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

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

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

- No, but we are planning to: 244
- Yes, 177

- 1-25%; 61
- 25-50%; 73
- 50-75%; 23
- 75-100%; 12
- None; 8
Preferred export destinations, number of responses

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

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

Main barriers to selling/buying online, in percentage for each category
Digital skills deemed most valuable, by number of responses

- Digital marketing
- Access to information on new market opportunities
- Data analytics
- Use of cloud technologies
- User experience design

[Bar chart showing the number of responses for each skill by micro, small, and medium businesses]