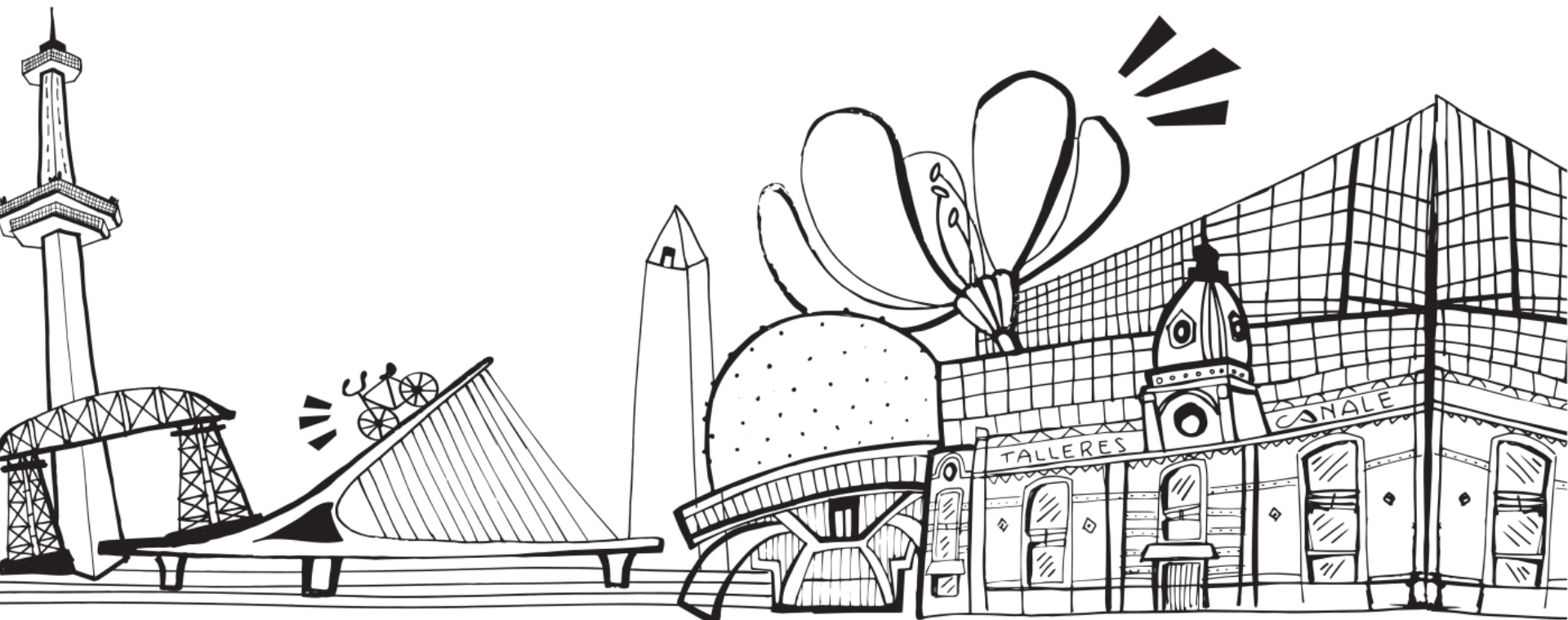


ANDY FREIRE

MINISTER OF MODERNIZATION,
INNOVATION AND TECHNOLOGY
FOR THE CITY OF BUENOS AIRES





I BRING A PROPOSAL ...





TO INVEST IN A COUNTRY WITH GREAT POTENTIAL



As with every investment, there is the fine print...



As with every investment, there is the fine print...



As with every investment, there is the fine print...



As with every investment, there is the fine print...



As with every investment, there is the fine print...



SPANISH
El derrumbe de la economía argentina
By MARY ANASTASIA O'GRADY



As with every investment, there is the fine print...





As with every investment, there is the fine print...



CONTRACT

WOULD YOU SIGN?

Sign here

In spite of
all that ...



4/5

LATAM UNICORNS
WERE FOUNDED BY
ARGENTINES



25%

ENDEAVOR FUNDS GO TO ARGENTINE ENTERPRISES

THE ENDEAVOR MULTIPLIER EFFECT

NETWORK MAP OF BUENOS AIRES TECH SECTOR

COMPANIES

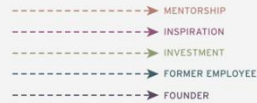
Size of circle reflects the number of outgoing connections of entrepreneurs at each company



COMPANIES OF ENDEAVOR ENTREPRENEURS
COMPANIES CONNECTED TO ENDEAVOR ENTREPRENEURS
OTHER COMPANIES

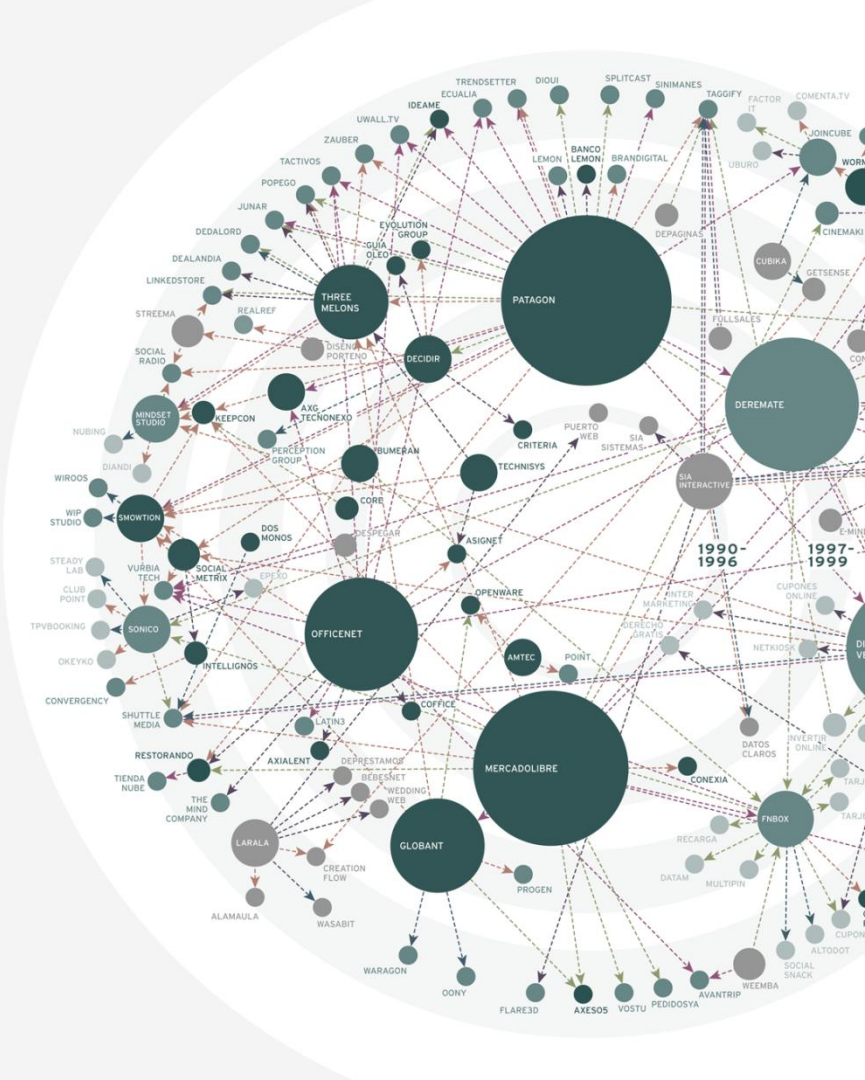
Note: Entrepreneurs are represented by their most prominent companies.

CONNECTIONS



From 2000 to 2010, Argentina experienced severe economic challenges, including the devaluation of its currency and double-digit inflation. The tech sector in Buenos Aires, however, grew significantly to become one of the largest and most successful in Latin America. Hundreds of new companies launched in the city and Google opened its third international headquarters office there. Several notable exits also occurred during this time. Patagon was sold to Banco Santander, MercadoLibre.com went public on the NASDAQ and Digital Ventures was sold to Fox.

A number of Endeavor Entrepreneurs in Buenos Aires have played critical roles mentoring, inspiring and investing in other firms. As this network map illustrates, more than 90% of the companies connected to this network were founded by Endeavor Entrepreneurs or were influenced by their companies. At the time this map was created, the companies connected to this network employed more than 80,000 people and had estimated revenues of \$1.4Bn in 2010.



1°

DESTINATION WHERE
TO BUILD A LATAM
SERVICE AND
TECHNOLOGY
COMPANY
(EVEREST GROUP)



10°

TECH INVESTMENT
DESTINATION



5°

BUSINESS
PROCESS
OUTSOURCING



230

BUSINESSES IN THE TECHNOLOGICAL DISTRICT



icipación
ología
entabilidad

PRIMARY

SUMMER
DESTINATION
FOR HBS
STUDENTS



HOW CAN WE
EXPLAIN THIS?





TALENT



RESILIENCE



CITY

WHY BA? GREAT CITY TO LIVE AND WORK

Combines good infrastructure, a safe environment, and great opportunities for leisure.



Solid infrastructure in transport and health ...



815km

Urban trains



150km

Bike Lanes



59km

Subway & PreMetro



43km

BRT

- > Wide availability of public and private hospitals
- 3rd Best Hospital in Latin America** (Universitario Austral)

... with a vibrant culture and wide range of leisure activities

> VIBRANT CULTURE

287

Theaters

467

Bookstores

> MULTIPLE LEISURE ACTIVITIES

+ 2700

Restaurants

+3600

Bars

+ 140

Disco and dance halls

+90

Festivals - celebrations



RECOGNITIONS

2nd Best City in South America where to Live (Mercer)

1st Best City in South America to Live and Work Abroad (ELM)

WHY BA? A WELL CONNECTED CITY



An international logistic hub with a favorable time zone location



 **RECOGNITIONS**

1st Latin American City with Global Impact (AT Kearney)



 **NEW ARRIVING 2016**

BA Convention Center
Unique experience in Latin America

WHY BA? UNIQUE HUMAN CAPITAL

Buenos Aires has the highest quality of human quality in the region



Has a great number college students recognized universities and other teaching institutions ..
 > 217 College graduates per 1,000 inhabitants	 > 30 Universities
> 538k Students enrolled in college	> 17 Higher Education Institutes
> 73k Foreign students	> 35 Schools with International Baccalaureate



RECOGNITIONS

1st Latin American City where to Study (Quacquarelli Symonds)

1st Latin American City for Youth (Youthful City Index)

WHY BA? ATTRACTIVE AND HIGH POTENTIAL MARKET



Large population and high purchasing power favors enterprises settlement

The city and Great Buenos Aires have a large population ...

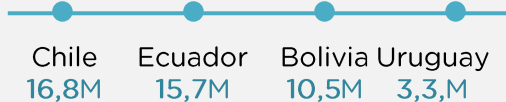
> 3M

Inhabitants in Buenos Aires



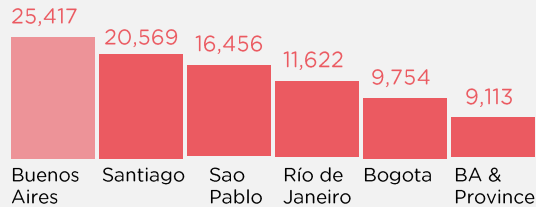
> 13,9M

Inhabitants in Great BA

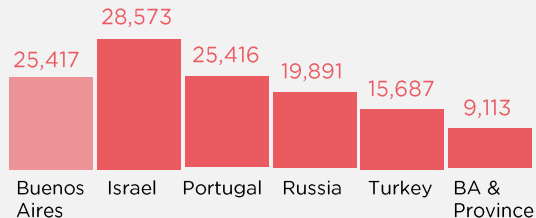


... with a high purchasing power -even compared to Europe- ...

> AMERICA:



> EUROPE:



RECOGNITIONS

2nd Latin American City in Competitiveness

3rd South American City for International Headquarters

WHY BA? INNOVATION AND CREATIVITY AS PRIORITIES



Direct Impact of Innovation and Creativity in Private and Public Sectors

High and increasing participation of Creative Industries

> **8,6%** of Total GDP
Goal 2013: 20%

> **9,3%** of Total Employment

1st

Latin American
City

6th

City in the
World

> **5 City Districts** with fiscal incentives for Creative Enterprises:



Tech



Audiovisual



Design



Arts



Sports

BA is well-positioned as the Capital City of Design

> **UNESCO RECOGNITION AS CITY OF DESIGN**

- 4 Universities with Design-oriented course of studies.
- More than 35K students.
- Business Urbann Corridors entrenched as International Design circuits (Palermo, Recoleta and San Telmo)

> **METROPOLITAN DESIGN CENTER**

Convention Center and Innovative Projects Incubator



PUBLIC SECTOR INNOVATION



280
Free WIFI
hotspots



1M downloads
BA Apps



5M monthly visits
Digital Platforms



800
Online
procedures

INNOVATION

TECHNOLOGY

SMART CITIES

PUBLIC-PRIVATE INVESTMENT

CREATIVE ECONOMY

ENTREPRENEURSHIP

COEXISTENCE

TOURISM

SUSTAINABILITY

LABOR

OLYMPIC GAMES

DEVELOPMENT

MINISTRY OF MODERNIZATION INNOVATION AND TECHNOLOGY



An architectural rendering of a modern urban development. The scene is dominated by two long, multi-story buildings with a facade of light-colored, vertical wooden slats. The ground level is a lush green park area with a central lawn where several people are sitting and talking. To the right, a woman is riding a bicycle. In the background, a wide staircase leads up to a modern building. The sky is bright with several birds flying. A semi-transparent white box with red text is overlaid on the left side of the image.

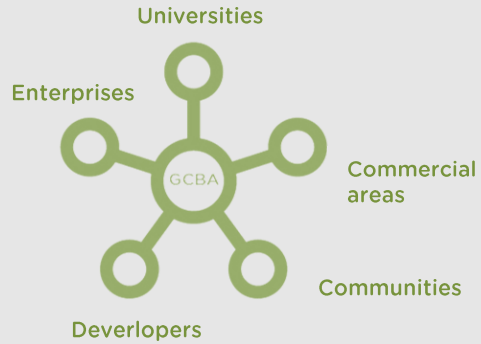
INNOVATION PARK



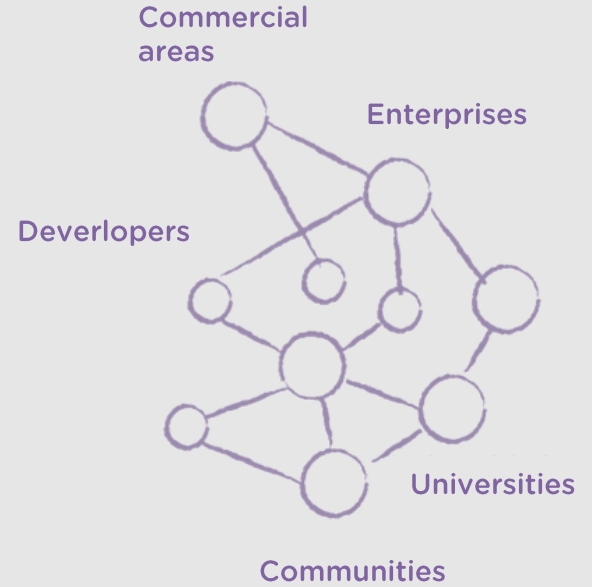
RACETRACK



DISTRICTS



CLUSTERS



DISTRICTS

GAUMON

DURANTE EL 2011
SE ARMARON
2435 SETS
EN LA VÍA PÚBLICA DE LA CIUDAD
DE BUENOS AIRES

BA Distrito Audiovisual

Un lugar. Todos los lugares.

BABET SET DE FILMACIÓN	Buenos Aires Ciudad	EN TODO ESTAS VOS
---------------------------	---------------------	-------------------

buenosaires.gob.ar/audiovisual

EL PLAN DE BUENOS AIRES COMPRENDE EL MANEJO DE
COPES DE PASADIZOS, ESTACIONES DE
CICLISMO Y TRANSPORTES URBANOS



**AUDIOVISUAL
DISTRICT**

A large, ornate brick building at night, illuminated with warm yellow lights. The building features a prominent clock tower on the right side. Several banners are hanging from the building, including one that says 'AGENDA CULTURAL' and another that says 'En todo estás vos.'. The street in front of the building is busy with people and cars. A sign for 'UNLOCK' is visible near the entrance.

ARTS DISTRICT



**DESIGN
DISTRICT**



**TECHNOLOGICAL
DISTRICT**

An aerial photograph of a sports district. A central canal flows through the area, flanked by green fields and trees. To the right, a large, circular stadium with a grey roof is visible. Further right, a large, empty parking lot with a grey asphalt surface is shown. In the foreground, a roller coaster track winds through a wooded area. The background shows a dense urban cityscape under a clear blue sky.

**SPORTS
DISTRICT**