

L-08

The soybean agribusiness systems in Argentina: keys to remain competitive

*Marcos Daziano**, University of Buenos Aires, Buenos Aires, Argentina

Sebastian Senesi, University of Buenos Aires, Buenos Aires, Argentina

Evangelina Dulce, University of Buenos Aires, Buenos Aires, Argentina

Global food demand has been experiencing major growth over the last 65 years, with soybean being a major participant in said growth. In Argentina, since the 70s, soybean area has grown in a sustained way, going from 37,000 hectares during the 1970-71 campaign to over 20 million hectares in 2015-16. The Argentine soy complex, with its industrial exporting structure, is one of the most important economic activities in the country, generating yearly a portfolio of products valued at over 23 billion US dollars. The purpose of this paper is to analyze the competitiveness of the soybean ABS (Agribusiness System) in Argentina. Assessing the performance of an agribusiness system helps determine its level of competitiveness, which is the starting point for its strategic management. Added to this, analyzing the degree of competitiveness of any given system is intimately related to how well it is able to adapt to the changes in the surrounding context. Argentina has become a leading player on a global scale in soybean production, as well as in its processing as a result of successful adaptations to different disruptions, by innovations in the institutional, organizational and technological environments. The efficiency found at productive and industrial level, along with the evolution of the organizational and technological environments on which they are based are the key drivers that explain the continued positive evolution of the Argentine soybean ABS. The negative points are found mainly at the institutional level and the lack of alignment between all three environments could cause the loss of competitiveness towards the future. Argentina must improve its institutional conditions in order to survive in this highly competitive global business.