

EXPOCON 2026



Connecting talent,
technology and investment

</Knowledge Economy
Tucumán.Argentina>



What is EXPOCON?

EXPOCON is Argentina's premier Knowledge Economy event, bringing together startups, academics, and industry professionals for its third consecutive year. The summit focuses on local policy management for talent training, workforce integration, entrepreneurship, public-private collaboration, and industry internationalization, driving the growth of the regional ecosystem.



Tucumán,
Argentina.



Target audience

- *Business Chambers*
- *Industry Professionals*
- *Provincial & National Officials*
- *Keynote Speakers & Distinguished Guests*
- *Students*
- *Press & Influencers*
- *General Public*



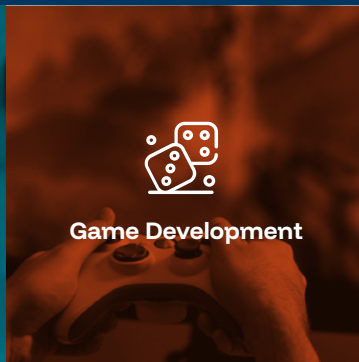
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Governador

Verticals

EXPOCON is much more than an exhibition; it is a convergence point where technology, innovation, and investment unite to reshape the future. Featuring a comprehensive lineup of business matchmaking rounds, keynote lectures, panel discussions, interactive workshops, and cutting-edge exhibitions, EXPOCON offers a unique platform to exchange ideas and network with business chambers, professionals, government officials, media, distinguished figures, and the general public.

2026



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Core activities

Exhibitions & Booths: Companies and institutions showcase their latest products, services, and innovations in software, biotechnology, gaming, science and tech, audiovisual, and cybersecurity.

Keynote Lectures: Presentations on the trends and challenges shaping the Knowledge Economy, led by top industry figures.

Panel Discussions: Debates on public policy, financing, and innovation strategies tailored to specific sectors.

Workshops & Seminars: Hands-on sessions covering artificial intelligence, biotechnology, audiovisual production, and game development.

Business Matchmaking: Dedicated spaces for entrepreneurs to pitch projects to investors and potential partners.

Networking Cocktail.



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2nd Edition Highlights



<https://www.youtube.com/watch?v=m-vQvg9ZsiA>

2

Full days

7000

Participants

400

Industry
professionals

+60

Exhibiting
companies

+65

Presentations
& lectures



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+40

**Media outlets
(live coverage)**

+1000

**M² Exhibition
floor**

Why exhibit your company?

EXPOCON is built upon three strategic pillars:

Visibility & brand positioning:

- Access a unique platform to showcase products and services directly to a specialized Knowledge Economy audience.
- Establish a presence at a country-leading event with extensive media coverage and key industry stakeholders.

Strategic networking:

- Network with potential clients and strategic partners.
- Connect with a robust ecosystem comprising companies, startups, universities, and government agencies
- Participate in business matchmaking rounds, panels, and conferences with industry leaders.

Business opportunity generation:

- Unlock access to investment opportunities.
- Scout and recruit top-tier local talent.
- Explore new business lines and expansion avenues.



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Join EXPOCON 2026

Position your company to share its vision and expertise on critical topics linking the potential of the Knowledge Economy on a national scale. This edition introduces a framework specifically tailored to empower your business: targeted B2B matchmaking and commercial networking sessions designed so you can focus entirely on connecting with potential investors and ecosystem drivers. An environment meticulously engineered to build alliances, attract investment, and discover new growth opportunities.

The conference area at **EXPOCON** is the ideal platform to engage with industry leaders, professionals, and tech entrepreneurs in a dynamic and enriching setting. This year's core topics include:

- ***Artificial Intelligence***
- ***Knowledge-Based Services (KBS) Exporting***
- ***Global Delivery Services***
- ***Talent & the Future of Work***



Contact anaatonur@idep.gov.ar
for more information



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Tucumán: your next investment destination

Productive structure – leadership & diversification: The Knowledge Economy sector (IT, professional services, biotechnology, creative industries, and audiovisual) shows sustained growth in employment, company creation, and exports. Driven by a scientific-technological ecosystem of over 18 research institutes, the sector boasts approximately 2,500 formal jobs and over USD 80 million in exports.

Human Capital & Scientific-Technological Ecosystem: The province has over 35,000 university students and generates around 2,500 annual graduates in STEM disciplines, guaranteeing a highly qualified talent pool. Its robust infrastructure fosters seamless synergy among universities, research centers, and technology transfer agencies, accelerating R&D+i development.

Fiscal Incentives: Tucumán offers a comprehensive investment promotion framework providing long-term predictability, tax stability, and highly competitive business conditions.

Competitiveness: Labor and operational costs are significantly lower than in the country's primary urban centers without compromising quality, allowing companies to optimize corporate structures and maximize profitability.

Infrastructure, Energy, and Logistics: Powered by a reliable energy infrastructure, expanding digital connectivity, and a strategic logistics network in northern Argentina (NOA) that streamlines access to domestic and international markets.

Quality of Life: Combines an affordable cost of living, short commutes, and immediate access to nature, fostering an ideal balance between personal well-being and professional growth.



Bigger, closer and more connected to the future!

This year **EXPOCON** returns to the **Sheraton Tucumán Hotel**—the perfect venue to connect talent, business, and opportunity. Set within a booming corporate ecosystem where startups, developers, R&D centers, and industry leaders converge, EXPOCON 2026 delivers an immersive experience in the most dynamic entrepreneurial hub of northern Argentina.

See you at the Sheraton. See you at EXPOCON!

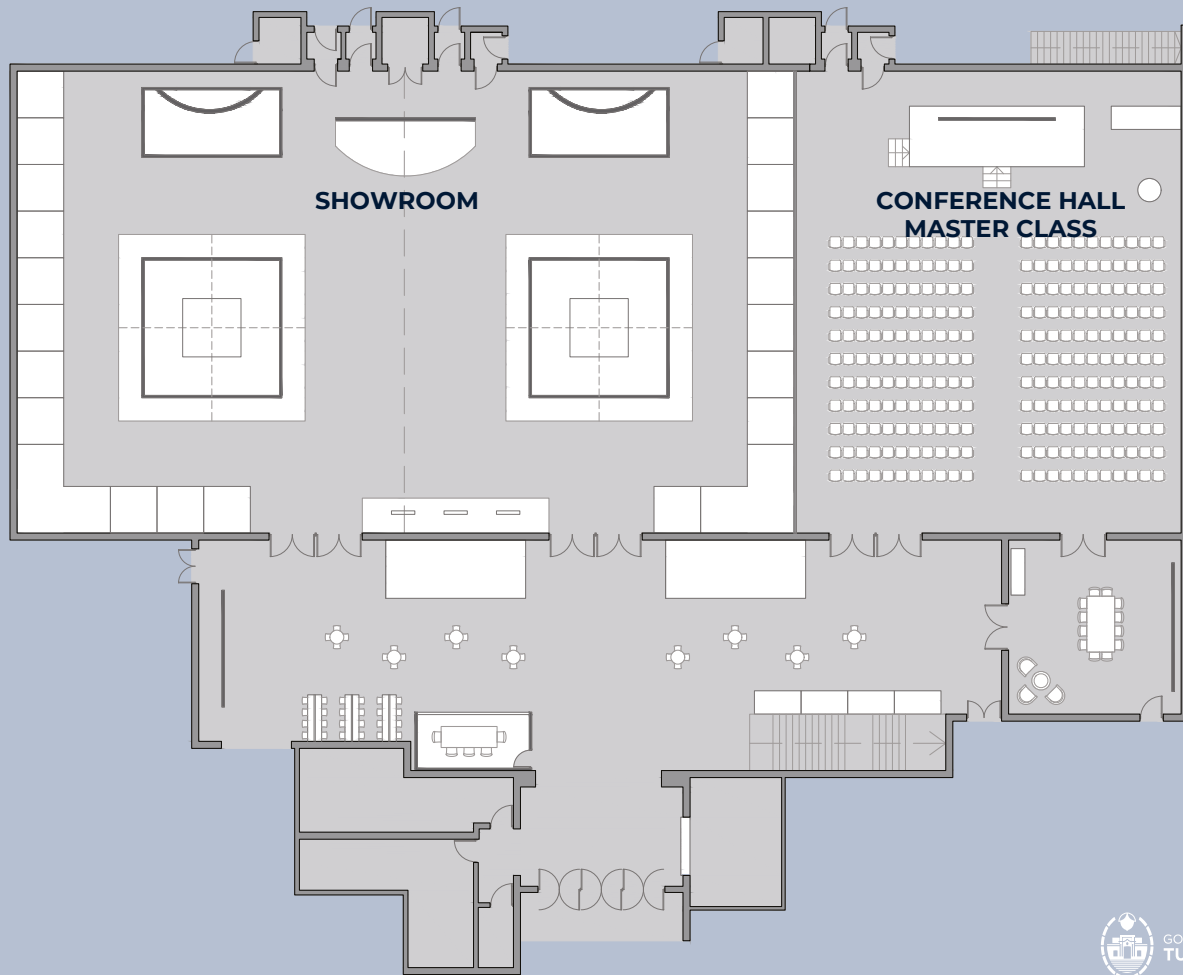


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Exhibition floor plan

9 DE JULIO
BALLROOM
(SALÓN A & B)



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September
3-4

Sheraton
Tucumán
Hotel



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