

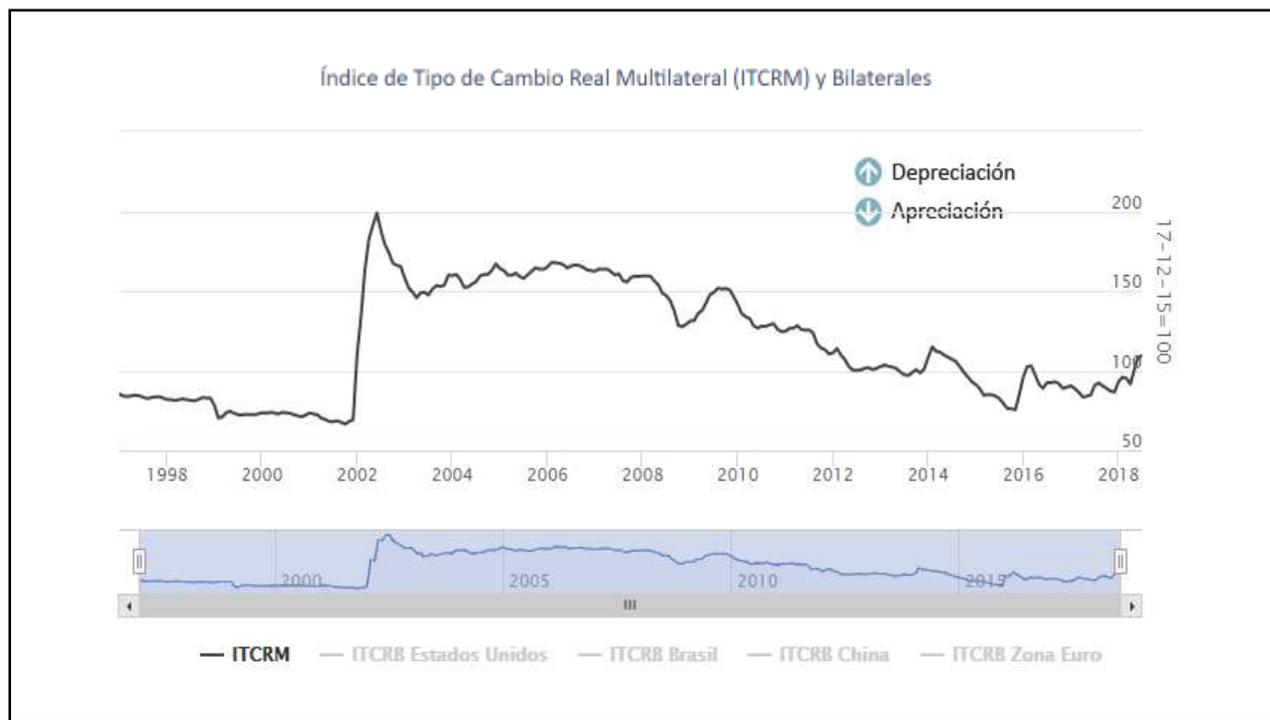
# Requisitos para el despegue exportador argentino

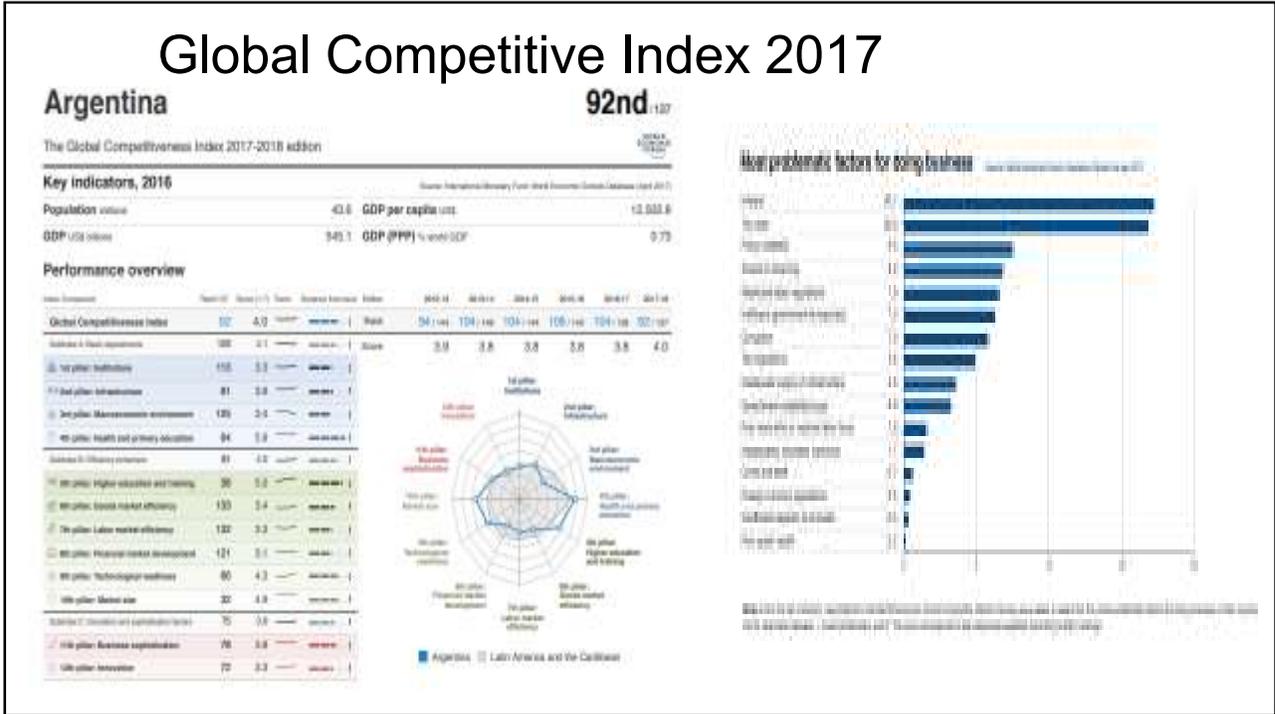
Marcelo Elizondo  
Presidente del Capítulo Argentino de la International Society For Performance Improvement (ISPI)  
Investigador y Profesor del ITBA  
Director de la consultora DNI  
Miembro Consultor del CARI

¿Que requiere Argentina para el despegue exportador?

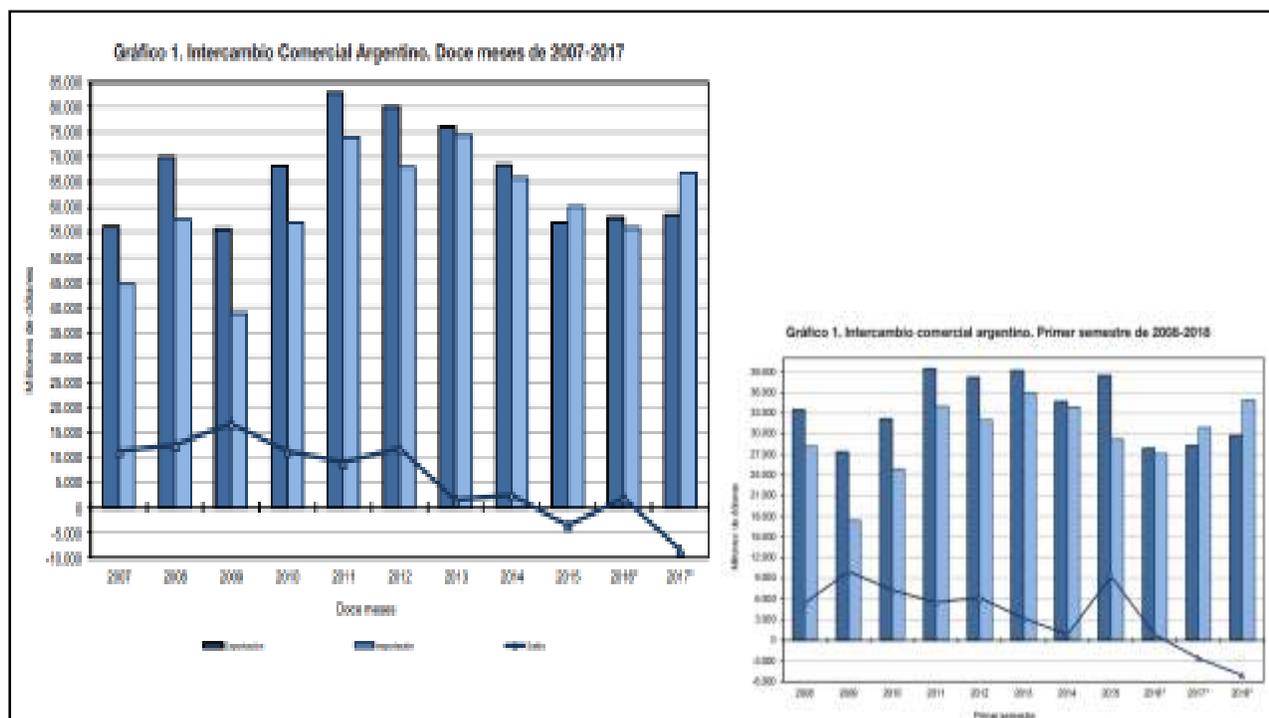
- Capital político
- Capital productivo
- Capital relacional
- Capital vincular
- Capital institucional
- Capital comercial

# 1. Capital político





## 2. Capital productivo



## Exportaciones argentinas primeros 6 meses de 2018

Producto	Importe en millones de dólares
Cereales	4.121
Pescados	843
Semillas y frutos oleaginosos	690
Frutas frescas	502
Hortalizas y legumbres	335

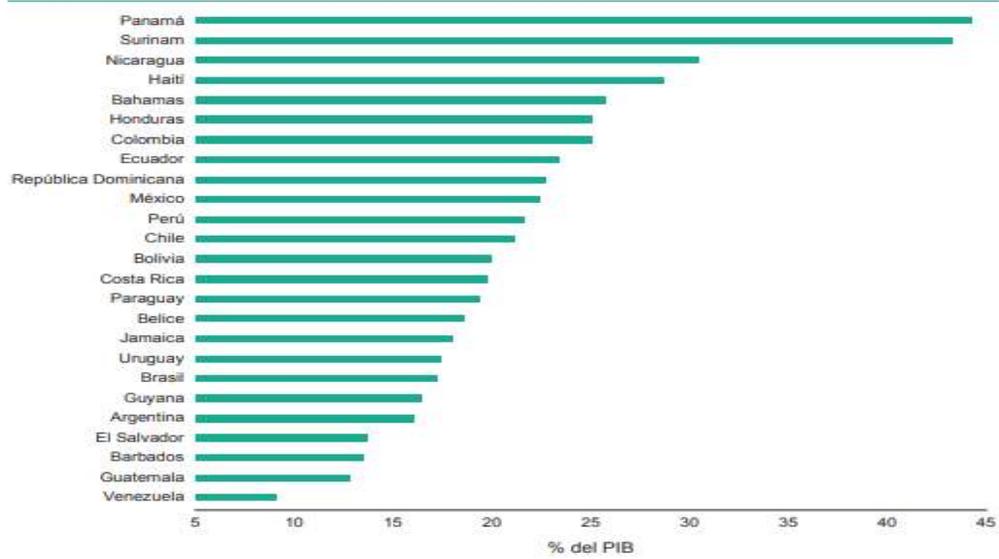
Producto	Importe en millones de dólares
Residuos de la industria alimenticia	4.302
Grasas y aceites	1.926
Carnes y sus preparados	1.208
Preparados de hortalizas, legumbres y frutas	530
Bebidas alcohólicas	417
Piel y cueros	366
Productos de milinería y sus preparaciones	351
Productos lácteos	335

Producto	Importe en millones de dólares
Material de transporte terrestre	3.308
Productos químicos y conexos	2.095
Piedras, metales preciosos y sus manufacturas	1.307
Metales comunes y sus manufacturas	976
Máquinas y aparatos y material eléctrico	607
Materias plásticas y sus manufacturas	546

Producto	Importe en millones de dólares
Carburantes	769
Petróleo crudo	674
Gas de petróleo	181

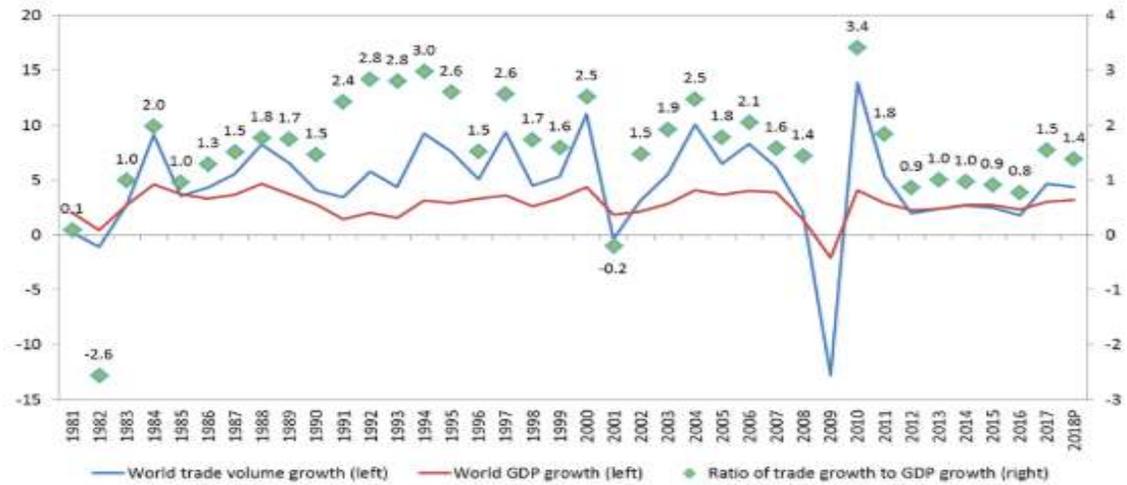
**GRÁFICO 3.2 Tasas de inversión de diferentes países, 2017**

Fuente: Cálculos del BID en base a FMI (2017c).

### 3. Capital relacional

**Chart 2: Ratio of world merchandise trade volume growth to world real GDP growth, 1981-2018**

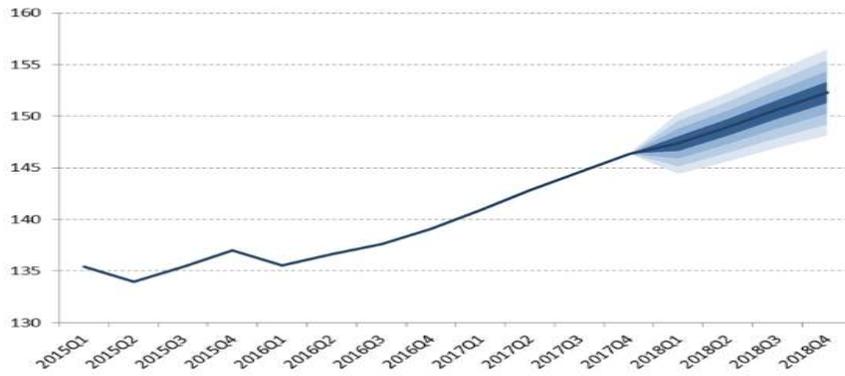
% change and ratio



Source: WTO and UNCTAD for trade, consensus estimates for GDP.

**Chart 1: Volume of world merchandise trade, 2015Q1-2018Q4**

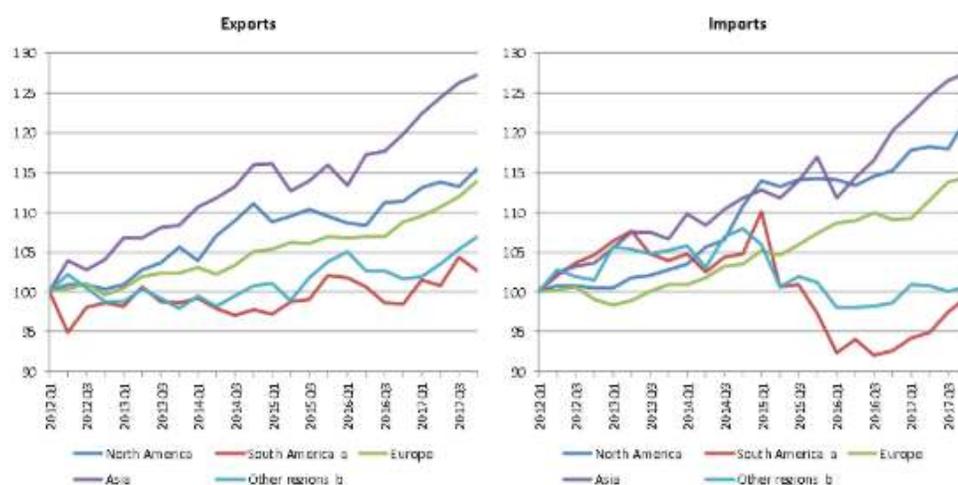
Seasonally adjusted volume index, 2005=100



Source: WTO and UNCTAD, WTO Secretariat estimates.

### Chart 4: Merchandise exports and imports by region, 2012Q1-2017Q4

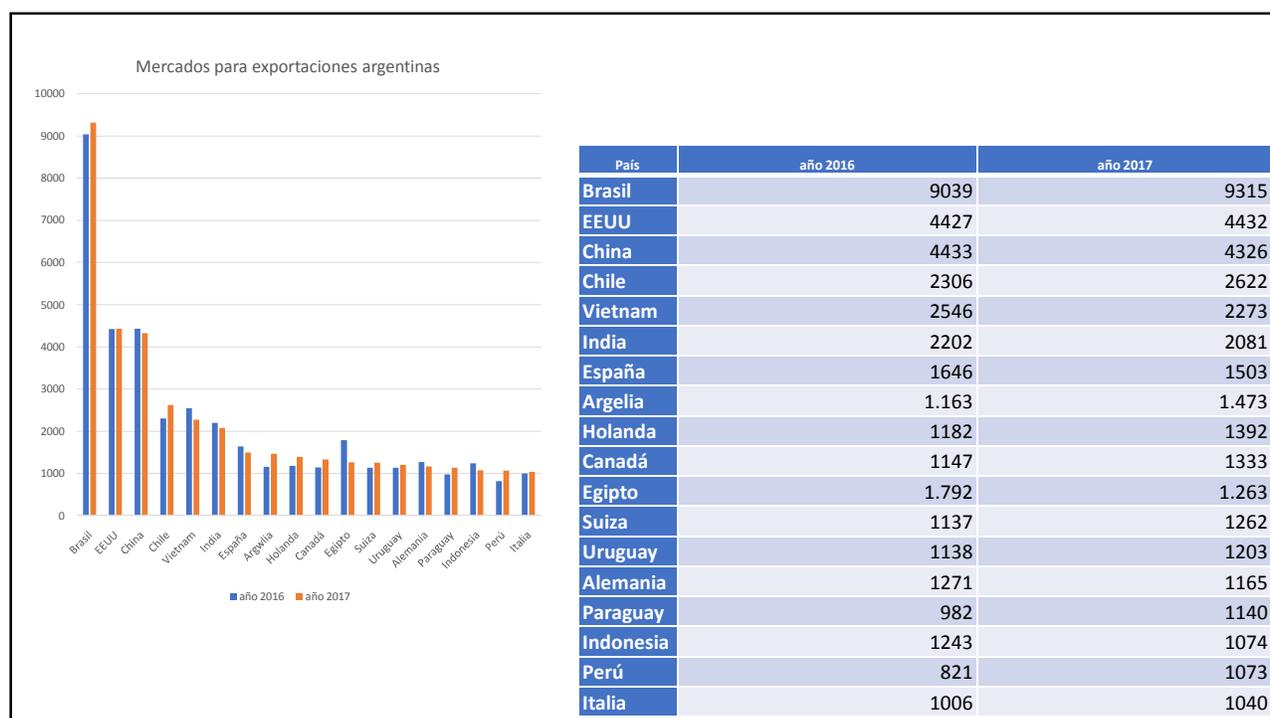
Volume index, 2012Q1=100



### Appendix Table 3: Leading merchandise exporters and importers, 2017

Sbn and %

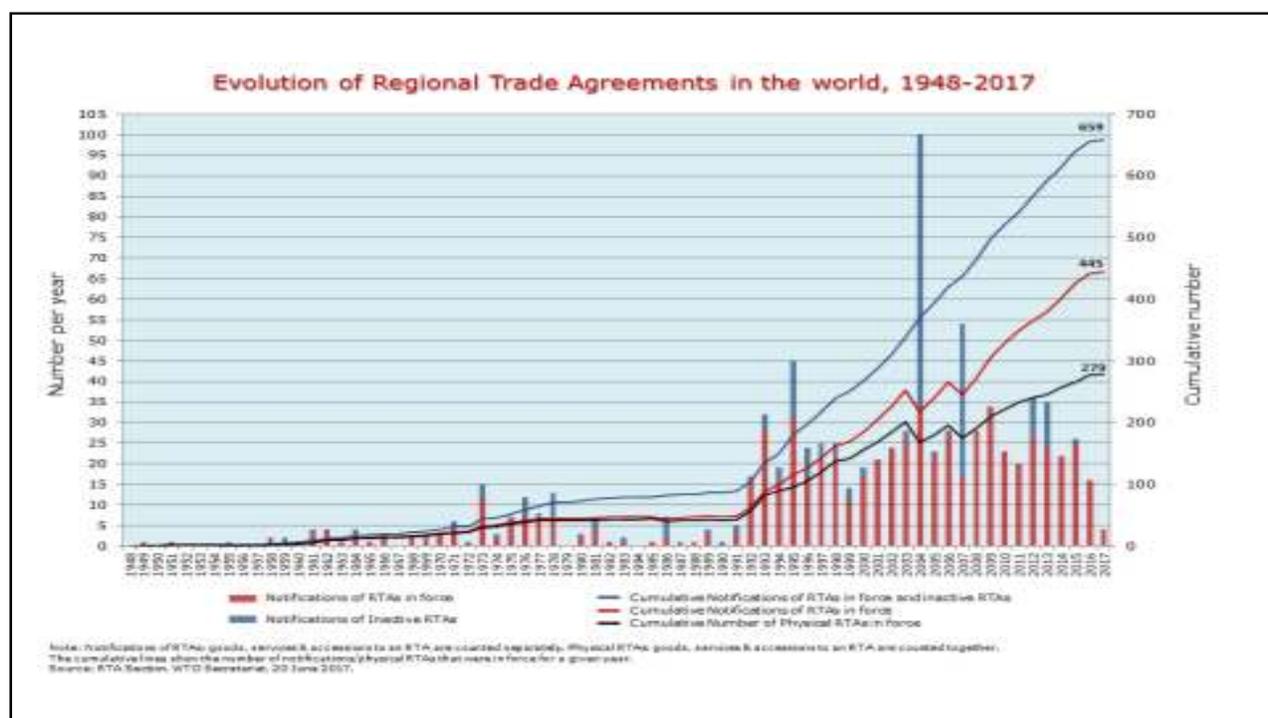
Rank	Exporters	Value	Share	Annual % change	Rank	Importers	Value	Share	Annual % change
1	China	2263	12.8	7.9	1	United States of America	2409	13.4	7.1
2	United States of America	1547	8.7	6.6	2	China	1842	10.2	16.0
3	Germany	1448	8.2	8.5	3	Germany	1167	6.5	10.5
4	Japan	698	3.9	8.3	4	Japan	672	3.7	10.6
5	Netherlands	652	3.7	14.1	5	United Kingdom	644	3.6	1.2
6	Korea, Republic of	574	3.2	15.8	6	France	625	3.5	9.2
7	Hong Kong, China	550	3.1	6.5	7	Hong Kong, China	590	3.3	7.8
	Domestic exports	18	...	-27.9		Retained imports a	138	...	6.2
	Re-exports	532	...	8.3					
8	France	535	3.0	6.7	8	Netherlands	574	3.2	13.7
9	Italy	506	2.9	9.6	9	Korea, Republic of	478	2.7	17.8
10	United Kingdom	445	2.5	8.6	10	Italy	453	2.5	11.2
11	Belgium	430	2.4	7.9	11	India	447	2.5	23.8
12	Canada	423	2.4	7.8	12	Canada	442	2.5	7.0
13	Mexico	409	2.3	9.5	13	Mexico	432	2.4	8.7
14	Singapore	373	2.1	10.4	14	Belgium	403	2.2	8.2
	Domestic exports	188	...	15.9					
	Re-exports	185	...	5.4					
15	United Arab Emirates a	360	2.0	20.4	15	Spain	351	1.9	12.7
16	Russian Federation	353	2.0	25.3	16	Singapore	328	1.8	12.3
						Retained imports c	142	...	22.7
17	Spain	321	1.8	10.5	17	Switzerland b	269	1.5	-0.5
18	Chinese Taipei	317	1.8	13.2	18	United Arab Emirates a	268	1.5	-1.1
19	Switzerland b	300	1.7	-1.1	19	Chinese Taipei	259	1.4	12.5
20	India	298	1.7	13.0	20	Russian Federation d	238	1.3	24.1
21	Thailand	237	1.3	9.9	21	Turkey	234	1.3	17.7
22	Poland	231	1.3	14.0	22	Poland	230	1.3	16.8
23	Australia	231	1.3	19.9	23	Australia a	229	1.3	16.6
24	Saudi Arabia, Kingdom of a	218	1.2	18.8	24	Thailand	223	1.2	14.7
25	Malaysia	218	1.2	14.9	25	Viet Nam	212	1.2	21.0
26	Brazil	218	1.2	17.5	26	Malaysia	195	1.1	15.9
27	Viet Nam	214	1.2	21.4	27	Austria	176	1.0	11.5
28	Czech Republic	180	1.0	10.7	28	Czech Republic	162	0.9	13.2
29	Indonesia	169	1.0	16.5	29	Brazil	157	0.9	9.7
30	Austria	168	0.9	10.5	30	Indonesia	157	0.9	15.7
	Total of above e	14884	83.9	-		Total of above e	14866	82.5	-
	World e	17730	100.0	10.6		World e	18024	100.0	10.7



Resultados comerciales por región en 2017	Exportaciones argentinas en millones de dólares	Importaciones argentinas en millones de dólares
▪ Continente americano	24.667	33.060
▪ Sudamérica	17.290	22.484
▪ Asia	16.276	19.187
▪ Europa	11.122	12.742
▪ Asia Pacifico (APEC)	10.237	11.382
▪ Norteamérica	6.522	10.327
▪ África	4.675	1.058
▪ Oceanía	788	295

<b>Previsión crecimiento PBI 2019 principales mercados</b>		<b>Previsión de crecimiento de algunos de los países mayores importadores del mundo</b>	
Brasil	2,5	India	7,8
Estados Unidos	2,7	Filipinas	6,8
China	6,4	Vietnam	6,5
Chile	3,3	China	6,4
Vietnam	6,5	Indonesia	5,5
India	7,8	Egipto	5,5
España	2,2	Malasia	5
Argelia	2,7	Turquía	4
Holanda	2,4	Tailandia	3,8
Canadá	2	Hong Kong	3,2
Egipto	5,5	Australia	3,1
Suiza	2	Emiratos Árabes Unidos	3
Uruguay	3,1	México	3
Alemania	2	Corea del Sur	3
Paraguay	4,1		
Indonesia	5,5		
Perú	4		
Italia	1,1		

## 4. Capital institucional



**América Latina (países seleccionados): acuerdos comerciales firmados y vigentes, según número de acuerdos y de socios comerciales**

País	Acuerdos de libre comercio (ALC) (Cuenta simple)	Acuerdos de comercio preferencial (Cuenta simple)	Total de acuerdos	Acuerdos de libre comercio (ALC) (Cuenta por país)	Acuerdos de comercio preferencial (Cuenta por país)	Total de socios comerciales
Argentina	4	6	10	4	8	12
Bolivia (Estado Plurinacional de)	2	1	3	5	1	6
Brasil	4	5	9	4	7	11
Chile	16	4	20	52	4	56
Colombia	5	6	11	10	25	35
Ecuador	0	4	4	0	7	7
México	13	4	17	44	6	50
Paraguay	4	3	7	4	5	9
Perú	10	1	11	14	1	15
Uruguay	5	4	9	5	6	11
Venezuela (República Bolivariana de)	0	10	10	0	29	29

Fuente: Sistema de Información sobre Comercio Exterior de la Organización de los Estados Americanos (OEA) a enero de 2012.

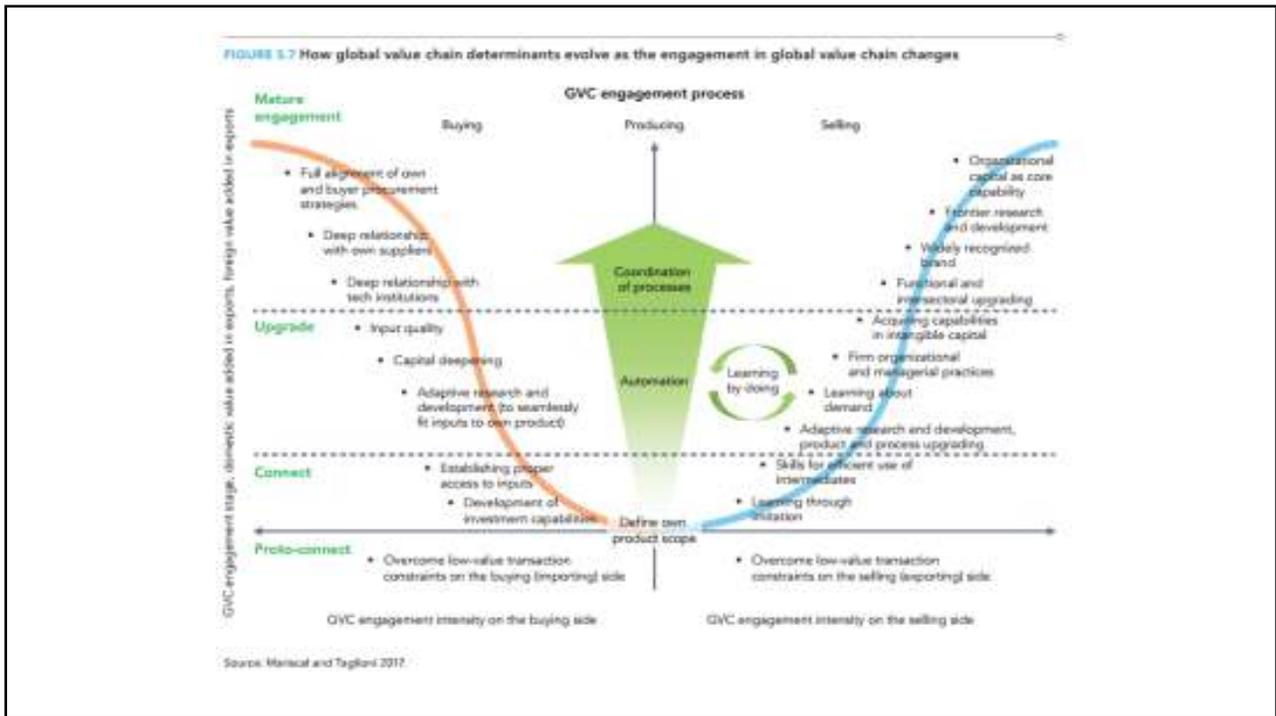
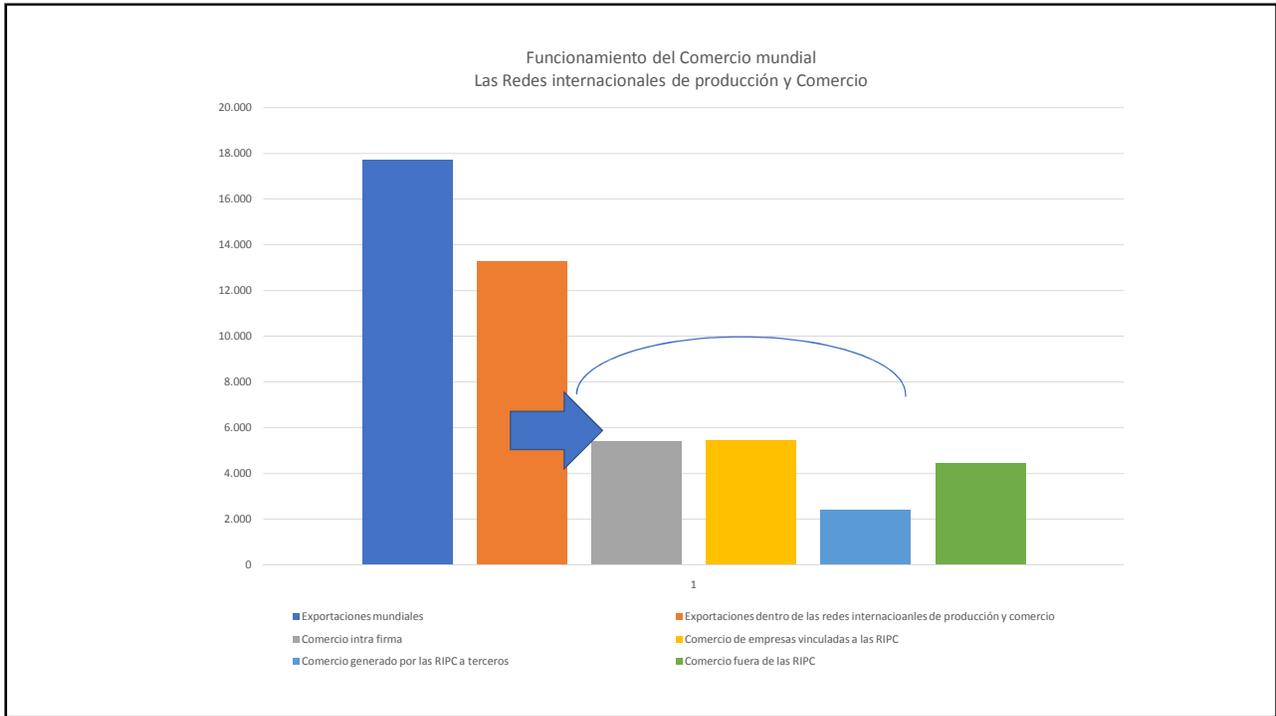
LOS ACUERDOS DE LIBRE COMERCIO EN AMÉRICA LATINA DESDE 1990. UNA EVALUACIÓN DE LA DIVERSIFICACIÓN DE EXPORTACIONES • ALFONSO DINGEMANS Y CÉSAR ROSS

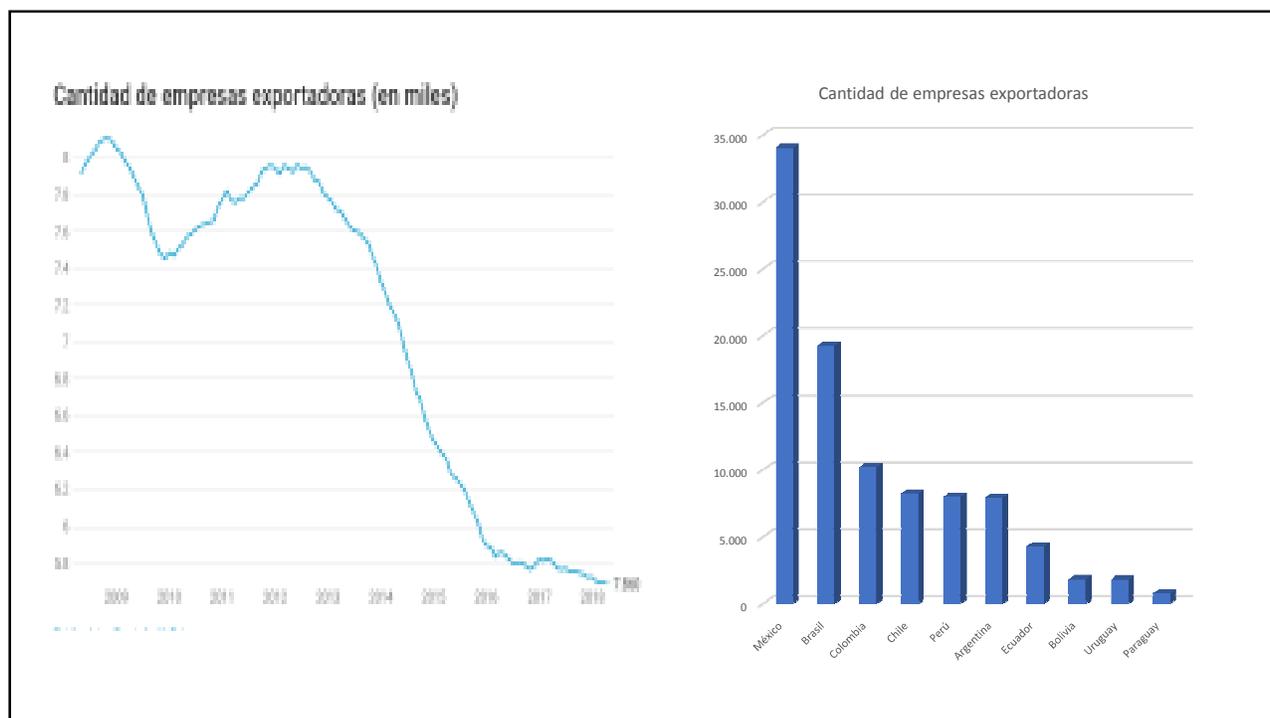
# 5. Capital vincular

- 69 of top 100 economic entities are corporations not countries
- Walmart, Apple, Shell richer than Russia, Belgium, Sweden
- British government told: stop supporting your corporations, support your people

Corporations have increased their wealth vis-à-vis countries according to new figures released by Global Justice Now. The campaign group found that 69 of the world's top economic entities are corporations rather than countries in 2015\*. They also discovered that the world's top 10 corporations – a list that includes Walmart, Shell and Apple – have a combined revenue of more than the 180 'poorest' countries combined in the list which include Ireland, Indonesia, Israel, Colombia, Greece, South Africa, Iraq and Vietnam.

Rank	Type	Name	Revenue (USD)	Rank	Type	Name	Revenue (USD)
1	Government	United States	3251000000000	49	Corporation	Total	143421000000
2	Government	China	2426000000000	50	Government	Argentina	143400000000
3	Government	Germany	1515000000000	51	Corporation	Hon Hai Precision Industry	141213000000
4	Government	Japan	1439000000000	52	Corporation	General Electric	140389000000
5	Government	France	1251000000000	53	Corporation	China State Construction Engineering	140159000000
6	Government	United Kingdom	1101000000000	54	Corporation	AmerisourceBergen	135962000000
7	Government	Italy	876000000000	55	Corporation	Agricultural Bank of China	133419000000
8	Government	Brazil	631000000000	56	Corporation	Vertzon	131620000000
9	Government	Canada	585000000000	57	Government	Finland	131400000000
10	Corporation	Walmart	482130000000	58	Corporation	Chevron	131118000000
11	Government	Spain	473600000000	59	Corporation	EDN	129277000000
12	Government	Australia	425700000000	60	Corporation	AXA	129250000000
13	Government	Netherlands	336500000000	61	Government	Indonesia	123300000000
14	Corporation	State Grid	329601000000	62	Corporation	Allianz	122948000000
15	Corporation	China National Petroleum	299271000000	63	Corporation	Bank of China	122337000000
16	Corporation	Sinopec Group	294344000000	64	Corporation	Honda Motor	121624000000
17	Government	Korea, South	291300000000	65	Corporation	Japan Post Holdings	118762000000
18	Corporation	Royal Dutch Shell	272156000000	66	Corporation	Costco	116199000000
19	Government	Mexico	259600000000	67	Corporation	BNP Paribas	111531000000
20	Government	Sweden	250800000000	68	Corporation	Famie Mae	110359000000
21	Corporation	Exxon Mobil	246204000000	69	Corporation	Ping An Insurance	110308000000
22	Corporation	Volkswagen	236600000000	70	Government	United Arab Emirates	110100000000
23	Corporation	Toyota Motor	236592000000	71	Corporation	Kroger	109830000000
24	Government	India	236000000000	72	Corporation	Société Générale	107736000000
25	Corporation	Apple	233715000000	73	Corporation	Amazon.com	107006000000
26	Government	Belgium	226800000000	74	Corporation	China Mobile Communications	106761000000
27	Corporation	BP	225962000000	75	Corporation	SABC Motor	106684000000
28	Government	Switzerland	221900000000	76	Corporation	Walgreens Boots Alliance	103444000000
29	Government	Norway	220200000000	77	Corporation	HP	103355000000
30	Government	Russia	216300000000	78	Corporation	Assicurazioni Generali	102567000000
31	Corporation	Berkshire Hathaway	210821000000	79	Corporation	Cardinal Health	102531000000
32	Government	Venezuela	203400000000	80	Corporation	BMW	102248000000
33	Government	Saudi Arabia	193000000000	81	Corporation	Expens Scripts Holding	101752000000
34	Corporation	McKesson	192487000000	82	Corporation	Nissan Motor	101530000000
35	Government	Austria	189200000000	83	Corporation	China Life Insurance	101274000000
36	Corporation	Samsung Electronics	177440000000	84	Corporation	J.P. Morgan Chase	101006000000
37	Government	Turkey	175400000000	85	Corporation	Eni	99464000000
38	Corporation	Glencore	170497000000	86	Corporation	China Railway Engineering	99435000000
39	Corporation	Industrial & Commercial Bank of China	167227000000	87	Corporation	Petrobras	97314000000
40	Corporation	Daimler	165800000000	88	Corporation	Trafalgar Group	97237000000
41	Government	Denmark	161700000000	89	Corporation	Nippon Telegraph & Telephone	96134000000
42	Corporation	UnitedHealth Group	157107000000	90	Corporation	Boeing	96114000000
43	Corporation	CVS Health	153298000000	91	Corporation	China Railway Construction	95652000000
44	Corporation	EOXIE Group	152591000000	92	Corporation	Microsoft	93580000000
45	Corporation	General Motors	152356000000	93	Corporation	Bank of America Corp.	93056000000
46	Corporation	Ford Motor	149558000000	94	Corporation	ENI	92985000000
47	Corporation	China Construction Bank	147910000000	95	Corporation	Nestlé	92285000000
48	Corporation	AT&T	146801000000	96	Corporation	Wells Fargo	90033000000
				97	Government	Portugal	89940000000
				98	Corporation	HSBC Holdings	89061000000

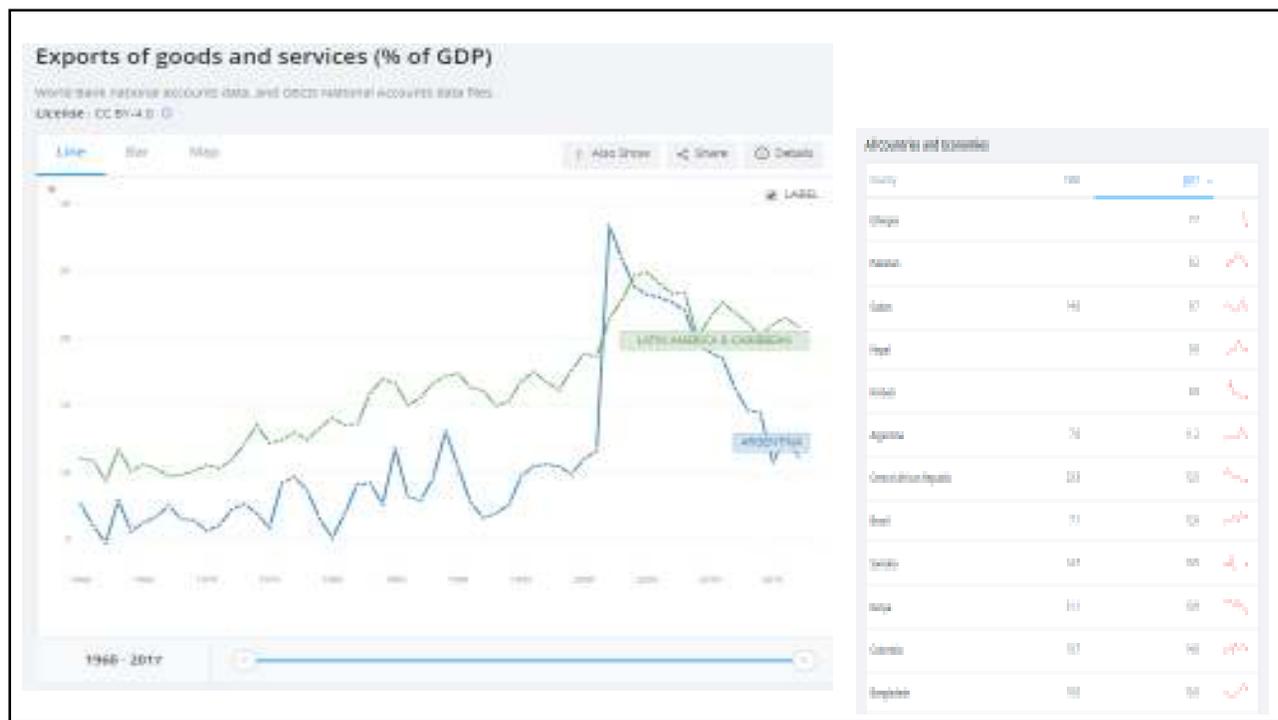


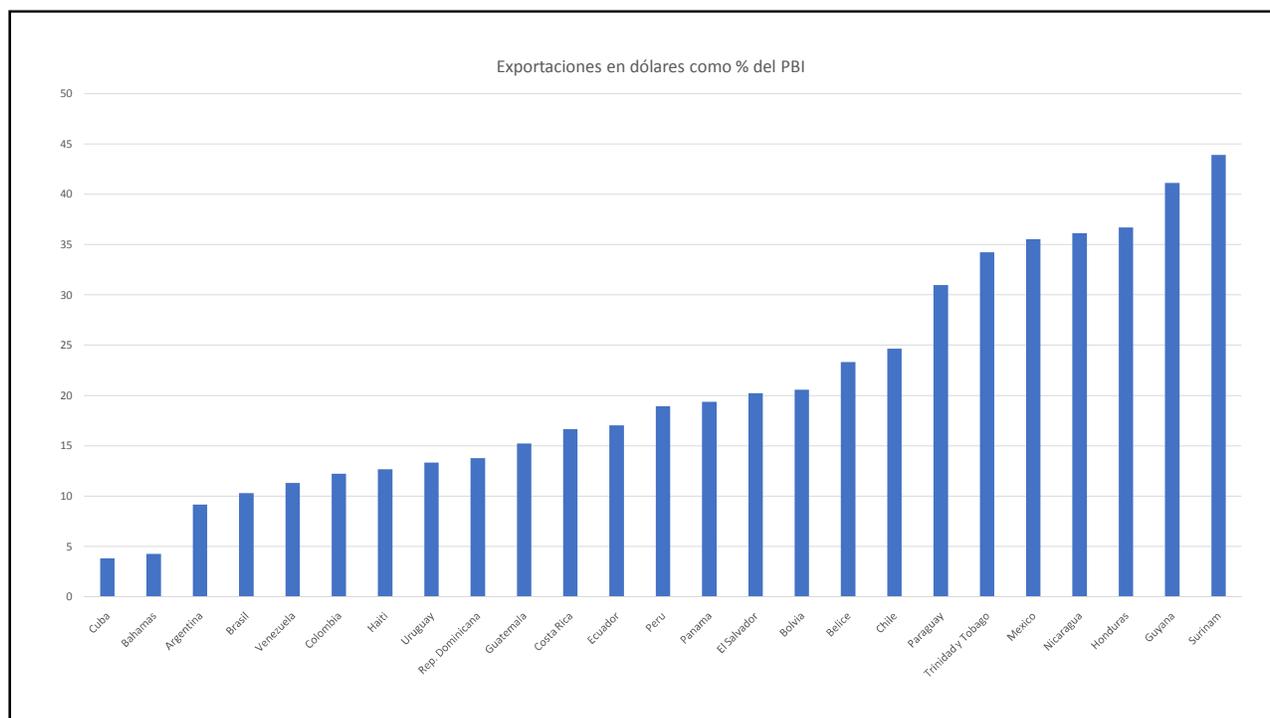


## 5 atributos competitivos para las empresas

- ✓ Estrategias
- ✓ Valor (calidad, diferenciación, innovación, conocimiento, escala)
- ✓ Arquitecturas vinculares (CGV)
- ✓ Reputación
- ✓ Capacidad de administración de ambientes

## 5. Capital comercial





## Requisitos para el despegue exportador

- ✓ Capital Político
- ✓ Capital productivo
- ✓ Capital Relacional
- ✓ Capital Vincular
- ✓ Capital Institucional
- ✓ Capital Comercial

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