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March 2005

Cultural Industries Sector Profile⁽¹⁾ - Argentina



Canadian Embassy in Argentina

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MARKET OVERVIEW

Demographics and Economy

Argentina is Latin America's third-largest country, with 39.1 million people in 2004 (after Mexico and Brazil). Argentina also has Latin America's third-largest economy, in terms of nominal gross domestic product (GDP): in 2003, the country's GDP was \$180 billion⁽²⁾ or \$4250 per capita.

Almost one third (13.8 million) of Argentinians live in the province of Buenos Aires. The three other major provinces are Cordoba, with 3.1 million people; Santa Fe, with 3 million; and Mendoza, with nearly 1.6 million.

At the end of 2001, Argentina began going through the acute phase of a crisis that had started in 1998 and would produce four consecutive years of recession. In January 2002, Argentina declared public debt default and devalued its currency by 300%. The Argentine peso has a floating exchange rate. After nearly 10 years with an exchange rate fixed to the U.S. dollar, the peso was devalued and by the end of 2002, the rate stabilized to between 2.90:1 and 3.10:1. In March 2004, the Argentine external debt totalled \$240 billion.

By late 2003, Argentina's economic recovery rate became one of the highest in the

world. Argentina registered 8.7% GDP growth in 2003 and the inflation rate, 3.6%, was under control. GDP growth is expected to continue but more slowly, to reach 7% in 2004 and 5% in 2005.

Nevertheless, the persistence of high levels of unemployment (14% in the first quarter of 2004 in a labour force of 14.5 million people) and of poverty (almost 50% of the population) are stifling consumer spending outside the high-income sectors in specific geographic areas (particularly Buenos Aires, Cordoba and Rosario). The comparative wealth of the City of Buenos Aires, due to a GDP per capita of \$10 460--double the national rate--is a key factor that must be considered when assessing potential opportunities in cultural industries in Argentina.

Argentina is Canada's fifth-most important trading partner in Latin America with two-way trade totalling \$455 million in 2003. While total Canadian exports to Argentina dropped from \$133 million in 2001 to \$44 million in 2002, they increased to \$78 million in 2003. Major Canadian exports to Argentina include iron and steel products, mineral fuel, fruit and nuts, ores, agri-food products. Major Canadian imports from Argentina include machinery (mechanical and electrical), newsprint, plastics and pharmaceuticals. Canadian foreign direct investment in Argentina was \$5.2 billion in 2003.

Canada and Argentina share a strong history of mutual co-operation, both in international forums--Argentina is member of the United Nations, UN Economic Commission for Latin America and the Caribbean, World Trade Organization, Inter-American Development Bank, International Monetary Fund, Interpol, the southern cone common market Mercosur, Organization of American States, and Rio Group--and cultural exchanges.

Cultural Industries Overview

Cultural industries in Argentina contributed an estimated \$5.2 billion or 2.9% to the country's GDP, producing 2% of employment in 2003.⁽³⁾ In the City of Buenos Aires alone, cultural industries contributed \$1.7 billion or 6% to GDP and produced 4% of the employment.

The main cultural industries imports are supplies that Argentina doesn't produce, particularly high-tech equipment for sound recording and stage effects. Argentina's main cultural exports are concentrated in "content products", especially in the publishing industry. Over half of the exports are books and newsprint (\$55 million) and newspapers and periodicals (\$26.3 million). Other important items are tapes, compact discs and recording supplies (\$29 million) and movies (\$16 million). The main exports from Argentina on cultural industries are sent to Chile and Mexico. In the case of the City of Buenos Aires, 4% of cultural industries exports are books and newsprint (nearly \$5.2 million), followed by tapes (\$3.3 million), newspapers and periodicals (nearly \$1.2 million) and movies (\$208 000).

The 1998-2002 economic recession had a heavy impact on cultural consumption. Some sectors within cultural industries experienced two and even three consecutive years of decline.

Since 2003, cultural industries are experiencing a recovery in which tourism is playing an important role, especially in Buenos Aires. Due to favourable currency exchange rates, Buenos Aires has become a favourite tourist destination for European, U.S. and Latin American visitors. This new environment offers excellent opportunities to export from Buenos Aires to Latin American and other markets. In 2003, 21% of foreign visitors bought music, 21% bought books and 9% bought tango-related articles. Of note, 69% of visitors identified Buenos Aires with "tango, football and culture."

Recovery in Argentina's cultural consumption is so remarkable that international firms are considering Argentina as an important platform for expansion into other Latin American markets. For example, Time Warner is moving part of its operation

centre from Atlanta, Georgia to Buenos Aires.

Nearly all (95%) companies in the cultural industries are small companies. Consolidation activities are strong in some sectors, such as is seen with the multimedia groups formed within the radio, television, newspaper and publishing industries.

Four key areas of cultural industries in Argentina offer opportunities to Canadians: books and publishing, film and television, music, and performing arts. This report provides an overview of each of those subsectors. For a closer look at the four subsectors, see the sector profiles⁽⁴⁾ on <http://www.infoexport.gc.ca>.

Books and Publishing

Books

The economic crisis of 2001/2 drastically affected the book publishing industry. The number of books published in Argentina dropped dramatically from a high of 74.3 million units in 2000 to 33.7 million in 2003. The number of titles in 2003 (14 375), however, was above the total in 2000 (13 172), because publishers reduced the number of volumes printed per title (2507 per title in 2003, down from 5640 in 2000).

To recover from the crisis, publishing houses are not only printing smaller numbers of new releases, they are reprinting titles and authors that offer a safe probability of profitability. Also, several small publishing and printing companies returned to the industry in 2003, working with even smaller volumes, up to 1000 units per title.

The book publishing industry is recovering in part because of the government's efforts to promote literacy and purchase textbooks for schools and libraries. Also, the increasing numbers of tourists to Argentina--Buenos Aires in particular--are resulting in increased revenues in the fine arts and cultural industries, including the purchase of books on literature (both general and Latin American). Books on law and education are also in demand.

Furthermore, the peso devaluation has resulted in low publishing costs in Argentina. Cheaper costs, combined with Argentina's reputation for high-quality publishing, encourage foreign houses to print their books in Argentina with the sole intent to export and distribute them through their international affiliates. Argentina is also the scene for translating books into Spanish for European and Latin American markets. About 150 publishing houses produce literature for export in Argentina.

There are 20 major publishing houses in Argentina, all established with international capital.

Newspapers and Magazines

Argentina has always had a diverse and sizable market for newspapers and magazines. The majority of Argentina's 274 newspapers are small and medium-sized enterprises. Newspaper sales during 1995-2002 declined from 2 million units to 1 million. In 2003, the sector was beginning to recover from the crisis and revenues reached \$530 million (between sales, \$230 million, and advertising, \$300 million).

Six hundred magazines are published in Argentina. After 1995, sales rose to 200 million units (half of them in the City and Province of Buenos Aires). The economic crisis had a devastating impact in the magazine sector: in 2002, sales dropped to 64 million units. During 2003, there was a small recovery and sales rose to 68 million units. According to the Argentine Association of Magazine Publishers (Asociación Argentina de Editores de Revistas), the most successful magazine categories are general interest, women and home, and sports. The most significant decrease hit the

foreign magazine segment, in which sales fell first to 15.2 million units in 2001 and then plummeted after the peso devaluation to reach only 6 million in 2003.

Film and Television

Film

The country's recession also hit the film industry hard. The number of film goers dropped from 30.5 million in 1998 to 19.7 million a year later, though during the worst moments of 2001/2 audiences began to return to the movies. By 2003, audiences totalled 32.6 million viewers.

Argentine film goers prefer foreign--particularly American--movies to Argentinian movies. About two thirds of movie goers live outside Buenos Aires, attending theatres in the new shopping complexes springing up around the country; this is a marked change from before 1995, when 70% of film goers lived in Buenos Aires.

Film Production

Animation is a new and growing production segment in Argentina, targetting youth and adults with cartoons, video games and Web-based on-line entertainment.

Advertising film production has a sophisticated and successful history in Argentina. Although advertising expenditures were severely reduced due to the long recession, after 2003, the production and shooting of ads increased in Argentina from 506 to 770. This increase came as foreign companies found in Argentina a favourable combination of lower costs, skilled technicians and actors, and urban or rural scenery suitable for Latin American and European audiences. Of more than 335 ads and video clips shot in Buenos Aires in 2003, 45% were produced for foreign markets.

TV Broadcasting

The level of broadcasting penetration in Argentina exceeds 95% of homes (all homes have radio and 98% have a TV set). In Argentina, the 10.9 million homes with television are served by five free-to-air terrestrial networks (one public and four commercial private networks). The range of TV networks includes 38 free-to-air terrestrial channels throughout the country. The broadcasting market includes 200 AM radio stations and 650 FM stations, as registered by the Federal Broadcasting Committee.

Argentina's cable TV sector is the largest in Latin America, serving 4.5 million homes. Despite the economic crisis--when cable companies reported a loss of almost 1 million subscribers--Argentina still has a high cable penetration rate. In many cities, cable TV is the only way to receive free-to-air channels.

During 2003, the main cable operators (Cablevision, Multicanal and DirectTV) recovered 2.4% of customers and during the first semester of 2004, another 3.4%. Today, the market involves a share of 1 260 000 subscribers to Cablevision, 880 000 to Multicanal and 260 000 to DirectTV; a large number of small operators throughout Argentina comprise the balance of the market. Although the market is slowly recovering its previous volume, cable operators find difficulties in introducing more advanced TV services such as pay-per-view, Internet or interactive services. To recoup the cost of investment, operators will need to attract much higher revenues per subscriber than they achieve with basic services. The only special services widely offered are codified sport channels, premium movies and codified adult signals.

Piracy is a major problem that restricts growth in the sector. There are an estimated one million illegal connections.

Due to the peso devaluation, content produced abroad may be considered highly priced.

Music

Sales of audio and video recordings dropped severely in 2002 but rebounded in 2003. Continued growth is forecast in 2004: indeed, sales in the first nine months of 2004 exceeded 8.7 million units, compared to nearly 7.4 million units during the same period in 2003.

Local music dominates the music recording market (representing 43% of total audio and video units sold but 39% of the value of total sales), followed by English and other foreign music (29% and 35%); Spanish, non-Argentine (18% and 20%); mixed compilations (7% and 3%); and classical (2% and 3%). Local music and compilations are less expensive than foreign music, which accounts for the differences between in the number of units sold and the value of sales.

The compact disk (CD) format represents 92% of the audio and video market, with cassettes holding a 7% share. DVD sales are still small in quantity (representing only 1.2% of the total) but have grown from 9700 units in 2000 to 129 400 units in 2003, according to the Argentine Chamber of Producers of Sound Recording and Videos (CAPIF).

Argentinians are strong supporters of live music, particularly opera and lyric performances as well as rock, jazz and popular music. Live performances benefit from all levels of government support for the performing arts and culture in general (as described below in Performing Arts), which allow for several international festivals showcasing both local and foreign musicians.

Electronic music enjoys great success among young audiences. It is also produced experimentally with regional folkloric rhythms and instruments.

There is an open market for musical instruments that could be accompanied by educational services. Both popular and electronic musical instruments targeted at private customers sell well. Public music schools can also be possible buyers of musical instruments.

Against the recovery in sales, the rates of piracy and home copying are high. For example, one illegally copied CD is estimated to exist for each legal CD.

Performing Arts

There is no formal research providing statistics on Argentina's performing arts audiences. However, given the growing numbers of attendees at festivals and the many cultural offerings including theatre and dance, the performing arts sector can be considered vibrant.

Argentina has a tradition of state-sponsored cultural programming that is delivered by institutions at all levels of government. The resulting national, municipal and provincial theatres and art centres can offer their performance halls to troupes under special conditions, which generally include automatic inclusion in promotional activities and access to a large public.

The National Institute for Performing Arts (Instituto Nacional de Teatro [INT]) has registered 108 public and private theatres in Argentina. All major cities in the country have a traditional theatre hall, where performances of Argentine and foreign touring companies are held, and there are 593 not-for-profit theatres in the country (260 of them subsidized by the INT).

Two key public facilities are the Teatro Colón, the national opera house; and the Complejo Teatral de Buenos Aires, a complex that houses the capital city's main

theatres (including the Teatro General San Martín (which is in itself a complex institution with performance halls for different art forms), plus cinema and conference facilities and a photo gallery. Every province has similar facilities--albeit on a smaller scale.

Argentina's museums, art galleries and cultural centres also offer live performances. Foreign-language offerings are shown at the cultural centres of Alliance Française, the Goethe Institute and the British Council.

Since the mid-1990s, official festivals have showcased local as well as international talent, both on and off stage. The main international events include the Buenos Aires International Theatre Festival, the International Tango Festival, the World Guitars Festival, the International Jazz Festival, various dance festivals, children's theatre festivals and, new this year, Tintas Frescas, a theatre festival focussing on French theatre in translation or subtitles.

In addition to facilities, Argentina is also rich with performers. The city of Buenos Aires alone has at least 100 independent theatrical companies and 50 independent contemporary dance companies.

OPPORTUNITIES

Books

Canadian culture is highly respected because of the quality and sophistication of its authors and literary history. The possibility of enhancing this recognition by importing cultural products is certain and feasible. However, the direct export of Canadian books in English and French needs to overcome the high prices of imported books and the high penetration in Argentina of English and French books by U.S. and European publishing houses.

The book publishing industry is open to joint ventures with local companies or international firms already present in Argentina. Advantages from a joint venture include the lower costs of translation and editing in Argentina. Joint ventures can also facilitate entry by Canadian books into other Latin American markets.

There are also possibilities to establish collaborative strategies in order to produce bilingual editions of Canadian authors already known by their Spanish translations. Argentina represents trade opportunities for the sale of copyrights, finished products and co-editions in English and Spanish, and in French and Spanish.

Canadian books targeted at the education market have an excellent opportunity. Furthermore, given the high appreciation accorded to Canadian academic production by Latin American scholars, there are opportunities to explore collaborations.

E-learning content and formats produced by Canadian designers will find customers in the education sector (e.g. universities, colleges and schools) but also in private industry (e.g. publishing houses and music recording companies).

Canadian publishers should hire a local literary agent to facilitate sales and enlist legal representation when selling foreign rights. The main international literary agents in Argentina are Guillermo Schavelzon Agencia Literaria and International Editors. Independent publishing houses that also perform the role of literary agents are Interzona, Del Zorzal and Adriana Hidalgo.

Newspapers and Magazines

As in the book publishing industry, specific Canadian content may enjoy a high level of acceptance but the magazine market, particularly foreign magazines, is still

somewhat reduced in both scope and volume. However, it is feasible to sell the rights to publish Canadian magazines in local publications (*Rolling Stone*, for example, appears in the newspaper *La Nación*).

Films

The creativity and sophistication of Canadian films are very well known to Argentine experts and ordinary audiences. Participating in film and documentary festivals provides opportunities to present Canadian films as well as technical support services, equipment and cultural management services. Note that foreign-Argentine co-productions are now eligible for Argentine government subsidies.

Association with local companies can also help Canadians pursue access to the greater Latin American market. An agreement to co-produce films and motion pictures was signed between Canada and Argentina in 1988. The agencies of this agreement are the Ministry of Communications in Canada and the National Institute of Cinema and Visual Arts (INCAA) in Argentina. In 1991, Rock Demers and Lita Stantic produced *Summer of the Colt (El verano del Potro)*, directed by Andre Melancon. In 1992, the Argentine director Eliseo Subiela shot *El lado oscuro del corazón*, produced by Roger Frappiere (co-produced by Fernando Sokolowicz and Suzanne Deussault). Subsequent co-productions have occurred on motion pictures and documentary films. Under the agreement, the proportion of contributions can vary from 20% to 80% of the total budget and the quantity of writers, directors, technicians and actors are proportional to the contribution of each country. The distribution of benefits is also proportional to the total contribution of each co-producer and is submitted to approval of the constituents' agencies of both countries.

Television

Argentine audiences are great consumers of movies, music and TV shows in original languages (especially in English but also in French, German and Italian). There is a strong possibility to offer TV content produced by Canadian broadcasters to free-to-air terrestrial channels and local cable channels.

An immediate opportunity is with the public television broadcaster, Channel 7 (formerly ATC), which is undergoing changes affecting content and format. Canadian companies may also target independent producers to sell program rights and licences, particularly for situation comedies.

Production and post-production equipment is in demand by Argentine firms wanting to export programs but which need to upgrade their equipment to meet international standards and formats. Both TV and radio equipment is required.

Music

Sound recording exports may include recorded music, touring, consulting services, equipment and technology, and rights.

Canadians can sell their music through international distribution firms and through joint ventures set up with independent Argentine producers. There are good opportunities to sell--especially to younger consumers--music and all the products and services related to concerts and live performances (including apparel and music-related products).

There are opportunities to sell musical instruments to private and public (e.g. music schools), as well as accompanying educational services. Both popular and electronic musical instruments sell well to private customers.

Companies interested in touring should contact the larger Argentine producers of festivals, such as DG Productions and the federal and Buenos Aires governments.

Opportunities also exist to provide the Argentine music market with consulting services (e.g. personalized consulting for musicians, composers and managers) and equipment for audio, visual, theatrical and advertising production (e.g. recording technologies and music software).

Trade in the sound recording music industry usually dovetails with other cultural sectors (e.g. performing arts, broadcasting). Thus, activities of Canadian artists in Argentina (e.g. touring, festivals), increased radio play and television appearances can lead to sales of rights and recorded music in the broader Latin American market.

Joint-venture arrangements with Argentine firms can also help launch Canadian music and musicians onto the greater Latin American stage.

Performing Arts

For the last 15 years, Canadian companies have participated in numerous and diverse performing arts activities including festivals, conferences, museum exhibitions, and workshops. This participation is promoting Canadian talents and expertise to Argentina and other Latin American markets.

Opportunities in the Argentine performing arts market include arts promotion, event management, stage design, theatrical technology, choreography, and incorporating performing arts in the marketing of luxury goods (particularly in the tourist areas of larger cities).

Canadians may also consider selling rights and licences to local producers, such as the Buenos Aires Secretary of Culture.

Trade Shows

Event/Description

In the Book and Publishing Market:

31st Buenos Aires International Book Fair
April 13-May 9, 2005 (Annual)
La Rural, Predio Ferial de Buenos Aires

In the Film and Television Market:

Mar del Plata International Film Festival
March 10-20, 2005 (to be confirmed)

6th Buenos Aires Independent Film Festival

April 2005
Reception of material is due between November 1, 2004 and January 31, 2005. Send material to the address at right.

Organizer

Fundación El Libro

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C1089AAF Buenos Aires,
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Tel.: (54-11) 4374-3288
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National Institute of Cinema and Visual Arts (INCAA)

Lima 319
1073 Buenos Aires, Argentina
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President
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Secretary of Culture of Buenos Aires

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Contact: Eduardo Antin, Sub-

	Secretary of Festivals Internet: http://www.buenosaires.gov.ar (In Spanish)
In the Music Market: 7 th Buenos Aires Tango Festival February 26-March 6, 2005 (Annual) Internet: http://www.festivaldetango.com.ar/index2.htm	Secretary of Culture of Buenos Aires Programa Festivales Corrientes 1530, Piso 8, Of. 8 1042 Buenos Aires, Argentina Contact: Graciela Casabé Tel.: (54-11) 4372-0188 Internet: http://www.buenosaires.gov.ar (In Spanish)
World Guitars Festival (Guitarras del Mundo) October 2005	Secretary of Culture of Buenos Aires As above
In the Performing Arts Market: Buenos Aires International Theatre Festival September 8-25, 2005	Secretary of Culture of Buenos Aires As above
International Buenos Aires Dance Festival December 9-19, 2004 (Biennial) Internet: http://www.buenosairesdanza.com.ar (In Spanish)	Secretary of Culture of Buenos Aires As above

KEY PARTICIPANTS

Books and Publishing

Industry consolidation has changed the face of Argentina's book industry: in the last five years, international companies have purchased key Argentine companies and now control the 20 publishing houses dominating the local market. Bookstore chains, too, are becoming more prominent and Argentinians are changing their purchasing habits to shop at these bigger stores. The newspaper and magazine sectors also face domination from a small number of media groups, particularly Clarín.

Film and Television

Movie distribution in Argentina is similar to the international scene: five major distributors (UIP Universal Paramount, Buena Vista-Disney, Warner Bros, Fox, and Columbia Tri-Star) share 75% of the market. Over the last four years, the motion picture market has gone through consolidation activities by these multinational exhibition and distribution groups. In 1997, they owned 12% of the market; nowadays, they have a 70% share.

Argentina's independent TV production industry features almost 400 independent companies, although most of the country's production--and in every genre (entertainment, news, talk shows, reality shows and musicals)--is undertaken by three companies: Pol-Ka, Ideas del Sur and Cuatro Cabezas. New independent companies are starting to emerge, particularly in the advertising industry, and are exploring new techniques in production or animation in film and TV (such as Patagonik, Agulla Bachetti and Encuadre).

Music

As in markets elsewhere in the world, Argentina's recorded music market (including video) is dominated by major international companies. BMG (the German Bertelsmann Group, owner of RCA Victor), WEA (Warner Music), EMI Odeon, Sony and Universal are the five major companies in Argentina. The rest of the market

comprises Argentine independent producers, the most important being Distribuidora Belgrano del Norte, RKO Abraxas, Del Cielito Records, Barca, Leader Music and Magenta. Three retail outlets, Musimundo, Tower Records and Old Music, share 80% of sales.

The largest live performance events are produced by Daniel Grimbank (DG Productions), the federal government and the City of Buenos Aires Secretary of Culture. In the field of opera and lyric music, the most important participants are the Mozarteum Argentino and Teatro C3lon in Buenos Aires.

Performing Arts

The National Institute for Performing Arts or INT, created by law in 1997, is the main public agent promoting public investment in live performance. This federal body also pursues international collaborations. Public art centres and schools are key participants, as are municipal and provincial governments through their theatres in every major city.

Key private participants are companies producing performing arts, including Lino Patalano, Carlos Rottemberg, Gerardo Sofovich, Alejandro Romay and Jos3 Cibrian.

Among the many festivals, two key events have showcased Canadian talent: the Buenos Aires International Theatre Festival and the C3rdoba International Theatre Festival. Indeed, for the last 15 years, there have been collaborations and co-operation between Canadian and Argentine artists and academics promoted by the Cultural Section of the Canadian Embassy in Buenos Aires. In 2004, these activities include the visit of Argentinians to CINARS (International Exchange for the Performing Arts in Canada) in Montreal. CINARS will receive a mission of Argentine buyers from November 16 to November 20 to promote Canadian performing arts and theatrical services.

PRIVATE- AND PUBLIC-SECTOR CUSTOMERS

Given the strong tradition of government support for cultural industries, Argentina's federal, state and municipal governments are key customers for Canadian cultural exports and key partners for collaborative endeavours. They are joined by local and foreign producers and distributors of cultural content. See **Key Contacts and Support Services** for a listing of some potential customers and see the sectoral reports on <http://www.infoexport.gc.ca> for more information and references.

Canada and Argentina share three important agreements related to trade and investment: the Canada-Argentina Foreign Investment Protection Agreement (signed in 1991); the Double Taxation Agreement; and the Trade and Investment Co-operation Agreement (TICA, which involves Canada, Argentina and all Mercosur countries). Furthermore, Argentina is also involved in the process for negotiation of the Free Trade Area of the Americas (FTAA).

Patents and Trademarks Laws

Literary and artistic properties are protected by copyright under the Argentine civil law system of "author's right" (Law 11.723). In 1999, Argentina signed the World Intellectual Property Organization (WIPO) Convention and the WIPO Copyright Treaty. In 2002, Argentina signed the WIPO Performances and Phonograms Treaty (TOIEF/WPPT), recognized by Argentine Law 25.140.

Copyrights are valid for 50 years after the death of the author. The Argentine Association of Authors and Composers (SADAIC) and Argentores are the two institutions that regulate author's rights.

Canadian publishers should hire a local literary agent to facilitate sales. In general,

Canadians should consider enlisting legal representation when selling foreign rights to their intellectual property.

KEY CONTACTS AND SUPPORT SERVICES

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Industrial Cooperation Program (CIDA INC)
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Centro Latinoamericano de Creación e Investigación Teatral (CELCIT)

Institución teatral iberoamericana
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 Internet: <http://www.celcit.org.ar>

Conservatorio de Música de la Ciudad de Buenos Aires Manuel de Falla (CSMMF)

Dirección General de Enseñanza Artística
 Bolivar 191, Piso 4
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Investment Development Agency (Agencia de Desarrollo de Inversiones [ADI])

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Pizzurno 935
 C1020ACA Buenos Aires, Argentina
 Tel.: (54-11) 4129-1030
 Fax: (54-11) 4129-1020
 E-mail: info@me.gov.ar
 Internet: <http://www.me.gov.ar>

National Institute for the Theatre (Instituto Nacional del Teatro [INT])

Santa Fe 1243, Pisos 5, 7 y 10
 1059 Buenos Aires, Argentina
 Tel./Fax: (54-11) 4815-6661 or 4812-6602
 E-mail: infoteatro@inteatro.gov.ar
 Internet: <http://www.inteatro.gov.ar> (In Spanish)

Secretary of Culture of Buenos Aires

Programa Festivales
 Corrientes 1530, Piso 8, Of. 8
 1042 Buenos Aires, Argentina
 Contact: Graciela Casabé
 Tel.: (54-11) 4372-0188
 Internet: <http://www.buenosaires.gov.ar> (In Spanish)

Argentine Cultural Secretariat

Av. Alvear 1690
 1014 Buenos Aires, Argentina
 Tel.: (54-11) 4129-2400
 Internet: <http://www.cultura.gov.ar>

Select Argentine Industry Association Contacts

(See individual sector reports at <http://www.infoexport.gc.ca> for more contacts)

Argentina Association for Cable Television (Asociación Argentina de Televisión por Cable [ATVC])
Avenida de Mayo 749, Piso 2
1084 Buenos Aires, Argentina
Tel.: (54-11) 4345-5074
Fax: (54-11) 4342-1130
Internet: <http://www.atvc.org.ar>

Argentine Association of Distributors and Agents of Publishing (Asociación Argentina de Agentes y Distribuidores de Publicaciones)
Reconquista 616, Piso 3 "A"
1003 Buenos Aires, Argentina
Tel.: (54-11) 4312-6274
Fax: (54-11) 4312-6291

Argentine Association of Magazine Publishers (Asociación Argentina de Editores de Revistas)
Av. Paseo Colón 275, Piso 11
C1063ACC Buenos Aires, Argentina
Tel.: (54-11) 4345-0062
E-mail: infoaaer@aaer.com.ar
Internet: <http://www.editores-revistas.com.ar>

Argentine Chamber of Books (Cámara Argentina del Libro [CAL])
Av. Belgrano 1580, Piso 4
C1093AAQ Buenos Aires, Argentina
Tel.: (54-11) 4381-8383
Fax: (54-11) 4381-9253
E-mail: cal@editores.com
Internet: <http://www.editores.com.ar>

Argentine Chamber of Commerce (Cámara Argentina de Comercio)
Leandro N. Alem 36
1003 Buenos Aires, Argentina
Tel.: (54-11) 4331-8051
Fax: (54-11) 4331-8055
Internet: <http://www.cac.com.ar>

Argentine Chamber of Producers of Broadcast, Media, Multimedia and Satellite Equipment (Cámara Argentina de Proveedores y Fabricantes de Equipos de Radiodifusión [CAPER])
Cordoba 1184 3 B
1055 Buenos Aires, Argentina
Tel./Fax: (54-11) 4374-9715
E-mail: info@caper.org
Internet: <http://www.caper.org> (In Spanish)

Association of Argentine Importers and Exporters (Asociación de Importadores y Exportadores de la República Argentina)
Av. Belgrano 124, Piso 1
1092 Buenos Aires, Argentina
Tel.: (54-11) 4342-0010
Fax: (54-11) 4342-1312
E-mail: aiera@aiera.org.ar
Internet: <http://www.aiera.org.ar>

Argentine Industry Contacts

For a detailed listing of contacts in Argentine's Books and Publishing, Film and Television, Music and Performing Arts industries, see the individual sector profiles at <http://www.infoexport.gc.ca>.

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Getino, Octavio. *Las industrias culturales en el Mercosur*. [Cultural Industries in the MERCOSUR.] December 2003.

Infobae. "La recuperación del mercado de la música." ["The Music Market Recovery."] July 2004. Accessed from <http://infobae.com> on October 12, 2004.

USEFUL INTERNET SITES

Argentina Business (Fundación Invertir): <http://www.invertir.com>

Argentine Publishers' Association : <http://www.editores.com.ar>

Cultural Industry Observatory of the City of Buenos Aires:
<http://www.buenosaires.gov.ar/areas/cultural/observatorio>

ExportSource: <http://exportsource.ca>

Foreign Affairs Canada (FAC): <http://www.fac-aec.gc.ca>

FAC. Latin America and Caribbean Bureau: <http://www.dfait-maeci.gc.ca/latinamerica>

InfoExport: <http://www.infoexport.gc.ca>

International Trade Canada (ITCan): <http://www.itcan-cican.gc.ca>

La Nación Newspaper: <http://www.lanacion.com.ar>

1. The production of this profile was commissioned by the Department of Canadian Heritage, Trade Routes program and prepared with the collaboration of the Canadian Embassy in Argentina. The opinions expressed are those of the author and do not necessarily reflect the view of the Government of Canada. Readers should take note that the Government of Canada does not guarantee the accuracy of any of the information contained in this report, nor does it necessarily endorse the organizations listed herein. Readers should independently verify the accuracy and reliability of the information.


2. All monetary amounts are expressed in Canadian dollars, unless otherwise indicated. The conversion rate to Canadian dollars is based on IDD Information Services, Tradeline, December 2003.

3. While cultural industries are not shown as a specific sector in the system of national accounts and official statistics, Argentina's annual deficit in its import-export balance is likely about \$1 billion. For the last decade, the deficit is likely a total of \$16.2 billion.

4. The four reports are: "Books and Publishing Sector Profile: Argentina", "Film and Television Sector Profile: Argentina", "Music Sector Profile: Argentina" and "Performing Arts Sector Profile: Argentina".

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