

A world map is shown in a light blue and green color scheme, overlaid with a white network of lines and dots representing global connectivity. The map is centered on the Atlantic Ocean, showing the Americas on the left and Europe and Africa on the right.

Bilateral trade and business opportunities in Uruguay

Barbara Kondaxi

Economic and Commercial Affairs Attaché

B3 Directorate for Bilateral Economic Relations with Europe, Countries of North,
Central & South America & the Caribbean,

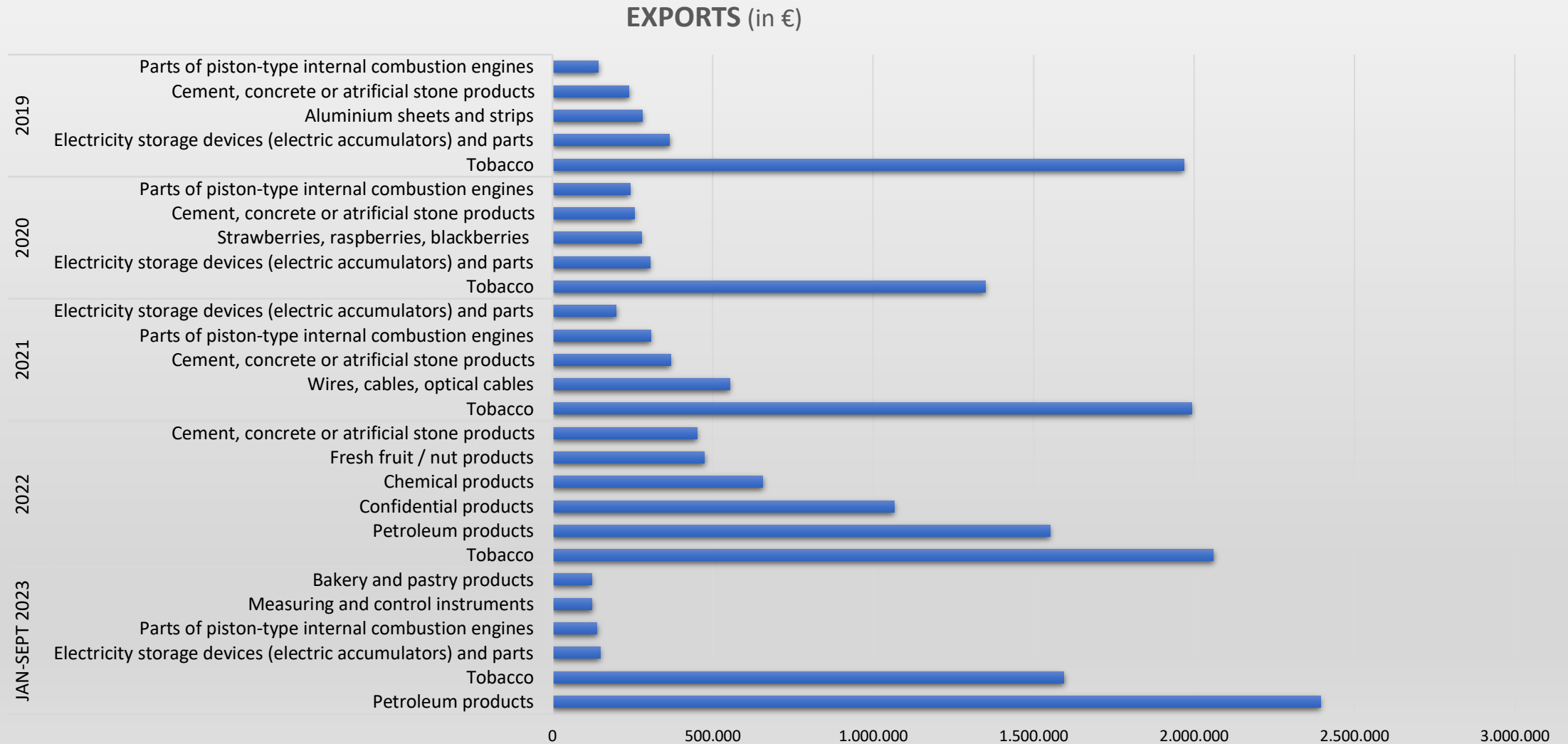
Hellenic Ministry of Foreign Affairs

Bilateral balance of trade 2018-2022

Goods (value in million €)	2018	2019	2020	2021	2022	% Change 2021 - 2022
Greek Exports	4,63	4,12	3,77	5,02	8,70	73,5%
Greek Imports	7,73	4,83	2,91	2,08	1,69	-19,1%
Trade value	12,36	8,95	6,69	7,10	10,39	46,3%
Balance	-3,01	-0,71	0,86	2,93	7,02	139,3%

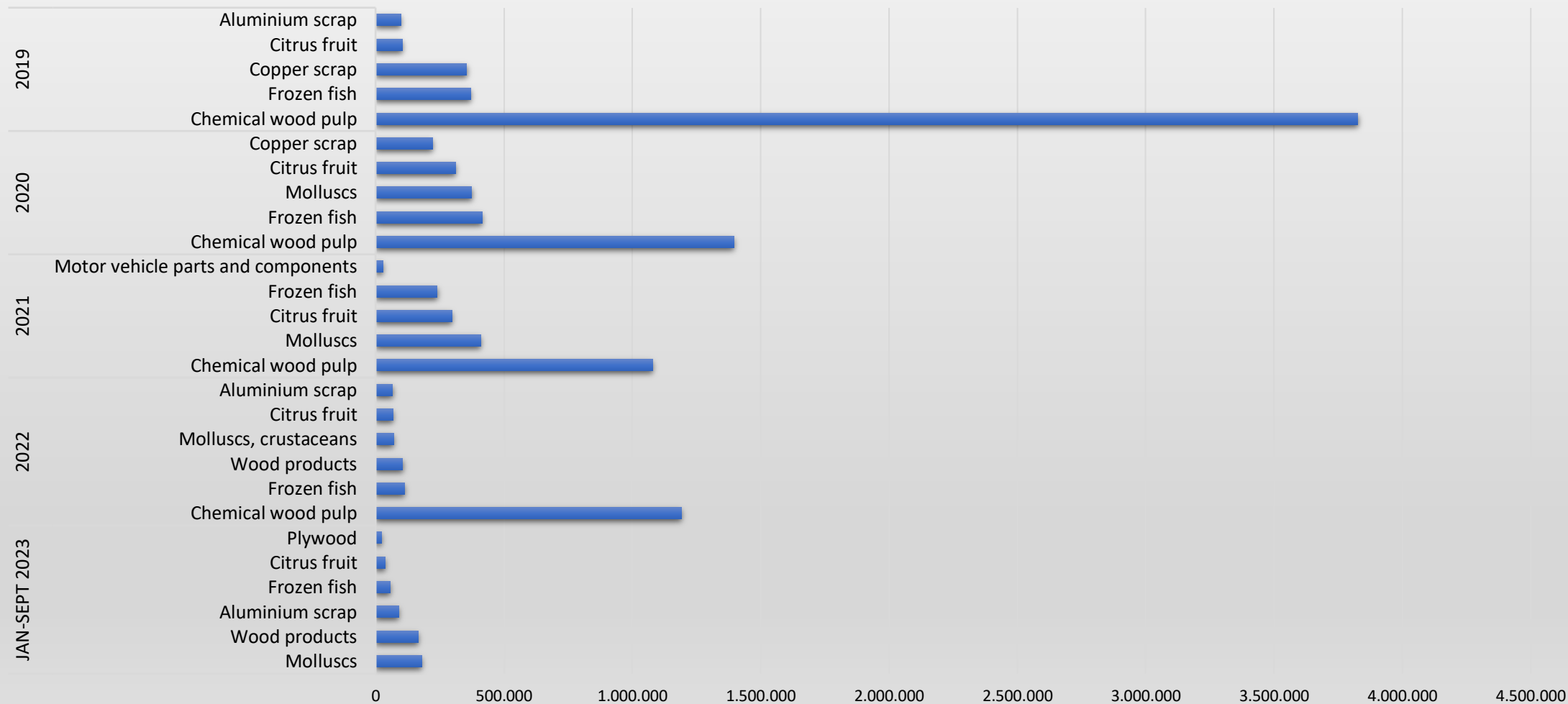
Processed data from Hellenic Statistical Authority

Top Greek export products to Uruguay (in value)



Top Greek import products from Uruguay (in value)

IMPORTS (in €)



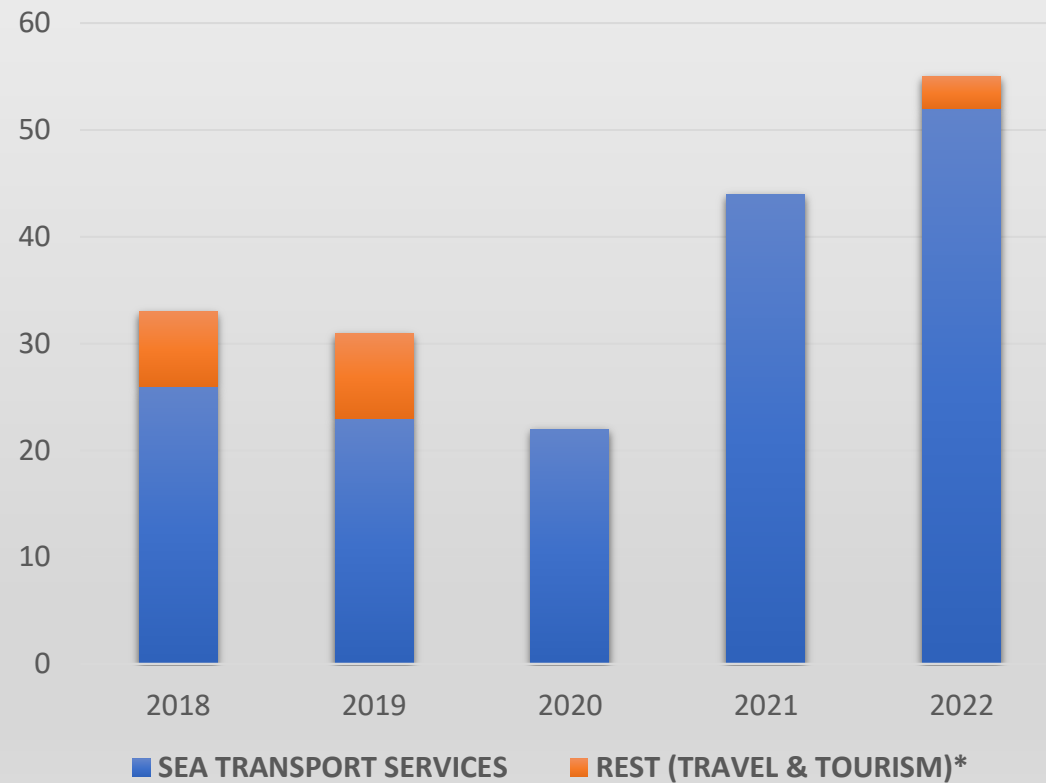
Bilateral services balance (Greek side)

Value (in million €)	2018	2019	2020	2021	2022	% Change 2021 - 2022
Receipts	33	31	22	44	55	25,0%
Payments	2	3	2	2	4	100,0%
Transaction value	35	34	24	46	59	28,3%
Balance	31	28	20	42	51	21,4%

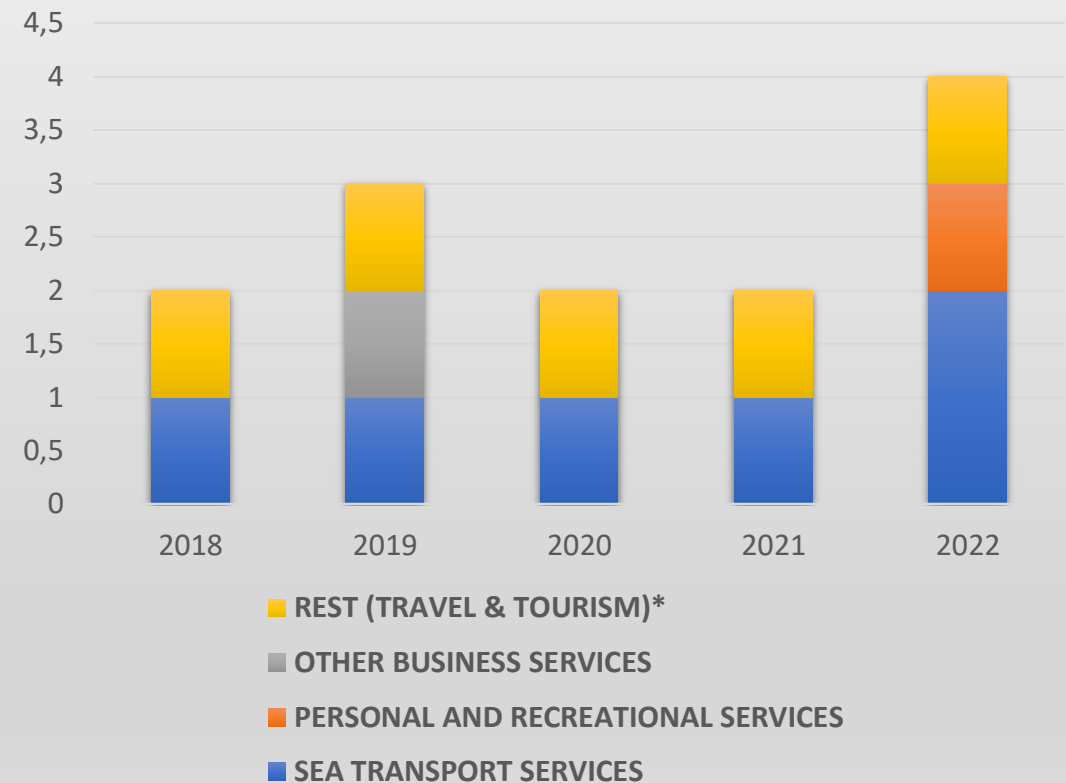
Processed data from Hellenic Statistical Authority

Services 2018-2022

RECEIPTS (million €)



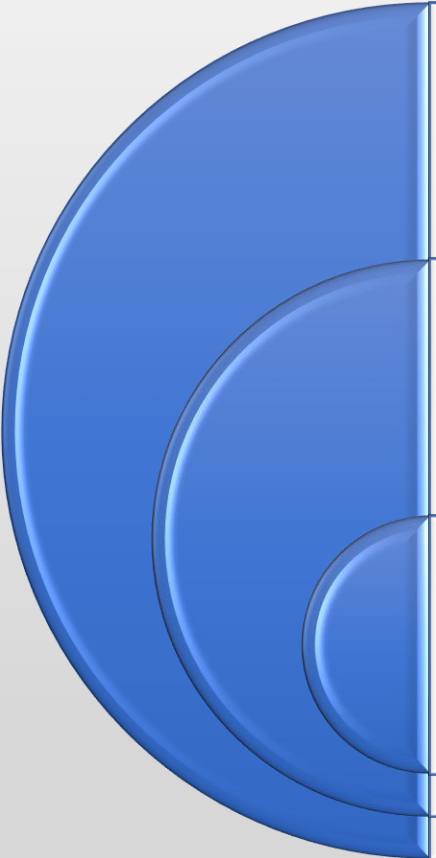
PAYMENTS (million €)



Source: Bank of Greece (processed data)

*According to methodology used by the Bank of Greece, it can be assumed that rest of services transactions are travel & tourism related, as it is the only type of service not separately calculated through Border Survey (not statistically significant result)

Business opportunities



Building/construction materials, alimentary products
Potential synergies: Renewable energy sources, Tourism-exchange of know-how
Uruguay's trade policy targeting investments, tourism and alimentary products

Building/construction materials, alimentary products

Potential synergies: Renewable energy sources, Tourism-exchange of know-how

Uruguay's trade policy targeting investments, tourism and alimentary products

S

Greek premium products and first-class services
high perceived value of Greek alimentary products
well-known products & services through tourism

W

possible lack of information regarding market segments, market access etc.

O

high GDP per capita (more than 20.000 USD)
reliable economy and institutions
favorable business environment
open to foreign direct investments
Greek presence in maritime services
respect for Greek culture

T

distance-logistics cost
market size
Mercosur challenges

Thank you for your attention!