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## OVERVIEW OF THE ARGENTINE TELECOMMUNICATIONS MARKET

### INTRODUCTION

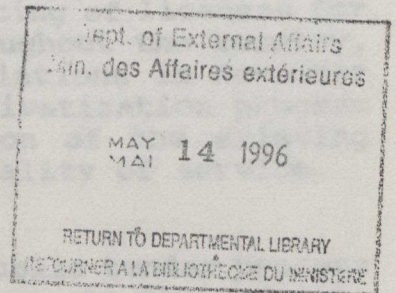
The Argentine telecommunications market has undergone a dramatic transformation in the last two years. Argentina's state-owned telephone company was privatized and the industry deregulated and restructured. This has opened the way for a new industry structure and a competitive marketplace. The Argentine telecommunication sector is now waking up after years of mismanagement and neglect.

This new business environment has opened a world of opportunities for suppliers of Canadian telecommunications equipment and services. The market is very competitive and the industry is very dynamic. It is important to maintain a strong market presence in Argentina in order to effectively to compete.

### OVERVIEW OF THE ARGENTINE TELECOMMUNICATIONS MARKET AND KEY INDUSTRY CONTACTS

The privatization of the Argentine telecommunications market was launched by the Argentine government in 1990. The privatization process involved the sale of the state-owned telephone company, ENTEL, to a consortium of private investors. The privatization was completed in 1992. The privatization process was a major step in the development of the Argentine telecommunications market. It provided a framework for the industry to operate in a competitive environment. The privatization process also provided a framework for the industry to operate in a competitive environment. The privatization process also provided a framework for the industry to operate in a competitive environment.

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## OVERVIEW OF THE ARGENTINE TELECOMMUNICATIONS MARKET

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### INTRODUCTION

The Argentine telecommunications market has undergone a phenomenal transformation in the last two years. Argentina's ailing state-owned telephone company was privatized and the industry deregulated and restructured. This has opened the way for a new industry structure and a competitive marketplace. The Argentine telecommunication sector is now making up for years of mismanagement and neglect.

This new business environment has opened up excellent opportunities for suppliers of Canadian telecommunication products and services. The marketplace, however, can be characterized as being very political, highly competitive with strong owner/supplier alliances with European manufacturers and typically Latin in business negotiations. Only Canadian companies willing to maintain a sustained market presence in Argentina will be able effectively to compete.

### BACKGROUND

A primary objective of the State Reform program launched by the Menem government was the restructuring and privatization of inefficient state owned companies. One of its important achievements to date has been the privatization of the Argentine state national telephone company ENTEL (Empresa Nacional de Telecomunicaciones) which served 90% of the Argentine telephone network. The privatization of ENTEL, which included the sale of assets belonging to the government and the granting of licenses for the rendering of basic telephone services throughout the country, was completed after a year of difficult negotiations in November 1990. The primary goals of the government's privatization program for ENTEL were the modernization and expansion of the existing telephone network and an improvement in the quality of service.

### IMPLEMENTATION OF THE PRIVATIZATION

ENTEL was privatized through an international public tender process and the country and capital city of Buenos Aires was divided into two separate operating regions: Telco North and Telco South. This division was adopted to provide competition as an inducement to ensure the efficiency of the network.

As an incentive for purchasing ENTEL the new owners/operators were granted licenses on a monopoly basis for basic telephone services (urban, interurban and international). The licenses are exclusive for the new operators for up to a ten year maximum period and will be replaced thereafter by a system of open competition. The ten



year period is divided up into two years of exclusive operation as a transition period, a further five year exclusive licence if minimal requirements in the efficiency and expansion of service are met and an additional three years if these requirements are exceeded. As an additional incentive for purchasing ENTEL, the new operators have been guaranteed a 16% profit margin during the two year transition period.

#### AWARDING OF ENTEL

Telco South was awarded to a consortium headed by Telefonica of Spain now officially named **Telefonica de Argentina S.A.**. Telco North was awarded to a consortium headed by Stet of Italy and France Telecom now officially named **Telecom Argentina Stet France-Telecom S.A.** These two companies operate individually as private, limited liability companies and operate together through two wholly owned subsidiaries named **Telintar S.A.** for international services and **Startel S.A.** for other competitive telecommunication services.

With the exception of basic and international telephone services for which the present operators have been granted an exclusive licence, the Argentine telecommunications market has been opened for the rendering of all other services by any interested party. This includes cellular services, national telex, data transmission and other value added services. The two new telcos have formed together **Startel S.A.** to compete in this competitive services market.

#### NETWORK INFRASTRUCTURE

The two new telcos inherited a telephone network and service company in complete decay. ENTEL provided 3.2 million telephone lines through 1,300 switching centres and had an estimated demand for one million lines. In 1988/89 installed main lines per 100 of the population was 8.47. Statistics showed that only 47% of all urban and 23% of all long distance calls were completed and that line trouble was 8 times the world average.

Telefonica and Telecom are working on plans for an ambitious expansion and modernization of the network.

#### INDUSTRY STRUCTURE

The Argentine telecommunications industry is regulated by the government agency **Comision Nacional de Telecomunicaciones (CNT)**. The residual company left after the privatization of ENTEL is still known as **ENTEL (RESIDUAL)**. Its only purpose is to sell the 40% equity of ENTEL not privatized on the Buenos Aires Stock Exchange. Telefonica Argentina and Telecom Argentina are the two new principal telcos in Argentina covering 90% of the market. **Compañia Argentina de Telefonos (CAT)** operated in six rural provinces had



about 10% of the Argentine telecommunications market and has just recently been bought out by the telcos. Telintar and Startel, joint subsidiaries of Telefonica and Telecom respectively, handle international and competitive services. A US-Argentine consortium led by Motorola and Bell South, known as Movicom, have one of the cellular telephones operating licences for Buenos Aires. The second cellular licence has been awarded in March 1992 to Startel. The local industry is grouped under four different telecommunication chambers of commerce.

The major telecommunication manufacturers in Argentina are: Equitel - a subsidiary of Siemens; Pecom-Nec - a joint venture with the local firm Perez Companc and Nec of Japan; and Compañía Standard Electric Argentina formerly a subsidiary of ITT now sold to an Argentine group with Siemens holding a minority share. Siemens has a long history and strong presence in the marketplace. It was one of the first companies to set up a subsidiary during the Perón Government policy of national integration when ENTEL could only buy equipment from suppliers with factories in Argentina. At the end of the 1970s, Siemens bought its principal competitor and the Government allowed Pecom-Nec to set up a subsidiary to prevent a monopoly in the market.

Other important local manufacturers which are mainly subsidiaries of foreign firms are Ericsson, Alcatel, GTE, Telletra, Italtel and Pirelli. These firms produce and assemble telephone sets and cable, switching equipment, and private branch exchanges. Much of the assembly is done locally by importing components from the parent companies.

#### COMMERCIAL INFORMATION

The major telecom importers in the newly privatized Argentine telecommunications market will be the two new telephone operating companies Telefonica de Argentina and Telecom Argentina and their joint subsidiaries Telintar and Startel. Other large users include the local, provincial and federal government agencies, the military, and the state-owned companies. Many of these state companies are going through their own privatization eg. railways, hydro-electric, gas and petroleum. This will mean an influx of new capital and an impetus to improve telecommunication infrastructures.

Germany, with Siemens manufacturing in Argentina, followed by Japan and the United States are the traditional leading foreign suppliers of telecommunications equipment to the Argentine market.

In addition to technology, the availability of financing is a critical factor in purchasing decisions. Japanese and European suppliers offer very competitive financing packages with low interest rates, and a long payback often including grace periods. However, these financing packages are often associated with higher prices.



## MARKETING CANADIAN TELECOMMUNICATION PRODUCTS AND SERVICES

Canadian companies can work at locating potential representatives or identifying possible joint venture or technology transfer partners through the four different local chambers that group together the local Argentine telecommunications industry. Canadian firms need aggressively to market their products through local agents that have excellent contacts in the technical and purchasing departments of different buyers and also at a senior executive level. Any representation agreement should only be considered after the Canadian company has visited and made a personal assessment of the local company and the market conditions unique to Argentina.

Merchandising, distribution, promotion and sales can all be effectively handled by a capable and reputable local representative. Sales promotional materials should ideally be prepared in Spanish but can work effectively in English. Mailings of product literature need to be followed up by regular visits to prospective buyers to outline the features and advantages of the equipment, product or service. Company visits should not be solely left to the local representative as Argentine buyers also expect direct personal contact with suppliers. An annual congress and trade exhibition is organized by the local association of users of informatics and communication products.

In the last year, trade restrictions and tariff rates have been dramatically reduced. The customs duty currently for most imported telecommunications products is 22% on FOB value, plus 18% VAT, plus 10% for miscellaneous taxes. This is a significant improvement over a customs duty of 45% only a year ago.

It should be remembered that the Argentine telcos, because of their ownership structure, have strong alliances with European manufactures which also offer very competitive financing. This makes the sale of traditional or basic telecommunication products difficult. Canadian companies will probably find their niche by offering highly specialized products to the new telcos. These products are not generally known and need the type of promotion and technical support and service provided by a local agent. Also because the new telcos are not the only buyers of telecommunications products in Argentina, the appointment of a local representative is essential for any sustained sales in this market.

### KEY INDUSTRY CONTACTS

Following is a detailed list and short description of the key industry contacts in the Argentine telecommunications market. To assist the Canadian exporter further, we have provided some other useful government and business organizations for both Argentina and Canada.



# KEY INDUSTRY CONTACTS IN THE ARGENTINE TELECOMMUNICATIONS MARKET

## I N D E X

### TELEPHONE OPERATING COMPANIES

TELEFONICA DE ARGENTINA (TELCO SOUTH)  
TELECOM ARGENTINA (TELCO NORTH)  
TELINTAR  
STARTEL  
COMPAÑIA ARGENTINA DE TELÉFONOS  
MOVICOM  
DATA COMMUNICATION TRANSMISSION COMPANIES

### GOVERNMENT STRUCTURE

COMISIÓN DE COMUNICACIONES DE LA CÁMARA DE DIPUTADOS  
SUBSECRETARIA DE COMUNICACIONES  
COMISIÓN NACIONAL DE TELECOMUNICACIONES  
EMPRESA NACIONAL DE CORREOS Y TELECOMUNICACIONES  
EMPRESA NACIONAL DE TELECOMUNICACIONES  
LABORATORIO NACIONAL DE TELECOMUNICACIONES  
COMISIÓN NACIONAL DE ACTIVIDADES ESPACIALES

### INDUSTRY GROUPINGS/CHAMBERS/ACADEMICS

FEDERACIÓN DE COOPERATIVAS TELEFÓNICAS ARGENTINA  
SOCIEDAD DE ESPECIALISTAS LATINOAMERICANOS EN PERCEPCIÓN REMOTA  
CÁMARA ARGENTINA DE TELEFONÍA Y AFINES  
CÁMARA ARGENTINA DE INDUSTRIAS ELECTRÓNICAS  
CÁMARA ARGENTINA DE DESARROLLOS Y APLICACIONES SATELITALES  
CAMARA ARGENTINA DE TELEVISION POR CABLE  
ACT-ASOCIACION ARGENTINA DE CIRCUITOS CERRADOS  
COMUNITARIOS DE TELEVISION  
OTHERS

### LOCAL COMMUNICATIONS PUBLICATIONS

COMUNICACIÓN  
REVISTA TELEGRÁFICA ELECTRÓNICA  
ENTELEQUIA  
MAGAZINE SATELITAL  
TELECOMUNICACIONES & NEGOCIOS

### EXHIBITIONS/TRADE FAIRS/CONGRESSES

EXPOUSUARIA '92  
IV LATINAMERICAN SATELLITE SYMPOSIUM  
CAPER'92

### OTHER USEFUL INDUSTRY AND CANADIAN GOVERNMENT CONTACTS

CÁMARA DE COMERCIO ARGENTINO/CANADIENSE  
DOC, CANADA  
EXTERNAL AFFAIRS AND INTERNATIONAL TRADE CANADA







**TELEPHONE OPERATING COMPANIES:**

Telephone company operating in the southern region of Argentina:

SR. JOSE LUIS MARTIN DE BUSTAMANTE  
PRESIDENTE  
SR. FERNANDO NEBOT COUCHOUD  
DIRECTOR GENERAL TECNICO  
TELEFONICA DE ARGENTINA (TELCO SOUTH)  
AV. DE MAYO 701, PISO 23  
1084 BUENOS AIRES  
TEL. 334-4301  
FAX: 334-1790

SR. EMILIO SALGADO  
DIRECTOR COMERCIAL  
TELEFONICA DE ARGENTINA S.A.  
TTE.GRAL. J.D. PERON 518, P.B.  
1038 BUENOS AIRES  
TEL. 334-2082  
FAX: 334-0376

Telefónica de Argentina S.A. is the official name for the consortium that won the privatization bid to operate in the Telco South region of Argentina.

The consortium is headed by the Spanish state owned telco operator but the majority interest is held by the banks. Its ownership is divided up as follows:

- 57% held by Citicorp
  - 33% held by Telefónica de España
  - 10% held by Inversora Catalinas-Techint (Italian industrial conglomerate in Argentina).
-







Telephone company operating in the northern region of Argentina:

ING. JUAN CARLOS MASJOAN  
PRESIDENTE  
ING. JEAN CLAUDE VICARINI (FRANCE TELECOM)  
VICE PRESIDENTE  
ING. ADOLFO RINALDI (STET)  
**TELECOM ARGENTINA STET FRANCE - TELECOM S.A. (TELCO NORTH)**  
MAIPU 1210, 9/10 Fl.  
1006 BUENOS AIRES  
TEL. 312-7050  
FAX: 312-7055/7327

ING. MICHEL JEAN-MARIE  
DIRECTOR AREA TECNICA  
TELECOM S.A.  
AV. DEL LIBERTADOR 498, P. 23  
1001 BUENOS AIRES  
TEL. 322-9900  
FAX: 394-1571

SR. SERGIO BOVE  
DIRECTOR COMERCIAL  
TELECOM S.A.  
L.N. ALEM 1050, 3º P.  
1001 BUENOS AIRES  
TEL. 968-3981  
FAX: 331-1711

Telecom Argentina is a consortium headed by Italian state-owned company Stet and the French company France Cable and Radio (32,5% respectively). The other partners are J.P. Morgan Bank (10%) and Perez Companc (25%).

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Company owned jointly by Telecom and Telefonica through which all international telephone calls and telex service are channelled:

SR. HELIODORO LUIS SASTRE  
SR. VENTURINO GIACOMELLI  
DIRECTORES DELEGADOS  
**TELINTAR S.A.**  
AV. DE MAYO 761. 4o. P.  
1084 BUENOS AIRES  
TEL. 334-5879/49-9738  
FAX: 331-5937

The Intelsat system provides telephony, telex, telegraph, data and television services in the country. International traffic by satellite is transmitted by two earth stations, one in Balcarce in the Province of Buenos Aires and the other in Bosque Alegre in the Province of Cordoba.

Continuing restrictions exist on satellite transmission. Additional competitors will not be permitted until as late as the year 2001. Data transmission is not able to go straight through the regional satellite Intelsat as it does in Brazil and Chile but is channelled through Telintar which charges a levy on all international transmissions.

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Company owned jointly by Telecom and Telefonica offering other competitive communication services.

JUAN CARLOS MASJOAN  
PRESIDENT  
MARTIN DE BUSTAMANTE  
VICE PRESIDENT  
MARC WOJCIECHOWSKI  
ENRIQUE JALLE PEREZ  
DIRECTORES EJECUTIVOS  
**STARTEL**

AV. L. N. ALEM 628, 8o. P.  
1001 BUENOS AIRES  
TEL. 311-0220/6657/3652  
FAX: 313-8850/1663

Startel's services include domestic packet data transmission (known as Arpac in Argentina), telex, radioelectric services, press services and cellular telephone service. In February 1992 Startel was awarded the band "b" licence for cellular telephones for Buenos Aires. This was awarded without a public tender as a result of an agreement between Telecom/Telefónica Argentina and the C.N.T. They arrived at this agreement based on the reduction of telephone interurban tariffs and the cost for the connections of new telephone lines.



Private telephone company that was responsible for 10% of the Argentine telephone network:

SR. STIG JOHANSSON  
PRESIDENTE  
COMPANÍA ARGENTINA DE TELEFONOS S.A.  
AV. BELGRANO 894  
1092 BUENOS AIRES  
TEL. 331-1091  
FAX: 34-2984

ENTEL was responsible for 90% of Argentina's telephone network and CAT, a private company controlled and owned by Ericsson, was responsible for approximately the remaining 10%. CAT provided telephone service in the six rural provinces of Mendoza, Tucumán, Salta, Entre Ríos, Santiago del Estero and San Juan.

Despite its small size, CAT offered more efficient service than ENTEL did. At the beginning of 1990, CAT had installed 250,000 lines and had announced plans to move from manual switching to automatic switching and ultimately to fully digitized service. CAT had also installed the first fibre optic cables in Argentina.

CAT, as recently as April 16, 1992 has been bought out by Telecom and Telefónica Argentina after a year of difficult negotiations. CAT purchased most of its equipment needs from its parent company Ericsson and is expected to continue to do so in the near future.

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Cellular telephone operator in Buenos Aires:

LIC. MAURICIO WIOR  
PRESIDENTE  
MOVICOM (Trade Mark name)  
COMPANÍA DE RADIOCOMUNICACIONES MOVILES S.A.  
TUCUMAN 744, 8o. P.  
1049 BUENOS AIRES  
TEL. 325-5006  
FAX: 325-5334

Cellular telephone communication is now available only in Buenos Aires. The company CRM (Compañía de Radiocomunicaciones Móviles S.A.) has the band "a" licence for cellular telephones for the city of Buenos Aires. CRM is a consortium made up of Bell South, Motorola, and the Argentine companies BGH, Astra and Macri. CRM is known in the market under its brand name Movicom.

Cellular communications are proving to be increasingly popular. The service has only been available since 1989 and, as of mid 1991, there are approximately 27,000 subscribers. Market projections look good for the future. The cellular network has been used by



subscribers primarily to bypass the inefficient telephone system. In the market, major suppliers of mobile radio equipment include primarily Motorola through their local manufacturer licensee (Sicom). Telephone equipment sellers include Motorola under the brand name Movicom, NEC and Novatel. A previous requirement was that companies wishing to sell cellular telephones had to assemble locally. Now new mobile telephones are rapidly entering the market, eg. Panasonic. Movicom has plans to expand its retail operations and is looking for cellular accessory products. Cellular services are offered in the 800 Mhz band.

Officially, two cellular concessions are to be made available in each major city. Startel was awarded in March 1992 the band "b" licence for Buenos Aires directly without a public tender. A new public tender is expected in June 1992 for cellular licences in other cities, eg. Córdoba, Santa Fe, Mar del Plata and Mendoza.

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JUAN CARLOS MASOJA  
PRESIDENTE  
MARTIN DE WITMAN  
VICE PRESIDENTE  
MARIO SOLIMON  
CONTRATA DE SERVICIOS  
TUCUMAN 744, SO. P.  
1049 BUENOS AIRES  
TEL. 325-2002  
FAX: 325-2232

Cellular telephony is now available only in Buenos Aires. The concession for cellular telephony for Buenos Aires was awarded to Startel. The concession for cellular telephony for other cities is expected to be awarded in June 1992.

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## DATA COMMUNICATION TRANSMISSION COMPANIES

There are four major players in the private business data communication networks:

ING. HUGO D. MARIAS  
GERENTE DE RELACIONES INSTITUCIONALES  
LIC. HEBE FRANCIULLI DE ZUMARAN  
GERENTE DE COMUNICACIONES  
**IMPSAT**

ALFEREZ PAREJA 256  
(1107) BUENOS AIRES  
TEL. 54-1-362-4240/4693  
FAX: 54-1-362-5030

ING. HORACIO GUEVARA  
GERENTE GENERAL  
**SATELNET S.A.**

FLORIDA 537, 5º PISO  
(1005) BUENOS AIRES  
TEL. 54-1-393-6332/1744  
FAX: 54-1-394-123

ING. ARMANDO O. SILBERMAN  
GERENTE GENERAL

**SATELITAL S.A.** (in partnership with COMSAT)  
CERRITO 740, 6º PISO  
(1309) BUENOS AIRES  
TEL. 54-1-383-6514  
FAX: 54-1-38-9975

ING. ALDO A. ZANETICH  
GERENTE RELACIONES INSTITUCIONALES  
**STARTEL S.A.**

L.N. ALEM 628, 7º PISO  
(1001) BUENOS AIRES  
TEL. 54-1-311-0220/313-2023  
FAX: 54-1-313-8011

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**GOVERNMENT STRUCTURE**

SR. JUAN M. VALCARCEL  
DIPUTADO DE LA NACION  
PRESIDENTE  
**COMISION DE COMUNICACIONES**  
CAMARA DE DIPUTADOS DE LA NACION  
RIOBAMBA 25, 1º P.- OF. 139  
(1025) BUENOS AIRES  
Tel. 313-8100/8300 int. 2142/2144

National government Communications Commission responsible for setting policy and governing all matters related to the internal or external communications of the country: post office, telecommunications, radiobroadcasting and television. The Commission is made up of 23 deputies representing the political parties in the same proportion as in the Chamber of Deputies.

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DR. GERMAN KAMMERATH  
SUBSECRETARIO DE COMUNICACIONES  
SUBSECRETARIA DE COMUNICACIONES  
SARMIENTO 151, 4º PISO  
1000 BUENOS AIRES  
TEL. 312-0623/2846/1934  
FAX: 312-4511

The Subsecretaria de Comunicaciones was disbanded after the privatization of ENTEL and replaced by the Comisión Nacional de Telecomunicaciones/CNT. The CNT proved not to be able to meet all the demands placed upon it and the Subsecretaria de Comunicaciones was reestablished in January 1992. It is not clear at this time what the division of responsibilities will be between the Subsecretaria and the CNT.

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DR. JOSE PALAZZO  
INTERVENTOR  
SR. JOSE ANTONIO SANCHEZ ELIA  
DR. FEDERICO PINEDO  
**COMISION NACIONAL DE TELECOMUNICACIONES**  
SARMIENTO 151, 4o. PISO  
1000 Buenos Aires  
Tel. 313-9043/312-0176/331-1203/311-5909  
Fax: 312-4511



Government agency regulating telephone operators in Argentina. Dr. Palazzo was named the interventor in January 1992. The CNT along with the Subsecretaria de Comunicaciones is the body responsible for issuing licences eg. cellular and for overseeing the privatization of other telecom entities eg. ENCOTEL (Argentina's postal system), radio-spectrum management, domestic satellite, etc.

The CNT was established after the privatization of ENTEL. This new regulatory authority will be funded from the revenues of the new telcos so as not to burden government finances. The CNT is the government regulatory board for telecommunications in Argentina and is similar to the CRTC in Canada.

The CNT is unable at this time to cope with all its responsibilities. The privatization of ENTEL was accelerated for political reasons before the regulatory framework was put in place. The CNT is under continuous pressure for rulings by the two new telcos and other private companies interested in participating in the newly privatized and deregulated telecommunications market.

In addition to its many other responsibilities, the CNT has a complaints department to diagnose the main faults existing in the services offered by the two new telcos.

External Affairs and the Department of Communications Canada are working to demonstrate to the CNT Canada's experience, expertise and capabilities to assist them in developing a telecommunications regulatory framework.

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SR. ABEL OMAR CUCHIETTI  
INTERVENTOR

LIC. HUGO OSCAR RAMOS  
SUBINTERVENTOR

LIC. ALBERTO JORGE MARTINEZ

DIRECTOR GENERAL, GERENCIA DE PLANIFICACION

EMPRESA NACIONAL DE CORREOS Y TELEGRAFOS (ENCOTEL)

SARMIENTO 151, 2º P., OF. 211

1000 BUENOS AIRES

TEL. 312-1247 EXT 3331, 312-9415, 342-0103, 312-0804

FAX: 54-1-311-3111/331-1367

Encotel, the Argentine national post office, will become a public company (ENCOTESA). The State will keep control of 51% of its shares with voting rights, its personnel 14% and the remaining 35% will be sold to private investors. Planning and operations management will be controlled by the postal operator awarded the 35% of ENCOTEL. Bidding terms will be available and pre-adjudication will occur in September 1992. Ecolatina Asesores Económicos and Harteneck López & Co. were appointed the consultants for drawing up the tender conditions and drafting the legal regulations for governing postal activity in Argentina.



ING. MARIA JULIA ALSOGARAY  
INTERVENTORA  
**EMPRESA NACIONAL DE TELECOMUNICACIONES**  
DEFENSA 143, 7o. PISO  
1065 BUENOS AIRES  
TEL. 49-9852/9725//9812

This is the residual company leftover after the privatization of Entel. Only 60% of the total equity of the Argentine state national telephone company, Empresa Nacional de Telecomunicaciones (ENTEL), was privatized in November 1990.

ENTEL has been awarded to Telecom Argentina and Telefonica de Argentina. The new telcos Telecom and Telefonica own a 60% share in the privatized ENTEL. Of the remaining equity: 25% has been sold on the Buenos Aires Stock Exchange; 10% has been handed over to the employees and 5% to the provincial phone cooperatives which run approximately 10% of the country's telephone system.

The Argentine government received \$214 million US in cash, \$380 million US in six year promissory notes and about 5 billion in Argentine external debt instruments for its sale of ENTEL.

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National research laboratory for telecommunications:

ING. CESAR BOTTAZZINI  
DIRECTOR GENERAL  
**LANTEL (LABORATORIO NACIONAL DE TELECOMUNICACIONES) /**  
**CIMETEL (CENTRO DE INVESTIGACIONES Y MEDICIONES EN TELE-**  
**COMUNICACIONES)**  
AV. RAMON S. CASTILLO Y CALLE 12  
1104 BUENOS AIRES  
TEL. 311-2103/2044  
FAX: 311-5656

Lantel reports to both the CNT and the Instituto Nacional de Tecnologia Industrial (I.N.T.I.). It sets technical standards for telecommunications equipment and conducts research and development to improve the country's communications system and to transfer technology to local industry.



Newly formed agency replacing former National Space Agency (C.N.I.E.):

SR. JORGE SAHADE  
PRESIDENT  
HUMBERTO R. CIANCAGLINI  
ASESOR  
**COMISION NACIONAL DE ACTIVIDADES  
ESPACIALES (CONAE)**  
c/o Dorrego 4010  
1425 BUENOS AIRES  
Tel. 774-9310/771-5810  
Fax: 774-5703

This new agency is responsible for the domestic satellite project, remote sensing satellites and the dismantling of the nuclear missile project (Condor II). Unlike its predecessor CNIE, which reported to the Air Force, CONAE reports directly to the President.

A pre-feasibility study has been commissioned by the CNT to call for the national and international bidding for the provision, launching and operation by third parties of a domestic multi-purpose satellite system for telecommunications, data transmission and television broadcasting services. The Argentine government currently has orbital reservations for Argentine satellites Nahuel I and II with the ITU until June 25, 1994. The domestic satellite project is currently gaining a nationalist political momentum as the Argentine government fears losing the country's "place in space".

The CNT has reported that five international companies may bid to provide the domestic satellite for Argentina expected to go into operation before the end of 1992. The five - Bunge y Born, Dasa (Deutsche Aerospatale-Dornier), Hughes, General Electric and Telesat Canada have each paid U\$S 25,000 to purchase the tender documents. The bids are expected to be open this summer.

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INDUSTRY GROUPINGS/CHAMBERS/ACADEMICS

Federation of cooperative phone companies:

Cpn. Juan Carlos Fissore  
Director

**FEDERACION DE COOPERATIVAS TELEFONICAS ARGENTINA (FECOTEL)**

Lavalle 1718

2146 San Genaro

Santa Fe, Argentina

Tel. 0471-8599

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Society of Latin American specialists on remote sensing:

Ing. Miguel Sanchez-Peña  
President

**SOCIEDAD DE ESPECIALISTAS LATINOAMERICANOS EN PERCEPCION REMOTA**

Paunero 1821

1640 Martinez

Buenos Aires, Argentina

Tel. 792-3418

Telex 24037 AGEZA

Fax 322-9828

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The local Argentine telecommunication companies are grouped together under four different local chambers:

1. Chamber for local telephony and related products.

ING. JORGE A. MONTENEGRO  
PRESIDENTE

**CAMARA ARGENTINA DE TELEFONIA Y AFINES**

PASEO COLON 588, 5o. P.

1063 BUENOS AIRES

TEL. 343-8853/7956

FAX: 343-7956

2. Chamber for local electronic companies.

SR. OSVALDO A. TARGON  
PRESIDENTE

**CAMARA ARGENTINA DE INDUSTRIAS ELECTRONICAS  
(CADIE)**

BDO. DE IRIGOYEN 330, 5o. P.

1072 BUENOS AIRES

TEL. 334-5752/7763



3. Chamber for local information and communication companies.

ING. CARLOS KILLIAN  
PRESIDENTE

**CAMARA DE INFORMATICA Y COMUNICACIONES DE  
LA REPUBLICA ARGENTINA (CICOM)**

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1054 BUENOS AIRES

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FAX: 325-9604

4. Chamber for local companies involved in satellite applications.

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**ACT - ASOCIACION ARGENTINA DE CIRCUITOS  
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ELECTRONICA Y COMPUTACION (COPITEC)**

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ING. FELIPE F. TANCO  
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UNIVERSIDAD DE BUENOS AIRES  
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Local trade magazine for electronics industry.

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REVISTA TELEGRAFICA ELECTRONICA  
AV. MARTIN GARCIA 553  
1252 BUENOS AIRES  
TEL. 162-0543/0747

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Local magazine covering politics of the telecommunication's industry.

DR. MARIO MASSOUE ELMIR  
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INTELIGUIA  
PARANA 551, Po. P. "21/24"  
1017 BUENOS AIRES  
TEL. 42-9395  
TELEX: 17038

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Argentine publication also distributed in Brazil, Chile, Uruguay, Paraguay and Bolivia, specializing in satellite communications.

SR. NIGUEL A. LOPEZ SARASUA  
GERENTE GENERAL  
MAGAZINE SATELITAL S.R.L.  
LAVELLE 1125, 1° P. - OF. 3  
1040 BUENOS AIRES  
TEL. 25-2719/2232  
FAX: 25-5124

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**LOCAL COMMUNICATIONS PUBLICATIONS**

Local magazine covering communication topics.

SR. JUAN CARLOS ESCALERA MOYA  
DIRECTOR-EDITOR  
**COMUNICACION**  
AV. CORRIENTES 256, 5o. P. OF. 3  
1043 BUENOS AIRES  
TEL. 48-0956

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Local trade magazine for electronics industry.

DIRECTOR  
SR. ARIEL ARBO  
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1268 BUENOS AIRES  
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Local magazine covering politics of the telecommunication's industry.

DR. MARIO MASSOUH ELMIR  
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**ENTELEQUIA**  
PARANA 851, 5o. P. "21/24"  
1017 BUENOS AIRES  
TEL. 42-9396  
TELEX: 17088

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Argentine publication also distributed in Brazil, Chile, Uruguay, Paraguay and Bolivia, specializing in satellite communications:

SR. MIGUEL A. LOPEZ SARASUA  
GERENTE GENERAL  
**MAGAZINE SATELITAL S.R.L.**  
LAVALLE 1125, 1º P. - OF. 3  
1048 BUENOS AIRES  
TEL. 35-2319/9232  
FAX: 35-9124

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Local magazine covering telecommunications economic analysis, market tendencies, strategies, reports, news, national and international events

SR. SERGIO VERDE FASSA  
DIRECTOR EDITORIAL  
**TELECOMUNICACIONES & NEGOCIOS**  
MORENO 1359  
1091 BUENOS AIRES  
TEL. 54-1-381-6411  
FAX: 54-1-381-5567

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Local trade magazine for electronics industry.

DIRECTOR  
SR. ARNOLD ARNOLD  
REVISTA ESPECIALIZADA ELECTRONICA  
AV. MARTIN GARCIA 623  
1208 BUENOS AIRES  
TEL. 54-1-381-5567

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Local magazine covering politics of the telecommunication's industry.

DR. MARCELO MASSOUB KIMBLE  
DIRECTOR  
ELECTRONICA  
BARANA 831, SO. P. 121/24  
1017 BUENOS AIRES  
TEL. 42-9328  
TELEX: 17088

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Argentine publication also distributed in Brazil, Chile, Uruguay, Paraguay and Bolivia, specializing in satellite communications.

SR. MIGUEL A. LOPEZ SARASUA  
GERENTE GENERAL  
MAGAZINE ESPECIALIZADA S.R.L.  
LAVALLE 1122, 1º P. - OF. 3  
1048 BUENOS AIRES  
TEL. 42-3319/2323  
FAX: 42-3124

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**EXHIBITIONS/TRADE FAIRS/CONGRESSES**

Annual major congress and exhibition for telecommunications in Argentina:

**EXPOUSUARIA '92 -  
IX NATIONAL INFORMATICS, TELE-INFORMATICS  
AND TELECOMMUNICATIONS CONGRESS AND EXHIBITION  
BUENOS AIRES  
SHERATON HOTEL  
19-23 MAY 1992**

**Organizers:**

**SR. JULIO CESAR MINUZZI  
PRESIDENTE  
ASOCIACION ARGENTINA DE USUARIOS  
DE LA INFORMATICA Y LAS COMUNICACIONES  
RINCON 326  
1081 BUENOS AIRES  
TEL. 951-2855/2631**

**Information and contracts:**

**INFOREXCO  
HIPOLITO YRIGOEYEN 1427, 9o. P.  
1089 BUENOS AIRES  
TEL. 383-5399/9964  
FAX: 814-4701**

**Focus of congress and exhibition are:**

- Communications and networks
- Satellite teleinformatics
- Artificial intelligence
- Industrial informatics
- Office automation, etc.

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**IV LATINAMERICAN SATELLITE SYMPOSIUM**

**29,30,31 OCTOBER/1 NOVEMBER 1991**

**SALON AUDITORIO  
UNION INDUSTRIAL ARGENTINA  
BUENOS AIRES**

**This Symposium was held together with the Seminar on Entrepreneurial Services of INTELSAT, and was organized by the Argentine Chamber of Satellite Developments and Applications (CADAS).**

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**CAPER '92**

30 SEPTEMBER/2 OCTOBER 1992

CENTRO DE EXPOSICIONES, FERIAS Y CONGRESOS

"AUTOPISTA CENTER"

BUENOS AIRES

Radio, Television, Cable and Satellite International Exhibition,  
organized by:

**CAMARA ARGENTINA DE PROVEEDORES Y FABRICANTES  
DE EQUIPOS DE RADIODIFUSION**

(Argentine Chamber of Radio, Television, Cable and Satellite  
Equipment Suppliers and Manufacturers).

Paraguay 1855 entrepiso

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OTHER USEFUL INDUSTRY AND CANADIAN GOVERNMENT CONTACTS

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L.N. ALEM 36, 11º P.  
(1003) BUENOS AIRES

Canadian companies will want to encourage any representatives they appoint to be members of the Argentine/Canadian Chamber of Commerce.

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