E-Commerce in Argentina

Overview:

In 2008, Argentina had the third highest absolute number of internet users in Latin America (after Brazil and Mexico), according to Internet World Stats, but the second highest penetration rate (after Chile). The National Statistics and Census Institute reported that approximately 43% of Argentina’s residential Internet users are in Buenos Aires.

Two and a half million Argentines made purchases online in 2007, spending an average of approximately US$350 (2007 dollars), according to Prince and Cooke, a domestic research firm. Technology is the top selling sector online, while home appliances, handicrafts, financial services, retail products, and tickets are purchased to a lesser extent, reports the Economist Intelligence Unit (EIU). Argentines rarely purchase goods from abroad using the internet. The majority of imports that do result from e-commerce are for books (which are tax free) and compact disks, according to EIU. There are no specific taxes for e-commerce transactions.

Argentines lack confidence in online transactions, according to the U.S. Commercial Service’s 2009 report Doing Business in Argentina. Therefore, while many people shop online, a large percentage of internet users purchase products through traditional channels after consulting the internet. Individuals in the interior of the country are more accepting of online sales, likely due to the more limited variety of products there.

Statistics:

E-Commerce Sales

<table>
<thead>
<tr>
<th>Year</th>
<th>2008</th>
<th>2009</th>
<th>2010*</th>
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</thead>
<tbody>
<tr>
<td>Billions USD (2009 dollars)</td>
<td>$1.33</td>
<td>$1.38</td>
<td>$1.71</td>
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</table>

*Estimate     Source: Prince and Cooke

Technological Readiness

The World Economic Forum’s Global Competitiveness Report for 2009 ranked Argentina 68th out of 134 economies in terms of technological readiness, an improvement of 8 places from 2008. Argentina was 10th among the 22 ranked Latin American and Caribbean nations.

Internet Use

11.2 million Argentines used the internet in 2008 (28 percent of the population), though only 9.4 percent were internet subscribers, according to the International Telecommunications Union.

Registering a domain name:

Domain names are registered by the Network Information Centre Argentina within the Ministry of Foreign Affairs, International Trade and Culture. Registration can be completed online at http://www.nic.ar and is first-come-first-serve. The government announced in 2006 that it plans to begin charging a fee for Argentine domain names (.ar). However, as of August 2009, registration was free. Only foreign companies with a legal residence in Argentina can register an “.ar” domain name. Argentine courts have ruled that the owner of a trademarked brand has a right over the corresponding domain. Enforcing this ruling often takes several months.
### Data Privacy Policies:

<table>
<thead>
<tr>
<th>LAW(s)/REGULATION(s)</th>
<th>NEW DEVELOPMENTS</th>
<th>KEY DETAILS</th>
<th>GOVERNMENT CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article 43 of the Constitution</td>
<td>In 2006, the Data Protection Authority (DNPDP) established three levels of security for data protection based on the type of information held and penalties for non-compliance with security standards. In 2008, the DNPDP published a self-assessment compliance form.</td>
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### Contacts:

**American Chamber of Commerce**; Tel: (54.11) 4371-4500; Internet: [http://www.amchamar.com.ar](http://www.amchamar.com.ar)

**Argentinean Chamber of Information Technology Firms** (Cámara de Empresas de Tecnologías de Información de Argentina—CESSI; Tel: (54.11) 5217-7802; Fax: (54.11) 5258-2822; Internet: [http://www.cessi.org.ar/main_en.htm](http://www.cessi.org.ar/main_en.htm)

**Cámara Argentina de Comercio Electrónico—CACE**; Tel: 54 (11) 5917-7435; Internet: [http://www.cace.org.ar/](http://www.cace.org.ar/)

**Camara Argentina de Internet - CABASE**; Tel: (54 11)4326-0777; Internet: [http://www.cabase.org.ar/](http://www.cabase.org.ar/)


**Ministry of Foreign Affairs, International Trade and Culture** (Ministerio de Relaciones Exteriores, Comercio Internacional y Culto); Tel: (54.11) 4819-7000; Internet: [http://www.cancilleria.gov.ar/portal/index.html](http://www.cancilleria.gov.ar/portal/index.html)
