



## ➔ Defining commercial insertion opportunities from Argentina to the world

### Context

An NGO with interest to define policies that strengthen the industrial production and the Argentine commerce developed diverse studies about the problematic that different areas of the economy face. These allowed identifying a series of strategic guidelines and initiatives in areas related to production, infrastructure and commerce. As part of this process, the Client requested STRAT Consulting's assistance to design a strategy that would allow Argentina to take a successful advantage of the opportunities of insertion in the international trade.

### STRAT Consulting's contribution

STRAT Consulting elaborated a detailed profile of Argentine's export offer and revealed the stage of Argentina's international commercial negotiations in the beginning of the project. The results of this process brought about a selection of 29 product families with a high international trade potential. Thus, 8 main objective markets were analyzed in detail, including a study of the framework of negotiation for each family, an investigation of Argentine export barriers and the dimensioning of the existent opportunities for Argentina in terms of external markets aperture. Finally, public policy's guidelines were defined for the different negotiation media and key aspects were identified for the implementation of such strategies of negotiation.

### Results of the project

The resulting product was presented to the Argentinean International Affairs Office and diverse sectorial organizations as a support system to the international negotiations on course.

➔ The exporting potential of 29 product families out of 8 markets of destination were analyzed

