



# 23rd GS1 Healthcare Conference

**Ruben Calónico**  
CEO of GS1 Argentina





# Welcome to Argentina



**GS1 Healthcare Conference**  
23-25 April 2013 - Buenos Aires





Congress



**Metropolitan Cathedral**

# Buenos Aires







# Buenos Aires



Government House



**Las Nereidas Fountain**





# Buenos Aires



Galerías Pacífico





# Buenos Aires



El Ateneo Bookstore





**Café Tortoni**





# Buenos Aires



Colón Theatre





# Buenos Aires



Puerto Madero





# Marriott Plaza Hotel



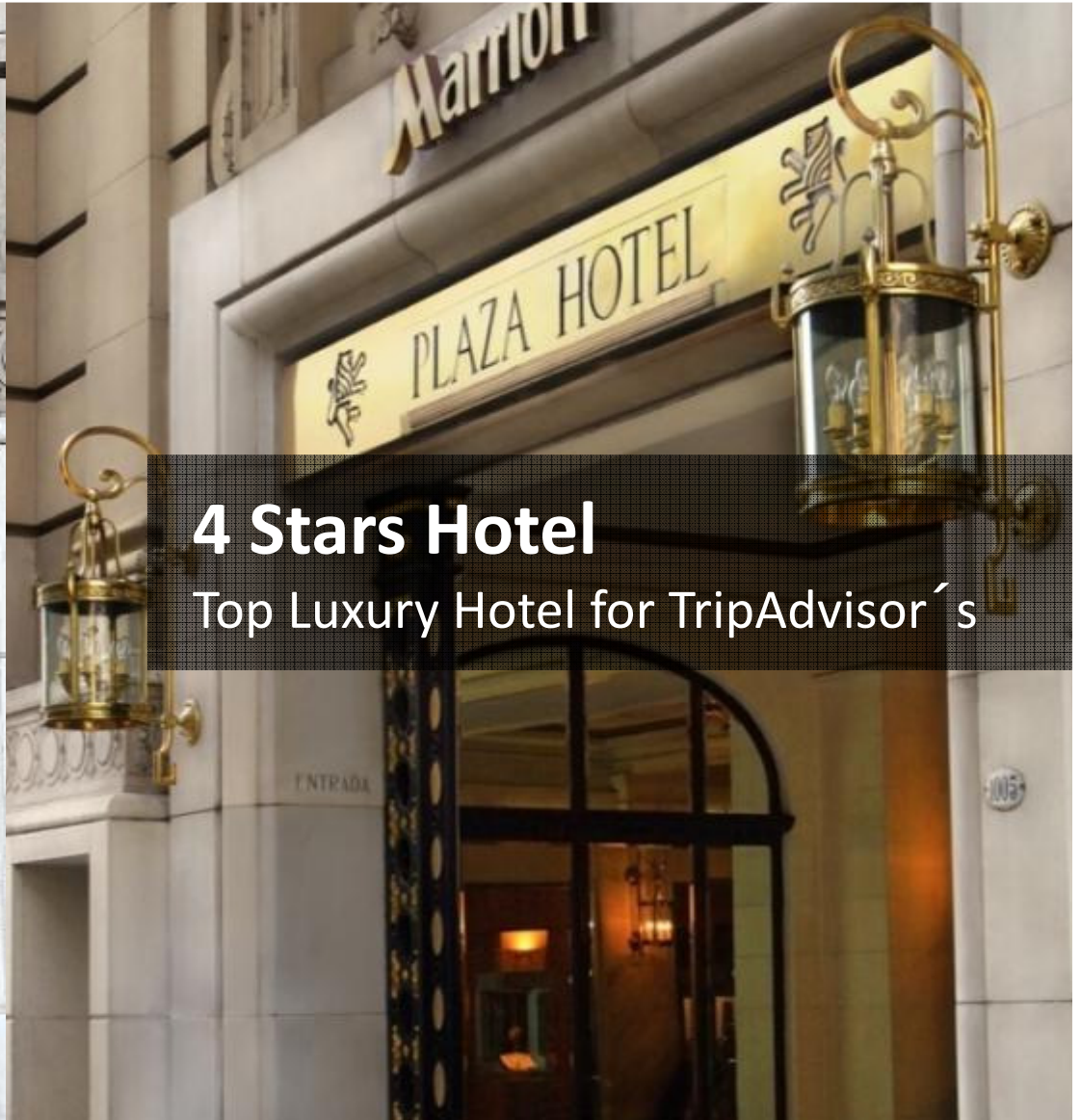
**Inaugurated in 1909**

Considered an historic landmark





# Marriott Plaza Hotel



**4 Stars Hotel**

Top Luxury Hotel for TripAdvisor's





# Marriott Plaza Hotel



**Spacious Rooms**

Recognized for its elegance



# Marriott Plaza Hotel

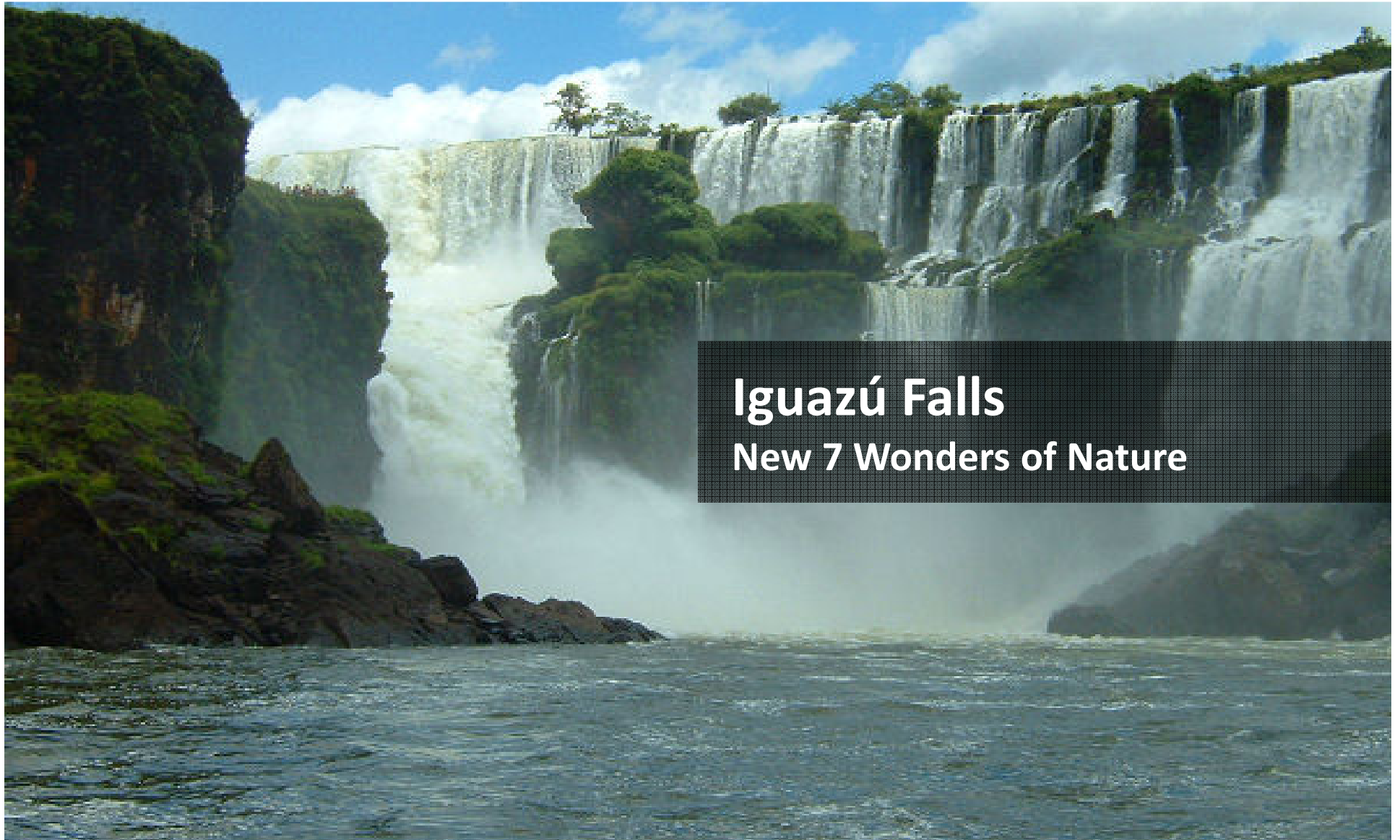


## Conference Room

Preferred venue for Conventions



# Unique spots to visit!



**Iguazú Falls**  
New 7 Wonders of Nature

# Unique spots to visit!



**Iguazú Falls**  
**New 7 Wonders of Nature**



# Unique spots to visit!







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**Perito Moreno Glacier**  
UNESCO World Heritage Site





# Privileged status in Healthcare

Argentina's Traceability System for Medicines was implemented in May 2011

**+ 3000 Sku's**

**180**  
laboratories

**7**  
distributors

**20**  
3PL's

**430**  
wholesalers

**15,420**  
pharmacies

**290**  
hospitals

**21 million transactions!!!**

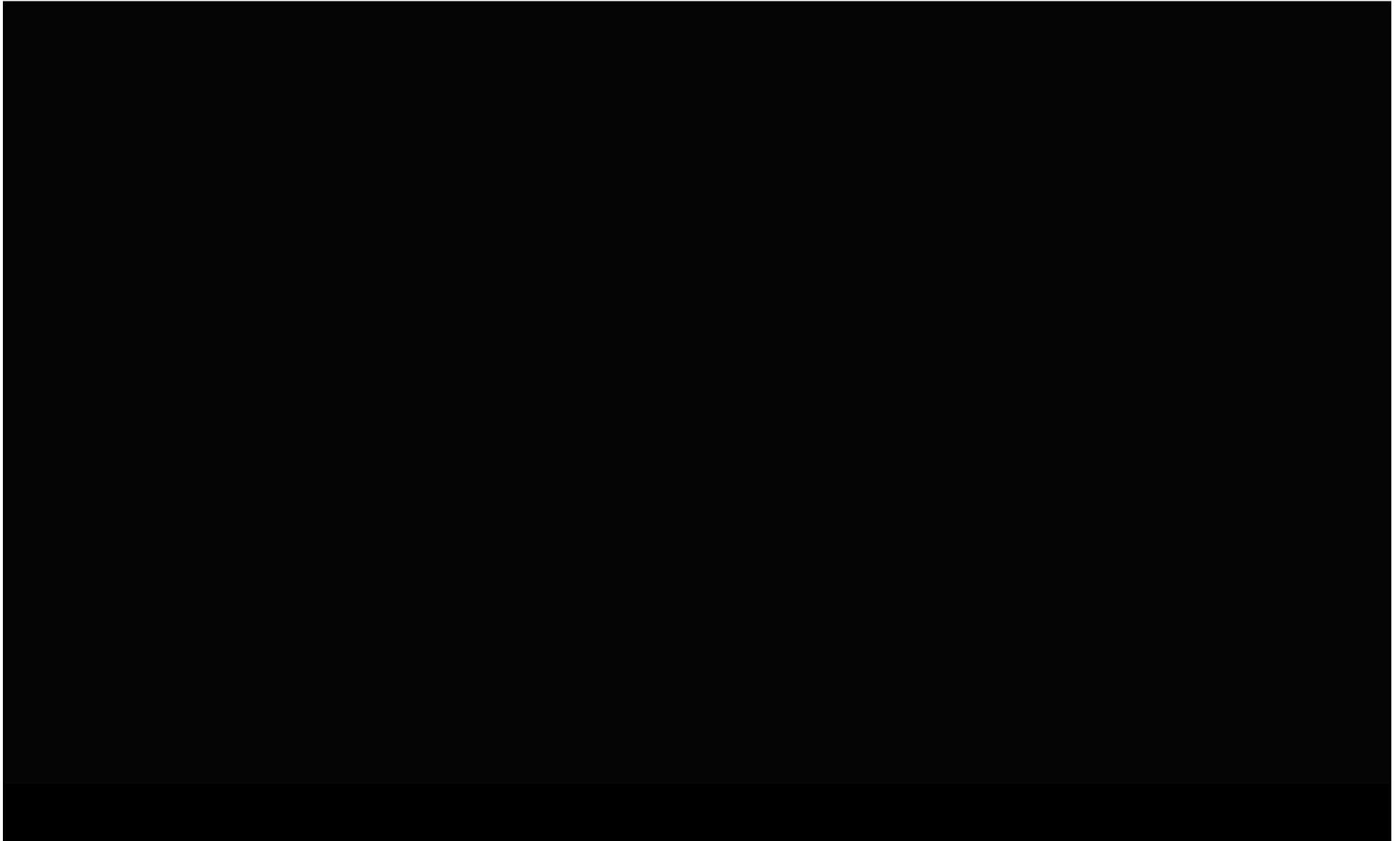
# Unique Individuals







# Discover Argentina





**We look forward to seeing you  
in Buenos Aires, Argentina  
in April 2013!**

[www.gs1.org.ar](http://www.gs1.org.ar)

