

## Public sector and benefits for investors

Within the framework of diverse public policies, the public sector offers industry-specific programs designed to encourage local research and technological development in the agriculture field, as well as the transfer of best practices and new technologies to wine producers all over the country. These programs also target human resources training, improvements in competitiveness and the integration of the key players throughout the value chain.

One of the most noteworthy programs is the 2020 Strategic Vitiviniculture Plan (PEVI for its acronym in Spanish), which outlines the steps to be taken to position local producers, develop the market and ensure the sector's productive development over ten years. The plan is the result of a multi-layered collaboration between public, private and mixed-sector organizations, such as the National Vitiviniculture Institute (INV for its acronym in Spanish), the National Institute for Agricultural Technology (INTA for its acronym in Spanish), the Argentine Vitiviniculture Union (UVA for its acronym in Spanish), the ProMendoza Foundation and several professional associations. The Argentine Vitiviniculture Corporation (COVIAR for its acronym in Spanish), representing provincial governments and private sector organizations, was created to manage and coordinate the 2020 Strategic Viniculture Plan.

*Discover the unbeatable investment opportunities  
Argentina's wine industry offers investors*

The Undersecretariat for Investment Development and Trade Promotion is your strategic partner to invest in Argentina

*What the Undersecretariat for Investment Development and Trade Promotion can do for you:*

Provide relevant information on business sectors and geographical locations in Argentina.

Help identify investment and innovation opportunities in strategic sectors using the Productive Investment Opportunities Database (<http://bapip.inversiones.gov.ar>).

Facilitate the investment process at every project stage.

Assist in building partnerships between foreign investors and local companies.

CONTACT US:  
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### WINE INDUSTRY INFORMATION SOURCES

#### OFFICIAL ORGANIZATIONS

National Vitiviniculture Institute (INV)  
[www.inv.gov.ar](http://www.inv.gov.ar)

Ministry of Agriculture, Livestock and Fisheries  
[www.minagri.gob.ar](http://www.minagri.gob.ar)

Ministry of Industry  
[www.industria.gov.ar](http://www.industria.gov.ar)

Ministry of Tourism  
[www.turismo.gov.ar](http://www.turismo.gov.ar)

Ministry of Science, Technology and Productive  
Innovation (MINCYT)  
[www.mincyt.gov.ar](http://www.mincyt.gov.ar)

Federal Investment Council (CFI)  
[www.cfired.org.ar](http://www.cfired.org.ar)

National Institute for Agricultural Technology (INTA)  
[www.inta.gov.ar](http://www.inta.gov.ar)

National Institute for Industrial Technology (INTI)  
[www.inti.gov.ar](http://www.inti.gov.ar)

#### CHAMBERS OF COMMERCE AND PROMOTION ENTITIES

Argentine Vitiviniculture Corporation (COVIAR)  
[www.vitivinicultura2020.com.ar](http://www.vitivinicultura2020.com.ar)

Wineries of Argentina (BDA)  
[www.bodegasdeargentina.org](http://www.bodegasdeargentina.org)

Wines of Argentina (WofA)  
[www.winesofargentina.org](http://www.winesofargentina.org)

Exportar Foundation  
[www.exportar.org.ar](http://www.exportar.org.ar)

Areadelvino.com  
[www.areadelvino.com](http://www.areadelvino.com)

Winesur  
[www.winesur.com](http://www.winesur.com)

Mendoza Business Council (CEM)  
[www.cem.org.ar](http://www.cem.org.ar)



Ministry of  
Foreign Affairs and Worship  
Argentine Republic

Secretariat of International Economic Relations



INVESTITOR  
ARGENTINA

Undersecretariat for Investment Development  
and Trade Promotion

Wine industry in Argentina

Quality and tradition  
for Argentina and  
the world



**ARGENTINA,  
POISED FOR CONTINUED GROWTH**

**Why invest in the Wine Industry  
in Argentina?**

**UNBEATABLE COST-QUALITY RATIO**

Argentina's wealth of natural resources, highly qualified workforce and competitive production costs offer one of the world's top destinations for investments in the wine sector. Vineyards are generally located in pollution-free areas with young soils that produce excellent quality wines without the labor-intensive production required in other parts of the world. Argentina's advantages make it possible to meet not only domestic demands but also the demands of the global market within an international economic context in which consumers prioritize quality at attractive prices.

**UNIQUE TERROIRS**

Argentina has exceptional agricultural and ecological conditions for growing wine grapes. The combination of soil, climate, altitude and geography creates ideal conditions for growing different varieties of grapes throughout the 2,400 km of wine-producing regions along the Andean mountain range. The rich variety of terroirs ranges from the production of Malbec, the country's flagship, to unique varieties of white wines such as Torrontés.

**INTEGRATION OF THE WINE SECTOR**

The level of maturity of Argentina's wine industry strongly rooted in its long-standing tradition fosters the close public-private collaboration that resulted in a joint initiative to develop sector-specific strategies to continue strengthening Argentina's position as one of the major wine producers worldwide called the 2020 Strategic Vitiviniculture Plan.

# Argentina: unique *terroirs*, tradition and freedom to innovate



**A SECTOR WITH PROVEN SUCCESS**

**A KEY PLAYER IN THE WORLD.** — With almost 218,000 hectares of vineyards and an output of more than 11 million hectoliters in 2012, Argentina is the fifth largest wine producer in the world, ahead of other wine producing countries like Australia and Chile.

**A THRIVING DOMESTIC MARKET.** — Thanks to its long-standing tradition of wine consumption, the country's domestic wine market is the ninth largest in the world. The wine market is showing an increasing trend toward sophistication, as more and more consumers are opting for premium segments.

**RISING EXPORTS.** — Annual exports grew by 23% on average from 2002 to 2011, making Argentina the tenth largest wine exporter in the world. Foreign sales growth was mainly concentrated in segments that recorded the highest quality and differentiation, adding value to production and positioning Argentina in highly competitive markets such as the United States—where Argentina ranks fourth in terms of exports following France, Italy and Australia— as well as Canada, Brazil, the United Kingdom and the Netherlands. Moreover, trade opportunities in large markets such as China are emerging.

**THE KEY TO SUCCESS OF ARGENTINE WINES**

**EXPERIENCE AND INNOVATION.** — The wine-producing sector enjoys a long tradition in the country. Over the last two decades, a major flow of investments from domestic and international investors led to dramatic increases in productive capacity, a rise in acreage of high-quality grape plantations and the modernization of wineries to produce first-class wines.

**PROFESSIONAL TALENT.** — The winemaking sector employs over 130,000 people. The modernization process undergone over the last few decades prompted a huge leap in the industry's level of professionalization, creating a new generation of agricultural engineers, sommeliers, enologists and technical experts, in addition to wine entrepreneurs. Different local universities offer graduate and post-graduate programs specialized in wine.

**COMPETITIVE MARKET.** — The variety of wines produced by over 950 national and international wineries covers all the segments. Approximately one-third of the wineries produce fine wines under some 3,400 different labels, including boutique wineries making highly distinctive products.

**MULTIPLICITY OF PRODUCTIVE REGIONS.** The province of Mendoza is home to three-quarters of the domestic wine output. The provinces of San Juan and Salta also stand out for their production of quality wines. The actual productive frontiers are constantly expanding thanks to the incorporation of technology that has fueled wine production in the provinces of Jujuy, Cordoba, La Pampa and Chubut. Argentina

boasts the world's greatest concentration of high-altitude vineyards, located in the regions of Valles Calchaquies (Salta), as well as the southernmost vineyards, *i.e.*, El Hoyo (Chubut).

**SOPHISTICATED VARIETALS.** — A vast variety of red, white and rosé wines are produced in Argentina: Malbec, Bonarda, Cabernet Franc, Cabernet Sauvignon, Merlot, Tempranillo, Torrontés, Chardonnay, Pinot Noir, Petit Verdot, Syrah and Traminer. These varieties are becoming increasingly sophisticated. While Malbec is recognized as Argentina's flagship variety, its unique signature white variety Torrontés and red varieties Bonarda and Cabernet Sauvignon are among top export wines. Exports of sparkling wines have also grown significantly over the last years.

**A CONSOLIDATED AND INTEGRATED VALUE CHAIN.** — The country has a competitive and longstanding national industry, which has accompanied the rapid expansion of the sector. Local winemakers are able to rely on local suppliers of agricultural equipment and industry-specific inputs, as well as expert enologists and internationally renowned sommeliers.

**INVESTMENT OPPORTUNITIES**

**SUPPLIES FOR PRODUCTION.** — The dynamism of the wine-producing industry has created profitable investment opportunities for suppliers of diverse products such as glass bottles, caps, screw caps, corks, capsules, labels, cardboard boxes, stainless steel tanks, yeasts, acids, stabilizers, nutrients and antiseptics, among others.

**TECHNOLOGICAL INNOVATION.** — There are interesting investment opportunities in the sector for the supply of new technologies, in particular for the production of specialist agricultural machinery, applied knowledge in yeast selection for fermentation, and traceability techniques to systemize and improve the technical aspects of wine codification.

**NON-TRADITIONAL MARKETS.** — The position achieved by Argentine wines in foreign markets shows there is an Argentine-brand capital that can be used to achieve higher penetration in emerging countries such as China and Brazil.

**WINE TOURISM.** — Almost 170 wineries participate in *Camino del Vino de Argentina* (The Wine Routes of Argentina), a wine-tourism circuit visited by more than one million visitors every year. Extending across nine provinces, tourists can enjoy beautiful landscapes, world-class hospitality and gastronomy services and—of course—Argentina's unique wines.

**REAL ESTATE DEVELOPMENTS.** — The industry's rapid growth and its promising outlook have created investment opportunities in vineyard-related "pre-packaged" projects and the development of private estates, which are currently enjoying strong growth in the country's main wine-producing provinces.

*"Argentina has everything. It's a rich, vast country. One of the distinctive features of Argentina is that wine producers have great freedom, but it is not the only positive aspect. Argentina has relatively low operating costs, an amazing landscape and an optimum climate. Another key element is the country's human resources: the wine-producing industry employs highly experienced professionals with considerable know-how. A new generation of agronomists and well-trained producers is available, joining professionals from other related areas who enjoy hard work and are keen to learn."*

**MICHEL ROLLAND**  
WINE PRODUCER AND INTERNATIONAL WINE  
CONSULTANT  
DIRECTOR OF *CLOS DE LOS 7*

**From Argentina to the world:  
iconic wines**

Argentina's exports of iconic wines (representative high-end wines created by a renowned enologist and achieved by a combination of factors, such as special site selection and careful oak aging, which allows the grapes to reach their highest expression) have increased steadily for the last years: they increased over 40% in terms of volume and value in 2010-2011.

