



HOW TO EXPORT TO ARGENTINA

Market Opportunities & Strategies
for American Exporters

Based on the U.S. Commercial Service's
2024 Argentina Country Commercial Guide





WHY EXPORT TO ARGENTINA?

Argentina is one of the largest Spanish-speaking countries in the world and the third-largest economy in Latin America, with a GDP of approximately \$640 billion. The country maintains longstanding trade and investment ties with the U.S. In 2025, U.S. exports to Argentina totaled \$18.7 billion, up 13% from 2024. The U.S. maintained a trade surplus with Argentina of \$7.4 billion.

Close social and economic ties make Argentina a natural market to consider for first-time exporters looking to expand into new export markets.



Current Trade Climate

Argentina is one of the largest economies in Latin America and continues to advance economic stabilization and market-oriented reforms in 2026. Building on improved fiscal measures and pro-investment policies, Argentina is focused on restoring growth, expanding private sector activity, and deepening global trade ties. Strong agricultural production, energy development, and rising external demand are helping position the country for renewed economic momentum.

Given Argentina’s sizable and diverse market, many U.S. products and services have significant opportunities across key sectors. The U.S.–Argentina Trade and Investment Framework Agreement (TIFA) continues to provide a foundation for trade dialogue and cooperation, supporting expanded commercial engagement and long-term partnerships for U.S. companies in 2026 and beyond.



Quick Facts About Argentina

- COUNTRY SIZE:**
1,073,500 square miles
- POPULATION:**
46 million people
- LANGUAGE(S):**
Spanish
- CAPITAL CITY:**
Buenos Aires
- LARGEST CITY:**
Buenos Aires
- NOMINAL GDP:**
\$638 billion
23rd highest worldwide
- TOTAL IMPORTS:**
Goods: \$75.8 billion
from U.S.: \$9.9 billion
Services: \$22.4 billion
from U.S.: \$8.8 billion
- CURRENCY:**
Argentine Peso (ARS)

All quick fact statistics are 2025 approximations. Monetary figures throughout this guide reflect USD.

apps.bea.gov/international/factsheet/factsheet.html#200

data.worldbank.org/indicator/NY.GDP.MKTP.CD?view=map

www.trade.gov/country-commercial-guides/argentina-market-overview



INDUSTRY OPPORTUNITIES

Given the size of the Argentinian market, there is almost no product a company cannot sell successfully in Argentina with the right preparation, commitment, pricing, and service. Argentina's most promising sectors for U.S. exporters include:



Energy

The Vaca Muerta shale formation, one of the largest oil and gas reserves in the world, continues to drive investment in upstream and midstream infrastructure. At the same time, Argentina is expanding renewable energy capacity, creating opportunities for U.S. equipment, services, and technologies across conventional and clean energy projects.



Mining Equipment

Argentina holds significant reserves of lithium, copper, gold, and silver, positioning it as a key player in the global energy transition supply chain. Growing lithium production in particular is increasing demand for U.S. mining machinery, environmental management solutions, and processing technologies.



Infrastructure

Ongoing efforts to modernize transportation networks, water systems, and waste management infrastructure present opportunities for U.S. engineering services, construction equipment, and environmental technologies. Investments in water treatment, irrigation, and sustainable infrastructure development are expected to support continued sector growth.



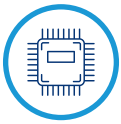
Agriculture & Farm Equipment

Argentina is a global agricultural powerhouse and one of the world's leading exporters of soybeans, corn, wheat, and beef. Continued investment in productivity, precision agriculture, cold chain logistics, and value-added food processing supports strong demand for advanced U.S. machinery, inputs, and technology solutions.

TIP: EXIM has the tools exporters and buyers need to support sales. Our [Working Capital Loan Guarantee](#)¹ can help pay for exporters' materials, equipment, supplies and labor, while [Term Financing](#)² helps international buyers finance purchases of U.S.-made equipment and services.

¹www.exim.gov/solutions/working-capital

²www.exim.gov/solutions/direct-loan



Advanced Manufacturing

As industrial firms upgrade machinery and streamline processes, demand is increasing for technologies that improve efficiency, quality, and supply chain resilience. Key opportunities include industrial robots, automated guided vehicles, mobile robotics, smart sensors, additive manufacturing, and advanced materials.



Construction

Building materials, engineering services, and sustainable building technologies—is a promising sector in Argentina. Infrastructure modernization efforts in transportation, energy, housing, and logistics are supporting demand for high-quality materials and specialized expertise. Technologies that improve energy efficiency, resilience, and adaptable design solutions are expected to see increasing demand as public and private sector projects move forward.



Technology

Argentina has a well-educated workforce and a vibrant innovation ecosystem, making information and communication technology (ICT) products and services a strong prospect sector. The country is home to a dynamic software and startup community, with growing demand for solutions that improve productivity and operational efficiency across manufacturing, agribusiness, retail, and financial services. Key opportunities include cloud computing, cybersecurity, software as a service (SaaS), IT consulting, data centers, automation, and Artificial Intelligence applications.



SALES STRATEGIES

Despite the strong similarities with selling in the U.S. and familiarity with U.S. brands and ways of doing business, it is essential to remember local culture when you sell.



01

Language & Culture

In addition to developing strong working relationships with Argentine partners, U.S. firms should use Spanish-language materials and communicate in Spanish whenever possible. Be conscious of distinct cultural practices; hiring local staff can help facilitate relationships and provide insight on selling to the Argentine market.

02

Advertising

There are hundreds of trade shows per year in Argentina, including industry-specific and consumer-focused events. These offer a good opportunity for U.S. exporters to build market insights, research the competition, view marketing trends, and network. Print and digital media are also popular for advertising. The Argentine Association of Advertising Agencies (AAAP) is a good source to identify the proper advertising agency and strategies.

03

Pricing Models

U.S. exporters should look carefully at broker fees, transportation costs, and taxes to determine if exports can be priced competitively. Companies shipping goods not made in the U.S. (or goods produced in multiple countries) can find their products subject to duties. It is also important to consider Argentina's value-added tax (VAT).

04

Due Diligence

U.S. firms are strongly advised to conduct due diligence before entering into any type of agreement. In Argentina's larger cities, it is possible to hire a local consulting or law firm to obtain information. In addition, associations or local chambers can assist U.S. firms in locating economic reports on a particular firm.

Networking

Associations to Consider

Argentina has an extensive roster of business associations. For some general associations, here is a selected list, though there are dozens more for other specific sectors:

1. American Chamber of Commerce in Argentina
2. Association of Importers and Exporters of the Argentine Republic (AIERA)
3. Argentine Association of Accounting
4. Confederation of Customs Brokers
5. U.S.–Argentina Business Council

IMPORTANT MARKET DIFFERENCES

Argentina customs regulations, product standards, and labor laws may present challenges for U.S. companies. At the U.S. Embassy and consulates in Argentina, U.S. foreign service officers are available to guide firms on regulations that affect their export product or business sector.

In general, businesses exporting to Argentina must be aware of legal differences, including:

Intellectual Property

These rights are protected differently in Argentina, so it is important to understand specific procedures. Rights must be registered and enforced under the Argentine law; U.S. trademarks and patents do not automatically apply. Securing patent and trademark rights follows a first-to-file system, so U.S. companies should consider applying for protection before selling goods or services in Argentina. Intellectual property is largely a private right, and the U.S. government cannot enforce rights for private individuals in Argentina; it is the responsibility of the rights holder to register, protect, and enforce their rights, and, where relevant, retain local counsel. Companies may wish to seek advice from local experts in Argentine law.

Sector Limitations

Argentina's market is generally open to most U.S. exports. However, a few sectors, including energy, utilities, and public transportation, are reserved for the government or require local participation. Consult local regulations for details.

Government Contracts

The Argentine government maintains centralized procurement systems to promote transparency and efficiency. All public tenders and procurement opportunities are posted on Argentina Compra³ or related platforms. Agencies evaluate bids based on technical compliance, cost-benefit analyses, or point-based criteria. Contracts are typically awarded to bidders that meet all technical requirements and offer the best combination of price and quality.

³www.argentina.gob.ar/compras



LEARN MORE

The information presented in this brochure is sourced from the U.S. Commercial Service's Country Commercial Guides (CCGs), which includes in-depth reports on market conditions, opportunities, regulations and business customs for more than 140 countries. Prepared by U.S. Embassy staff worldwide and updated annually, the CCGs are the premier trusted source of market intelligence.



Talk to an Expert:

Get Trade Assistance

Ready to get started? Contact an international trade specialist at the U.S. Commercial Service for export assistance.



Next Steps:

Learn the Basics of Exporting

This ebook will give you all the information on creating a plan, financing, handling orders, shipping, legal concerns, and more.



Next Steps:

Access Financing Support

Download the Trade Finance Guide to learn about accessing capital, types of sales terms, how EXIM can help, and more.



This is a descriptive summary to be used only as a general introductory reference tool. The complete terms and conditions of the policy are set forth in the policy text, applications, and endorsements.