

INVITATION



DANISH STATE VISIT TO ARGENTINA

17-19 MARCH 2019

PARTNERING FOR A SUSTAINABLE TRANSITION



On the occasion of the State Visit by Her Majesty the Queen of Denmark to Argentina, the organising team is pleased to invite Danish companies to join the business delegation.

#danishstatevisit #ArgentinaDK
argentina2019.danishstatevisit.dk

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WHY ARGENTINA?

Argentina has re-emerged as a constructive international player. The Government's reforms have fuelled international interest in new trade and investment opportunities in the country, where there is demand for many of the core competencies of Danish companies. Denmark and Argentina are strong supporters of free trade between the EU and Mercosur, making Argentina an important partner for Denmark. Although Argentina is experiencing an economic downturn, there is a forecast for economic turnaround in the course of 2019 based on a standoff agreement with IMF, the Government's strong business orientation, and commitment to reforming and leaning of the public sector expenditure.

WHY ATTEND?

In March, an official Danish Business Delegation will travel to Buenos Aires on the occasion of a State Visit by HM the Queen of Denmark. A substantial part of the visit will focus on strengthening commercial relations between Denmark and Argentina. Participants will get two days of relevant site visits, networking events and seminars and gain new insights about the market opportunities in Argentina, the third biggest economy in Latin America. The visit provides an excellent opportunity for Danish companies to acquire and nurture business contacts in Argentina and to meet business representatives, organisations, public authorities, media and knowledge-based institutions.

PRICE

The fee for participating is DKK 20,000. This covers two representatives per company. See page 5 for more information on what is included in the price.

ARGENTINA AT A GLANCE

Population

44.3 Million (2017)

GDP

637.6 Billion USD (2017)

GDP per capita

14,402 USD (2017)

GDP growth

2.9 % (2017)

-2.6 % (2018)

-1.6 % (2019)

2.2 % (2020)

2.5 % (2021)

Exports of goods and services

22 % of GDP (2017)

Danish export to Argentina

1,179 Million DKK (Jan.-Jul. 2018)

Danish import from Argentina

811 Million DKK (Jan.-Jul. 2018)

Time required to start a business

24 days

Mobile cellular subscriptions

per 100 people

139.8

Individuals using the Internet

71 % of population

ADDITIONAL INFORMATION

Please visit the website

argentina2019.danishstatevisit.dk

for more information about the sector tracks and general information about Argentina.

You are more than welcome to contact the organizing team.

Danish Embassy in Buenos Aires

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Programme updates and other information can be found at:

argentina2019.danishstatevisit.dk

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INDUSTRY FOCUS AND ACTIVITIES

The export promotion to Argentina and the related business activities and networking events will primarily focus on the following sector tracks: Agribusiness, including food processing industry and Sustainability. Notwithstanding, all Danish companies are welcome to participate.

AGRIBUSINESS, INCLUDING FOOD PROCESSING INDUSTRY

Argentina is an internationally recognized agricultural country, and the sector is an essential element of the country's economy. Especially the production of meat (beef, poultry, and porcine), soya and dairy products contributes positively. Today, Argentina produces food products for about 400 million people with the aim of doubling this figure within 5-10 years. The ambition requires increased productivity, efficiency and food safety, but for a number of years the industry has suffered from underinvestment. The need for increased productivity has strengthened the demand for new technology and know-how, which allows for Danish exports and investments. A Danish Business Delegation visited Argentina in Dec 2017 and was very well received in Buenos Aires and in Córdoba. Both destinations generated business opportunities. Interested companies will furthermore have the opportunity to commence the business trip with a pre-tour to Chile (Meat Industry) and extend the trade delegation to Brazil.



SUSTAINABILITY

Argentina is betting on clean energy transition and seeks to create more liveable and accessible cities as a means to continue the push for economic growth. The Government has adopted the ambitious energy reform, Plan RenovAr, aiming at 20 % renewable energy production by 2025 – with a 1.5 GW of new wind added capacity annually. In the same context, the water sector is progressing with an impressive pace, and the national water plan, “Plan Nacional de Agua”, seeks to create access to clean drinking water and organized sewerage systems for 100 % and 75 % of the urban population respectively. USD 9.5bn has been earmarked, and in greater Buenos Aires the local water utility provider, AySA, is planning to implement more than 300 water projects in the coming years. Argentina has a high urbanisation rate with app. 90 % of the population living in urban areas, and the Argentine authorities are implementing new and ambitious initiatives for turning cities into cleaner, safer and more enjoyable places. Interested companies will furthermore have the opportunity to extend the trade delegation to Chile.



HEALTHCARE (VIP SIDE EVENT)

Representing almost 50 % of the Danish export in 2017 medical and pharmaceutical products are the most important Danish export category to Argentina. Several Danish companies in the healthcare sector are established in Argentina. The markets for pharmaceuticals and medical devices to hospitals and institutional buyers are around USD 5.4bn and USD 27.9bn, respectively.



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PROGRAMME

The visit will take place on 17-19 March, 2019, in Buenos Aires. For more information about the sector specific contents of the programme, please visit argentina2019.danishstatevisit.dk. The latest version of the programme will be available on this website.

TIME	PROGRAMME ACTIVITY
SUNDAY 17 MARCH	
MORNING	Arrival in Buenos Aires
AFTERNOON	Welcome briefing of the Danish business delegation
EVENING	Informal dinner with Ambassador Søren Vøhtz and the Danish Business Community in Buenos Aires
MONDAY 18 MARCH	
MORNING	Sector-specific site visit: (1) Agribusiness, including food processing industry (2) Sustainability
AFTERNOON	Sector-specific site visit: (1) Agribusiness, including food processing industry (2) Sustainability
EVENING	Grand Dinner and pre-cocktail networking with business contacts
TUESDAY 19 MARCH – BUSINESS CONFERENCE, PALACIO SAN MARTIN	
MORNING	Opening by HM the Queen of Denmark Plenary high level panel discussion Trade fair and networking (Individual company hightables for branding and B2B)
	Light catering
NOON	Sector seminars and activities with high level participation (1) Agribusiness, including food processing industry – seminar and company presentations (2) Sustainability – seminar and company presentations (3) Healthcare – VIP Side Event
AFTERNOON	Business Buffet with VIP participation
	Debriefing for the Danish business delegation by the organizing team
ADD ON – TUESDAY EVENING / WEDNESDAY MORNING	
	Add On – Continuation of Agribusiness sector track in Brazil
	Add On – Continuation of Sustainability sector track in Chile

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WHAT'S INCLUDED IN THE PRICE?

The participation fee is DKK 20,000 per company, which includes two delegates. The fee is based on a group of 20 participating companies and an expected subsidy from the Danish Trade Council.

The basic package includes:

- Pre-meeting in Copenhagen on (invitation will follow after signing up)
- Company presentation in the official brochure for the event
- One official company roll-up
- Targeted invitations to Argentine partners to participate in relevant events (based on inputs by the participating companies)
- Outreach to Danish and Argentine media
- Welcome briefing and informal dinner with Denmark's Ambassador to Argentina and the organizing team
- Participation in sector site visit(s)
- Grand Dinner with high level participation of Her Majesty the Queen of Denmark. Each company will have 3 seats for own delegates and/or guests.
- Business Conference with high level participation
- Industry sector activities and plenary high-level panel discussion
- Business lunch buffet style with VIP participation
- Local transportation by bus between events in Buenos Aires
- Debriefing

WHAT'S NOT INCLUDED IN THE PRICE?

Travel and hotel

Participating companies cover their own costs in relation to travel, hotel and local transport outside the official programme of the export promotion. BCD Meeting & Events handles travel and hotel reservations for the event. Upon registration, you will receive a travel proposal from BCD Meeting & Events, who will assist you. Please write delegation@bcdme.com for further information.

Additional participants

On top of the two company participants included in the standard package, it is possible to buy extra participation for the official opening, business lunch, access to the meeting venue and business seminars at the Palacio San Martin in Buenos Aires. Tickets are allocated according to first come, first served. The price is DKK 2,000 per additional company delegate and includes the above, with the exception of the Grand Dinner.

Extra seats at the Grand Dinner

It is possible to buy extra seats for the grand dinner. Availability is according to first come, first served. The price is DKK 1,750 per extra seat.

HOW TO SIGN UP

Please complete the online registration form no later than **17 December 2018:**

argentina2019.danishstatevisit.dk

Upon registration, you will receive a confirmation mail of your participation and newsletters with relevant information.

The organisers will contact you to clarify your expectations.



EMBASSY OF DENMARK



Confederation of Danish Industry



Danish Agriculture
& Food Council

DANSK
ERHVERV
Danish Chamber of Commerce

