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Americas Competitiveness Exchange

CÓRDOBA
ARGENTINA

NOV 2 - 7, 2025



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Martín Llaryora

Governor of the Province of Córdoba, Argentina

In today's global environment, competitiveness is increasingly determined by our ability to innovate, collaborate, and develop solutions that integrate knowledge with productive activities. Regions, provinces, and cities have emerged as pivotal players in this process, driving economic growth and catalyzing tangible responses to global challenges.

In Córdoba, we are committed to this responsibility, with a clear vision: to build a more competitive, innovative, and globally integrated province through coordination between the public, private, academic, and scientific sectors.

It is with great pleasure that we extend a cordial welcome to you for the 22nd Edition of the Americas Competitiveness Exchange (ACE), a prestigious event organized by the Government of the Province of Córdoba in collaboration with the Organization of American States (OAS), with the support of the United States Government.

ACE Córdoba 2025 will bring together leaders from government, business, academia, and international organizations from across the continent to share experiences, explore opportunities for cooperation and investment, and strengthen the networks that drive competitiveness in the Americas.

Throughout the week, the international delegation will visit projects and companies representing the most dynamic sectors in our province. These sectors include agribusiness and AgTech; the automotive and auto parts industry; connectivity and digital transformation; startup and innovation ecosystems; and HealthTech, Biotech, and life sciences.

This high-level meeting will provide a first-hand look at a province with a diversified economy, an expanding innovation ecosystem, and a collaborative governance model that enhances territorial competitiveness.

The "Córdoba Model" — a collaborative effort between government, businesses, and universities — has been instrumental in promoting investment, driving productive transformation, and generating quality employment. Córdoba's competitiveness is demonstrated by its engagement in various sectors, including agribusiness, metalworking, knowledge-based products and services, the circular economy, and tourism. This competitiveness is built on multi-stakeholder and multi-level governance, integrating visions, capabilities, and efforts toward a common development goal.

We are pleased to welcome you to our province, confident that this edition of the ACE will strengthen cooperation networks, open new opportunities for business and innovation, and consolidate the Americas as a more prosperous, sustainable, and connected region.



Martín Llaryora

Governor of the Province of Córdoba
Argentine Republica

WELCOME FROM THE ACE COMMITTEE

Dear distinguished leaders from the Americas and beyond,

It is our great honor to welcome you to the 22nd edition of the Americas Competitiveness Exchange (ACE) – Córdoba 2025. This program is a dynamic platform fostering cooperation, innovation, and the creation of strategic partnerships to drive economic development across the Americas.

ACE Córdoba is convened by the Organization of American States (OAS) and the Government of the Province of Córdoba, Argentina, with the support of the United States Government, through the Department of State – Permanent Mission to the OAS, and the Department of Commerce – Economic Development Administration.

From November 2 to 7, 2025, you will experience firsthand Córdoba's innovative economic landscape, engaging with leading actors in Agribusiness and AgTech; Life Sciences, HealthTech, and Biotechnology; Connectivity and Digital Transformation; and the Automotive and Auto Parts Industry. The agenda will take you across several dynamic cities—Córdoba, General Cabrera, Río Cuarto, General Deheza, Arroyito, and San Francisco—where you will meet inspiring leaders from government, academia, and the private sector.

The partnerships you build in ACE Córdoba can pave the way for future collaborations in trade, investment, research and development, entrepreneurship, and beyond. To support your engagement, this Tripbook provides essential information about the agenda, participants, and key contacts, serving as your guide to explore opportunities and deepen cooperation.

The ACE Committee extends its deepest appreciation to the Government of the Province of Córdoba and all partners involved for designing an exceptional program that reflects the region's innovative spirit and commitment to economic growth.

We look forward to an inspiring and productive week together in Córdoba.

Sincerely,

The ACE Committee



OAS SEDI



EDA
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION



CÓRDOBA OVERVIEW

WHAT SETS CÓRDOBA APART?

- ◆ **True productive diversification:** Córdoba has a diversified economic structure where agribusiness, automotive, agricultural machinery, tourism, and the knowledge economy coexist.
- ◆ **An academic ecosystem of continental scale:** With the National University of Córdoba (400 years old, ranked among the top 50 in Latin America) and 11 other universities, the Province combines academic tradition with applied innovation, turning research into startups and productive solutions.
- ◆ **Fiscal and political stability:** Córdoba has maintained a fiscal surplus since 2020, offering a predictable environment for business and investment.
- ◆ **Public-private-academic collaboration model:** This triple helix has proven effective in designing consensus-based public policies, driving innovation, and strengthening territorial competitiveness.
- ◆ **Strategic infrastructure for regional integration:** Its central location, combined with the new dry port and connectivity infrastructure, distinguishes Córdoba as a strategic point for productive and commercial integration in South America.
- ◆ **Culture of innovation with strong local roots:** From more than 27 productive clusters to global startups born in Córdoba, the Province blends its industrial and agricultural tradition with an innovation ecosystem that continues to expand into the future.
- ◆ **Quality of life and cultural appeal:** Córdoba offers a rich environment of cultural and historic patrimony, natural beauty, and high quality of life, enhancing its attractiveness as a place to live, invest, and collaborate long-term.

ECONOMIC SECTORS



Agribusiness & AgriTech

Córdoba is Argentina's agribusiness crown jewel, creating more than 78,000 jobs and contributing nearly **30% of the country's agricultural GDP**. Main crops include **corn, soybeans, peanuts, and sorghum**. Córdoba generates 70% of the national peanut production. The Province leads in **AgriTech innovation** and **agricultural machinery manufacturing**, pioneering sustainable practices like **no-till seeding** and embracing Industry 4.0 through automation and academic collaboration, with significant biofuel production capacity, robust infrastructure, talent, and financing sources. Córdoba presents compelling opportunities across agribusiness and technology-driven agriculture.

Automotive & Auto Parts Industry

Córdoba is home to global manufacturers such as **Renault, Iveco, Stellantis, and Volkswagen**, and more than **250 local auto parts suppliers**, the automotive supply chain of the Province produces one-third of the country's vehicles. **Stellantis** is investing US\$385 million to launch new models for regional export, while Renault is expanding production with the highly anticipated Niagara pickup.

Cluster organizations and partnerships with universities are accelerating research in **automation, artificial intelligence, and alternative energy systems**, positioning Córdoba not only as a production hub generating +13,000 jobs, but also as a leader in the automotive transformation spreading across the Americas.



Connectivity & Digital Transformation

Córdoba has more than **3,000 companies**, a robust and dynamic business ecosystem in AgTech, AI, fintech, software, and digital services. Córdoba has more than **63,000 workers** in the sector, representing more than 11% of total provincial employment, consolidating a critical mass of highly specialized professionals. Córdoba's universities play a strategic role in training human resources in key areas such as software, biotechnology, engineering, and data science.

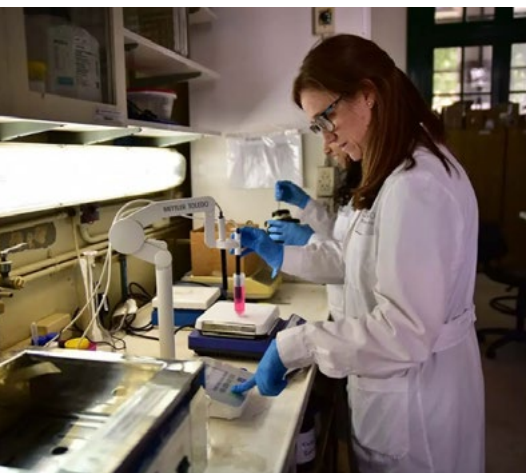
Startup & Innovation Ecosystem

Córdoba boasts one of Argentina's strongest startup ecosystems, producing **25% of the country's new ventures**. With over **300 startups**, 70+ incubators and accelerators, and **27,000 annual tech graduates**, the Province combines talent, creativity, and support systems into fertile ground for entrepreneurship. The startup ecosystem in Córdoba has experienced remarkable growth between 2012 and 2024, where 141 Córdoba-based startups accessed 247 investment rounds. What makes Córdoba unique is the collaborative culture linking universities, industry clusters, and international networks, ensuring that its startups are not only scaling locally but also reaching global markets with innovative, export-ready solutions.



Life Sciences: HealthTech & BioTech

Generating nearly **US\$700 million annually** and responsible for **over 22% of national biotech exports**, the Province has become a powerhouse in **biotechnology, biomedicine, and bio-based solutions**. Its biotech cluster is fostering groundbreaking work in bioplastics, biofuels, **biological seeds, and agro-biologicals**. HealthTech companies are developing internationally certified medical technologies that meet global demand. Córdoba is open for global investors and innovators eager to join a fast-growing sector that bridges science, technology, and social impact.





CITY OF CÓRDOBA

As Argentina's second-largest city, Córdoba is a vibrant hub of culture, innovation, and higher education. Known as the "university capital," it combines a rich industrial tradition with a fast-growing technology and startup ecosystem, making it a national benchmark for competitiveness.

GENERAL CABRERA

Located in the heart of the agribusiness corridor, General Cabrera stands out for its strong food-processing industry, particularly in peanuts and dairy. It is a key driver of Argentina's agricultural exports, linking local production to global markets.



GENERAL DEHEZA

General Deheza is home to major agro-industrial companies, including General Deheza Oilseed Company, a leader in oilseed processing and exports. The city represents Argentina's integration of agricultural resources with large-scale industrial capacity.

RÍO CUARTO

Recognized as the "agroindustrial capital," Río Cuarto is a center of advanced agricultural production, technology, and research. With universities and innovation hubs, it leads initiatives in precision agriculture, biotechnology, and sustainable food production.





ARROYITO

Known as the birthplace of Arcor, one of the world's largest candy and food companies, Arroyito showcases Argentina's global leadership in food processing, exports, and sustainable industrial development.

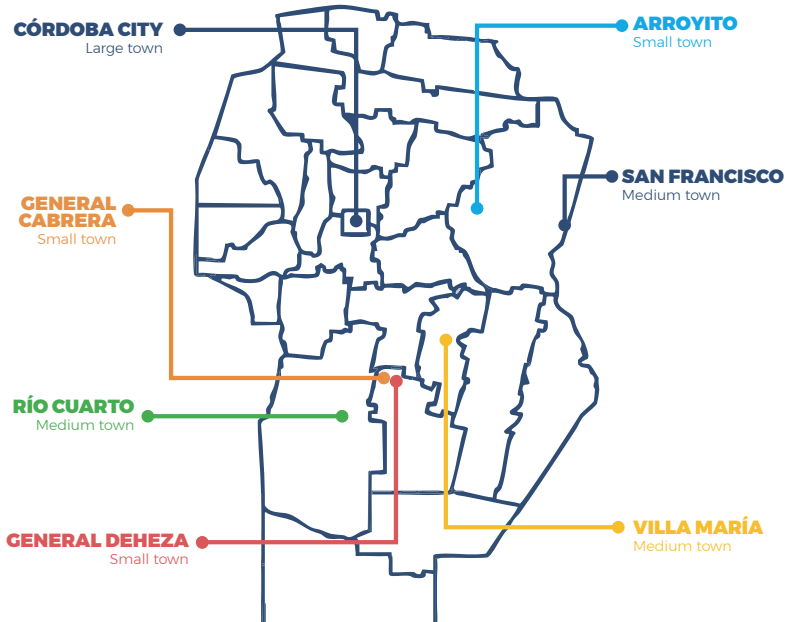
SAN FRANCISCO

San Francisco is a dynamic industrial hub with strong clusters in agricultural machinery, pharmaceuticals, and logistics. Its modern industrial parks and innovation centers position it as a leader in regional competitiveness.



VILLA MARÍA

Villa María is Argentina's dairy capital, leading in milk production and processing. Alongside its agri-food sector, it has a growing entrepreneurial ecosystem and academic institutions that drive innovation and local development.



ACE CÓRDOBA SITES

PALACIO FERREYRA



An architectural landmark in the heart of Córdoba, the Palacio Ferreyra is a French-style mansion built in the early 20th century and home to the Evita Fine Arts Museum. Surrounded by gardens, the museum houses an impressive collection of Argentine art from the 19th century to the present, offering visitors a unique blend of history, culture, and artistic expression.

FERREYRA INDUSTRIAL PARK



A prominent industrial hub located in the City of Córdoba, Argentina. The Park hosts a diverse range of manufacturing operations. Companies with facilities in the area include Fiat Chrysler Automobiles (FCA), CNH Industrial, Promedon, and Dayco Argentina. These companies represent sectors such as automotive manufacturing, agricultural machinery production, medical equipment, and automotive parts.

PROMEDON



Founded in 1985, Promedon is a leading private company in the research, development, production, and commercialization of medical technology for surgical procedures. With its headquarters in Argentina, Promedon has direct presence and subsidiaries in Argentina, Chile, Brazil, Mexico, and Germany. Promedon sells its products in over 60 countries.

HELACOR S.A. (GRIDO)



Founded in 2000, Helacor has transformed the ice cream industry in Latin America, producing the popular line of Grido ice cream. Helacor's initially produced Grido ice cream based on the belief that quality ice cream was too expensive for most Argentinians. Helacor grew from a single store into a vast network of over 2,000 franchises. It is the largest ice cream chain in the region and the fourth largest globally by production volume. Internationally, the company has successfully expanded its business model and product offerings to Uruguay, Paraguay, Chile, and Peru.

STELLANTIS



A multinational automotive manufacturing corporation formed in 2021 through the merger of Fiat Chrysler Automobiles (FCA) and the French PSA Group. The company encompasses 14 automotive brands. Its plant in Córdoba, located in Ferreyra, is a cornerstone of vehicle production in the region. Stellantis announced an investment of US\$385 million, aimed at modernizing infrastructure and producing a new domestic engine and vehicle family. The company is creating more than 1,800 new positions, effectively doubling its current workforce. Up to 75% of the new production is expected to be exported to regional markets, primarily Brazil.

CLUB ATLÉTICO TALLERES



Club Atlético Talleres Founded in 1913, Club Atlético Talleres is one of the leading sports, social, and cultural institutions in Córdoba, serving as both an economic driver and a pillar of the province's identity. With infrastructure that includes a modern high-performance center, the club generates hundreds of direct and indirect jobs across multiple sectors.

PRODEMAN



Founded in 1985, Promedon is a leading private company in the research, development, production, and commercialization of medical technology for surgical procedures. With its headquarters in Argentina, Promedon has direct presence and subsidiaries in Argentina, Chile, Brazil, Mexico, and Germany. Promedon sells its products in over 60 countries

BIO4



Based in Río Cuarto, the Bio4 specializes in producing bioethanol from corn, operating under a bioeconomy model that maximizes the use of every grain. The company maintains around 150 highly skilled direct and indirect jobs, employing engineers, biotechnologists, operators, and administrative staff. Its operations stimulate the regional economy by sourcing corn from local farmers while supporting the livestock industry through DDGS production (distillers dried grains with soluble, a high-protein animal feed, and corn oil for the food industry), strengthening the entire value chain in rural Córdoba.

RÍO CUARTO NATIONAL UNIVERSITY (UNRC)



Established in 1971, UNRC is a leading public institution in the Province of Córdoba. Its academic community includes over 1,800 faculty members, nearly 20,000 undergraduate students, and around 700 postgraduate students. The university offers 79 undergraduate and postgraduate programs, structured across five faculties: Agronomy and Veterinary Sciences; Economic Sciences; Exact, Physical, Chemical and Natural Sciences; Human Sciences; and Engineering.

ACEITERA GENERAL DEHEZA (AGD)



AGD is a fully Argentine agro-industrial company headquartered in General Deheza, Córdoba. It produces natural foods, vegetable oils, protein flours, biodiesel, and refined glycerin. AGD operates in eight provinces of Argentina with seven industrial plants, AGD executes through four main business units—Agriculture (UNAGRO), Brands, Peanuts, and Cereals & Oilseeds (UNCO)—covering everything from crop and livestock production to oil refining and consumer products, exports to over 45 countries. Renowned for its integration, technological diversification, and sustainability practices, AGD has over 70 years of history, employs more than 2,700 people, and plays a leading role in Argentina’s agro-industrial sector.

TONADITA



Based in Villa María, Córdoba, Tonadita is a dynamic dairy company renowned for its high-quality products and continuous growth since its acquisition in 1998. With a modern 15,000 m² plant and a dedicated team of 250 employees, the company produces a wide range of dairy goods—including butter, cream, spreadable cheeses, dulce de leche, and specialty cheeses—serving both South American and international markets. Tonadita has expanded steadily over the years, opening new plants, launching innovative products, and achieving certifications like FSSC 22000 to meet global standards. Its exports reach countries across the Americas, Africa, the Middle East, and Asia, with a recent successful entry into the U.S. market under strict FSMA compliance.

INSTITUTE OF DAIRY STUDIES (ESCUELA SUPERIOR INTEGRAL DE LECHERÍA - ESIL)



Located in Villa María, ESIL is a leading educational center specializing in dairy industry training. It offers technical courses, such as Cheese Technology, combining remote theoretical lessons with optional practical stages, culminating in formal certification. Many graduates work internationally, reflecting its global influence. The school also operates a robotic milking facility used for production and guided demonstrations. In May 2025, ESIL was appointed by Argentina's Secretariat of Agriculture as technical coordinator for the country's readmission to the International Dairy Federation, reinforcing its role on the global stage.

COSTANTINI S.A.



An industrial automation company founded in 1993 specializing in custom robotic and automated solutions for sectors such as automotive, food, and manufacturing. Costantini designs and builds tailored systems for welding, cutting, packaging, and palletizing. The company serves clients across Argentina and exports to other Latin American markets, standing out for its ability to adapt technology to each customer's needs.

AKRON



Akron produces self-unloading grain carts, grain baggers and extractors, seed and fertilizer wagons, forage compactor boxes, vertical feed mixers, and land levelers to efficiently support harvest, post-harvest, organic fertilization, and forage management tasks. Akron has presence in Canada, United States, Australia, Ukraine, Kazakhstan, South Africa, France, Uruguay, Paraguay and New Zealand.

SAN FRANCISCO INDUSTRIAL PARK



The San Francisco Industrial, Technological, and Logistical Park in Córdoba is one of Argentina's largest and most dynamic industrial hubs, spanning 250 hectares and hosting over 160 companies that generate around 3,000 jobs. Strategically located along key bioceanic corridors, it offers state-of-the-art infrastructure and services, including advanced utilities, logistics support, and business facilities.

ARCOR



Arcor is a leading Argentine multinational group specializing in food products, confectionery, chocolates, cookies, ice creams, agribusiness, and packaging. Founded on July 5, 1951, in Arroyito, Córdoba. Arcor operates over 40 industrial plants across Latin America, producing approximately 3 million kilograms of products daily. It is the world's leading candy manufacturer and one of the top producers of cookies and crackers in South America. The company exports its products to more than 120 countries and has commercial offices in America, Europe, and Asia.

CAPITALINAS



The Capitalinas building complex supports a dynamic business ecosystem. It serves as a strategic hub for technology, service, and consulting firms, attracting high value investments. Its prime location, linking Córdoba's historic city center with major access routes, positions Capitalinas as a gateway for modern business and a symbol of the city's economic diversification and dynamism.

CASA NARANJA X



Naranja X is a leading Argentine fintech firm. Its app provides a full financial ecosystem—digital accounts, wallets, investments, loans, and virtual cards—serving 1.8 million users, 10 million cards, and 450,000 businesses. With over 3,000 employees, 170+ branches, Naranja X combines strong physical and digital presence while promoting access to financial services.

GLOBANT



Globant is a multinational company offering technology services, consulting, and software development. Founded in 2003, it offers a wide range of solutions, including software development, digital transformation consulting, AI-driven services, digital twins, mobile applications, and immersive experiences. Its innovative AI Pods model provides subscription-based AI solutions across industries such as entertainment, finance, and energy. With a presence in over 30 countries and more than 31,100 employees, Globant is a leading exporter of knowledge-based services from Latin America, serving major clients including Google, Electronic Arts, Nissan, Banco Santander, and Formula 1, while generating most of its revenue outside Argentina.

ACE CÓRDOBA DELEGATION



ACE Córdoba Hosts



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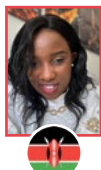
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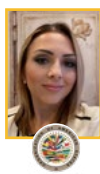
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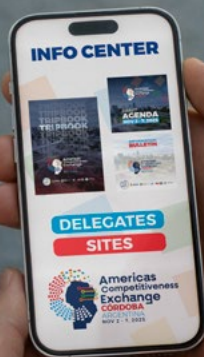
Co-Founder
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WEEK'S REFLECTIONS

SCAN ME!



**VISIT THE
ACE CÓRDOBA
INFO CENTER**



STAY CONNECTED



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We will take your changes into consideration as the online version is updated.



**The Premier Economic Development, Innovation
and Entrepreneurial Network of the Americas**