



SECTOR PROFILE  
SERVICES AND  
CREATIVE  
INDUSTRIES



## SERVICES/ CREATIVE INDUSTRIES SECTOR

Cultural and creative industries promote innovation and productive diversification of economies, fostering the development of a country or a community. They not only comprise their own sector, but are inserted indirectly into other industries.

Today, innovation and creativity are the main drivers of companies seeking to differentiate themselves from the rest.

Paraguay is a very interesting destination for the development of digital services due to the youth demographic "bonus" that the country is currently enjoying.

Digital industries employ young, skilled labor that offers benefits such as an increase in compensation and career growth, including at the international level.

Promoting the digital and creative industries has an impact that expands to other sectors. This

impact is reflected in the capacity to build communities and increase our international projection through what makes us unique in the world: culture.

Lately, the audiovisual sector has sustained steady growth, even attracting international productions driven by not only labor at competitive costs but also thanks to special equipment unique in the region.

A major change took place in the sector when the first project to promote the creative economy appeared. This project was developed by the IDB, whose achievements include the recognition of the audiovisual sector as an industry by the Ministry of Industry and Commerce of Paraguay. The Creative Industries Federation was founded that same year and brings together 10 business associations of the sector.



## SECTOR POTENTIAL

The industries with the greatest potential are audiovisual, software and video games.

Paraguay has long been a very interesting destination for filming and is currently offering production services for filming, due to the most competitive costs in the region.

Both the software and video game sectors are focused entirely on export their products, and

with the goal of still growing towards an international market.

Some of the competitive advantages that Paraguay offers are: the demographic youth "bonus" with more than 70% of the population under 35 years of age, the availability of skilled labor and the presence of technology-based enterprises that allow growth.





## INVESTMENT INCENTIVE SCHEMES

- **Law 523/1993** - Free Trade Zones, applied to Service related activities
- **Law 6380** - "Of modernization and simplification of the National Tax System, which implements the exoneration of VAT to the export of digital services"
- **Law 6106/2018** - "Of the Promotion of the Audiovisual Industry in Paraguay"
- **All current investment incentive regimes apply** (See Country Profile)



## MAIN SECTOR INDICATORS

### GDP

### 2.5%

Participation of GDP  
(IADB)

### Number of Direct Employees (IADB)



### 50,000

### Geographic Location of Companies



- Asunción
- Ciudad del Este
- Encarnación

### Export Destinations



Argentina



Brazil



Chile



Uruguay



United States



## LIST OF MAIN COMPANIES

COMPANY				
AUDIOVISUAL	SOFTWARE	ADVERTISING	VIDEOGAMES	ASGAPA (Art Galleries Association)
• The Lab	• Software Natura	• Oniria	• Warani Studios	• Exaedro
• Houston Producciones	• Digiweb Paraguay	• Nasta	• Creadores	• Fábrica
• Synchro, Sabate Films	• Codium	• Biederman	• Posibillian Tech	• Casa Mayor
• Maneglia Schembori Realizadores	• Roshka	• Garabato		• Matices
• Hei Films	• Tdn	• Lupe		
		• Prana		



## CONTACT

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## SERVICES / CONTACT CENTER AND BPO SECTOR

Lately, the contact center and BPO sector in Paraguay has experienced sustained growth in his contribution through GDP, due to the demand for its services at local and regional level, which highlights the potential of this sector.

Likewise, this sector has great impact over employability of the labor force. Especially younger people who is seeking their first opportunity in the labor market.

The Covid-19 pandemic took many companies by surprise. However, CAPACC (Paraguayan Chamber of Contact Center and BPO) member

companies did not feel the impact as much, since they have been preparing themselves to work remotely.

There are two associations that cover this sector in the country: CAPACC (Paraguayan Chamber of Contact Center and BPO) and the APCC (Paraguayan Association of Contact Centers and BPO).



### SECTOR POTENTIAL

Regarding the current demand for services, there are a lot of opportunities for growth in the region. We have identified mainly : the customer experience, automation of back office workloads through process robotization (RPAs), automated interfaces, big data analytics and the Omnichannel Customer Experience.

If you are looking for the sectors with the highest demand you will find that they are: financial services, cooperatives and telecommunications.

Nevertheless, there are emerging sectors such as insurance, retail and mass distribution, which grew the most during the pandemic.



### INVESTMENT INCENTIVE SCHEMES

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## MAIN SECTOR INDICATORS

**Number of Companies**  
(CAPACC)

13



**Number of Companies in the Maquila Regime**  
(CNIME)

8



**Number of Direct Employees**  
(CAPACC)



4,000

85% youth  
between 18-25  
years of age

**Investment in the sector** (CAPACC)



USD 5  
Million

**Origin of Investors**



Argentina



Chile



Brazil

**Geographic Location of Companies**



• Asunción

**Export Destination**



Argentina



Chile



Brazil



Uruguay



Colombia



Spain



## LIST OF MAIN COMPANIES

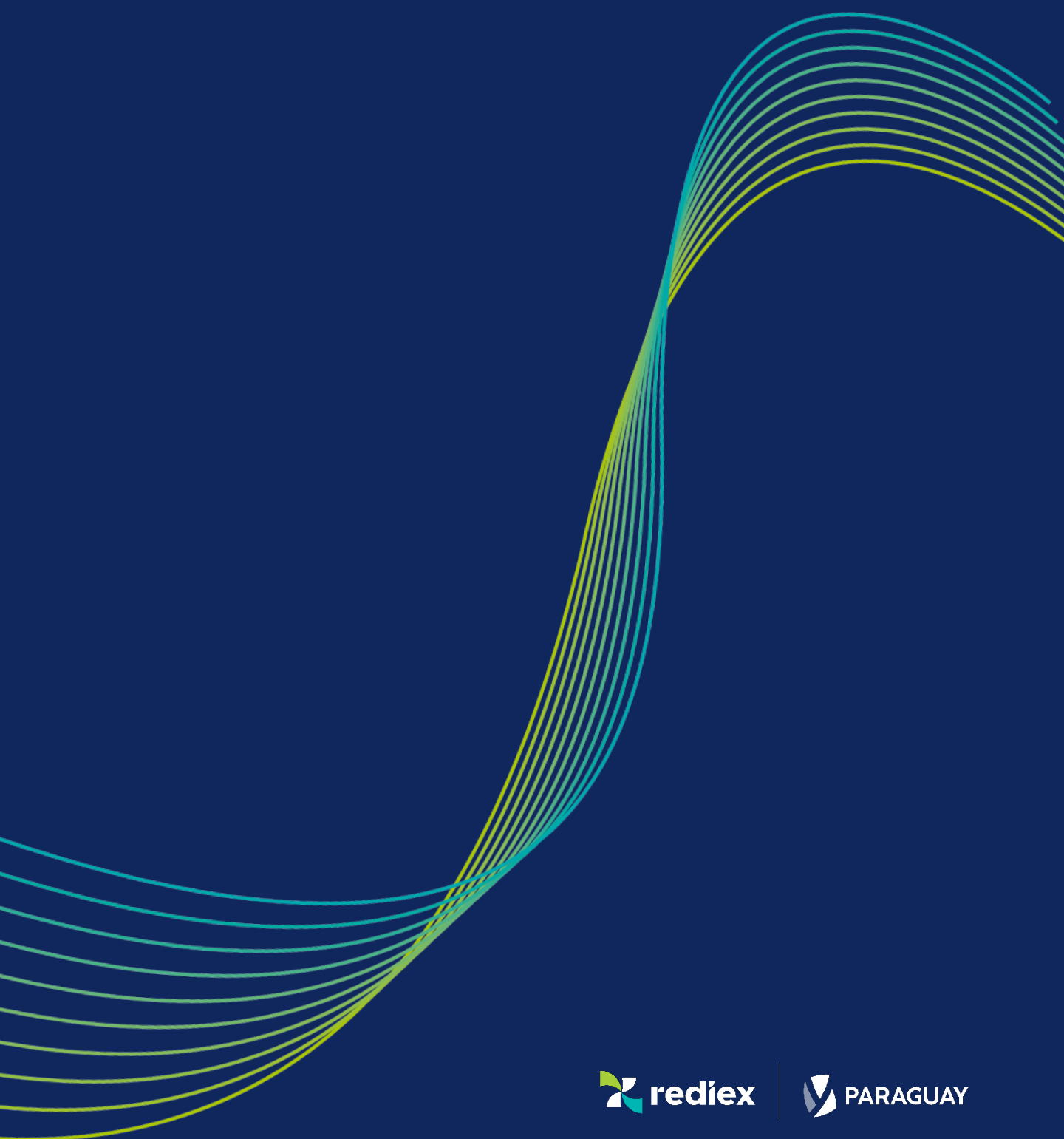
COMPANY
• Voicenter
• Avanza
• Sistemas y Gestiones S.A.
• Skytel
• Nexo
• Recsa



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