

# Annual Report 2019





# ATCC 2019 Annual Report

MESSAGE FROM THE PRESIDENT	3
VISION, MISSION AND OBJECTIVES	4
ATCC AT A GLANCE	5
OUR WORKING STRUCTURE	6
OUR BOARD	7
2019 HIGHLIGHTS	8
STRATEGIC PARTNERS	11
2020 MAIN INITIATIVES	12

# Message from the President



Victoria Balaban  
President ATCC

I am proud to present the 2019 Annual Report. This year marks Argentina-Texas Chamber of Commerce's 4th year as an institution committed to the promotion of trade and investment between Argentina and the United States with particular focus in Texas.

From ATCC, we worked very hard to provide value to our members. Following the market's demand, we launched the Health Committee and also set up our Austin Chapter, expanding our business sectors coverage and geographical reach. We also conducted the exploration phase to launch the Food & Beverages Committee during 2020. We foster the relationships with other key business and governmental organizations such as AmCham Argentina, OPIC, US Commercial Services and many others. By working together we fully deploy our capabilities and reach.

We have generated opportunities for our members to foster their business in both regions. ATCC has strengthened relationships with key institutions aiming to provide even greater value and connect our members to more opportunities.

In 2019 we were able to hire an Operations Manager to handle the day to day operations. We believe that this will impact our organization in terms of growth and reach, driving more activities and content relevant to our members.

2020 is a year of great challenges worldwide. From the ATCC we are committed to help our community in any way we can. We will keep building relationships and generating the space to discuss business even in the toughest circumstances like 2020 presents to us.

Finally, I would like to thank the Board of Directors, the Advisory Board, our Operations Manager, and also our members and sponsors for their support. Your active participation and involvement set a brilliant future for ATCC.

Victoria Balaban  
President ATCC

*Houston, April 1<sup>st</sup> 2020*

# Vision, Mission, Values and Objectives



To be the most effective **partner** for building **prosperous and vibrant business relationships** between Texas and Argentina.



Promote **investment, trade, education and networking opportunities** between Texas and Argentina by acting as a catalyst for **innovative, ethical and productive business relationships**.

## VALUES

**Integrity:** Demonstrating honesty and trustworthiness in action and intent

**Excellence:** Meeting the highest expectations

**Stewardship:** Respecting and protecting community resources

**Focus:** Serving member needs and success

**Innovation:** Imagining the possibilities

**Courage:** Acting with strength of conviction even in the face of adversity

**Collaboration:** Encouraging participation, inclusion, and collaboration

## OBJECTIVES

1. Promoting trade and investment between the State of Texas and the Republic of Argentina and the common economic interests of all Texas and Argentina commercial enterprises;
2. Promoting cooperation and connections between the business communities of the State of Texas and the Republic of Argentina;
3. Promoting the development of commercial, economic, cultural and social ties between the State of Texas and the Republic of Argentina;
4. Assisting Texas and Argentine commercial enterprises establish and grow their businesses in the Republic of Argentina and the State of Texas, respectively;
5. Providing Texas and Argentine commercial enterprises access to market research identifying potential business opportunities, leads, partners and contacts;
6. Providing a forum for the exchange of cultural, commercial, educational, economic and technical information about State of Texas and the Republic of Argentina;
7. Supporting Texas and Argentine communities through collaboration with recognized charitable institutions and programs.



# ATCC at a Glance

## MEMBERS



76

## CHAPTERS

Houston  
Dallas  
Austin



Buenos Aires  
Neuquén

5

## PARTNERS



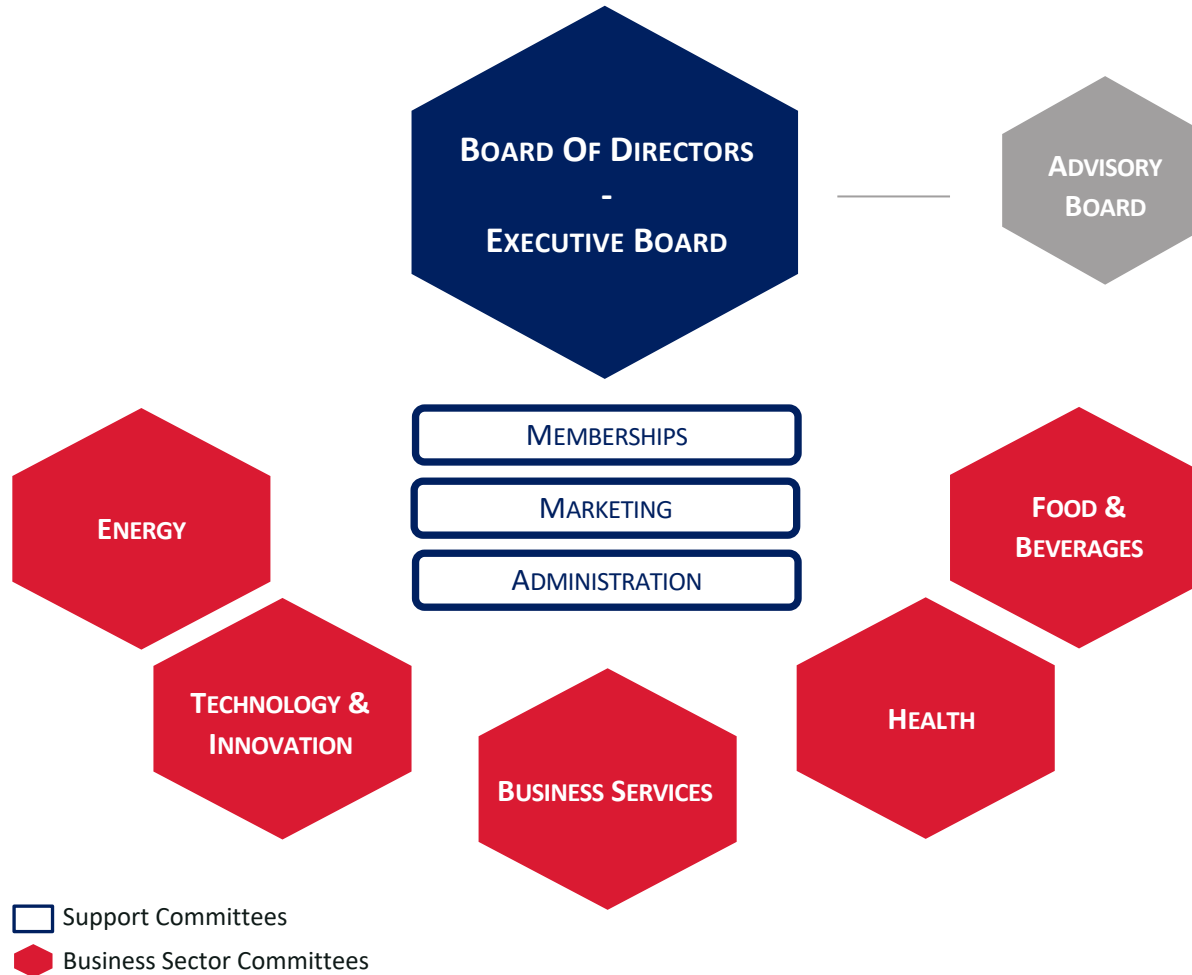
80

## CONTACTS



8,000

# Our Working Structure



# Our Board

## BOARD OF DIRECTORS 2019-2020

*President:* Victoria Balaban

*Directors*

*President Elect:* Eduardo Nuñez

Laura Bover

*Past President:* Roberto Aguirre Luzi

Christian Cerne

*Vice-President:* Ariel Bosio

Alejandro Colantuono

*Vice-President:* Alejandro Juranovic

Pablo Ferrante

*Vice-President:* Mariano Hasperue

Giuseppe Liberati

*Treasurer:* Oscar Mary

Pablo Rueda

*Secretary:* Esteban Sanchez

Juan Ruegg

## ADVISORY BOARD 2019-2020

Gabriel Volpi - Consul General of Argentina in Houston

Miguel Cerana - Casa Argentina de Houston

Leonardo Pinnicchia - Techint

Sebastián Borgarello - Wood McKenzie

Marcos Braga - Total

John Cypher - Greater Houston Partnership

Marcelo Alejandro Gioffre - Pan American Energy

Sergio Kapusta - Rice University

Mario Rotea - UT Dallas

Roberto Vitale - Asteras

Cristian Lopez

# 2019 Highlights - Activities

## DRIVERS OF OUR ACTIVITIES

BUSINESS  
OPPORTUNITIES

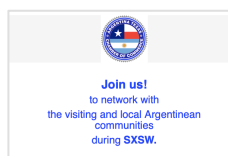
STRENGTHENING  
TIES

NETWORKING

COOPERATION

INFORMATION  
EXCHANGE

### Networking Event SXSW



ATCC renewed its engagement with South by Southwest, Austin, best known for its conference and festivals that celebrate the convergence of the interactive, film, and music industries. In mid March, the Chamber held a networking event the Buenos Aires Café (Austin, Tx) that brought together local as well as visiting participants.

### Oil and Gas Business Seminar



Leveraging on the OTC Week, on May 6th ATCC organized an Oil and Gas Business Seminar in order to discuss how global oil and Gas Operators portfolios were being re-shaped, what was the next stage of unconventional plays development, how technology and project management were transforming the operational landscape.

### Pre OTC Cocktail



In early May, ATCC and 9 other Chambers of Commerce organized the traditional Pre OTC Cocktail. Almost 200 executives, entrepreneurs, and public officials all across Latin America, Europe and the US sharing business opportunities to strengthen and integrate the oil and gas value chain worldwide.

### AmCham Argentina's Health Care Mission to the US



ATCC organized a visit to the MD Anderson Cancer Center in Texas Medical Center for the Argentine delegation of AmCham Argentina's US Health Care Mission. The project was led by Laura Bover, member of ATCC Board and Director of Monoclonal Core Facility at M.D. Anderson. The Argentinian delegation had the opportunity of visiting the MD Anderson Cancer Center and exchange ideas on patient treatments, process, and economic approaches on the medicine industry.

# 2019 Highlights - Activities

## DRIVERS OF OUR ACTIVITIES

BUSINESS  
OPPORTUNITIES

STRENGTHENING  
TIES

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INFORMATION  
EXCHANGE

## ATCC 3<sup>rd</sup> Anniversary

Colleagues, partners and friends join ATCC in celebrating the 3<sup>rd</sup> Anniversary since the foundation of the Chamber.

ATCC honored Mr. Ali Moshiri, former Senior Executive VP of Chevron, for his key contribution to unlock the value of Vaca Muerta, the 2nd largest unconventional Oil and Gas reservoir in the world.



## Women @ Work Pure Energy



In mid November, ATCC brought together female leaders from different disciplines to a luncheon to discuss gender equality, work-life balance and inclusion.

## Roundtable Discussion with Dr. Andrea Peve



In September, ATCC together with Texas Children's Hospital, Baylor College of Medicine Pediatric AIDS Initiative at Texas Children's Hospital (BIPAI), Greater Houston Partnership, Argentina-Texas Chamber of Commerce, IAPG Houston and Baylor College of Medicine Children's Foundation-Argentina hold a breakfast roundtable with Dr. Andrea Peve, Minister of Health & Social Development for the Province of Neuquén, Argentina.

## End of Year Events



Houston and Patagonia Chapters brought together ATCC members to celebrate the holidays and a year full of activities.

# 2019 Highlights - Supported Activities

## OUR PARTNERS

“By working together we fully deploy our capabilities and reach”

### Networking Events



- Argentina National Day, organized by the Consulate General of Argentina in Houston and the Casa Argentina de Houston (May 2019)
- World Chamber of Commerce Networking event (September 2019)



### Trade Missions



- III Investment Forum Mendoza, (March 2019)
- U.S. Trade Mission to Entre Rios (May 2019)
- U.S. Department of Commerce Certified Trade Mission to Salta (May 2019)

### Business Opportunities Conferences



April 4<sup>th</sup>, 5<sup>th</sup> & 6<sup>th</sup> 2019  
2:30 PM to 5:00 PM  
Puerto Madryn City, Chubut  
Argentina Patagonia



- Trade Americas- Business Opportunities in the Southern Cone Region Conference, Buenos Aires (March 2019)
- Argentina Gas & Oil Summit (April 2019)
- EVENPa, Puerto Madryn (April 2019)
- Select Dallas (June 2019)
- AIREC (November 2019)

### Cultural Events



ATCC joined Casa Argentina in the Tango Time Anniversary hold on late March at the University of St Thomas, Jones Hall. The event celebrated 20 years of Tango with Rene Casarsa.

# Strategic Partners

## STRATEGIC ALLIANCES



## CORPORATE SPONSORS

### SILVER SPONSOR



### BRONZE SPONSORS



# 2020 Main Initiatives

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## RE-THINK | RE-PLAN | RE-ADJUST

The ATCC had set ambitious plans for the year 2020 in terms of growth: members, activities, reach. As we navigate the end of the 2020 1Q, the Covid-19 pandemic and the economic crisis have made us to revisit the original plans and align them to the new reality.

As of April, social distancing and quarantines are being implemented both in Texas and Argentina. Uncertainty about the length of these policies presents a challenge in terms of the planning of activities.

Also, the impact on the economy made us revisit our revenues and expenses planning in order to cope with the difficult times ahead for our members, sponsors and partners.

- Increase membership by 10%, and maintain revenue and expenses flat.
- Maintain a balanced budget across all Committees and Chapters.
- Expand benefits and services to members and sponsors.
- Launch the “Food and Beverage” Committee.
- Formalize leadership of Committees and Chapters.
- Expand strategic collaboration with key Texan and Argentine organizations.
- Leverage virtual tools to promote education, networking and business opportunities in the current business context.
- Support our members and communities during the Covid-19 pandemic.





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