



# FINANCIAL SERVICES

CIUDAD DE BUENOS AIRES

# 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

# FINANCIAL SERVICES

It is a fundamental economic activity for the Economic Development of the City, providing resources to productive sectors and attracting additional funds for investment of high aggregated value.

▼  
**Insurance**

▼  
**Financial  
advice**

▼  
**Investment  
banking and  
capital  
markets**

▼  
**Credit  
intermediation**

# KEYS OF THE SECTOR



**463 companies based**

Source: OEDE (2019)



**59,731 registered employees**

Source: OEDE (2nd term 2021)



**USD 1,165 monthly salary**

Source: OEDE (September 2021)



**10.9% of local GDP**  
**1° contributor to local GDP**

Source: DGEYC (2019)



**USD 58.7 M exports**

Source: AFIP 2020

# KEY PLAYERS OF THE SECTOR



brubank

MONI

123SEGURO

KOIBANX



ICBC



CROWDFUND

SATOSHITANGO

Pay per TIC

wayniloans

APPERTO



Bitex.la

GeoPagos

AGILIS

# 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

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