

# The Argentine Medical Industry

## Potential and Pitfalls for German companies.

Online Webinar

May 22nd 16.00 – 17.00 pm CET

The German Health Alliance, Lateinamerika Verein, and AHK Argentina are excited to welcome you to a special webinar exploring the recent transformations within Argentina's Medical Industry.

Argentina is well-regarded within the region for its skilled medical professionals and specialized healthcare facilities. The country has an established presence in the manufacture of medical equipment, with numerous Argentinian entities participating in the export market. Nonetheless, the sector's reliance on imported medical technologies remains pronounced. The shift toward economic liberalization by Argentina's recent government is set to ease the importation process for essential materials, components, and advanced medical technologies. This policy shift is anticipated to boost the private sector's engagement in technological development, enhancing Argentina's capacity for innovation in the medical field.

Whether you aim to expand your business, explore new market opportunities, or enhance your understanding of Argentina's healthcare sector, this webinar will provide critical insights and foster engaging discussions among participants.

### Agenda

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| 16:00 – 16:05 | <b>Introduction</b><br>Eeva Karsta, Co-Chair GHA/LAV Working Group Latin America, Director Government Relations, Drägerwerk AG & Co. KGaA                         |
| 16:05 – 16:10 | <b>Welcome Remarks</b><br>Christoph Liesche, Co-Chair GHA/LAV Working Group Latin America, Vice President Political Affairs Asia & South America, Fresenius Group |
| 16:10 – 16:25 | <b>Argentina Under Milei: A New Chapter Unfolds</b><br>Mélissa Bigdely, Regional Manager Argentina, Uruguay, Paraguay, Bolivia, and Haiti, LAV                    |
| 16:25 – 16:40 | <b>Political portrait of Argentina</b><br>Noah Ganapol, Economic Policy Officer Auswärtiges Amt (Federal Foreign Office), German Embassy Buenos Aires             |
| 16:40 – 16:55 | <b>Opportunities and challenges in Argentina's medical sector</b><br>Emmanuel Frank, Project Manager AHK Argentina  |

16:55 – 17:10

**Business experience report**

Sebastian Blanco, Country Manager, Sales & Service Director  
Dräger Argentina S.A

17:10 – 17:30

**Q & A Round**