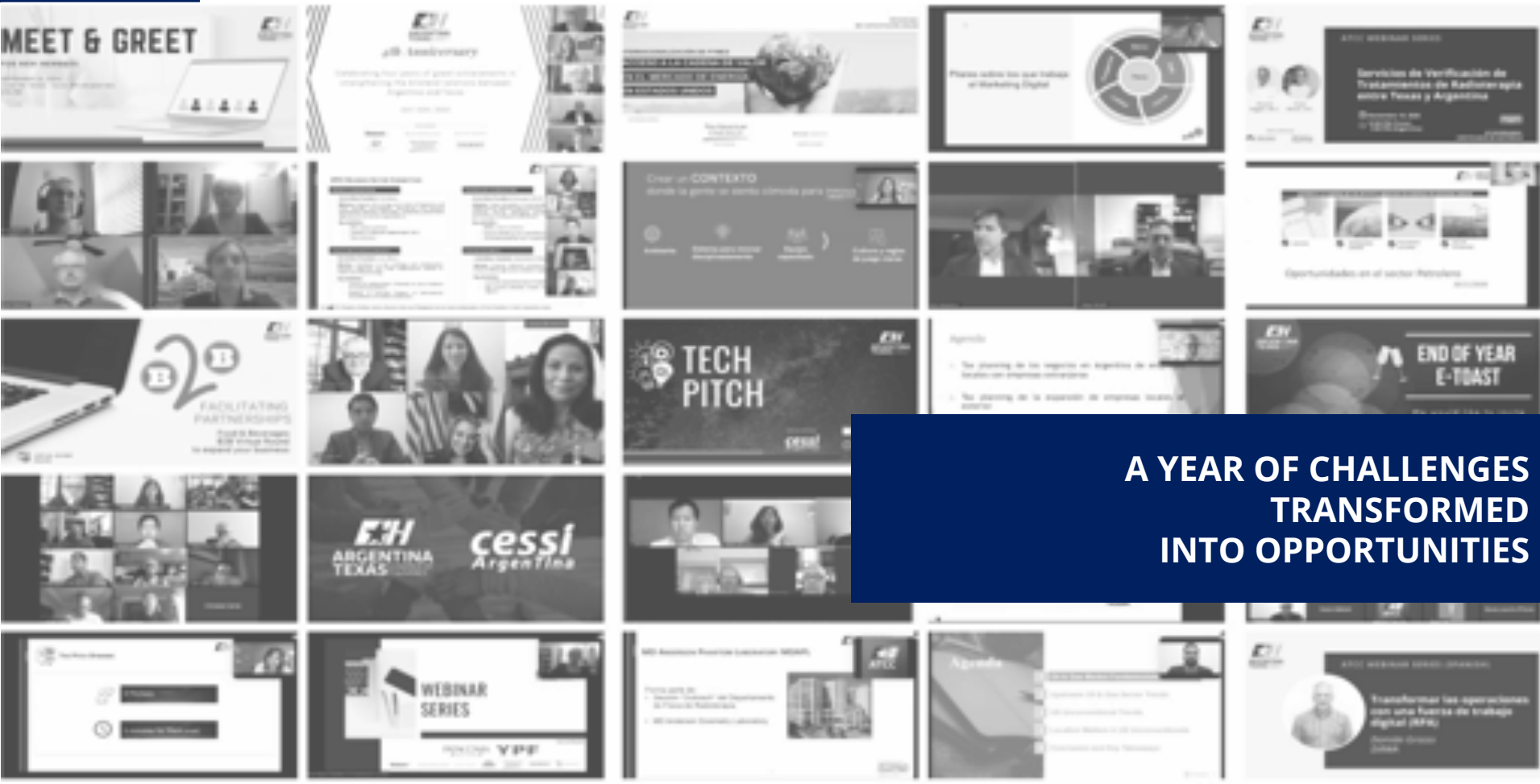


# 2020 ANNUAL REPORT



**A YEAR OF CHALLENGES  
TRANSFORMED  
INTO OPPORTUNITIES**

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# MESSAGE FROM THE PRESIDENT



**Eduardo Núñez**  
ATCC President

It has been an honor and a privilege to serve as President of the Argentina-Texas Chamber of Commerce for the 2020-2021 period.

**2020** was a year like no other and though impossible to fully describe in a few words, here are some fitting adjectives - unprecedented, chaotic, relentless, endless. It was a year that uncovered the fragility of our global and highly interconnected way of life and, at the same time, the resilience, creativity, and determination of human beings to overcome unthinkable challenges.

When the World Health Organization declared COVID-19 a pandemic on March 11th, 2020, the world began to adapt to the new context. For example, in the following eight weeks, the adoption of new technological behaviors in response to the pandemic, from video conferencing to online shopping, reached levels that were not expected for the next 5 to 10 years.

Our top priority has always been to preserve the health and well-being of our members, partners, and the communities where we operate. With this overarching goal in mind, the Argentina-Texas Chamber of Commerce revisited and adapted its 2020 Plans to the new context, suspending large in-person gatherings such as the OTC trade mission and the launching celebration of the Austin Chapter. We also transitioned to a fully online agenda that generated attractive proposals and delivered value above our most ambitious expectations.

We can summarize the main achievements of the year in five main areas:

**1- Growth.** Against all odds, our membership increased from 60 to more than 130 members in 2020, or 120%, adding new members and sponsors across all business sectors. To all our members and sponsors, I extend our deepest expression of gratitude for your vote of confidence and invaluable support.

**2- Virtuality.** We conducted more than 26 online events that generated the interest of 800 contacts, including the Webinar Series, the Internationalization Program for Small and Medium Businesses, Technology Pitches, and Meet and Greet events for new members, among others.

**3- Expansion.** The focus of our 2020 efforts was to expand our services and their value. We achieved that by building a stronger Chamber, strengthening our presence in three geographies and two business sectors. We opened a new chapter in Austin and expanded the leadership teams of our chapters in Buenos Aires and Dallas. These units, jointly with our chapter in Patagonia, established stronger links with local partners and reached out to new members and stakeholders. We continued building upon the success of the 'Energy and Engineering' and the 'Technology and Innovation' committees, by creating two new committees in the areas of 'Healthcare and Biotechnology', and 'Food & Beverages'.

# MESSAGE FROM THE PRESIDENT

Thus, we ended up the year 2020 with four business sectors explored and addressed.

**4. Engagement.** We conducted more than 100 one-on-one virtual meetings with current and prospective members and stakeholders to candidly explore and respond to their needs and expectations. We are proud to call you 'our friends'.

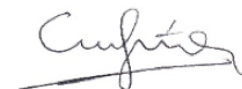
**5. Core Values and Culture.** Recognizing that the corporate policies of an organization define its core values and culture, as well as the organizational and individual behaviors, during 2020 we developed and published the six core policies that make up the Code of Conduct of the Chamber. These core policies are: Ethics, Anticorruption, Gifts and Entertainment, Antitrust, Harassment, and Diversity and Inclusion. The behavior of persons in the organization is bound by our Code of Conduct and it demonstrates the Chamber's commitment to not only obtaining results but obtaining them in the right way.

All these achievements reflect the dedication, commitment, and ingenuity of our team! To all of you, my endless gratitude and admiration.

To our Board Members and Advisory Board Members, thank you for your time, dedication, strategic direction, and invaluable advice.

I am truly honored to have had the opportunity of leading the Argentina-Texas Chamber of Commerce during this period and I express my commitment to continue working to foster a deeper integration between the business communities of both regions.

In closing, by working together with professionalism, respect, integrity, ingenuity, and commitment, we transformed the most challenging year in recent history into a year filled with incredible new opportunities for the Chamber and its constituents. That is the only way forward: working together!



Eduardo Núñez  
President ATCC

*Houston, March 24<sup>th</sup>, 2021*

# ATCC LEADERSHIP

## BOARD OF DIRECTORS 2020-2021



EDUARDO NÚÑEZ  
PRESIDENT



VICTORIA BALABÁN  
PAST PRESIDENT



GIUSEPPE LIBERATI  
PRESIDENT ELECT



ARIEL BOSIO  
VICE PRESIDENT



JUAN M. RUEGG  
VICE PRESIDENT



MARIANO HASPERUÉ  
DIRECTOR



ESTEBAN SÁNCHEZ  
SECRETARY



OSCAR MARY  
TREASURER



LAURA BOVER  
DIRECTOR



DEREK WONG  
DIRECTOR



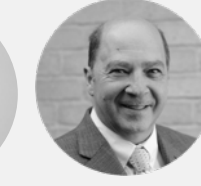
MAX MIQUELARENA  
DIRECTOR



ROBERTO AGUIRRE  
LUZI  
DIRECTOR



PABLO RUEDA  
DIRECTOR



DANIEL LA ROCCA  
DIRECTOR



PABLO FERRANTE  
DIRECTOR

Gabriel Volpi - Consul General of Argentina in Houston

Miguel Cerana - Casa Argentina de Houston

John Cypher - Greater Houston Partnership

Marcelo Alejandro Gioffre - Pan American Energy

Leonardo Pinnicchia - Techint

Sebastián Borgarello - IHS Markit

Marcos Braga - Total

Sergio Kapusta - Rice University

Mario Rotea - UT Dallas

Roberto Vitale - Asteras

Cristian López

Alejandro Juranovic - Schlumberger

Christian Cerne - Proshale

Alejandro Colantuono - ExxonMobil

## ADVISORY BOARD 2020-2021

# ATCC AT A GLANCE

## VISION

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

## MISSION

Promote **bilateral investment and trade** between Argentina and Texas.

## KEY NUMBERS

### MEMBERS



130

### CHAPTERS

Houston  
Dallas  
Austin  
  
Buenos Aires  
Patagonia

5

### PARTNERS



80

### CONTACTS



+5,600

## ABOUT US

Founded in 2016, ATCC is an independent, non-profit, voluntary membership association with headquarters in Houston, Texas.

## COMMITTEES & CHAPTERS

ENERGY & ENGINEERING

TECHNOLOGY & INNOVATION

HEALTHCARE & BIOTECHNOLOGY

FOOD & BEVERAGES

BUSINESS SECTOR COMMITTEES

HOUSTON

DALLAS

AUSTIN

BUENOS AIRES

PATAGONIA

GEOGRAPHICAL CHAPTERS

## CORE ACTIVITIES



COMMITTEES & CHAPTERS



TRAINING



NETWORKING



TRADE MISSIONS



CONFERENCES & BUSINESS ROUNDS

# 2020 HIGHLIGHTS



## GROWTH

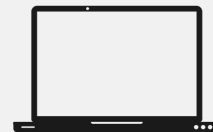
**+120%**

# MEMBERSHIP

**3**

NEW  
CORPORATE  
SPONSORS

## VIRTUALITY



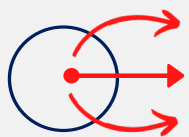
**26**

ONLINE  
EVENTS

**+800**

REGISTRANTS

**A YEAR OF CHALLENGES  
TRANSFORMED INTO  
OPPORTUNITIES**



## EXPANSION

**2**

NEW BUSINESS  
SECTOR COMMITTEES

**3**

CHAPTERS  
STRENGTHENED

## ENGAGEMENT



**+100**

1+1 MEETINGS AND  
MEET & GREET  
FOR NEW MEMBERS

**8**

HIGH LEVEL  
STAKEHOLDERS  
MEETINGS

# ACTIVITIES



**LUCIANA PAULISE** | Innovating the Google Way



**ALICIA VITTORE** | COVID 19: Current Situation and Expectations



**MARIANO MATZKIN** | Sourcing in Times of Pandemic



**ALBERTO MEDINA MÉNDEZ** | Commercial Strategies in the Pandemic / The Pandemic and the Paradigm Shift



**LAURA BOVER** | Commercial in times of Pandemic – The CPC-19



**DAMIÁN GRASSO** | RPA



**RICARDO RUGGERI & PAOLA ALVAREZ** | Certification Services for Radiotherapy Treatments

Our Webinar Series brings together people to discuss current affairs and state-of-the issues.

**WEBINAR SERIES**



**8**

Webinars



**490**

Registrants



# ACTIVITIES



**13**

Sessions



**65**

Participants

S  
P  
O  
N  
S  
O  
R  
S



GOLD SPONSOR



BRONZE SPONSOR

The Internationalization Program aims at helping SMEs to expand their business by providing useful tools and knowledge.

**CAPACITY  
BUILDING**

## PROGRAM

### Operations

- Innovation
- Digital Marketing

### Internationalization

- International Financing
- Doing Business in Texas
- USA Promotion Programs
- Business and Visas

### Cultural Relevance

- Doing Business in USA
- Language and International Business

### Oil & Gas

- SMEs Experience in the US Market
- Challenges and opportunities in unconventional O&G
- Oilfield Services Opportunities in US

## SPEAKERS



Luciana Paulise



Victoria Balabán



Marcos Bazán



Sebastián Tapia



Ignacio Carnicero



Oscar Mary



Marcelo Amden



Marcela Frattini



Natalia Muguerza



Mariano Hasperué



Diego Galer



Eduardo Núñez



Germán Garis



Enrique Villarreal



Guillermo Romero



Guillermo Grimaldi



Federico Medrano

# ACTIVITIES

## CAPACITY BUILDING

Strengthening cooperation and business opportunities between Texas and Argentina in leading healthcare issues.

### Verification Services for Radiotherapy Treatments



*Ricardo  
Ruggeri, Ms.C.*



*Paola  
Alvarez, M.S.*



With the support of



**94**  
Participants



**13**  
Countries



**53**  
Certificates  
Awarded

# ACTIVITIES

Bringing together innovative organizations fostering mutual knowledge and interactions.

**TECH  
PITCHES**



**2**

Sessions



**13**

Pitchers



**94**

Participants



**BASE4** SECURITY  
your information partner

**clarika**  
SOFTWARE + INNOVATION

**DATA GUMBO**

**DRIXIT**  
TECHNOLOGIES

**huenei intive**

**practia**  
ideas en acción

**simplex**  
software

**SimTLiX**

**TECHNOLOBIZ**

**TESIS**  
IT & AUTOMATION

**third term**

# ACTIVITIES



**1**

Texas Buyer



**10**

Registered  
Companies

**B2B Virtual Round with  
Central Market**



**1**

Texas Buyer



**26**

Registered  
Companies

**B2B Virtual Round with  
ExxonMobil**

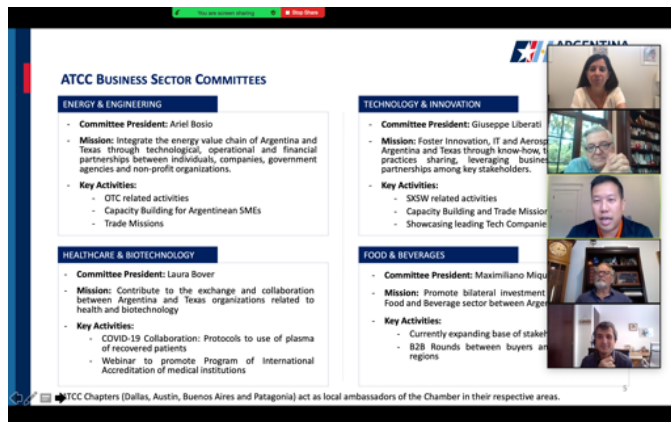
Facilitating  
connections to  
foster business  
relations and  
partnerships.

**BUSINESS  
ROUNDS**

# ACTIVITIES



A new forum to find out how to make the most of your ATCC community, and virtually connect with the Chamber's leadership team and other members who recently joined the ATCC.



Connecting members through virtual meetings.

**VIRTUAL CONNECTIONS**

1 + 1 meetings allowed Chamber leaders to establish effective connection with current and potential members, understanding their needs and concerns, and helping them connect with key partners.



**2**

Meet & Greet



**+100**

1 + 1 Meeting

# OUTREACH & ENGAGEMENT

ATCC regularly interacts with key stakeholders for exchange information and activities planning.

**STAKEHOLDERS  
ENGAGEMENT**

## MAIN HIGHLIGHTS

- Memorandum of Understanding with **CESSI**, Cámara de la Industria Argentina del Software (Argentine Software Industry Chamber) to collaborate in the exchange of information and in organizing relevant activities for members
- Meeting with **Texas Secretary of State** to foster cooperation between both organizations
- Working Session with key leaders of the **United States Embassy in Buenos Aires**
- Meeting with **AMCHAM Argentina** leadership team to explore opportunities of cooperation
- Regular contacts with the **Consulate General of Argentina in Houston** to discuss key opportunities and strategies



logovaults



# OUTREACH & ENGAGEMENT



#SeamosUno is a fundraising campaign organized in Argentina aimed at helping the most vulnerable people during the emergency generated by the COVID-19 pandemic, trying to reach to 4 million people with food and cleaning products.

Compañía de Jesús, CARITAS, Banco de Alimentos, the Council of Evangelical Pastors of CABA, AMIA, ACIERA (Christian Alliance of Evangelical Churches of the Argentine) and other business and social organizations coordinated the project, which was audited by Deloitte, EY, KPMG and PWC to ensure transparency process transparency.



The fundraising campaign "Choripán por los niños" (Choripán for the Kids) took place in September 2020 in 5 cities in the United States. Restaurants involved offered choripáns, drinks and gelato. All the proceeds were assigned to support a community dining hall in the City of Neuquén, which feeds more than 200 people, mostly kids. In the case of Houston, the event was held at Patagonia Grill & Cafe.



In a very challenging year, ATCC helped to amplify initiatives supporting communities in Argentina and Texas.

**ATCC  
CARES**

In March 2020, Dr. Laura Bover, PhD at the University of Texas' M.D. Anderson Cancer Center, Houston, and ATCC Director, led the creation of CPC-19. The CPC-19 is a group of researchers, medical doctors and other professionals from Texas and Argentina that developed the protocols to apply convalescent plasma of recovered COVID-19 patients into critical ones that do not respond to conventional therapies. The Chamber contributed to expand the activities of the group and many ATCC members supported the invaluable initiative.



For the last 12 years, Fundación Integrar Argentina has helped more than 150 talented students who live in poverty to access higher education, providing them financial aid, guidance and mentoring on a personal basis. The social, cultural and economic context makes it difficult for them to navigate the system without any help. In a very difficult year, Integrar launched an international fundraising campaign, aim at those who believe that education can change lives and that opportunities, not talent, is the missing link.

# OUTREACH & ENGAGEMENT

Recognizing outstanding contributions in the bilateral relations between Texas and Argentina.

**2020  
OUTSTANDING  
AWARDS**

## 2020 OUTSTANDING ACHIEVEMENT AWARD

### **Eng. Marcelo Gioffré**

*Vice President, Procurement and Supply Chain Management  
Pan American Energy*

*For the significant contribution of Pan American Energy to the development of the energy sector value chain in Argentina and Texas.*



## 2020 OUTSTANDING COMMUNITY SERVICES AWARD

### **Laura Bover, PhD.**

*Director of the Monoclonal Antibodies Core Facility  
University of Texas – M.D. Anderson Cancer Center*

*For the significant contributions made through the creation of CPC-19, a group of researchers, medical doctors and other professionals that developed the protocols to apply convalescent plasma from recovered COVID-19 patients into critical ones.*





# CORPORATE SPONSORS

New and renewed sponsorships are fundamental for the ATCC to fully deploy its mission.

## SPONSORS

### GOLD SPONSOR

Pan American  
**ENERGY**



### SILVER SPONSORS

**Globant** 

PATAGONIA  
GRILL & CAFE

### BRONZE SPONSORS

KING & SPALDING MAYER • BROWN



  
practia

**PROSHALE**

 third term

# 2021 MAIN OBJECTIVES

## CONSOLIDATE & EXPAND

Based on the achievements of last year, the Chamber has defined solid objectives for 2021.

The main objectives are to continue growing our membership, strengthening the organization to flawlessly deliver services, and to further expand the value to members and sponsors.

### MEMBERSHIP

- Increase membership by 25%, from 130 to 170 members by YE 2021.

### ORGANIZATION

- Strengthen the leadership teams across all committees and chapters.
- Reinforce ATCC Operations to enable growth.
- Leverage virtual tools to further promote education and networking.

### VALUE

- Continue expanding benefits and services to members and sponsors.
- Launch the Real State Committee.

### STAKEHOLDERS

- Expand collaboration with key organizations of Texas and Argentina.

### FINANCIALS

- Maintain balanced financials.

# 2020 ANNUAL REPORT

ARGENTINA-TEXAS CHAMBER OF COMMERCE  
5100 Westheimer Rd, Ste 200, Houston, TX 77056



Connect with us at  
[info@argentinatexas.org](mailto:info@argentinatexas.org) | [www.argentinatexas.org](http://www.argentinatexas.org)