

BUSINESS SERVICES

BUENOS AIRES CITY

LEADING CITY IN THE REGION



#1 in talent competitiveness in LATAM

Source: Global Talent Competitiveness Index 2019



#1 in English proficiency in LATAM

Source: EF English Proficiency Index 2020



8 Unicorns based in the City



#1 in quality of technology and sustainability

Source: PwC 2019



1 in best cities to live in LATAM

Source: The Economist (March 2020)



2 in safest cities in LATAM

Source: The Economist 2019

BUSINESS SERVICES

It covers a wide variety of subsectors, employing qualified and professional workers, whose main product is the knowledge applied to the development of the different facets of the business.

▼
**Accounting
and legal
services**

▼
**Human
resources**

▼
**Management
consulting**

▼
**Technical
consultancy**

▼
**Architecture
and
engineering
services**

KEYS OF THE SECTOR



USD 894 M exports

2° export sector

Source: AFIP (2020)



9,081 companies based

Sector with more companies in the City

Source: OEDE (2019)



79,234 registered employees

Fuente: OEDE (2nd term 2021)



USD 750 monthly salary

Source: OEDE (September 2021)



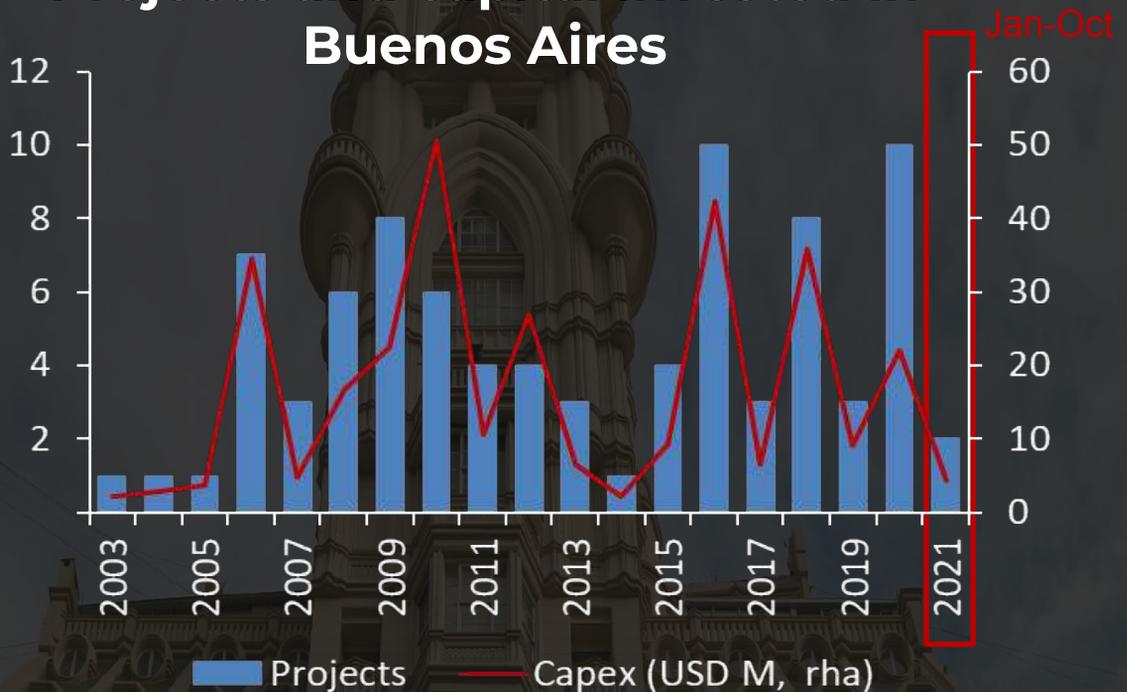
9.3% of local GDP

2° contributor to local PGB

Source: DGEYC (2019)

BUSINESS SERVICES KEYS

Projects and capital invested in Buenos Aires



Why BA?

Main determinants:

- Availability of skilled labor
- Favorable time zone
- Proximity to markets or customers
- Academic ecosystem of 575 thousand undergraduate and graduate students

Source: fDi Markets (October 2021)

KNOWLEDGE-BASED ECONOMY LAW

Promoted activities

Computer software and services; Audiovisual production; Biotechnology; Geological services; Professional export services included; Nanotechnology; Aerospace industry; Industries 4.0; Research and development.

Eligibility

At least 70% of the annual turnover of the company must be generated in some activity.

Additionally

Meet at least 2 of the following requirements:

1 Income Tax

- Reduction of the tax to: 60% micro and small businesses; 40% medium and 20% large companies.

2 Withholdings and earnings

- VAT exclusion in exporting companies.
- Export duties 0%.

3 Reduction of labor costs

- Tax bonus of up to 80% of contributions.

4 Stability

- Stability of benefits for the term of its validity.

- Make improvements in the quality of its services, products and / or processes.

- Prove investment in R&D or training of employees.

- Export 4%, 10% or 13% of turnover depending on whether it is micro, small or large company.

KEY PLAYERS OF THE SECTOR

COMPANIES THAT TRUSTED IN investBA

accenture

EY

KPMG

Deloitte.

OTHER KEY PLAYERS

PARSONS

BAIN & COMPANY

BT

ep

McKinsey & Company

Stantec

GRUPO
VERVAE

BCG

MERCER

proanalysis

AEI Affiliated Engineers

Hogan Lovells

TATA
TATA CONSULTANCY SERVICES

HLB

JACOBS

AON Hewitt

ORACLE

ZS

MARVAL OFARRELL MAIRAL

TECNA

GestiónCompartida

pwc

Michael Page

ARQUITECTONIKA

Adecco

M|S|G|S|S|

BORRIDA & YANZON

investBA

INVESTMENT & TRADE PROMOTION AGENCY

INVESTMENT PROMOTION

We attract new investments and promote the City of Buenos Aires as an international business market. Our aim is to foster establishment of new companies and expansion of those already located in the City. We also seek to boost investment projects, both public and private, as well as sectoral opportunities.

ASSISTANCE TO EXPORTERS

We build up and enhance the export capabilities of local talent, creating a culture of global thinking. We help professionalize the export path of entrepreneurs and companies in the City of Buenos Aires through a wide range of either on-site or online training activities.

EXPORTS PROMOTION

We promote exports of both goods and services, and help entrepreneurs and local businesses that are going global, landing in foreign markets, or searching for strategic partners and/or seeking financing abroad.

INVESTOR SERVICES

We work closely with business and investors and address their concerns at each stage of their investment and/or re-investment process in the City of Buenos Aires. We provide legal, tax and market-related advice for companies to successfully manage their businesses locally.



investBA

INVESTMENT & TRADE PROMOTION AGENCY

POLICY ADVOCACY

We design and implement proposals for regulatory amendments with a view to boosting the competitiveness of the strategic sectors of the City of Buenos Aires in the global economy. This way we improve the business climate for the region and increase investments and international trade.

PLANNING AND STRATEGIC POSITIONING

We work to position the City of Buenos Aires as an attractive place to do business. We design and execute a communication, promotion and relationship strategy with relevant players from the local and international scene to give visibility to the services provided by investBA and to promote investBA as a strategic partner.

COMMERCIAL INTELLIGENCE

We carry out studies on the current status and the potential of the strategic sectors of the City of Buenos Aires, and work to identify business and investment opportunities.



THANK YOU

investba@buenosaires.gob.ar

