

U.S. Department of Justice
 Washington, DC 20530

**Exhibit A to Registration Statement
 Pursuant to the Foreign Agents Registration Act of
 1938, as amended**

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at <https://www.fara.gov>.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: <https://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <https://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .22 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant 23rd Street Berk, LLC	2. Registration Number 7350
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3. Primary Address of Registrant
1250 Broadway, 3rd Floor, New York, NY 10001

4. Name of Foreign Principal Instituto Nacional de Promocion Turistica (INPROTUR)	5. Address of Foreign Principal Suipacha 1111 12th Floor Buenos Aires ARGENTINA C1008AAL
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6. Country/Region Represented
ARGENTINA

7. Indicate whether the foreign principal is one of the following:

- Government of a foreign country¹
- Foreign political party
- Foreign or domestic organization: If either, check one of the following:
 - Partnership
 - Corporation
 - Association
 - Committee
 - Voluntary group
 - Other (*specify*) _____
- Individual-State nationality _____

8. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant
The Instituto Nacional de Promoción Turística (INPROTUR) (translated, the "National Institute for Tourism Promotion")
- b) Name and title of official(s) with whom registrant engages
Ricardo Ruben Sosa

¹ "Government of a foreign country," as defined in Section 1(e) of the Act, includes any person or group of persons exercising sovereign de facto or de jure political jurisdiction over any country, other than the United States, or over any part of such country, and includes any subdivision of any such group and any group or agency to which such sovereign de facto or de jure authority or functions are directly or indirectly delegated. Such term shall include any faction or body of insurgents within a country assuming to exercise governmental authority whether such faction or body of insurgents has or has not been recognized by the United States.

9. If the foreign principal is a foreign political party, state:

- a) Name and title of official(s) with whom registrant engages

- b) Aim, mission or objective of foreign political party

10. If the foreign principal is not a foreign government or a foreign political party:

a) State the nature of the business or activity of this foreign principal.

b) Is this foreign principal:

- | | | |
|---|------------------------------|-----------------------------|
| Supervised by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Owned by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Directed by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Controlled by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Financed by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Subsidized in part by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

11. Explain fully all items answered "Yes" in Item 10(b).

12. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 et seq., that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date

Printed Name

Signature

11/28/23

Marisa Carstens



U.S. Department of Justice

Washington, DC 20530

**Exhibit B to Registration Statement
Pursuant to the Foreign Agents Registration Act of
1938, as amended**

INSTRUCTIONS. A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at <https://www.fara.gov>.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: <https://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <https://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .32 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant
23rd Street Berk, LLC

2. Registration Number
7350

3. Name of Foreign Principal
Instituto Nacional de Promocion Turistica (INPROTUR)

Check Appropriate Box:

4. The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
5. There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
6. The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.
7. What is the date of the contract or agreement with the foreign principal? 10/09/2023
8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Berk will provide a variety of services to INPROTUR to promote tourism to Argentina, including developing a communications plan, providing strategic advice regarding messaging, support earned media acquisition, support engagement with influencers and other key audiences, and track the performance of the campaign.

9. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Berk will provide a variety of services to INPROTUR to promote tourism to Argentina, including developing a communications plan, providing strategic advice regarding messaging, support earned media acquisition, support engagement with influencers and other key audiences, and track the performance of the campaign.

10. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act¹.

Yes No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Berk will provide a variety of services to INPROTUR to promote tourism to Argentina, including developing a communications plan, providing strategic advice regarding messaging, support earned media acquisition, support engagement with influencers and other key audiences, and track the performance of the campaign.

11. Prior to the date of registration² for this foreign principal has the registrant engaged in any registrable activities, such as political activities, for this foreign principal?

Yes No

If yes, describe in full detail all such activities. The response should include, among other things, the relations, interests, and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored, or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers, and subject matter. The response must also include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's activities, including political activities.

Set forth below in the required detail the registrant's political activities.

Date	Contact	Method	Purpose
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12. During the period beginning 60 days prior to the obligation to register³ for this foreign principal, has the registrant received from the foreign principal, or from any other source, for or in the interests of the foreign principal, any contributions, income, money, or thing of value either as compensation, or for disbursement, or otherwise?

Yes No

If yes, set forth below in the required detail an account of such monies or things of value.

Date Received	From Whom	Purpose	Amount/Thing of Value
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13. During the period beginning 60 days prior to the obligation to register⁴ for this foreign principal, has the registrant disbursed or expended monies, or disposed of anything of value other than money, in connection with activity on behalf of the foreign principal or transmitted monies to any such foreign principal?

Yes No

If yes, set forth below in the required detail an account of such monies or things of value.

Date	Recipient	Purpose	Amount/Thing of Value
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¹ "Political activity," as defined in Section 1(o) of the Act, means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

^{2,3,4} Pursuant to Section 2(a) of the Act, an agent must register within ten days of becoming an agent, and before acting as such.

EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature
12/06/2023	Marisa Carstens	/s/Marisa Carstens
_____	_____	_____
_____	_____	_____
_____	_____	_____

EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date

Printed Name

Signature

11/28/23

Marisa Carstens





República Argentina - Poder Ejecutivo Nacional
1983/2023 - 40 AÑOS DE DEMOCRACIA

Disposición

Número: DI-2023-349-APN-INPROTUR#MTYD

CIUDAD DE BUENOS AIRES

Lunes 9 de Octubre de 2023

Referencia: Tramite Simplificado- Contratación de Agencias de prensa para la difusión de contenido noticioso y promocional de Argentina para Estados Unidos– EX-2023-98909018- -APN-INPROTUR#MTYD.

VISTO el expediente del Registro del Sistema de Gestión Documental Electrónica (GDE) N° EX-2023-98909018-APN-INPROTUR#MTYD, la Ley Nacional de Turismo N° 25.997 y su Decreto Reglamentario N° 1297/2006, el RÉGIMEN GENERAL DE COMPRAS Y CONTRATACIONES y el REGLAMENTO INTERNO del INPROTUR, y

CONSIDERANDO:

Que por el expediente del VISTO tramitó el procedimiento de selección llevado a cabo para la contratación de agencia de prensa para que difunda las acciones turísticas de la República Argentina en medios de comunicación del mercado Estados Unidos, por el término de DOS (2) meses, con el fin de seguir consolidando a la República Argentina como un destino turístico líder en la región.

Que la COORDINACION DE COMPRAS Y CONTRATACIONES, dependiente de la DIRECCION DE ADMINISTRACION Y FINANZAS, encuadró el presente procedimiento en los términos del artículo 17, inciso 4, del RÉGIMEN GENERAL DE COMPRAS Y CONTRATACIONES (RGCyC).

Que el ACTA DE EVALUACIÓN luego de haber considerado la propuesta presentada y visto el informe técnico suscrito por la DIRECCIÓN DE PROMOCIÓN INTERNACIONAL, aconsejó adjudicar la contratación a la empresa 23rd STREET BERK LLC, por un total de DOLARES ESTADOUNIDENSES TREINTA Y CUATRO MIL. (USD 34.000) por todos los servicios ofrecidos.

Que el acta de la COMISIÓN EVALUADORA fue notificada a las direcciones de correo electrónico constituidas por las empresas oferentes.

Que no se han recibido impugnaciones al acta de la COMISIÓN EVALUADORA.

Que el DEPARTAMENTO DE PRESUPUESTO verificó que se cuenta con la disponibilidad presupuestaria para hacer frente al presente gasto.

Que ha tomado la intervención de su competencia la DIRECCIÓN DE ASUNTOS JURÍDICOS.

Que la presente disposición se dicta en uso de las facultades conferidas por la Ley N° 25.997, el Decreto N° 1297/2006, la Resolución N° 1/2020 y el artículo 5° del REGLAMENTO INTERNO del INSTITUTO NACIONAL DE PROMOCIÓN TURÍSTICA.

Por ello,

EL SECRETARIO EJECUTIVO
DEL INSTITUTO NACIONAL DE PROMOCIÓN TURÍSTICA

DISPONE:

ARTÍCULO 1° — Apruébase la contratación por trámite simplificado de una agencia de prensa para que difunda las acciones turísticas de la República Argentina en medios de comunicación del mercado Estados Unidos, por el término de DOS (2) meses.

ARTÍCULO 2° — Adjudicase el contrato a la empresa 23rd STREET BERK LLC., por un total de DOLARES ESTADOUNIDENSES TREINTA Y CUATRO MIL (USD 34.000.-) por la totalidad de los servicios ofrecidos, conforme a la modalidad de pago establecida en IF-2023-115073213-APN-DAYF#INPROTUR.

ARTÍCULO 3° — Autorízase a la DIRECCIÓN DE ADMINISTRACIÓN Y FINANZAS a abonar por sí, o por intermedio de sus órganos subordinados, el importe aprobado por el artículo precedente.

ARTÍCULO 4° — El gasto que demande el cumplimiento de la presente medida será imputado con cargo a la partida específica del Presupuesto para la Jurisdicción 53 - Entidad 119 - INSTITUTO NACIONAL DE PROMOCIÓN TURÍSTICA.

ARTÍCULO 5° — Regístrese y notifíquese. Pase a la DIRECCIÓN DE ADMINISTRACIÓN Y FINANZAS, a sus efectos. Cumplido, archívese.

Digitally signed by SOSA Ruben Ricardo
Date: 2023.10.09 15:10:23 ART
Location: Ciudad Autónoma de Buenos Aires

Ricardo Rubén Sosa
Secretario Ejecutivo
Instituto Nacional de Promoción Turística

Digitally signed by GESTION DOCUMENTAL
ELECTRÓNICA - GDE
Date: 2023.10.09 15:10:26 -03:00



Visit Argentina Public Relations Proposal Presented by Berk

Ron Berkowitz

Ron Berkowitz

Agency Credentials

Ron Berkowitz

Just the Facts...



Independently owned;
Entrepreneurial-led



230+ doers, thinkers and storytellers



Immersed senior staff



One P&L with cross-collaboration
among offices and teams



Four-time independent consultancy of the
year



19 clients for more than 10 years

OFFICE LOCATIONS

Chicago

Dallas

Denver

East Rutherford

London

Los Angeles

New York

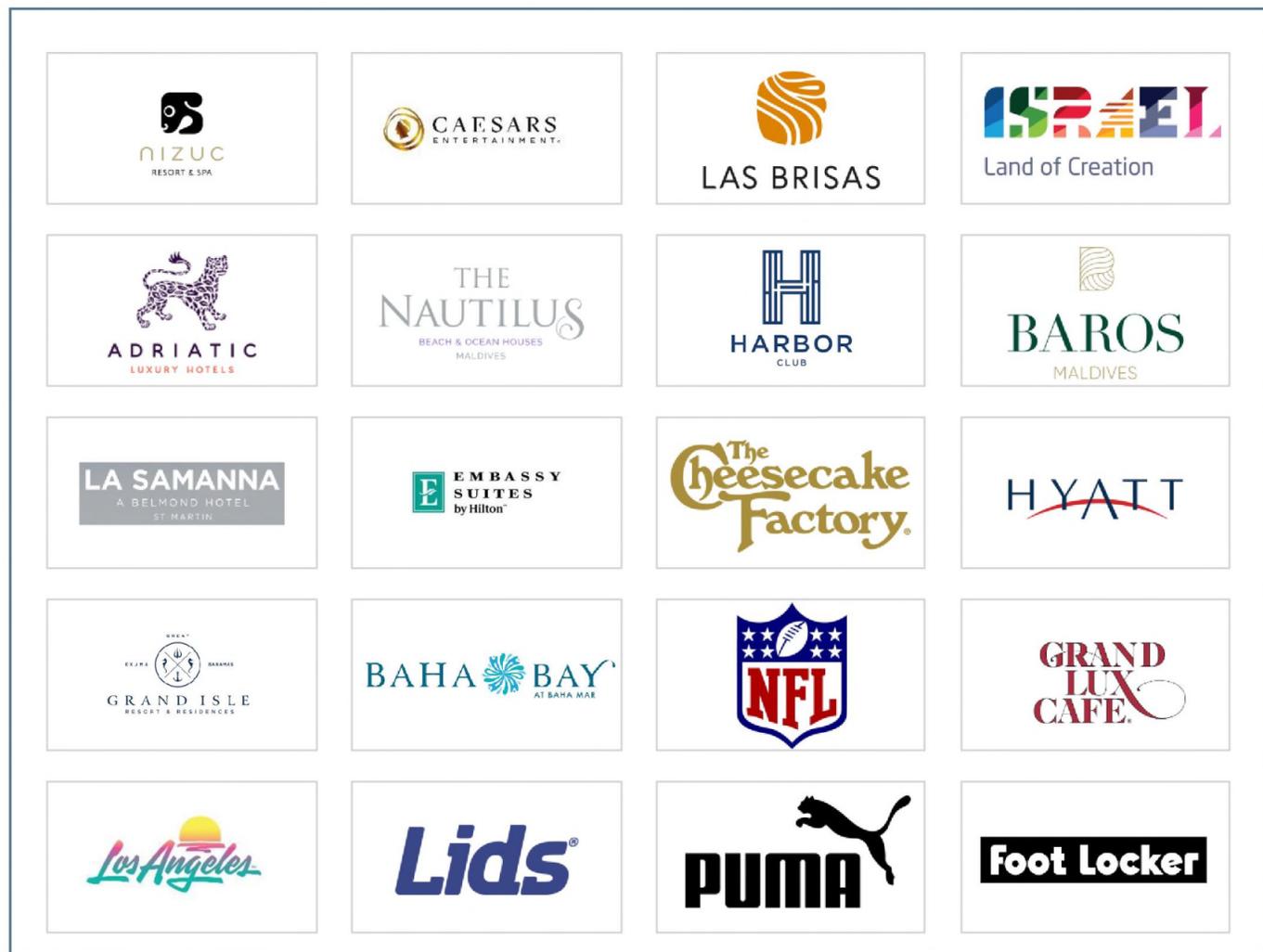
Trenton

Washington D.C.

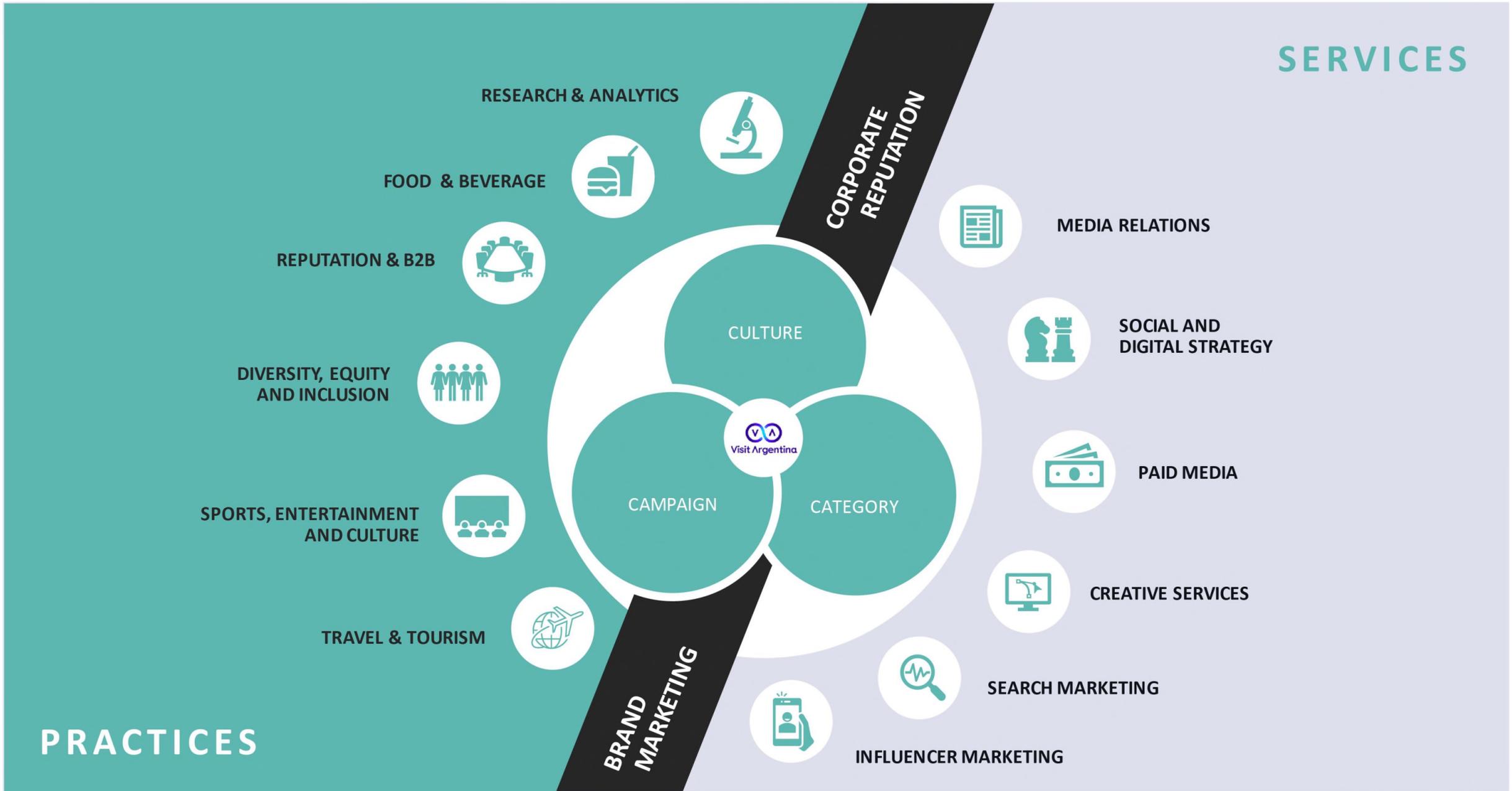
+ employees in over 20
states nationwide

Ron Berkowitz

Relevant Experience



Ron Berkowitz



Ron Berkowitz

We Believe in the Power of...



Insights That Drive Impact

Quantitative data provides measurable information, qualitative data sparks ideas. When the two come together, we find actionable insights to create client programs that drive reputational results.



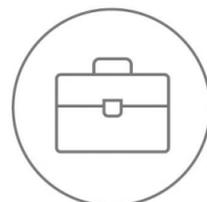
Always On Crisis & Issues Management

The public expects to be informed as quickly as a 280-character tweet can be posted. The timeline for response is now — not in hours, days or weeks.



Executive Visibility To Build Reputation

People trust people, not companies. Leverage the power of people to be storytellers, including C-Suite executives and employees.



The Power of Employer Brands

Amidst a tight labor market and shifting expectations of companies, the “Employee Era” is taking hold. Employer brand is a way to elevate and differentiate companies from their peers to attract, retain, and engage employees.



Owning The News Cycle By Creating It

The best way to change a conversation is to participate. When possible, tell your own story and create your own news cycle to be positioned as a leader.

Ron Berkowitz

We Value Relationships

"I can't say enough wonderful things about my experience working with the entire Berk team. From the initial outreach to the meticulous planning of the press trip to the post-travel follow-up, they anticipated every detail and couldn't have been kinder. I can honestly say this was one of the smoothest, easiest, most enjoyable travel writing experiences I've had in over a decade of doing this work."

MICHELLE KONSTANTINOVSKY FREELANCE TRAVEL AND LIFESTYLE WRITER AT CALIFORNIA HOME+DESIGN, SHAPE, POPSUGAR

"Working with the team at Berk has never been anything short of a pleasure. The team is always responsive and quick to track down contact details or supporting information for leads I am working on, which certainly helps to make my job as a journalist easier."

DEBRA KAMIN CONTRIBUTING TRAVEL WRITER AT CONDE NAST TRAVELER, THE WALL STREET JOURNAL AND THE NEW YORK TIMES

"Working with Berk has been truly so smooth. Not only is the response time always so speedy, I can tell that the pitches I receive from them are tailored to Cosmo which makes my job a lot easier. I also feel as though there's a level of respectfulness of not sending me one million pitches a day and following through on plans and email even when life gets busy."

MADDIE HIATT SOCIAL MEDIA EDITOR & JOURNALIST AT COSMOPOLITAN

"The Berk team has been amazing to work with! They are always super communicative, timely on requests, and available for questions whenever needed."

MEGAN SCHALTEGGER FREELANCE WRITER AT DELISH, POPSUGAR, COSMOPOLITAN AND GOOD HOUSEKEEPING

Ron Berkowitz

Our Approach

Ron Berkowitz

What Audiences to Prioritize in 2023

According to the World Economic Forum, Millennials and Baby Boomers are set to become Argentina's core customer based in the next 10 years.

Millennials: Digital Mavens



The digital world is revolutionizing how consumers engage with the world and how they travel it. Millennials are one of the most digitally connected demographics, making them a prime travel target for unique locales, like South America. Targeted experiences paired with low-cost flights create the perfect destination for the Millennial traveler.

Boomers: Fiscally-Responsible Adventurers



Baby boomers, with access to disposable incomes and a taste for new travel experiences, make this audience the most traveled generation. Boomers crave personalized trips and can plan them without fear of breaking the bank.

2023 Travel Trends for Millennials



Sustainability is Key for Millennials

A travel trend that's impossible to ignore is sustainability, however some generations are more concerned than others. Of all groups, millennials care most about the carbon footprint of their travel, with 37% saying they're very/extremely concerned. Gen Zs aren't far behind, but only 18% of baby boomers say the same.



Becoming Better Through Travel

Transformation Travel is a recent tourism trend that has become very popular. This type of trend is more than just traveling for pleasure but aims to make a difference in people's life. These trips are for travelers who intend to gain more confidence and knowledge from their experiences abroad.



Treating Themselves Right

Half of consumers plan to maintain or increase spending on leisure travel in the months ahead, regardless of income level, according to a recent Accenture study. Some are looking to not only get away, but to also focus on their well-being: Among higher-income consumers, 39% say they already have a luxury trip or wellness retreat booked through early 2023.

2023 Travel Trends for Boomers



Personalized Experiences

A study from AARP cited that 83% of boomers had specific travel thought out for their futures and were much more concrete about plans than millennials. Baby boomers are the doers not the dreamers, and the ones who seek those tailored boutique experiences when travelling solo, or as a couple.



Luxury is Top of Mind

Even though baby boomers share the same desires as millennials—to explore far and wide and to embrace those new experiences—they do practice the art of travel a little differently. Baby boomers are more likely to take comfort and class into consideration and are also much savvier when it comes to pre-planning before leaving the home.



Immersion in Local Culture

A desire to get in touch with local culture seems to span across generational groups, as both baby boomers and millennial travelers indicate that they want to immerse themselves in the local customs of the places they visit. This trend is especially prevalent amongst boomers, with 50% showing interest in the native cuisines, traditions, pastimes, and cultural nuances when they are abroad.

Where to Reach Our Target Travelers through their Passions & Interests*

SAMPLE MEDIA THAT RESONATES

NEWS & VIEWS	 Page Six		 		 	 SLATE	 	 	
TRAVEL	 	 	 DEPARTURES	AFAR	 				
LIFESTYLE & LUXURY	TOWN&COUNTRY BAZAAR	Robb Report Parade	VANITY FAIR 		GLAMOUR VOGUE	INSIDER Southern Living	Esquire HAUTE LIVING	MEN'S JOURNAL	 
FOOD & ENTERTAINING	FOOD&WINE bon appétit	 Taste of Home	 Wine Spectator	delish mashed		Taste of Home allrecipes!	EATER 		
TRADE & MICE			 	TRAVEL WEEKLY	TRAVELAGE WEST				

Program Goals

Raise awareness for Argentina as a top travel destination

Maintain a steady drumbeat of coverage in travel, food & beverage, lifestyle and regional media

Differentiate Argentina from “competitors” in the space

Create a network of vocal advocates for Argentina



Our Strategies

Build a comprehensive pitch calendar that leans into trends, integrates all key holidays and moments, and tells meaningful stories

Create unique experiences that drive media coverage in a broader range of media outlets that speak to your core audiences

Focus on aspects of Argentina important to travelers including culinary, luxury, wellness and adventure

Leverage key Argentina spokespeople to speak to media

Identify like-minded influencers to serve as advocates for Argentina travel

Ongoing Media Relations

We'll Employ a Multi-pronged, Always-on Approach to be a Part of the Conversation

From leveraging key industry conversations and moments in time, to securing feature coverage, we'll look for opportunities to positively insert you into the news cycle.



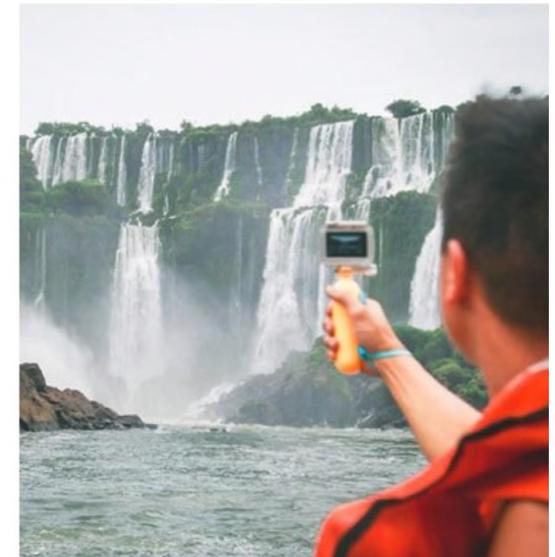
PITCH CALENDAR



THOUGHT LEADERSHIP + AWARDS



PRESS TRIPS



INFLUENCER ENGAGEMENT

Sample Pitches and Themes

Travel	Food & Beverage	General Lifestyle	Special Interest
<p>Where to travel in 2024: the top choices in Argentina for every month of the year</p> <p>Argentina Travel is Heating Up – Here’s What’s New</p> <p>A first timers guide to Argentina – what to see, eat, pack, and more</p> <p>From north to south, here is the ultimate guide to a vacation in Argentina</p> <p>Recent empty-nester? Argentina is ideal for your next big vacation</p> <p>A personalized itinerary for your next getaway to Argentina. How to make your trip uniquely you</p>	<p>Home of The Malbec, Wine Aficionados can Sip their Way through Argentina with a Visit to these Iconic Wineries</p> <p>How to Make the Most of Harvest Season in Argentina</p> <p>From Michelin Chefs to Mom-and-Pop Legacies, These are the Best Spot in Argentina for Authentic Cuisine</p> <p>A guide to authentic Argentina barbecue, and where to find the best spots on your next trip</p> <p>The Michelin Guide has officially launched in Buenos Aires and Mendoza. Here are the different cuisines to sample in these exciting cities</p> <p>Dishes and wines that are a must-try on your next Argentinian vacation</p>	<p>Immerse yourself in the wonders of Argentina and live like a local during your next trip with these activities</p> <p>From Patagonia to Córdoba, Indulge in the Unique Culture of Argentina</p> <p>Looking for your next family vacation every generation will enjoy? Here’s why Argentina should be at the top of the list</p> <p>Argentina After Dark: The Ultimate Nightlife Guide</p> <p>Voluntourism and how to travel Argentina and become better through travel</p> <p>Instagrammable Argentina: Be the Envy of Social Media and visit the top share-worthy destinations in Argentina</p>	<p>Argentina for Travelers Seeking Thrill and Adventure</p> <p>The ultimate wellness guide through Argentina – all the best spas, retreats, and activities to relax and feel your best</p> <p>Upscale Argentina – Where to stay, eat, and explore for the luxury traveler</p> <p>Argentina travel guide for the sports enthusiasts</p> <p>Did you know Argentina is one of the most LGBTQ+ friendly countries in South America? Here’s all the ways travelers can embrace their true selves in Argentina</p> <p>Buenos Aires is the most accessible destination in Argentina. This is how the capital continues to improve accessibility</p>



Ron Berkowitz

Elevate Argentina as an Industry Leader by Participating in Speaking Opportunities, Events and Award Nominations

Conferences/Events & Speaking Opportunities:



Awards:



Visiting Media Program

Create a Calendar of Trips for Media and Influencers That Highlight Argentina's Differentiators, Celebrate Travelers' Passions and Lean into Trends. We recommend One Group Trip or 3-5 Individual Trips With the Following Themes:



Live Like a Local in Argentina



Wine & Dine in Argentina



A Guide to Authentic Argentine Cuisine



Luxury Argentina



Argentina for the Wellness Traveler



Argentina for the Adventurous Traveler

Sample Media for Ongoing Press Trips



T. Cole Rachel
Managing Editor, Departures
Luxury Argentina



Dana Givens
Travel Writer,
Robb Report
Luxury Argentina



Alex Martin
Web Editor,
Elite Traveler
Luxury Argentina



Jordi Lippe-McGraw
Freelance Health, Fitness and
Wellness Writer
Travel + Leisure, Forbes, The Points
Guy
Argentina for the Wellness Traveler



Angela Melero
Executive Editor, The Zoe
Report
Argentina for the
Wellness Traveler



Michele Ross
Freelance Contributor,
Well+Good
Argentina for the Wellness
Traveler



Charlie Hobbs
Destinations Writer,
Condé Nast Traveler
Live Like a Local in Argentina



Alison Fox
Travel News Writer, Travel
+ Leisure
Live Like a Local in
Argentina



Bailey Berg
Associate Editor, AFAR
Live Like a Local in Argentina



Lucy Simon
Assistant Editor, Food & Wine
A Guide to Authentic
Argentine Cuisine



Leena Kim
Editor, Town & Country
Wine & Dine in Argentina



Hannah Chubb
Associate Lifestyle Editor,
Cosmopolitan
Wine & Dine in Argentina



Clive Pursehouse
US Editor, Decanter
Wine & Dine in Argentina



Hunter Lu
Journalist at The Manual
and Tasting Table
A Guide to Authentic
Argentine Cuisine



Brittany Smith
Deputy Digital Editor, Men's
Journal
Argentina for the Adventurous
Traveler



Jamie Arnoff
Digital Editor, Outside
Magazine
Argentina for the
Adventurous Traveler

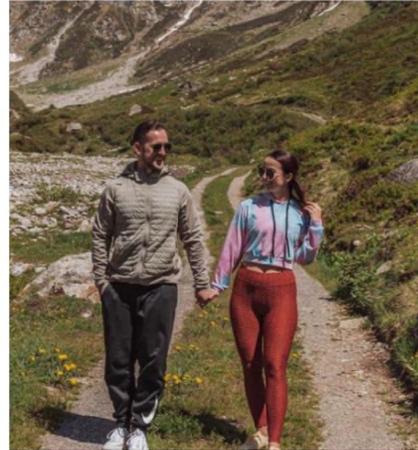
Sample Influencers for Press Trips

Work with Influencers Whose Followers Align with Argentina's Target Audiences, to Visit and Post About Their Experiences in Meaningful Ways.



Molly Baz
@mollybaz
(720K Followers)

Molly is an American chef and food writer. She previously served as a senior food editor at Bon Appétit magazine and has also appeared in videos for the magazine's YouTube channel. In 2021, Baz published a New York Times Bestselling cookbook *Cook This Book*, and recently came out with her newest book, *More is More*. Molly can highlight where to eat in Argentina, ways to enjoy Argentina cuisine wine and cuisine, and even test her cooking skills alongside reputable chefs in Argentina and take a stab at preparing Argentine delicacies.



Adri & Kam
@mappingourtracks
(41.3K Followers)

Adri and Kam are Chicago-based travel influencers, capturing and documenting their world travels as a couple. Having visited numerous destinations already, the adventurous couple has yet to visit Argentina together, providing the opportunity for them to share the best things to see and do, top restaurants to wine and dine, and more during a visit to Argentina.



Ella Kahn
@chewyorkcity
(157K Followers)

Ella is a New York City based influencer, who has a focus in food & drinks. Through her vibrant photo and video content, she showcases her favorite restaurants, dishes she recommends, unique features of hotels she visits, city guides around the world, and more. She also has a strong TikTok following with 144.1K Followers. Ella would be able to show her followers all the amazing diverse, yet delicious foods she's eating throughout Argentina (both upscale and casual local spots).



Eric Stoen
@travelbabbo
(364K Followers)

Eric is a California based travel writer, blogger, photographer and content creator. He's been named World's #4 Most Influential Traveler by Forbes; World's Best Family Traveler by Fodor's. He is also an Ambassador to Unbound Merino, G1G, and AFAR. He travels the world either on his own or with his family and documents it. He would be able to give his followers extensive feedback and guides on all the best things to do in Argentina.

Creative Thought Starters

Ron Berkowitz



Celebrate the Arrival of Michelin in Argentina with Global Dining Access by Resy

- To target high-net worth travelers and celebrate the Michelin chefs of Argentina, partner with Global Dining Access by Resy to create an Argentinian dinner series in New York available exclusively to select American Express Card Members.
- Bring three top Argentinian chefs to New York to create a custom menu for this week-long series. Host the dining experience in a raw space designed to replicate the aesthetic of the actual restaurants in Argentina.
- Prior to the public opening, host a media and influencer only dinner where journalists can speak to the chefs and representatives from Travel Argentina to learn more about Argentina and Argentinian cuisine.
- Pitching for the event will take place in three phases – pre-ticket sale pitching, coverage of the actual dinners tied to general pitching around Argentina and post coverage sightings.
- Create a special hashtag for the series so guests can share via social channels.
- Approximate Budget: \$15-\$20,000

TOWN&COUNTRY

**Argentina's Best Chefs will
be Together in New York for
One Week Only**

Reporter: Lauren Hubbard

Robb Report

**Take a Michelin Culinary
Tour of Argentina with this
Upcoming Resy Event in
New York**

Reporter: Tori Latham

Ron Berkowitz

Building Regional Media Relationships Through Intimate Events



Wine Pairings

With the ongoing popularity of Argentinian wines, partner with local sommeliers in key markets to do small pairing events for media and journalists. The pairings are a great opportunity to talk about how wine is an important part of culture in Argentina and how the industry has flourished in the country. Ensure that each guest leaves with a bottle to enjoy at home.

Approximate Budget: \$1,000 per event



Curated Dining Experiences

Partner with local Argentinian chefs in key regional markets to give journalists and influencers a taste of Argentina. Travel Argentina representatives can use these intimate dining experiences to talk to guests about what's new in Argentina and how Argentinian cuisine is a key part of the cultural experience when traveling to the country.

Approximate Budget: \$2,000 per event



Hands On Interactive Events

Bring key Argentinian cultural activities to key regional markets to show all of the amazing things you can do when you are in the country. Activities can range from Tango classes, sharing a gourd of mate, watching key football games, indulge in Merienda, and more. Having journalists engaged in activities is a good way to pique their interest and provide them with potential storylines tied to our core themes and trends.

Approximate Budget: \$1-5,000 per event

Measurement, Reporting & Fees

Our Measurement Philosophy

We begin every client relationship with a simple question: what does success look like?

We align around goals and priorities and establish metrics and measurement from the outset. We strive to demonstrate the value of earned media programs and campaigns against business outcomes versus only reporting media outputs.

Outputs

Measures that show what was produced from a campaign or brand

- Targeted impressions of media coverage
- Cost per thousand impressions (CPM)
- Message pull-through
- Sentiment/tonality
- Owned social media content reach
- Share of voice versus competitors

Outtakes

Measures that show the impact of a campaign or brand on an audience

- Volume of organic social conversation
- Social media amplification
- Digital engagements
- Social post engagements
- Social video views
- Cost per engagement (CPE)

Outcomes

Measures that show change in behavior due to exposure to a campaign or brand

- Sales/revenue
- Cost per conversion (CPC)
- Cost per acquisition (CPA)
- Perception
- Recommendations
- Purchase intent

Ron Berkowitz



During the month of July, Berk worked closely with Lids to support key brand initiatives and exclusive product releases.

The team started the month pitching the Semi-Annual Clearance Sale to raise awareness about store openings and drive in-store traffic. Just in time for the Fourth of July shopping weekend, the sale was covered by **Yahoo! Sports** in a deals round-up highlighting the best sales for athletic apparel, footwear and fan gear.

Building upon the excitement and return of sports, the team leveraged MLB Opening Day to pitch the Lids exclusive **New Era MLB Centennial Collection**. The cap was included in men's lifestyle outlet, **InsideHook** as part of their "Products of the Week" feature and promoted in their e-newsletter for additional exposure.

MLB Opening Day also led to some fun media conversations with the likes of **Darren Rowell** (2M followers) who posted Lids' MLB infographics and sales data via Twitter and Instagram stories. His followers (and us) were shocked to learn that the best selling MLB hat in Lids' Massachusetts stores are the Yankees!

Another big moment in July was the return of the NBA. The team began pitching Lids exclusive **Michell & Ness Reload Swingman Collection** which was featured in **Women's Wear Daily**, both online and in their Digital Daily newsletter which reaches an influential mix of retailers, designers, manufacturers, marketers, financiers, socialists and trend makers. The team looks forward to telling this story throughout the rest of the summer as the NBA playoffs quickly approach and "bubble style" continues to be a hot topic of discussion.

Also on the media front, the team assisted Lawrence with a couple of inquiries regarding the state of NY retail with quotes included in the **New York Post** and **Daily Mail** - to name a few. As always, the team is keeping a strong pulse on how the industry is being covered and keeping Lids top of mind for relevant editorial opportunities.

Collectively, the month of July resulted in **26 earned placements** (editorial + social combined) totaling more than **229 million impressions**.

EDITORIAL HIGHLIGHTS



InsideHook Products of the Week: Centennial MLB Hats, Waffle Robes and a Herman Miller Gaming Chair



BASKETBALL COVERAGE RECAP

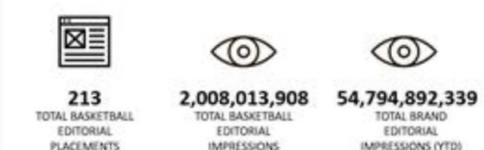


August marked another stellar month for PUMA Hoops with more than **200 total editorial placements!** Following the success of the debut **RS-Dreamer** in July, PUMA Hoops released three new iterations of the **RS-Dreamer** last month.

In anticipation of the new **RS-Dreamer** colorways, **Life** posted an image of his **Dreamer** collection on Instagram which sparked buzz for the upcoming launches. The **RS-Dreamer Blood, Sweat and Tears**, gained the spotlight early when PUMA athlete, **Kyle Kuzma** wore them on court during his buzzer-beater victory over the Denver Nuggets. Kuzma's exciting moment drove heat leading into the newest August drops. PUMA Hoops sustained positive energy around the **RS-Dreamer** with the release of the **RS-Dreamer Concrete Jungle** and **RS-Dreamer Purple Heart**. Coverage of the three new **RS-Dreamer** styles appeared in **Hypebeast**, **Hot New Hip-Hop**, **Footwear News**, **Kicks on Fire**, **Sole Collector** and **The Source** to name a few!

Throughout each launch, PUMA Hoops athletes sported the new **Dreamers** during their respective play leading to additional social coverage in **Bleacher Report**, **League Fila**, **Hypebeast** and more. All three **RS-Dreamers** were a huge success, selling out immediately!

EDITORIAL Highlights



COMPLEX Master P Says J. Cole Wants to Play in the NBA

Rumors of Cole pursuing the NBA started to surface last week when the rapper released a commercial for his new puma basketball shoe, the **RS-Dreamer**. In the 30 second spot, Cole can be seen working out while Master P ruminates.



Custom Monthly Reporting

Any agency can send an email with links to coverage, but we understand the need to demonstrate results in a way that provides context and promotes shareability. To that end, our design team will work closely with your team to develop a custom HTML monthly report.

These highly illustrative, mobile-friendly reports, will document monthly activities, key placements, and a variety of metrics (based on your needs) including impressions, message penetration, key targets reached, earned social metrics, etc.

Ron Berkowitz

Budget

JOB TITLE	PLANNED HOURS (PER MONTH)	STAFF COSTS (PER MONTH)
● Executive Vice President	8 hours	\$3,200
● Senior Account Director	20 hours	\$5,500
● Account Supervisor	20 hours	\$4,500
● Senior Account Executive	20 hours	\$4,000
● Account Coordinator	30 hours	\$2,250
TOTAL	98 hours	\$19,450



AGENCY DELIVERABLES

- Strategic Counsel
- Account Management
- Earned Media Relations
- Media Event Execution
- Influencer Relations
- Press Trip Staffing and Support
- Reporting

Agency Fees: \$17,000 per month

Actual Staff Time: \$19,450

Ron Berkowitz

OOP Budget

Press Trips



- Recommend 3-5 journalists
- 3-5 days per trip
- Total trip cost with flights \$10,000

Influencer Trips



- Recommend 1-2 mid-tier influencers
- 3-5 days per trip
- Total trip cost with flights and fees \$10,000

Events



- Recommend 1 large scale event in NYC and 2 smaller events in key regional markets
- Total Cost:
 - Large scale (1 week): Varies from \$15k - \$20k
 - Small scale (1 night): Varies from \$1k - \$5k

Ron Berkowitz

Thank You

Asunto: Oferta para el EX-2023-98909018- -APN-INPROTUR#MTYD

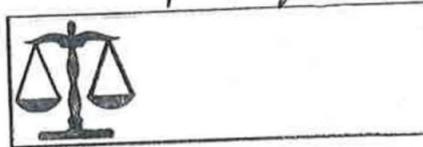
This proposal has been presented to you by the Berk Communications Team.

23rd Street Berk, LLC
Ron Berkowitz
Founder & President

RWB
n: Ron Berkowitz
Berk Communications,
Founder + President

County of New York
Sworn (or Affirmed) to before me this
8th day of August 20 23

K. Kishel





Ministerio de
Turismo y Deportes
Argentina

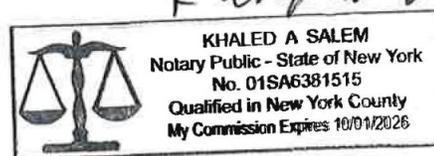
INPROTUR Arg

DECLARACIÓN JURADA PARA OFERENTES DOMICILIADOS EN EL EXTERIOR (*)

En mi carácter de **TITULAR / APODERADO / REPRESENTANTE LEGAL (1)** del oferente, con mismo domicilio, declaro bajo juramento que la documentación aportada es verídica y fiel a la original. Asimismo, acepto que la normativa que rige el procedimiento de selección, la oferta y contrato es la legislación de la República Argentina y acepto de la competencia de los tribunales federales de la Capital Federal, rechazando cualquier otra jurisdicción que pudiera corresponder. Asimismo, declaro bajo juramento que el oferente cumple obligaciones emergentes de la LEGISLACIÓN LABORAL y de la SEGURIDAD SOCIAL del Estado de su residencia y/o en el que efectuará la prestación en caso que resulte contratista y no coincida con el Estado de su reincidencia.


 Aclaración: Ron Berkowitz
Berk Communications,
Founder + President


State of New York
 County of New York
 Sworn (or Affirmed) to before me this
8th day of August 2023



(*) Esta nota tiene carácter de Declaración Jurada sólo para oferentes con domicilio en el exterior de la República Argentina. Una vez firmada el oferente no podrá eximirse del conocimiento de la misma. Se deberá acompañar junto al resto de las Declaraciones Juradas que integran el presente Pliego.

(1) Tachar lo que no corresponda.

Instituto Nacional de Promoción Turística - INPROTUR - (+54 11) 4850 1400
 Suipacha 1111 12º (C1008AAW) - Ciudad Autónoma de Buenos Aires, Argentina



INPROTUR Arg

**DECLARACION JURADA SOBRE INCOMPATIBILIDADES,
INHABILITACIONES Y CONFLICTO DE INTERESES (*)**

En mi carácter de **TITULAR / APODERADO / REPRESENTANTE LEGAL (1)** del oferente, con mismo domicilio, manifiesto que el oferente no se encuentra comprendido en ninguna de las causales de inhabilitación previstas por el Régimen General de Compras y Contrataciones del INPROTUR:

- a) Las personas físicas o jurídicas que se encontraren inhabilitadas o suspendidas en virtud de las disposiciones previstas en Régimen General de Compras y Contrataciones.
- b) Los agentes y funcionarios del Sector Público Nacional, los empleados y el personal directivo del INPROTUR, sus parientes hasta el cuarto grado de consanguinidad y segundo de afinidad y las empresas en las cuales aquellos tuvieren una participación suficiente para formar la voluntad social.
- c) Los condenados por delitos dolosos, por un lapso igual al doble de la condena.
- d) Las personas que se encontraren procesadas por delitos contra la propiedad, o contra la fe pública o por delitos comprendidos en la Convención Interamericana contra la Corrupción.
- e) Los deudores morosos o evasores de obligaciones tributarias, aduaneras o de la seguridad social.
- f) Los fallidos, concursados (salvo si adjuntaran autorización judicial al efecto) e interdictos, mientras no sean rehabilitados.
- g) Los fallidos, concursados (salvo si adjuntaran autorización judicial al efecto) e interdictos, mientras no sean rehabilitados.

State of New York
County of New York
Sworn (or Affirmed) to before me this
8th day of August 2023

RBR
Aclaración: Ron Berkowitz
Berk... Communications founder + President

(*) Esta nota tiene carácter de Declaración Jurada. Una vez firmada el oferente no podrá eximirse del conocimiento de la misma.

(1) Tachar lo que no corresponda.



Instituto Nacional de Promoción Turística - INPROTUR - (+54 11) 4850 1400
Suipacha 1111 12° (C1008AAW) - Ciudad Autónoma de Buenos Aires, Argentina



INPROTUR Arg

DECLARACIÓN JURADA DEL CONOCIMIENTO DE LOS PLIEGOS Y REGLAMENTACIÓN VIGENTE (*)

En mi carácter de **TITULAR / APODERADO / REPRESENTANTE LEGAL (1)** del oferente, con mismo domicilio, declaro bajo juramento conocer el Régimen General de Compras y Contrataciones del INPROTUR, el Pliego de Bases y Condiciones Particulares y de Especificaciones Técnicas que rigen la presente contratación, y toda otra normativa que rige el llamado a contratación, la evaluación de todas las circunstancias, la previsión de sus consecuencias y la aceptación en su totalidad de las bases y condiciones estipuladas, sin que pueda alegar en adelante su desconocimiento.

RB

Ron Berkowitz

Aclaración:

Berk Communications,
Founder + President

State of New York
County of New York
Sworn (or Affirmed) to before me this
2 day of May 2023



(*) Esta nota tiene carácter de Declaración Jurada. Una vez firmada el oferente no podrá eximirse del conocimiento de la misma.

(1) Tachar lo que no corresponda.

Instituto Nacional de Promoción Turística - INPROTUR - (+54 11) 4850 1400
Suipacha 1111 12° (C1008AAW) - Ciudad Autónoma de Buenos Aires, Argentina

①
+
④



INPROTUR Arg

CONSTITUCION DE DOMICILIO Y CORREO ELECTRONICO PARA NOTIFICACIONES. (*)

En mi carácter de **TITULAR / APODERADO / REPRESENTANTE LEGAL (1)** del oferente, constituyo domicilio a los efectos del presente en:

Domicilio: 1250 Broadway, 3er Piso

Código Postal: 10001

Ciudad: Nueva York

País: Estados Unidos (EE UU)

Asimismo, constituyo correo electrónico en: ron@berkcommunications.com

Acepto que las notificaciones que allí se practiquen, indistintamente, se considerarán válidas y suficientes a todos los efectos legales.

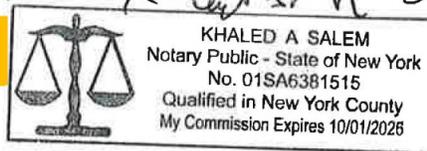
Ron

State of New York
County of New York
Sworn (or Affirmed) to before me this
8th day of August 2023

Aclaración: Ron Berkowitz

Berk Communications,
Founder + President

Khaled A Saleh 8/8/23



(*) Esta nota tiene carácter de Declaración Jurada. Una vez firmada el oferente no podrá eximirse del conocimiento de la misma (artículos 14, 25, 36 y concordantes –según corresponda- del Régimen General de Compras y Contrataciones).

(1) Tachar lo que no corresponda.

Instituto Nacional de Promoción Turística - INPROTUR - (+54 11) 4850 1400
Suipacha 1111 12° (C1008AAW) - Ciudad Autónoma de Buenos Aires, Argentina

@InproturArg

www.argentina.travel

ANEXO II

**INFORMACIÓN PARA ACREDITACIÓN DE PAGOS DEL TESORO NACIONAL
EN CUENTA EN EL EXTERIOR**



NOTAS ACLARATORIAS:

- (1) Razón social/Denominación o persona física del exterior.
- (2) Consignar el tipo y número de identificador tributario del ente. Pueden existir distintos tipos para un mismo país.
- (3) País donde preste su actividad el beneficiario.
- (4) Deberá indicarse el domicilio completo de la sucursal, detallando calle, altura y ciudad.
- (5) Informar el código de identificación de sucursal en el exterior según los estándares SWIFT, ABA, BLZ. De tratarse de uno diferente, informar el código de identificación específico.
- (6) Tachar lo que no corresponda. De tratarse de un tipo diferente de Cuenta Corriente o Caja de Ahorro, identificar el tipo específico.
- (7) Corresponde a identificadores para cuentas habilitadas en bancos del exterior (IBAN, CLABE). De tratarse de uno diferente, informar el identificador específico.

Ron Berkowitz

IF-2022-85662824-APN-TGN#MEC

Instructivo de los Procesos de Alta y/o Modificación de Bancos y/o Sucursales
y Alta de Identificadores Tributarios del exterior. 26/26
Página 26 de 26



**Ministerio de Justicia
y Derechos Humanos
Oficina Anticorrupción**

ANEXO I

DECLARACIÓN JURADA DE INTERESES - DECRETO 202/2017

Tipo de declarante: Persona humana

Nombres	Ron
Apellidos	Berkowitz
CUIT	Berk Communications, President + founder

Vínculos a declarar

¿La persona física declarante tiene vinculación con los funcionarios enunciados en los artículos 1 y 2 del Decreto n° 202/17?

(Marque con una X donde corresponda)

SI	NO
En caso de existir vinculaciones con más de un funcionario se deberá repetir la información que a continuación se solicita por cada una de las vinculaciones a declarar.	La opción elegida en cuanto a la no declaración de vinculaciones implica la declaración expresa de la inexistencia de los mismos, en los términos del Decreto n° 202/17.

Vínculo

¿Con cuál de los siguientes funcionarios?

N/A

(Marque con una X donde corresponda)

Presidente	<input checked="" type="checkbox"/>
Vicepresidente	<input type="checkbox"/>
Jefe de Gabinete de Ministros	<input type="checkbox"/>
Ministro	<input type="checkbox"/>
Autoridad con rango de ministro en el Poder Ejecutivo Nacional	<input type="checkbox"/>
Autoridad con rango inferior a Ministro con capacidad para decidir	<input type="checkbox"/>

(En caso de haber marcado Ministro, Autoridad con rango de ministro en el Poder Ejecutivo Nacional o Autoridad con rango inferior a Ministro con capacidad para decidir complete los siguientes campos)

Nombres	
Apellidos	
CUIT	
Cargo	
Jurisdicción	

IF-2017-09333029-APN-OA#MJ

6



**Ministerio de Justicia
y Derechos Humanos
Oficina Anticorrupción**

N/A

Tipo de vínculo

(Marque con una X donde corresponda y brinde la información adicional requerida para el tipo de vínculo elegido)

Sociedad o comunidad	Detalle Razón Social y CUIT
Parentesco por consanguinidad dentro del cuarto grado y segundo de afinidad	Detalle qué parentesco existe concretamente.
Pleito pendiente	Proporcione carátula, nº de expediente, fuero, jurisdicción, juzgado y secretaría intervinientes.
Ser deudor	Indicar motivo de deuda y monto
Ser acreedor	Indicar motivo de acreencia y monto
Haber recibido beneficios de importancia de parte del funcionario	Indicar tipo de beneficio y monto estimado.
Amistad pública que se manifieste por gran familiaridad y frecuencia en el trato	<input checked="" type="checkbox"/> No se exige información adicional

Información adicional

La no declaración de vinculaciones implica la declaración expresa de la inexistencia de los mismos, en los términos del Decreto n° 202/17.

ABZ
Firma

Ron Berkowitz
Aclaración

8/8/23
Fecha y lugar

IF-2017-09333029-APN-OA#MJ



**Ministerio de Justicia
y Derechos Humanos
Oficina Anticorrupción**

DECLARACIÓN JURADA DE INTERESES - DECRETO 202/2017

N/A

Tipo de declarante: Persona jurídica

Razón Social	Tourismo - Ministerio de Turismo y Deportes
CUIT/NIT	Argentina

Vínculos a declarar

¿Existen vinculaciones con los funcionarios enunciados en los artículos 1 y 2 del Decreto n° 202/17?

(Marque con una X donde corresponda)

SI	NO
<input type="checkbox"/>	<input checked="" type="checkbox"/>
En caso de existir vinculaciones con más de un funcionario, o por más de un socio o accionista, se deberá repetir la información que a continuación se solicita por cada una de las vinculaciones a declarar.	La opción elegida en cuanto a la declaración de vinculaciones implica la declaración expresa de la inexistencia de los mismos, en los términos del Decreto n° 202/17.

Vínculo

Persona con el vínculo

(Marque con una X donde corresponda y brinde la información adicional requerida para el tipo de vínculo elegido)

Persona jurídica (si el vínculo a declarar es directo de la persona jurídica declarante)	<input checked="" type="checkbox"/>	No se exige información adicional
Representante legal	<input type="checkbox"/>	Detalle nombres apellidos y CUIT
Sociedad controlante	<input type="checkbox"/>	Detalle Razón Social y CUIT
Sociedades controladas	<input type="checkbox"/>	Detalle Razón Social y CUIT
Sociedades con interés directo en los resultados económicos o financieros de la declarante	<input type="checkbox"/>	Detalle Razón Social y CUIT
Director	<input type="checkbox"/>	Detalle nombres apellidos y CUIT
Socio o accionista con participación en la	<input type="checkbox"/>	Detalle nombres apellidos y CUIT

IF-2017-09333029-APN-OA#MJ



**Ministerio de Justicia
y Derechos Humanos
Oficina Anticorrupción**

N/A

formación de la voluntad social		
Accionista o socio con más del 5% del capital social de las sociedades sujetas a oferta pública		Detalle nombres apellidos y CUIT

Información adicional

¿Con cuál de los siguientes funcionarios?

(Marque con una X donde corresponda)

Presidente	<input checked="" type="checkbox"/>
Vicepresidente	<input type="checkbox"/>
Jefe de Gabinete de Ministros	<input type="checkbox"/>
Ministro	<input type="checkbox"/>
Autoridad con rango de ministro en el Poder Ejecutivo Nacional	<input type="checkbox"/>
Autoridad con rango inferior a Ministro con capacidad para decidir	<input type="checkbox"/>

(En caso de haber marcado Ministro, Autoridad con rango de ministro en el Poder Ejecutivo Nacional o Autoridad con rango inferior a Ministro con capacidad para decidir complete los siguientes campos)

Nombres	
Apellidos	
CUIT	
Cargo	
Jurisdicción	

Tipo de vínculo

(Marque con una X donde corresponda y brinde la información adicional requerida para el tipo de vínculo elegido)

Sociedad o comunidad	Detalle Razón Social y CUIT.
Parentesco por consanguinidad dentro del cuarto grado y segundo de afinidad	Detalle qué parentesco existe concretamente.
Pleito pendiente	Proporcione carátula, nº de expediente, fuero, jurisdicción, juzgado y secretaría intervinientes.

IF-2017-09333029-APN-OA#MJ



ConnectOneBank

a better place to be

301 Sylvan Ave
Englewood Cliffs, NJ 07632

December 27, 2022

To Whom It May Concern:

This letter is to inform you that 23rd Street Berk LLC, has a business account with ConnectOne Bank.

International Wire Instructions are as follows:



Sincerely

Laurel Merse
Senior Vice President
Client Relationship Specialist



"Incoming International Wire Instructions"

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About Us

Berk Communications is an award-winning, independent public relations firm with expertise across a variety of verticals including sports and lifestyle, food and beverage, travel and tourism, business and technology, and cannabis. The agency is also recognized for its Reputation Management practice that provides strategic communications services for high-profile entrepreneurs, athletes, celebrities, and musicians. PRWeek recently recognized Berk Communications as a 2022 finalist for Outstanding Small Agency of the Year for the second consecutive year.

Sobre Nosotros

Berk Communications es una compañía de relaciones públicas independiente y galardonada con experiencia en variedades verticales que incluyen deportes y estilo de vida, alimentos y bebidas, viajes y turismo, negocios y tecnología, y cannabis. La agencia también es reconocida por su práctica de gestión de la reputación que brinda servicios de comunicaciones estratégicas para empresarios, atletas, celebridades y músicos de alto perfil. PRWeek reconoció recientemente a Berk Communications como finalista de 2022 por segundo año consecutivo como pequeña agencia sobresaliente.

Ron Berkowitz