

CREATIVE INDUSTRIES

BUENOS AIRES CITY



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LEADING CITY IN THE REGION



#5 world exporters of formats and scripts

Source: UNCTAD 2018



#3 presence in the industry of LATAM

Source: IDB 2019



#1 in English proficiency in LATAM

Source: EF English Proficiency Index 2020



#1 In quality of technology and sustainability

Source: PwC 2019



#1 best city to live in LATAM

Source: The Economist (March 2020)



USD 1,2 M subsidies from local government

Source: The Economist

CREATIVE INDUSTRIES

Content industries that use creativity and intellectual capital as the main inputs. They include economic activities that combine creation, production and commercialization of goods and services.

▼
Music
(recorded
and live)

▼
Editorial

▼
Audiovisual
(film, video,
radio and
television)

▼
Design
(graphic,
interactive,
industrial,
fashion)

▼
Advertising

KEYS OF THE SECTOR



2,185 companies based

Source: OEDE (2019)



22,872 registered employees

Source: OEDE (2nd term 2021)



USD 531 monthly salary

Source: OEDE (September 2021)



USD 338 M exports

Source: AFIP(2020)



**The City concentrates 69% of
the country's film production
companies*.**

Source: BA Data Culture (2018)

ECONOMIC DISTRICTS

Benefits are contemplated for companies that are located within the polygons defined as Audiovisual District, Arts District or Design District, according to the following activities.

Audiovisual District

- Production of audiovisual content.
- The provision of audiovisual production services.
- Processing of production material.
- Post-production and services related to audiovisual activity.

Arts District

- Visual, Musical, Literary or Performing Arts.
- Developers of Artistic Infrastructure.
- Cultural centers.
- Educational centers.

Design District

- Design Services.
- Intensive Design Activities.
- Infrastructure developers for design activities.
- Educational centers of the sector.

Benefits

- Exemption or deferral in tax on gross income.
- Stamp tax exemption.
- Exemption from payment of real estate tax and ABL.
- Exemption from payment of Delineation and Construction Fees and related taxes.
- Other specific benefits by district.

DEVELOPMENT FUNDS

They are nourished by resources generated in the city and are also directed to local enterprises. There are different organizations aimed at granting funds through various instruments (credits, subsidies, competitive funds, among others).

Film promotion funds

79 Production credits.

349 subsidies and subsidy advances.

5 international co-productions.

171 awards and contests for television content, internet and videogames.

Promotion Plan for the Production of Audiovisual Content

Federal Competition for the Promotion of Audiovisual Production of TV and Other Media to exhibit their productions on public signals in the country.

Regime of Cultural Promotion of the Autonomous City of Buenos Aires

Private participation in financing cultural projects through tax deductions.

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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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