

Three Major Market Announcements Signal Argentina's Expanding Economic Footprint in Qatar

11 December 2025 – Doha, Qatar: The Year of Culture partnership has laid the foundation for a deeper economic relationship between Qatar and Argentina. That groundwork became visible this year with three major commercial announcements delivered during a high-level delegation visit by H.E. Mr. Hernán Lombardi, Minister of Economic Development for the City of Buenos Aires, and Augusto Ardiles, Undersecretary of Investments. The agreements mark a significant milestone in Argentina's growing commercial presence in Qatar and reflect the momentum created through sustained institutional engagement during the Year of Culture programme.

H.E. Mohammed Al Kuwari, former Ambassador of Qatar to Mexico and Advisor on Latin American Affairs for Years of Culture, said: "Years of Culture has shown that cultural exchange is a foundation for trust, understanding, and sustainable economic partnership. The growing commercial presence in Qatar we see through these agreements is a direct outcome of the relationships built over the past year, and a powerful example of how cultural diplomacy can pave the way for meaningful investment and innovation."

Buenos Aires will open an InvestBA office in Doha in 2026, marking the city's first official representation in the Gulf region and establishing a permanent platform for trade and investment promotion.

Signaling a robust collaboration pipeline, a new Memorandum of Understanding (MoU) between the The Qatar Financial Centre (QFC), a leading onshore financial and business centre in the region, and the Ministry of Economic Development of Buenos Aires was signed by Minister Hernán Lombardi. It seeks to create stronger bilateral investment channels and new support mechanisms for Argentinian companies entering the Gulf market.

Commenting on this partnership, Yousuf Mohamed Al-Jaida, Chief Executive Officer, Qatar Financial Centre, said: "This MoU builds on the foundation established through more than 50 years of partnership between Qatar and Argentina. It will enable coherent and effective collaboration between the Qatar Financial Centre and the Ministry of Economic Development of the City of Buenos Aires, reinforcing our shared commitment to supporting business growth. With this MoU, we are creating a more supportive environment that helps our firms expand across borders through smoother market entry and mutual assistance."

To that end, Argentinian BioTech, HealthTech, Multimedia and Applied AI companies are moving toward establishing operations in Qatar via the Qatar Financial Centre, deepening Argentina's footprint in the GCC.

H.E. Hernán Lombardi said: "These agreements reflect the confidence our team in Buenos Aires places in Qatar as a strategic partner for innovation, investment, and long-term collaboration. Establishing InvestBA in Doha and deepening our institutional ties through the QFC opens a new chapter for Argentinian companies seeking to engage with the Gulf. We look forward to building on this momentum and creating concrete opportunities that benefit both of our economies."

Cultural Diplomacy as a Catalyst for Economic Opportunity

Qatar's Years of Culture initiative, long celebrated for its cultural diplomacy, has increasingly become a driver of economic growth. In 2025, the initiative played a decisive role in shaping new routes for

cooperation by bringing Argentina's innovators into direct and repeated dialogue with Qatar's business, government, and financial institutions. Through curated introductions, sector-focused events, and ongoing institutional engagement, Years of Culture created a climate of trust that accelerated the pace at which bilateral economic relationships could take shape.

Cultural Bridges Become Commercial Gateways

Through coordinated efforts between Years of Culture and Qatar's Ministry of Commerce and Industry (MoCI), Argentina participated in several major trade events in Qatar this year, an approach that positioned cultural exchange as a launching pad for business opportunity. Argentina's delegation highlighted wellness-oriented F&B products, customer-intelligence technologies, and multimedia innovation. These sectors align with rising demand in Qatar's rapidly expanding hospitality and creative industries.

Years of Culture as an Economic Accelerator

The three major market announcements now emerging, the MoU, the InvestBA office, and the potential expansion of Argentinian companies in the GCC market through Qatar, illustrate how cultural diplomacy can impact real business outcomes.

By turning shared cultural goodwill into business pipelines, Years of Culture is reinforcing Qatar's role as a hub for global innovation and diversification. At the same time, it offers Argentina, and other Years of Culture partner nations, a direct pathway into one of the Middle East's most dynamic markets.

With new companies entering Qatar, new institutions opening in Doha, and high-level agreements being signed, Years of Culture has demonstrated that culture is a powerful force for shared economic growth.

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About Years of Culture

The Years of Culture initiative, chaired by Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, spearheads long-lasting cultural partnerships between Qatar and other nations. It exists to promote respect and understanding among diverse cultures and serves as a catalyst for bringing people together, nurturing connections, encouraging dialogue, and deepening understanding. At its heart, Years of Culture celebrates the power of cultural exchange, which enriches Qatar's ties with partner countries beyond the dedicated year.

Each year is organised with support from Qatar and partner countries' cultural institutions, ministries, foundations, and private and public sector partners, with assistance from Embassies in Qatar and abroad. Programmes are tailored to explore the unique nature of each partner country with a focus on cultural heritage, creative industries, social and economic development, and innovation.

Previous Years of Culture have included: Qatar-Japan 2012, Qatar-UK 2013, Qatar-Brazil 2014, Qatar-Türkiye 2015, Qatar-China 2016, Qatar-Germany 2017, Qatar-Russia 2018, Qatar-India 2019, Qatar-France 2020, Qatar-USA 2021, Qatar-MENASA 2022, Qatar-Indonesia 2023, and Qatar-Morocco 2024.

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