



A transcendental agreement

Important approach with American businessmen

Officials and businessmen of the American city of Saint Louis participated in a day of micro-conferences, organized by the Rosario Stock Exchange (BCR). The activity, carried out within the framework of the twinning signed between the Municipality of Rosario and the city of the State of Missouri, also brought together local leaders from the business sector and the innovation ecosystem, with the aim of strengthening social, cultural and economic ties to promote reciprocal investments.

"This is a transcendental agreement, not only for the Stock Exchange, but for the entire region. From our institution we have been working hard on innovation, but we have much to learn and this exchange can be beneficial for all," said the president of the BCR, Alberto Padoán, during the opening ceremony.

The activity was organized in four panels, where members of the Saint Louis delegation and local referents - from the public and private sectors - analyzed the possibilities that open up from the twinning. Innovation was the transversal axis of all the themes.

The first block, called "Argentina, ideas that feed the world", revolved around the AgTech development in Argentina and the US, as well as delving into the particularities of both agro-industrial poles. "Agriculture needs access to technology to continue expanding and we are interested in promoting this development. The

AgTech sector has a lot to grow, and we have found incredible ideas that emerged in Argentina, "the Yield Lab CEO Thad Simons said optimistically.

In the same line, the director of Reports and Economic Studies of the BCR, Julio Calzada, remarked that thanks to the incorporation of technology, "Argentina tripled its grain production in the last 20 years, and today it is projected at 127 Mt. the 2017/18 campaign. " And he highlighted: "There is also a great opportunity for US investments as a result of the mechanism of Public Private Participation (PPP) promoted by the National Government. This, in addition, will boost the agroindustry with necessary works ".

During the second panel, the talks focused on the business opportunities that exist between Argentina and the United States, in terms of innovation and startup development. And in the third, there were cases of successful ventures worldwide.

"For three years we have been working to support entrepreneurs in Argentina. The most successful were those with a global vision of their business and today operate in the United States. The agreement with Saint Louis can be a gateway to that country. And not only for agribusiness, "said Daniel Salvucci, from Draper Cygnus, a fund that this year came to Argentina with ROFEX as anchor investor.

The challenges of the Agtech ecosystem in Argentina were developed in the last panel. The Innovation Coordinator of the BCR, Ingrid Clausen, explained the work that the institution is doing. "Our objective is to accompany and strengthen the innovative ecosystem of the region; be an umbrella that contains and links the different actors. We believe that Rosario can become a technological pole of reference throughout the world, "he explained.

While Tomás Peña, executive director of The Yield Lab Latin America, agreed with Clausen and highlighted the potential of Rosario and the region. "I have no doubt that it can position itself among the global technology reference points for agriculture. It has a unique opportunity: the crushing that exists here is unique in the world, there is structure, universities, everything. It only remains to join, take advantage of the space of the technological pole and convene. There are people from all over the world who want to come to Argentina to learn and invest in the sector. "



The signing of the twinning act between Saint Louis and the commune of Rosario took place on Wednesday. The Secretary of Government of the local Municipality, Gustavo Leone, the official of the government of Saint Louis, Steve Stenger, and Sheila Sweeney, general director of the Economic Development Agency of that US city, were present.

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