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From: Cámara de Comercio Argentino Británica <info@ccab.com.ar>
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NEWSLETTER 72 – August 2005

Time to rethink Europe

Companies entering the European market from Latin America are likely to have an inherent cost advantage but many are learning the hard way that exploiting this successfully is another matter. They have to take into account both the highly demanding requirements of their customers and the sophistication of the already well-established local competitors. Higher than expected logistics costs erode net margins and by the time the goods are delivered, bottom line results are a disappointment.

So what's the answer? Essentially it's a matter of having the right approach. The tradition of squeezing logistics service supplier margins may work for a while but not for long. And if applied too far it increases the incidence of service failures, and can even lead to disaster.

There is a better approach, one with cost reduction as part of the equation but one that also secures long-term competitive advantage.

The rationale for this is as follows:

“Cost effectiveness is highly desirable and is a building block in gaining competitive

advantage. Business success derived from cost orientation, however, is usually short term at best. The managerial tools and techniques used to achieve lower cost are typically easy to imitate, which means that performance differences gained such programs are difficult to sustain. A firm will only outperform competitors if it can establish a preservable difference. Customised logistical service is an opportunity for a supplier to become an integral part of a customer's business.” (Stank et al, 2001).

This is just a bit of information that our UK advisor, Andrew Morgan, from Supply Chain Europe shared with us in our last workshop for first-time exporters that took place at the Chamber last May.

You can read more about it in our website:

www.ccab.com.ar

<http://www.ccab.com.ar/>;

Chamber News

On 3 September the Chamber staff will be celebrating one of its members wedding. Verónica Ciampagna is getting married to Néstor Pirraglia. The second time in life they met by chance they decided that it was better to walk together. We wish them the best of luck in their new life.

New Members

We wish to welcome the following new members

- * Roberto Begg
- * McDonough Srl
- * Rattagan, Machiavello, Peña Arocena Abogados

For your Diary

September

* Tuesday 6 – Working Lunch with the Lord Mayor of the City of London, Michael Savory who will speak about: “London as a Financial Partner in a Fast Changing World” . He will be accompanied by Lady Mayoress Fiona Savory and Michael Charlton, Chief Executive of Think London (the official inward investment agency for London).

Venue: Marriott Plaza Hotel.

* Wednesday 7 – “Understanding the Business Risk Landscape in Argentina and the Souther Cone” Presentation cocktail offered by overseas member Control Risks Group at the Four Seasons Mansion. (by invitation only).

* Thursday 8 – Breakfast with Richard Barnish, Policy Development Manager for Valpak Ltd. Subject: “Environmental compliance: Producer responsibility under international packaging regulations” Venue: Regus Business Centre.

* Friday 9 – Working Breakfast co-organised with Ernst & Young. Speakers: Fernando Paci and Enrique Crespi, partners of Ernst & Young. Venue: Ernst & Young Auditorium.

* Thursday 15 – Working Breakfast co-organised with other binational Chambers. Speaker: Miguel O’Farrell (Estudio Marval, O’Farrell & Mairal), José ESperón (Customs Chief Adviser) and Gabriela Hannak (Estudio Moeller & Co). Subject: “La Nueva Protección de Marcas en Frontera”

* Tuesday 20 – Working Lunch with Rosendo Fraga at the Claridge Hotel. Due to members suggestions he will forecast the social political scenarios after the upcoming elections.

Following September Interest Group meetings

IT – Tuesday 13

If you wish to take part in these meetings please register at <mailto:eventos@ccab.com.ar>

Events Organised by other Institutions

Septiembre

* Martes 6 – Jornada Internacional – Créditos de Carbono co-organizada por la Bolsa de Comercio de Buenos Aires, la Embajada Británica y Gerencia

Ambiental Srl. Lugar: Bolsa de Comercio de Buenos Aires. Informes e inscripción: 4316-1191/92. e-mail: secretaria@bcba.sba.com.ar
Member News

“Brother in Arms” by Tomás Hudson

Tomás Hudson has the pleasure to invite Chamber members to the presentation of his book “Brothers in Arms”, which will take place on Wednesday 7th September at the Instituto Sanmartiniano, 6.30 pm. R.S.V.P. 4799-1051

“La Esencia del Camino de Santiago” by Dr. Manuel Díez Selva

Dr. Manuel Díez Selva has the pleasure to invite Chamber members and friends to the presentation of his book “La Esencia del Camino de Santiago”, an approach to historical, religious and cultural aspects of the ancient route, today world heritage. The presentation will take place at Auditorio UCES (Paraguay 1457, 1er piso) on 6th September, 6.30 pm.

“Academia Research for Henley Management College”
(<http://www.henleymc.ac.uk> <<http://www.henleymc.ac.uk/>>;)

Our member Dora Rizzuto is conducting a research into Collaborative Strategies between British and Argentine companies. The research is centred on Key Success Factors influencing Collaborative Strategies and is being supervised by Prof. David Faulkner of the Royal Holloway, University of London, and author of the Oxford Handbook of Strategy, Oxford University Press, 2003.

If your firm has formed an alliance, joint-venture or consortium at any time in the last 10 years and would like to take part in the research, please contact us at: info@ccab.com.ar

Happy Secretary’s Day!

Changing job titles and expanding responsibilities.

Administrative professionals are “individuals who are responsible for tasks and coordination of information in support of an office-related environment and who are dedicated to furthering their personal growth in their chosen profession.”

Research shows that many workers (men and women) around the world still hold the “secretary” job title; however, many
<http://www.iaap-hq.org/ResearchTrends/iaap_2005_Profile_Survey_Job_Titles_OTHER_RESPONSES.htm> alternative titles have become more popular, such as administrative assistant, office coordinator, administrative specialist, executive assistant, and office manager.

In recognition for the importance of “Administrative Professionals”, who keep the wheels of big organisations as well as small businesses turning, and facilitate the liaison with us, the CCAB wishes to say “THANKS”.

A number of Chamber members and close friends have contributed with more than 80 wonderful surprises.

So watch out for the news in our website as from 2 September!

General Interest

Irene Barr to receive MBE

In recognition of Irene's 31 years of an excellent job promoting Great Britain in Argentina, Ambassador John Hughes has just announced that Queen Elizabeth II has nominated her for the MBE (Miembro del Imperio Britanico).

The Ceremony will take place in September at the British Embassy in Buenos Aires.

Rosana Martelli, Press & Trade Executive

<mailto:Rosana.Martelli@visitbritain.org> Rosana.Martelli@visitbritain.org

Small firms see no need to 'live big'

For many small businesses, size doesn't matter, a new report suggests.

The NatWest/SERTeam survey of small businesses reveals over a third want to stay the same size or at least have no desire to recruit more employees.

On the contrary, half of respondents say they prefer to measure business growth by sales figures, and a further 38% base it on profits.

Only a meagre 2% measure growth in terms of market share, employment, number of sites or product range. "Deciding to grow your business is a big decision and one that requires a lot of planning," said Pete Ferns, director of NatWest Business Banking. "Expansion will have a direct impact on cashflow and profit in the short term; however, it can lead to extensive gain in the longer term." Successfully finding new customers is the strongest motivator for wanting to grow, the study reveals.

Over a third hold this view, predominantly retailers and restaurant owners who are more dependent on an expanding local community. Firms overwhelmingly agree that red tape and taxation are their biggest barriers to growth and reduction in either would prompt more small firms to consider expansion.

Source:27/07/2005 <http://www.chamberonline.co.uk> <<http://www.chamberonline.co.uk/>>;

European Union

Ambassador Angelos Pagkratis to leave the country.

In his letter announcing that he is leaving the country after having served for 30 months as Ambassador to the EU Delegation in Argentina, Angelos Pagkratis said, among other things, that the European Union is the major economic partner for Argentina and as such supported the country during its recovery after the 2001 crisis.

Each step the Mercosur and the EU take get them closer to each other. Although the EU-Mercosur negotiation was not completely successful last October, some important issues of the negotiation will not be lost. The commitment as well as the political will of both parties in pursue of recovering this negotiation are still strong. An example of this is the ministerial get-together that will take place next September in Europe.

The EU relationship with the Mercosur and in particular with Argentina, are of strategic importance.

Argentina's commercial recovery was quick and its growth was steady. The statistics reveal that the European investment will continue to have a key role.

On the other hand, the social sector (health, education, social development) have been the axis of the EU cooperation after the last crisis. It is with great satisfaction that Amb. Pagkratis mentioned their direct support to some of the most disadvantaged groups, such as: the victims of 2003 Santa Fe floods, the Wichis Indigenous People in Formosa and handicapped people in Rosario.

(source: 2º Newsletter - Delegacion de la Comision Europea en Argentina)

Member Benefits and other announcements.

The Hurlingham Club was founded in 1888 by eminent members of the British Community who set out to create a gentleman's club modelled on the Hurlingham Club in London (at that time, the headquarters of polo for the British Empire).

Today, the Hurlingham Club is one of the most important social and sporting centres in Argentina. Set in 73 Hectares (180 acres) of magnificent grounds, members and their guests can enjoy a large variety of sporting activities including golf (a beautifully manicured 18 hole golf course), polo (5 polo grounds), riding, tennis (6 grass and 12 clay courts), cricket (one of the finest pitches in Argentina), squash, and swimming (a large pool for noisier children and an exclusive, quieter, pool for adults).

The Club boasts an elegant Club House, a number of Bars, a Restaurant, Fast Food area, many air-conditioned rooms where members can stay the night, (or a week-end), a loft for the younger crowd, and "La Casita de los Niños" - a safe place to leave babies and younger children to play while their parents relax or enjoy their sport.

The Hurlingham Club is the ideal place to practice your sport and enjoy, in quiet and peaceful surroundings, social activities for the whole family.

The Committee has approved a very special 30% reduction in the entrance fee for those Members of the Argentine British Chamber of Commerce who join the Club before 31 October 2005.

For further information, please contact us at 4662-5510 or by email to: secretaria@hurlinghamclub.com.ar

William H. Hudson

Cultural And Ecological Park

The William Henry Hudson Cultural and Ecological Park preserves the house where the renowned writer was born and lived, and besides, keeps its natural environment, and invaluable reserve where visitors may enjoy themselves watching Nature in full swing.

Birds, trees, a stream, a symphony of thrills, and the rumour of the wind

among leaves. The ideal background to remember somebody who loved this landscape so much.

The William Henry Hudson Cultural and Ecological Park is located 7 km from the Florencio Varela train station and can be reached along a paved road to within 400 meters from the gate or so. For further information on activities and visits: Mrs Schejtman (Secretary of the Association) 4901-9651

Opportunity to support an exciting project

“Bringing Argentinian Music to Britain”

This project seeks to bring the music of Argentina to a prestigious London venue and will introduce a young and already successful Argentinian composer, Christian Baldini alongside the country’s world-famous Piazzolla and Ginastera.

Performed by a young British soloist and conductor with Southbank Sinfonia, the UK’s newest professional orchestra, it is supporting emerging talent from both countries and is bringing Argentinian twentieth and twenty-first century music to a British Audience in the context of a classical programme. The organizers hope this concert can be the beginning of many future musical collaborations between the two countries.

Sponsorship for the project needs to raise 6000 (pounds sterling). The concert will take place in March 2006 in St John’s Smith Square. Please contact Matilda Hofman for more information, or if you are interested in supporting this project. (matildahofman@hotmail.com)

English Wine Named ‘Best in World’

An English sparkling wine has been named the best in the world, beating contenders from 55 countries to gain the World Wide Trophy in the International Wine and Spirit Competition. RidgeView Merret Bloomsbury 2002 is produced on the family-run Ridgeview Estate in Ditchling, East Sussex. It is a traditional blend of the Champagne varieties Chardonnay, Pinot Noir and Pinot Meunier.

In five years, RidgeView has won 44 medals and 12 trophies. Mike and Christine Roberts set up the company in 1994. Son Simon shares the winemaking, while his Australian-born wife Mardi does the sales and marketing. In the past year, demand for English wine has increased by 30 per cent. The winery, set in a 16-acre estate in verdant countryside 50 miles south of London, is open from Monday to Saturday from 11 am to 4.30 pm for sales and tastings. Website: www.ridgeview.co.uk <<http://www.ridgeview.co.uk/>>;

Press contact: Mardi Roberts, RidgeView Wine Estate (Tel: 01444 241441, e-mail: <<mailto:ridgeviewestate@aol.com>> ridgeviewestate@aol.com).

Source: www.visitbritain.com/ar

Oxford’s Schola Cantorum

“500 hundred years of sacred British music ”

Tallis, Byrd, Purcell, Holst, Britten and Tippett among others.

Friday 16 September, 19.30

British Arts Centre – Suipacha 1333

Sponsored by Compass Group and British Petroleum

Contribution tickets: \$10. Students and pensioners: \$5.-

European Union – Exports helpdesk for developing countries

The Expanding Exports Helpdesk is an online resource, provided by the European Commission, to facilitate access for developing countries to markets within the European Union. The Expanding Exports Helpdesk provides relevant information required by developing country exporters interested in supplying the EU market. <<http://export-help.cec.eu.int/>>; <http://export-help.cec.eu.int/>

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SHELL

Member News

For further information on Chamber services and benefits
<<http://www.ccab.com.ar/>>; www.ccab.com.ar

Our readership is very keen to receive up-to-date information from other members. If you wish us to publish news on your company please remember to send it to: Jorgelina Capaccio at <<mailto:jac@ccab.com.ar>> jac@ccab.com.ar

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