

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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2026 Investment & Business Forum: first day dominated by positive expectations and confidence in the future

The first day of the seventh edition of the Forum was attended by a large audience, companies and institutions. Key concepts from a day aimed at attracting and encouraging investment.

Mendoza, March 2026.- The opening of the 2026 Investment & Business Forum was held to a full house in the largest room at the Hilton Mendoza hotel. As part of the National Harvest Festival, 'A new time to trust and grow' brought together more than 1,000 provincial, national and international businesspeople. The traditional event organised by the Government of Mendoza, through the Ministry of Production, and the Mendoza Business Council (CEM) aroused interest because during the morning there were opportunities for networking and high-level presentations.

The official opening panel, Economic Contextualisation of Investment and Business, was shared by Martín Clément, president of the Mendoza Business Council; Alfredo Cornejo, governor of Mendoza; and Luis Caputo, Minister of Economy of the Nation. 'The CEM proposes this space as a contribution to a better future for the province,' said Clément in his welcoming remarks.

The businessman emphasised the importance of identifying investment opportunities, analysing them and discussing them in order to generate sustainable growth. He added that the country has experienced decades of stagnation, which has led to a decline in per capita income, higher poverty levels and almost zero formal job creation. The CEM president spoke of an encouraging rebound based on some economic figures, but said that the structural challenge of reducing poverty remains.

In this context, he linked the theme of this edition, 'A new time to trust and grow,' with the need to build confidence in order to encourage investment and the financing necessary to achieve this goal. To this end, Clément emphasised the importance of moving forward with deregulation, welcoming the 'hojarasca law' and everything that involves reducing bureaucracy and streamlining procedures to encourage investment.

Meanwhile, Governor Cornejo stressed that investment is the key to growth that leads to human development and, for this reason, it is a central point on the provincial government's agenda. 'Step by step, Mendoza is building to generate wealth and drive the virtuous circle of a healthy economy,' Cornejo stressed. The governor reviewed the main government actions to improve fiscal balance, which generates confidence for investment.

Among other things, he mentioned the gradual reduction in taxes with the consequent reduction in spending. Similarly, he highlighted the province's assumption of responsibility for the management and implementation of key infrastructure projects for the province's growth. 'Certainty is the raw material of investment and the source of confidence,' reflected the governor. He added that this year 'real efficiency' will be required, an area in which Mendoza's SMEs have experience, having grown in adverse contexts.

In turn, Economy Minister Luis Caputo presented the main points of the Argentine Economic Programme and reviewed the achievements made and the opportunities ahead. First, he noted that macroeconomic stability is a

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consequence of clear and firm political decisions. The national official also highlighted the efforts made to lower taxes, as well as the reforms recently achieved to reduce costs and encourage investment.

On the other hand, Luis Caputo highlighted that investment levels have grown not only through the RIGI. However, he encouraged Argentines to continue trusting in the country and investing the dollars they hold outside the financial system. In this vein, he added that competition has increased for the private sector to invest in technology and offer better products at better prices. The minister also expressed confidence that the lower country risk will have a positive impact on the country's growth.

Spaces to understand and contextualise investment decisions

On Thursday morning, the Investment Forum featured various panels and conferences, as well as sectoral round tables and pre-scheduled B2B meetings. Among those that generated the most interest was 'The present and future of the wine business' by Javier Merino of Banco Supervielle. The now traditional annual report presented the opportunities for the sector in the face of new trends in habits and the general macroeconomic context.

'The mind that drives extraordinary decisions. Neuroscience, emotions and change, by Estanislao Bachrach,' from Banco Macro, was another of the conferences that generated the most interest. Business leaders and guests were able to learn about tools for understanding how the functioning of the brain and the management of emotions influence strategic decision-making within organisations.

From the morning onwards, there were **Investment and Business Roundtables** (Software Development and Technology Services, Logistics, Oil and Health, and Health Tech), as well as various panels that attracted a large audience. 'Dialogues on the Future of Argentina 2026. What future are we creating?' sought to anticipate the impact of AI on business, institutions and culture. Among other points, it sought to define what decisions will allow Mendoza's productive matrix to remain competitive in 2030 and 2050.

'The nuclear sector: an opportunity for Mendoza,' 'From geology to capital: why Mendoza is an investment opportunity today,' 'Energy: Trust to grow,' "Fiscal Innocence and Labour Reform. Risks and Opportunities' and 'Outlook for 2026: between the macro that orders and the micro that invests" were some of the other presentations on the first day of the Investment & Business Forum.

Agradecemos su difusión

Cordialmente

Florencia Da Souza

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