
7. Biofuels and the brand "Argentina"



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At the beginning of the 20th century, while Rudolf Diesel was developing the diesel engine in Germany, Argentina was establishing itself as one of the major grain producers in the world. Since then, Argentina's first country brand has been known as the "breadbasket of the world".

From the beginning, Rudolf Diesel considered the possibility of running engines from vegetable oils. This vision gained a new dimension of economic relevance due to the diverse problems in availability, politics, and environment issues related to fossil oils. 100 Years after its invention, the diesel engine is to be run with biological oils again, and Argentina is one of the agricultural producers with the highest potential in the worldwide biofuel market.

Many international analysts foretell decades of great exporting activity for Argentina as a result of the requirements to substitute energy in the main powers of the West, and the increasing food demands of the most populated Asian countries.

Nowadays, it's necessary to develop a clearer conscience for this challenge in order to integrate the small group of nations that will lead this critical sector. This sector has to create and develop renewable and clean power plants.

Progress in the application of biofuels must be considered and analyzed carefully.

All the country's economic sectors must take the application of biofuels into account. The question of energy sources is at the top of the international interlinked list of the most significant problems. The pros and cons of decisions must be weighed up to take on the challenges arising from the question: Cereals for food or cereals for energy? Beyond the answers that exist (considering its own ecological issues), there is another fundamental issue that should not be neglected: The strategy to develop the brand "Argentina". Our country has fertile earth for the development of biofuels. It is not only the main world-wide vegetable oil exporter, but also has extraordinary technological and scientific capacities.

Argentina can become a vanguard space for the investigation and development of substitutes for conventional power plants. Numerous public and private investment-initiatives already exist which focus on biogas, wind energy and tidal power, just to mention a few.

We aim towards adding value to our products,, at positioning the country within the group of expert-participants in this market, and developing innovative processes with strong human resources, because innovation is the -key to competitiveness in the present global economy.

In the case of biofuels, Germany is a good example, as it assembles the development, production and running of technology for optimal utilization of arable crops in industrial processes the most efficiently. It should be emphasized, that the quicker the launch of biofuel production is, in small- and medium-sized businesses, the better it will be for Argentina to participate amongst the top players in this market. It should be considered, that there is no region in Argentina that can not in some way contribute to biofuel production through the supply of vegetable biomass (i.e.: soy, sunflower, peanuts, rapeseed, palm oil, linseed, safflower oil, e.t.c.) for biodiesel- and, for example, corn, for bio ethanol-production.

A favorable answer to the increasing world-wide demand for alternative energy is the development of an inter-sectorial framework. The promotion of new national but internationally competitive brands in the private sector is to be developed under the umbrella of the new brand "Argentina".

With the capacity of its people, the immensity of its territory, and its variety of climates and resources, Argentina must present itself with its differentiated potentials in these times that are presently being transformed by new technologies.

(*) Country Brand Strategy (CBS)

Coordinated by the Secretary of Tourism and the Secretary of Media in coordination with the Ministry of Foreign Affairs, which gathers more than 70 Associations and Organizations that represent every sector of production, services, sciences and culture in the country. The brand "Argentina" creates strategic actions to contribute towards the best positioning of Argentina in the world.