

7° FORO DE INVERSIONES & NEGOCIOS MENDOZA 2026

NUEVO TIEMPO PARA CONFIAR Y CRECER

5 y 6 de marzo · Hotel Hilton Mendoza



FORO DE INVERSIONES & NEGOCIOS MENDOZA

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Key investment trends and sectors on the rise on the second day of the Investment & Business Forum

The event took place successfully on Friday at the Hilton Hotel, attracting a large audience and focusing on investment. Here's what happened.

The second day of the **Investment & Business Forum** was dominated by the event's central theme, which focused precisely on investment opportunities in a "New era of trust and growth". The event, held at the Hilton Hotel and organised by the Government of Mendoza through the Ministry of Production and the Mendoza Business Council (CEM), attracted a large turnout on Friday 6th.

In the corridors of the Forum, business leaders agreed on the "high quality" of the presentations as well as the "maturity" demonstrated in the various sector-specific roundtables held over the two days, which highlighted the ongoing work throughout the year. On Friday morning, the following panels took place: "Investment Dynamics in the Audiovisual Industry in Mendoza", "Innovation in Viticulture" and the "Municipalities Panel: Business Climate and Innovation in Municipal Management".

The latter panel featured Martín Clément – president of the CEM –, Ulpiano Suarez – mayor of the city –, Fernando Vargas – IDB specialist –, Gala Díaz Langou – executive director of CIPPEC (Centre for the Implementation of Public Policies for Equity and Growth) – and David Groisman – director of State and Government at CIPPEC. This session featured success stories and focused on the importance of increasingly reducing bureaucracy in the processes within the various city councils and municipalities.

On Friday, meanwhile, the panel discussion "**Innovation in Viticulture**" took place, featuring Marcos Jofré from Trivento, Fernando Buscema from Qualab, and Hervé Birnie Scott, director of Chandon, with specialist journalist Mauricio Llaver acting as moderator. During the session, leading figures from the sector discussed how to innovate in order to adapt to change without losing the essence of wine. They also shared success stories and experiences from their respective research processes with the audience.

Drivers of growth and investment

"**Argentina 2026: The year of decisions and opportunities. Macroeconomics, interest rates, the dollar and the portfolio**", presented by Rodrigo Benítez, Chief Economist at Grupo ST, was one of the first talks of the morning on economic development. This was followed by "**Investing with vision: the long-term financial challenge**", a panel

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comprising business leaders from various sectors organised by **Emerald Capital**, which also addressed investment opportunities and financial recommendations in the current climate.

“The analysis of the Argentine outlook for this year is based on a particularly challenging context, shaped by recent changes in the international geopolitical landscape and by a local economy undergoing transformation,” explained **Rodrigo Benítez**. The presentation sought to understand how key variables such as the foreign exchange market, the exchange rate, the formation of interest rates and the inflation outlook interact. **“With that information, the idea is to adopt the perspective of those who must make economic decisions,”** said Benítez. El profesional observó que la economía argentina va a crecer, pero con heterogeneidad sectorial y regional.

“This means we need to keep a very close eye on which sectors are gaining significant momentum and which ones can be restructured along the way,” said the economist from Grupo ST. He added that if SMEs were to make investment decisions, they should be very alert to such opportunities and accept that current exchange rate levels are likely here to stay. **“It is crucial to analyse how to adapt to this context and where to invest,”** summarised Benítez.

In this vein, **Elena Alonso, an economist at Emerald Capital**, said that the challenge becomes even more relevant in the current context, where financing is scarcer. **“In light of this, the key is to prepare and plan the financing of investments as well, and one of the tools for doing so is to build a credit map that allows us to identify all available alternatives and choose which instruments to use to finance each project,”** she said.

The Emerald Capital panel also included Pablo Puerino from CEM, José Giménez from Viña Cobos, Sergio Montanaro from Yacopini, Daniel Sanson from VENOIL and Santiago Barbera from Grupo Broda. There was a consensus that it is important to avoid relying on short-term tools, whilst planning is essential for financing growth. **“Many companies sometimes start making investments without having properly planned what they will be. That is why investing without a clear focus can lead you to make the wrong decision or choose the wrong instruments,”** Alonso emphasised.

Both experts agreed that, in the current economic climate, investment opportunities do exist, but they require a very selective analysis. **“The Argentine economy is likely to grow, with significant disparities between sectors and regions.** This means that some sectors will show significant dynamism, whilst others will need to restructure to adapt to the new environment,” explained the economist from Grupo ST. Along these lines, the Emerald representative stated that SMEs will need to identify which productive sectors have the greatest potential in order to determine how to enter those sectors or improve their performance.

The challenge for SMEs, therefore, will be to identify where this momentum will be concentrated and to direct their investment decisions accordingly. It will also be crucial to accept that current real exchange rate levels could persist over time, which will require production and financial strategies to be adjusted to this new equilibrium. In this

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context, investing to improve efficiency, capitalising on dynamic sectoral niches and managing cash surpluses wisely were among the recommendations made by experts to capitalise on opportunities.

Over the course of its two-day programme, **the seventh edition of the Investment & Business Forum** highlighted the commitment of the government, organisations and business leaders to the province's growth. At the close of the Forum, the shared objective of working together to build an increasingly vibrant, open Mendoza—one that is prepared to face current and future challenges—was reaffirmed.

We would appreciate it if you could share this

Kind regards,

Florencia Da Souza

Press Office

261 5023362