sectors, several years of sustained market development effort are required before results are achieved.

The Government of Argentina actively encourages joint ventures, transfers of technology and foreign investment.

Membership in Regional Trade Blocks

Argentina is a member of the *Associacion Latinamericana de Integracion* (ALADI) created by the *Montevideo Treaty* of 1980. The association's primary objective is the creation of a common Latin American market in a gradual and progressive manner.

On July 29, 1986, Argentina and Brazil signed an *Economic Integration Accord* and *inter alia* for an increase in bilateral trade levels; freer trade in capital goods; increased purchases by Brazil of Argentine wheat; industrial integration; and increased co-operation in energy development, biotechnology and the aerospace sector. Previously Argentina had signed an agreement with Uruguay, intended to achieve economic integration.

Membership in International Organizations

The international organizations with which Argentina is affiliated include the United Nations; Food and Agriculture Organization (FAO); General Agreement on Tariffs and Trade (GATT); Inter-American Development Bank (IADB); International Atomic Energy Agency (IAEA); Latin American

Integration Association (ALADI), formerly Lafta; Non-aligned Movement; Organization of American States (OAS); Latin American Economic System (Sela); United Nations Educational Scientific and Cultural Organization (Unesco); World Bank (IBRD); International Monetary Fund (IMF); and World Health Organization (WHO).

Merchandising and Distribution

Foreign manufacturers enjoying sustained sales of their products to Argentina typically use the services of an agent or distributor. Regardless of the sales methods employed, Canadian exporters should remember that the most successful foreign manufacturers institute and maintain a substantial market presence in the country.

Capable local distributors or agents specializing in a specific commodity area are sometimes difficult to retain. Agents should preferably be appointed after a representative of the Canadian firm has visited the country and made a personal assessment. The Commercial Section of the Canadian Embassy in Buenos Aires will be able to assist you in the identification of possible agents.

Advertising and Promotion

The advertising market and the media in Argentina are centred in the Buenos Aires metropolitan area. With less than 2 per cent of the nation's land area, the capital has some 30 per cent of the country's population and is the leading political, trade, industrial and financial centre.

Sales promotional materials in *Spanish*, which provide detailed information on a company's equipment line, product and services, are an effective way to advertise. These should be followed up by regular visits to prospective buyers to further outline the features and advantages of the equipment, product or service. Argentine buyers strongly prefer personal contact with suppliers. Spanish audio-visual cassettes are also very useful promotional tools.

Advertising in the printed media is the most widely-used method, although television and radio advertising are highly effective and most generally aimed at the Buenos Aires market. More than 60 daily newspapers are published in greater Buenos Aires; of these, 20 are nation-wide. There are 30 commercial TV stations and 150 radio stations. Specialized commercial magazines are another important advertising medium.

Price Quotations

International trade is normally conducted in U.S. currency. All values must be clearly stated as f.o.b., c & f, or c.i.f.; all invoices must show the f.o.b. value (port of shipment). All charges must be clearly itemized.

Usual Terms and Methods of Payment

Most imports are subject to minimum financing terms of at least 180 days calculated from the date of shipment. Special minimum financing terms apply to imports of capital goods valued in excess of $50 000 (US).

With respect to imports by private enterprises, all goods, with the exception of capital goods, can be paid for only by a letter of credit on a 180-day term basis, interest included. On imported capital goods, 5 per cent may be paid on order of goods and 10 per cent after presentation of shipping documents, providing the order is for under $50 000 (US). Above $50 000, minimum payment conditions are as follows:

Payment (in $ US)	Term
$50 000 - 250 000	1 year
$250 000 - 500 000	2 years
$500 000 - 1 000 000	3 years
$1 000 000 - 1 500 000	4 years
$1 500 000 - 2 000 000	5 years

On orders in excess of $200 000, the Central Bank should be consulted.

Although letters of credit are very expensive for Argentine importers, it is accepted local practice that initial transactions with new foreign suppliers are paid for with confirmed irrevocable letters of credit. Open account or "cash against document" payments are much preferred by Argentine customers and should be considered when a satisfactory business relationship is established.

Because of the high cost of letters of credit, Canadian exporters should make every effort to ship merchandise within the terms of the initial letter of credit.

Banking System and Local Financing

The banking system is well-developed and covers the whole country, with a heavy concentration of major banks in Buenos Aires. Legislation provides for national, provincial and private banks as well as branches of foreign banks and financial houses (*financieras*). The latter are normally licensed to accept deposits, discount notes, make loans,

deal in securities, etc., but may not operate chequing accounts or transact other commercial bank business.

Foreign banks wishing to establish branch or subsidiary operations in Argentina, as well as those interested in takeovers or investments in local banks, require prior authorization from the Central Bank.

The local financing market is open to majority foreign-owned entities for short, medium, and long-term loans. The only limits on funds available to foreign investors are those established by the banking system; these are also applicable to domestic entities. Because of inflationary conditions, local currency loans are often indexed, and there is a wide variety of interest rates in a money market subject to extreme fluctuations.

Major banks include the *Banco de la Nacion Argentina*; *Banco de la Provincia de Buenos Aires*; *Banco de la Ciudad de Buenos Aires*; *Banco Rio de la Plata*; *Banco de Galicia y Buenos Aires*; *Banco Comercial del Norte*; Bank of Boston.

The Royal Bank has been established in Buenos Aires for several years and is the only Canadian bank with retail operations in Argentina, with three branches. In addition, the Bank of Nova Scotia maintains a representative office in Buenos Aires.

Customs and Other Regulatory Information

(i) Documentation

Commercial Invoice — The commercial invoice must contain the following information: place and date of execution; full name and address of exporters; means of shipment; country of origin of merchandise; place of entry into Argentina (port or city); unit price of article; description of goods; number of packages; and identification marks, together with gross and net weights. The invoice must be signed in ink by an executive or properly authorized member of the firm and identified by his typed full name underneath the signature, as well as his position within the firm.

All values must be clearly stated as f.o.b., c & f, c & i, or c.i.f.; all invoices must show the f.o.b. value (port of shipment). All charges must be clearly itemized. All commercial invoices must bear the following signed declaration: "I declare under oath that the prices in this commercial invoice are those actually paid or to be paid and that no agreement whatsoever exists which permits its alteration and that all the data relating to quality, quantity value, prices, etc., and description of the

merchandise agree in every detail with what has been declared in the corresponding shipper's export declaration."

Certificate of Origin — A certificate of origin usually is not required. However, a certificate may be requested by importers, specified by letters of credit, or required on ALADI shipments.

When requested by importers or specified by letters of credit, one original and three copies of a certificate of origin must be certified by a recognized Chamber of Commerce, which may require an additional notarized copy for its files, and then legalized by the Argentine consulate with jurisdiction in the state where the merchandise was manufactured.

Bill of Lading — There are no regulations specifying the form or number of bills of lading required for any particular shipment. Consular legalization is not required. All bills of lading must state "freight paid" or "freight payable at destination" and show the amount. Bills of lading must be signed by hand. Facsimile signatures will not be accepted. "To order" bills of lading are permitted except for shipments of arms and munitions. The air waybill replaces the bill of lading on air cargo shipments.

Import License — All imports by the private or public sector, irrespective of the value, require a sworn declaration of need submitted by the importer to the National Import Directorate.

Special Requirements — Special certificates are required for numerous products such as cottonseed and seed potatoes, poultry and eggs, live animals, agricultural and veterinary products, pharmaceutical products, artificial sweeteners, sulphur, copper, and arms, ammunition and explosive imports.

(ii) Import and Exchange Controls

Since May 1982, the economic situation in Argentina has impelled the government to implement certain new important exchange control measures, briefly summarized as follows:

1. Imports of luxury goods are banned for an indefinite period. These include private automobiles, alcoholic beverages, cigarettes, clothing, television sets, meat, fish, perfume and a variety of other products (this list is subject to change and may include products not normally considered as luxury).

2. Essential goods are allowed to continue to be imported without added restrictive measures. These include capital goods, medical equipment, fuels, primary materials of critical economic or strategic importance, and drugs and medicine.

3. All other goods fall into a third, catch-all category, known as non-essential imports. These imports are subject to import quotas assigned to products and firms based on such previous imports over a specified period of time.

The Argentine importer, whether in the private or public sector and irrespective of the value and volume of the shipment, must file for approval, prior to importation, his import program with the National Import Directorate (Ministry of Economy), in the form of a "Sworn Declaration of Import Needs" (SDIN). In the past, the registration import certificate of necessity (*certificado de necesidad de importacion*) countersigned by the Minister of Economy was automatic and principally used as a means of gathering statistical data. However, since May 1982, the granting of such import certificates basically reflects the current import and exchange control restrictions of the Argentine government. Since 1986-87, the Alfonsin Government has been liberalizing its import regime in an effort to encourage greater competitiveness in Argentina's domestic industry.

All exchange transactions must be carried out through entities authorized expressly for this purpose; these include banks, exchange agencies, exchange houses and exchange offices. Transactions involving foreign exchange purchases require a declaration of the purpose of the transaction to exchange control authorities for release of the foreign exchange.

A two-tier exchange rate instituted on July 5, 1982, established a commercial exchange rate for import and export transactions and a floating financial rate for all other transactions. This was eliminated on October 29, 1982 and there is now a single exchange rate for all transactions.

Effective May 24, 1982, the Argentine Central Bank requires that credit terms for import payments be set at a minimum of 180 days, with some exceptions. Exempt from this requirement are printed books and fresh fruit sold on consignment; newspapers, magazines, and other periodicals; products from ALADI countries that have negotiated bilateral trade agreements with Argentina; and imports destined for Tierra del Fuego.

Argentina has established a forward exchange market for purchases and sales of U.S. dollars. Transactions must be linked to import-export trade and generally are limited in maturity to 360 days. Import transactions must be in the form of letters of credit, documentary collections, or bank guarantees to be eligible. Transactions by the public sector are not permitted. The Central Bank may intervene in the market to purchase or sell dollars forward on its own account to moderate rate fluctuations.

(iii) Duties and Taxes

Current duty rates range from 0 to 38 per cent, with certain exceptions. Imports of capital goods not produced in Argentina usually carry a duty rate of 10 per cent. Chemicals and pharmaceuticals which cannot be supplied locally are assessed a 10 per cent rate or are duty free. Imports of items for which some local production exists are generally assessed a duty rate of 32, 35, or 38 per cent.

The Argentine Commerce Secretariat administers a "draw-back" system whereby certain imported inputs that are used for processing a product for export or are directly incorporated into a product manufactured for export, are eligible for partial or full reimbursement of customs duties.

In addition to customs duties, imports are subject to a stamp duty of 0.6 per cent and selective internal taxes ranging from 5 per cent to 22 per cent.

(iv) Packaging and Labelling

Local packaging and labelling requirements are generally not difficult to meet.

Transportation and Communications

Transport of merchandise is mainly by rail and road, except for eastern Argentina north of Buenos Aires, which is served by the Parana, Paraguay, and Uruguay rivers. The railroad system, which is state-owned and operated, serves most of the country except the distant south (Patagonia). Road haulage has developed greatly in recent years and carries the majority of the traffic. Although the planned road network is far from complete, there are good main roads to most areas and further development is actively pursued. Regular passenger and freight air services are available to all parts of the country and many enterprises have their own light planes. Telephone and telex communications with Canada are normally good.

Local ports are equipped to handle containers, large vessels alongside and bulk cargoes. Specialized terminals are located at Ensenada, Comodoro Rivadavia, San Lorenzo and Campana (petroleum); Bahía Blanca, Rosario, Santa Fé, Villa Concepción, Mar del Plata and Quequén (cereals); and San Nicolás and San Fernando-San Isidro (raw and construction materials). There are over 100 ports in Argentina, the most important of which are Buenos Aires, Rosario and Bahía Blanca.

Government Attitude toward Foreign Investment, Joint Ventures and Technology Transfers

Except for certain periods, Argentina has usually welcomed foreign capital and expertise. The present government has stated that foreign capital and expertise are essential to Argentina's development and that it intends to establish and maintain conditions attractive to foreign investors. In this respect, Law No. 21382 not only revokes previous restrictive legislation, but establishes more favourable treatment of foreign investments, including the remittance of profits and the repatriation of capital invested. The rights and obligations of foreign investors are now essentially the same as those of local investors subject only to the provisions of Law No. 21382 and of existing special or promotional legislation.

Prior to 1971, technology transfers had not been singled out for specific regulation in Argentina. In 1971 Law No. 19231 was passed to control foreign currency remittances, royalties and contractual terms as well as to foster the development of indigenous technology. This law created the *National Registry of License and Transfer of Technology Contracts*, with whom all such agreements had to be registered.

The 1977 *Transfer of Technology Law*, which applies to a wide range of legal acts including licensing of technology and trademarks, and the supply of know-how and technical assistance, substantially reduced the impact of regulation in this area while maintaining the minimum control required to ensure indigenous technological development.

As a consequence, Canadian companies can expect to find in Argentina a legal environment as favourable to the establishment of joint ventures as anywhere else in Latin America. Such joining of forces can, in addition to reducing investment requirements, provide access to valuable local expertise and an existing share of the market.

Countertrade

In the past, Argentina followed a free-market economic policy, and countertrade transactions were relatively rare. Countertrade in private sector transactions was illegal under foreign exchange regulations, although Argentina has engaged in countertrade with Eastern European countries since 1969 on a government-to-government basis. Countertrade was, however, recently sanctioned by the government in the *Decree Law 176* of June 1985 which establishes the ground rules for such transactions. In view of Argentina's difficult economic situation and hard currency constraints, it is expected that countertrade arrangements will become increasingly common in the future.

III. YOUR BUSINESS VISIT

Advise and Consult the Canadian Embassy

Canadian business people planning to visit Argentina should advise the Commercial Division of the Canadian Embassy in Buenos Aires, Argentina. This should be done well in advance either via airmail — please allow three weeks — or preferably by Telex. Provide information on the purpose of the visit, the products or services involved and the arrangements required. These details will allow the commercial staff to arrange a tentative itinerary and appointment schedule so that the business person may use his or her time effectively. The earlier the Commercial Secretary is advised, the easier it is to make effective market research and visit arrangements.

Travel Documents

Business people need only a valid Canadian passport to enter Argentina on a short visit. Holders of non-Canadian passports should consult an Argentine Consulate in Canada before travelling.

While holders of valid Canadian passports are not required to obtain a visa for a short visit, visas are necessary to engage in any lengthy business activity in Argentina which will earn money for the traveller while there. Applicants must present a valid passport, a letter of guarantee from the company stating, *inter alia*, the reason for the trip, and the length of the proposed stay. If in doubt as to whether you need this type of passport visa, you may request a specific ruling from an Argentine consular official. Travellers can either apply in person or send all of the requisite documents by mail (mailed applications must be accompanied by a self-addressed, stamped envelope). No application form is usually necessary.

Additional visa information may be required for specific cases. In such cases, please contact the Argentine Consular Office with jurisdiction over the particular area for assistance and specific information.

Internal travel

Buenos Aires has an extensive system of subway and buses. Taxis are plentiful. Travel outside Buenos Aires can be by train, air, bus or car.

Hotels

The principal hotels in Buenos Aires in descending order of price and quality include The Sheraton, Panamericano, Libertador, Plaza, Claridge, Lancaster, Bisonte, De las Americas, Regente Palace, Crillion and Dorá.

Customs Regulations

The following articles may be freely imported temporarily into Argentina: photographic and movie cameras, film projectors, field glasses, portable typewriters, sound recorders, portable radio and TV sets, sports equipment and articles normally carried by a traveller for personal use in reasonable quantities.

Health and Personal Security

Competent doctors, dentists, and specialists are available in Buenos Aires. There are no particular health risks in that city, and no special precautions need be taken. The tap water is safe. No immunizations are required to enter Argentina. September through May is a malaria-risk season in the northernmost provinces of Argentina. Health requirements can change and travellers should check the latest available information.

Travelling abroad can often include increased risks to personal safety. The nature of the risk varies from place to place and from time to time.

Generally, Argentine cities are considered relatively safe and no more dangerous than cities of comparable size in North America. Nonetheless, business travellers are encouraged to exercise good judgement and common sense while travelling abroad.

Business Calls and Entertainment

Three to four business calls and a business lunch can be comfortably achieved during the working day. It is convenient to have a day of unscheduled time at the end of a stay since new business leads may arise during discussions.

English is spoken by a limited but growing number of people, especially among urban business and professional people. When necessary, interpreters are quickly available. Business cards in English are acceptable, but bilingual cards in Spanish and English are more welcome.

Business entertainment generally means lunch, cocktails or dinner.

A popular recreation spot in Argentina is Tigre, 45 km (27 miles) from Buenos Aires and easily reached by train, bus or car. One can sail, fish, row and cruise among the main islands and channels at the mouth of the river.

Mail

Air mail from Canada requires at least a full week to arrive and may take substantially longer. Reasonable amounts of literature may be sent by air mail. Documents are sometimes sent by air freight, although air mail is preferable. In urgent cases, such as the presentation of costly proposals, the services of commercial courier companies which guarantee 48 to 72 hour, door-to-door delivery, are sometimes used to send documents. Often, as a last resort, documents are personally carried by a company representative.

IV. FEDERAL EXPORT ASSISTANCE

Market Advisory Services

As a service to Canadian business, the federal government maintains trade officers in 67 countries around the world. These representatives provide assistance to Canadian exporters and aid foreign buyers in locating Canadian sources of supply. In addition to providing the link between buyer and seller, the trade officer advises Canadian exporters on all phases of marketing, including identification of export opportunities, assessment of market competition, introduction to foreign business people and government officials, screening and recommending of agents, guidance on terms of payment and assistance with tariff or access problems. Trade officers also play an active role in looking for market opportunities and encouraging promotion efforts.

An additional source of information is the group of geographic trade divisions at the Department of External Affairs in Ottawa. Each of these offices concentrates on markets in specific geographical regions, in this case Latin America and the Caribbean. They are the central government link in Canada for the trade officers abroad. In the case of Argentina, the trade officers in Buenos Aires are in constant contact with their counterparts in the Latin America and Caribbean Branch in Ottawa (Address: South America Trade Development Division — Latin America and Caribbean Branch, Department of External Affairs, 125 Sussex Drive, Ottawa, Ontario K1A 0G2, Telephone (613) 996-5546. Telex: 053-3745). This office can provide the following type of general information:

- market information, including economic outlooks for individual countries and information on the market for particular products;
- market access information on tariff rates, regulations, licensing, no-tariff barriers, product standards, required documents etc.; and
- publications, including editions of this publication, *Guides for Canadian Exporters*, and country briefs on smaller markets.

The geographic trade divisions are also responsible for assisting and advising exporters on marketing of their products and services and on informing businesspeople about export services provided by the Canadian government and export opportunities as they arise.

Export Development Corporation

The Export Development Corporation (EDC) is a Canadian Crown Corporation whose purpose is to facilitate and develop Canada's export trade.

The EDC provides insurance, guarantees and export financing, which combined with financial advice and the organization of financial packages, facilitate the sale of Canadian goods and services abroad.

The Corporation offers the following services:

Export Insurance and Related Guarantees
- global comprehensive insurance
- global political insurance
- selective political insurance
- specific transaction insurance
- specific transaction guarantees
- loan pre-disbursement insurance
- foreign investment insurance
- performance security insurance
- performance security guarantees
- consortium insurance
- surety bond insurance
- bid security guarantees

Export Financing and Related Guarantees
- loans
- multiple disbursement agreements
- line of credit allocations
- note purchases
- forfeiting
- loan guarantees

The EDC head office is in Ottawa. (Address: P.O. Box 655, 151 O'Connor Street, Ottawa, Ontario K1P 5T9, telephone (613) 598-2500, Telex 053-4136.) Regional offices are maintained in Montreal, Toronto, London, Calgary, Winnipeg, Vancouver and Halifax. General inquiries regarding other EDC services may be channelled through the regional offices. Export services are only handled by the Ottawa office. Inquiries about export financing for a specific geographical area should be addressed to the manager of the appropriate department in the Export Financing Group of the EDC in Ottawa.

Program for Export Market Development

On April 1, 1987, the Department of External Affairs consolidated the Program for Export Market Development (PEMD) and the Promotional Projects Program (PPP) into

one program called PEMD, a name well recognized by both the private sector and governments.

The new PEMD was designed to increase the marketing efforts of the private sector by helping them to participate in activities they would not, or could not, undertake on their own.

A summary of the types of assistance offered by the new PEMD follows.

Government-Initiated Activities — Trade Fairs and Missions

Under this PEMD activity, the government shares the cost of participating in national stands at trade exhibits outside Canada; sponsors outgoing trade missions of Canadian business persons to identify market opportunities abroad; and hosts incoming missions to Canada of foreign business and government officials who can influence export sales. In the case of trade fairs, a company can be eligible for assistance for up to three participations in the same fair event. There is no limit on mission participation. A new element in the program is the introduction of a participation fee for fairs to ensure a greater cost-sharing by industry of the costs related to government-sponsored activites.

Industry-Initiated Activities (for which the government contribution continues to be repayable if sales result) — Four applications per company per year.

Trade Fairs — Funding for companies wishing to participate individually in foreign trade fairs.

Visits — Actual travel costs up to 100 per cent of the return economy airfare will be paid for both incoming visits to Canada of foreign buyers and market identification trips by Canadian companies, outside Canada. In the case of market identification trips to the United States, only companies with annual sales below $10 million will be eligible for assistance.

Project Bidding — This type of assistance shares the cost of bidding on specific projects outside Canada. The projects typically involve a formal bidding procedure in competition with foreign firms for consulting services, engineering, construction and the supply of Canadian goods and services, major capital projects, and a special provision for mega-projects (over $250 million Canadian content).

Establishment of Export Consortia — Participating firms of manufacturers, especially small and medium-sized companies, are helped to jointly establish an incorporated company to be engaged solely in the export of Canadian products and services. These export consortia should better be able to

exploit opportunities by pooling their resources and sharing export marketing costs and risks.

Establishment of Permanent Sales Offices Abroad — Canadian exporters are assisted to undertake a sustained marketing effort by establishing facilities in a foreign market (excluding the United States). The government will provide up to $125 000 per project and individual companies may have up to two approvals during their lifetime.

Activities Related to the Food, Agriculture and Fish Sectors — Up to $125 000 per project is available to cover special activities undertaken by non-profit food, agriculture or fish organizations, marketing boards and agencies for technical trials, product demonstrations, seminars and training as well as commodity promotion. This assistance is non-refundable; two approvals per applicant per government fiscal year are permitted.

Marketing Agreement — The new PEMD offers applicants the flexibility to enter into concentrated agreement with the government to undertake a marketing program made up of a combination of activities eligible under the regular program for a period of up to two years. It is aimed at medium-sized manufacturers with some experience in exporting.

More information on the PEMD program is available from Info Export, the South America Trade Development Division or the regional offices of DRIE.

Publicity

CanadExport, a bi-weekly newsletter published in English and French editions, is designed to promote Canadian exports abroad. It features a variety of articles and reports on export opportunities, trade successes, government services to industry, international market conditions and tenders, industrial development and joint industry-government trade-promotion activities. Articles also appear regularly on fairs and missions organized abroad by the Department of External Affairs under its Fairs and Missions Programs, as well as major fairs worldwide, and on multilaterally funded capital projects overseas which offer good export opportunities for Canadian suppliers of goods and services.

CanadExport is available free of charge to Canadian manufacturers, from the Department of External Affairs (BTC), Lester B. Pearson Building, 125 Sussex Drive, Ottawa, Ontario K1A 0G2. Call Info Export toll free: 1-800-267-8376.

Industrial Co-operation with Developing Countries

The Canadian International Development Agency (CIDA) supports the involvement of Canadians in investment projects in developing countries through its Industrial Co-operation Program (ICP). Under this program, CIDA offers Canadian companies wishing to investigate industrial co-operation opportunities in developing countries:

- funding for travel, profitability and risk analysis, product or technology testing;
- funding for project preparation studies as a lead-in to large capital projects;
- funding for demonstration or test projects as a lead-in to technology transfer;
- leads and information on opportunities, and on local conditions and business practices;
- assistance in locating qualified Canadians to work abroad;
- specialized training of local employees;
- professional services to cope with special situations, such as complex tax or legal problems; and
- investment missions to developing countries.

For developing countries seeking Canadian private sector participation in their economic development, ICP offers:

- investment-seeking missions to Canada;
- information on Canadian technology and expertise;
- trade facilitation;
- business training in Canada and the home country;
- linkages between Canadian and local business and manufacturing organizations;
- public sector institution building in co-operation with Canadian counterpart institutions;
- technical assistance to businesses requiring short-term experts; and
- long-term credits for the use of Canadian consultants or experts to assist in delineating industrial development priorities, promoting and managing exports, and providing direct, continuing, expert advice to all segments of the economy, both private and public.

For more information, write to:

Industrial Co-operation Division
Canadian International Development Agency
200 Promenade du Portage
Hull, Quebec
K1A 0G4
Telephone: (819) 997-7901
Telex: 053-4140 CIDA/SEL

V. USEFUL ADDRESSES

Canadian Offices (in Argentina)

Commercial Division
Canadian Embassy
Casilla de Correo 3898 (1000)
Suipacha 1111, p. 25
Buenos Aires, Argentina
Cable: DOMCAN BUENOS AIRES
Telephone: (011-54-1) 312-9081/88
Telex: (Destination code 033) 21383 (21383 CANAD AR)

(in Canada)

South America Trade Development Division
Latin America and Caribbean Branch
Department of External Affairs
125 Sussex Drive
Ottawa, Ontario
K1A 0G2
Telephone: (613) 996-5546
Telex: 053-3745

Canadian International Development Agency
(CIDA Headquarters)
200 Promenade du Portage
Hull, Quebec
K1A 0G4
Telephone: (613) 997-5456
Telex: 053-4140

Argentine Offices in Canada

Embassy of the Argentine Republic
Royal Bank Centre, Suite 620
90 Sparks Street
Ottawa, Ontario
K1P 5B4
Telephone: (613) 236-2351/4
Telex: 05-34293

Economic Commercial Consular Office
151 Slater Street, Suite 400
Ottawa, Ontario
K1P 5H2
Telephone: (613) 236-9431
Telex: 05-33256

Argentine General Consulate
1010 St. Catherine Street West
Suite 737
Montreal, Quebec
H3B 3R3
Telephone: (514) 866-3819
Telex: 055-60288

Export Development Corporation

Head Office
151 O'Connor Street
Ottawa, Ontario
Mailing address:
P.O. Box 655
Ottawa, Ontario
K1P 5T9
Telephone: (613) 598-2500
Cable: EXCREDCORP
Telex: 053-4136
Facsimile: (613) 237-2690

District Offices:

Vancouver District Office
One Bentall Centre, Suite 1030
505 Burrard Street
Vancouver, British Columbia
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Facsimile: (403) 294-1133

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330 Portage Avenue, Suite 707
Winnipeg, Manitoba
R3C 0C4
Telephone: (204) 943-3938
Telex: 07-57624
Facsimile: (204) 949-2187

London District Office
197 York Street, Suite 900
London, Ontario
N6A 1B2
Telephone: (519) 679-6523
Facsimile: (519) 679-4483

Toronto District Office
National Bank Building, Suite 810
150 York Street
P.O. Box 810
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Telephone: (416) 364-0135
Telex: 06-22166
Facsimile: (416) 862-1267

Montreal District Office
P.O. Box 124
800 Victoria Square, Suite 2724
Tour de la Bourse
Montreal, Quebec
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Telephone: (514) 878-1881
Facsimile: (514) 878-9891

Halifax District Office
Toronto Dominion Bank Building, Suite 1003
1791 Barrington Street
Halifax, Nova Scotia
B3J 3L1
Telephone: (902) 429-0426
Telex: 019-21502

Department of Regional Industrial Expansion

If you have never marketed abroad, please contact the Regional Industrial Expansion Office in your province.

Alberta
Cornerpoint Building
10179 - 105th Street
Edmonton, Alberta
T5J 3S3
Telephone: (403) 420-2944
Telex: 037-2762

British Columbia
Bentall Centre, Tower III
Suite 2743
595 Burrard Street
P.O. Box 49178
Vancouver, British Columbia
V7X 1K8
Telephone: (604) 661-2220
Telex: 04-51191
Facsimile: (604) 666-8330

Manitoba
400-3 Lakeview Square
185 Carlton Street
P.O. Box 981
Winnipeg, Manitoba
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Telephone: (204) 949-2300
Telex: 07-57624

New Brunswick
590 Brunswick Street
P.O. Box 578
Fredericton, New Brunswick
E3B 5A6
Telephone: (506) 452-3141
Telex: 014-46140

Newfoundland and Labrador
Parsons Building
90 O'Leary Avenue
P.O. Box 8950
St. John's, Newfoundland
A1B 3R9
Telephone: (709) 772-5511
Telex: 016-4749

Northwest Territories
Precambrian Building, 10th Floor
P.O. Bag 6100
Yellowknife, Northwest Territories
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Telephone: (403) 920-8575

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1496 Lower Water Street
Box 940, Station M
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1 First Canadian Place, Suite 4840
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Toronto, Ontario
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Telephone: (416) 365-3777
Telex: 065-24378
Facsimile: (416) 366-9082

Prince Edward Island
Confederation Court
134 Kent Street
P.O. Box 1115
Charlottetown, Prince Edward Island
C1A 7M8
Telephone: (902) 566-7442
Telex: 014-44129

Quebec
Stock Exchange Tower
800 Victoria Square
P.O. Box 247
Montreal, Quebec
H4Z 1E8
Telephone: (514) 283-6796
Telex: 055-60768

Saskatchewan
105 - 21st Street East
6th Floor
Saskatoon, Saskatchewan
S7K 0B3
Telephone: (306) 975-4400
Telex: 074-2742

Yukon
108 Lambert Street, Suite 301
Whitehorse, Yukon
Y1A 1Z2
Telephone: (403) 668-4655

Notes

Notes

Notes


Argentina
Scale 500 km
Legend
Major Roads
Capital City
City
Provincial Boundaries
International Boundaries
Railway
Bolivia
Paraguay
Brazil
Chile
Uruguay
Pacific Ocean
Atlantic Ocean
JUJUY
SALTA
FORMOSA
CHACO
CATAMARCA
Tucuman
TUCUMAN
MISIONES
LA RIOJA
SANTA FE
CORRIENTES
San Juan
CÓRDOBA
Santa Fe
SAN JUAN
Córdoba
ENTRE RÍOS
Mendoza
SAN LUIS
Rosario
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LA PAMPA
BUENOS AIRES
Mar del Plata
NEUQUEN
Quequén
Bahia Blanca
RÍO NEGRO
CHUBUT
Puerto Madryn
Puerto Deseado
SANTA CRUZ
Falkland Islands/Islas Malvinas
Magellan Straits
South America
Pacific Ocean
Atlantic Ocean
Argentina

External Affairs Canada

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