Argentina

79% of Argentinian businesses have a strong interest in the use of generative AI.

81% of Argentinian organizations view AI positively.

Argentinian businesses are using AI primarily in customer service (69%), marketing (42%), and human resources (28%).

Many studies show that the majority of Latin Americans have trust in, optimism for, and openness to AI, providing fertile ground for advancing investment and adoption.

48% of organizations in Argentina are already investing in AI training for their employees.

Argentina's MIA chatbot, built on Meta's Llama, provides SMEs and citizens faster and secure access to government services.