



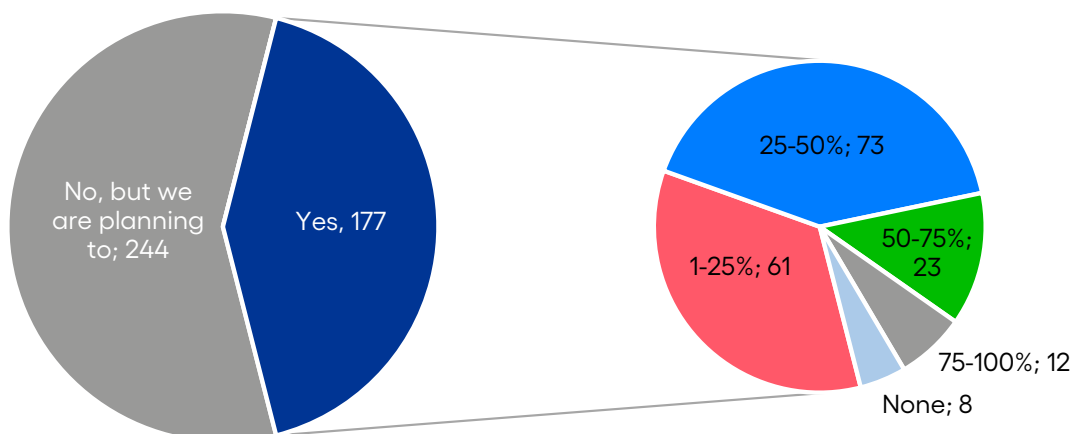
MSMEs digital exports in Latin America Argentina at a glance

The **Country Focus series** presents country-level insights drawn from a survey conducted by the International Chamber of Commerce (ICC) in 2023 in four Latin American markets. The survey focuses on the export activities of micro-, small-, and medium-sized enterprises (MSMEs). It analyses the challenges and the barriers that prevent MSMEs from fully leveraging digital tools and technologies to boost exports. Each country summary provides an overview of indicators on the use of digital tools and the export capabilities of MSMEs. Additional findings are available in the full ICC report “MSMEs Digital Exports in Argentina, Brazil, Colombia and Mexico”.

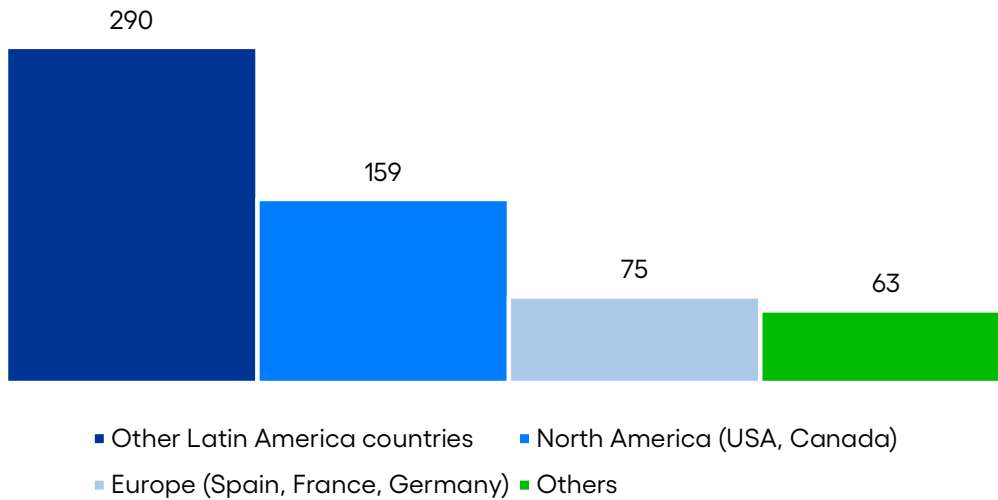
Overview of surveyed companies in Argentina

By sector	Number of responses	By company size	Number of responses	Of which are informal (%)
Commerce	144	1-9 employees	188	60%
ICT	67	10-49 employees	126	40%
Construction	45	50-249 employees	107	31%
Manufacturing	32			
Other	133			
TOTAL	421		421	

Companies actively exporting or planning to export (left) and the proportion of their production that is exported (right), number of responses



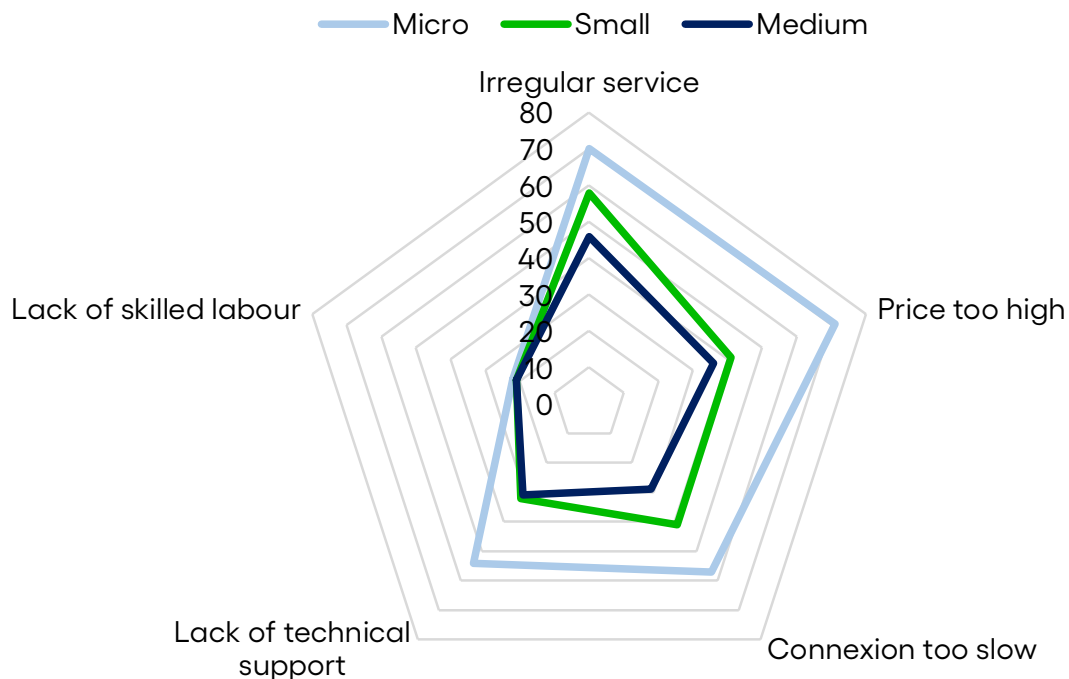
Preferred export destinations, number of responses



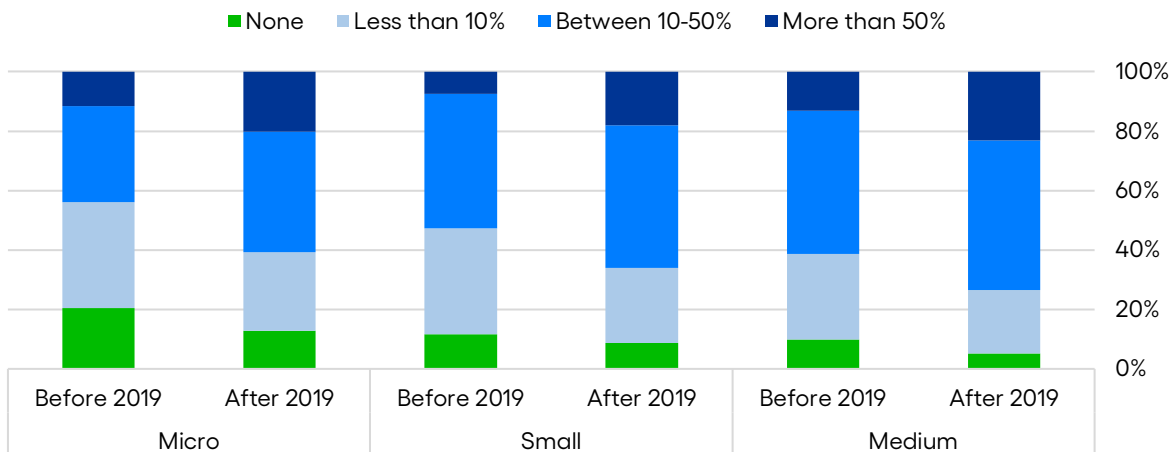
Three main barriers to exporting, 1= the most significant barrier

	Micro	Small	Medium
1	Regulatory Environment	Language	Resources
2	Exchange Rate	Regulatory Environment	Language
3	Language	Resources	Competition

Barriers to accessing the Internet, number of responses



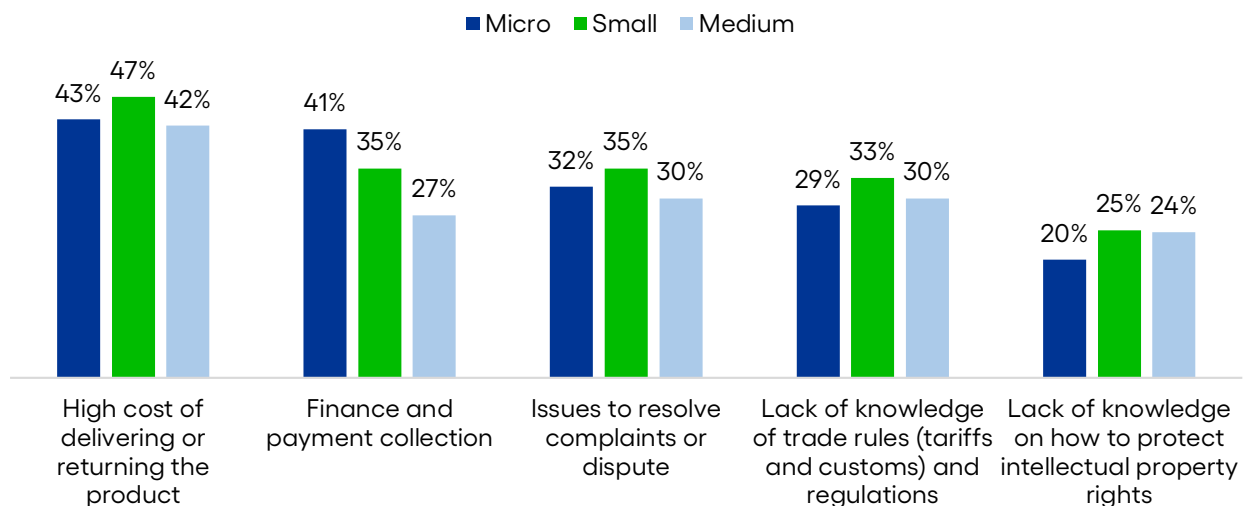
Sales made with the help of online commerce platforms or digital tools, in percentage and by company size



Top three online commerce platforms used to sell products, percentage of responses by company size

	1	2	3
Micro	75%	69%	56%
Small	76%	66%	54%
Medium	79%	55%	51%

Main barriers to selling/buying online, in percentage for each category



Digital skills deemed most valuable, by number of responses

