



ARGENTINA

Country Report for ICCI Global Council meeting May 2017

1. What is happening in your country in the economy, politically and labour market

Argentina's economy declined by 2.3 percent in 2016 compared to the previous year – **but it also exited a prolonged recession in the second half of last year.**

Unemployment fell to 7.6 percent in the fourth quarter of 2016, as the INDEC (National statistics bureau) announced yesterday. The above mentioned decrease in unemployment is the second consecutive fall in unemployment registered since the INDEC began re-publishing their quarterly economic indicators on last August.

All that are consequences of that - as you may remember - on October 2016 a new government was elected in Argentina. That new government constituted mainly by first level recognized professionals - instead than just politicians - took office two months later as ministers or secretaries on their respective fields taking several actions to correct the most worrying aspects of our injured economy.

It is to be noted that the above mentioned INDEC governmental bureau, during the previous administration has evidently been manipulating most economic data. **Meaning that for the first time, after 12 years of manipulated figures, we began to count again with reliable economy indicators.**

Even when success has not accompanied all those government measures, we have already received many concrete gestures of welcome from most countries in the western world and Asia, there are many new projects on the go and the business climate has improved, so we may expect a pretty better future coming.

It should also be said, that as these projects usually require time to begin to show results, and that those better results may be expected for the third or last quarter of 2017, and next year.

2. What is happening in the profession of career coaching?

The profession of Career Coaching, Outplacement and hiring - as many other services activities in Argentina - are trying to design and develop more versatile programs, on a climate of trust on that on the next coming semester and next year, the shy growing of the last year and first quarter of this one, may substantially increase. So we foresee then a really growing economy and business,

Our own business improved during 2017, Coaching programs have grown as the mouth to mouth client recommendations kept working pretty well. But not so the Outplacement programs for companies, which dropped as compared with last year.

Like on previous years we received some referrals for Outplacement programs from our foreign partners from Arbore, mainly from Brazil, and we hope that trend to widen to other countries and improve on in 2017.

On this regard and also based on last months local economy forecasts, we are pretty optimistic about next coming year.

3. What is going on in professional career coaching organizations?

Besides some Psychologist's professional's organizations, and some small private commercial groups members of international associations as ICF and others, are trying to resemble "local organizations" which are just rubber stamps, we did not detect such local organizations

4. What strategies are career coaches using to compete in today's market place

As the leading international players on our industry have merged – like DBM – LHH both belonging to Adecco since 2011 – we noted a substantial increase on online delivering programs, and that tendency keep growing with new and more powerful technologies. In that case they are using their "Ella-the Career Transition Industry's First AI-Powered Digital Career Agent" which they sell as "the most powerful career building and job search technology" and "only available at our site"

There is a third important local player in career transitions and coaching named "Bruno Matarazzo" who uses their "Portal BM" and "Unlimited access to their own data bank via WEBX (and 0800 telephone service)

From our modest side, and having not access to such advanced technologies, we are trying to cover that gap in part, and emphasizing by the while, the unequal results of frequent close "virtual meetings" of our clients with their consultants, via Skype, WhattsApp and telephone.

On synthesis, we try to keep supplying the best possible in Outplacement programs and Coaching services to cover the above mentioned expected growing demand of companies and clients, updating most of our programs, and our consultants profiles, in order to keep being ready to answer those possible requirements of the market, supplying the best possible programs.