

# COMAYAGÜELA, Digital City

THINK SMART, THINK DIGITAL  
THINK

# HONDURAS

MÁLAGA, SPAIN. APRIL 2018

# WE HAVE A UNIQUE

GEOGRAPHIC POSITION &...

CONNECTIVITY TO THE WORLD

SUBMARINE FIBER



## PROXIMITY



Destination	Flight Time	Average Price
MIA	2H 42M	\$400
LAX	4H 58M	\$510
JFK	4H 14M	\$ 670
DFW	3H 9M	\$530

Source: Honduras 2020 Program



INNOVATION

EMPLOYMENT

TECHNOLOGY



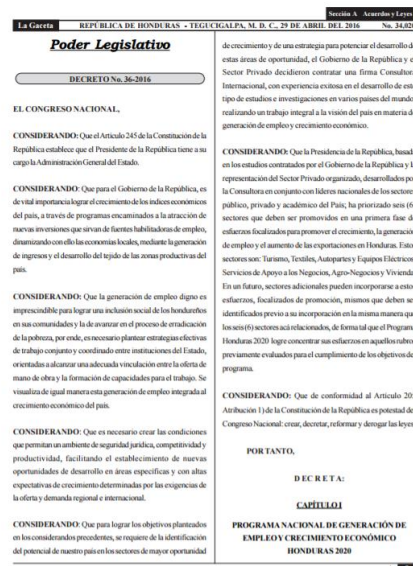
The **Progress** and **Positioning** that Honduras has achieved to this date, has motivated the Government to conceptualize and plan a new **Information and Communication Technology (ICT) Project** which promote **Innovation**, **Generation of new sources of Employment** and provide **New Opportunities** to young Hondurans.

# HONDURAS 2020

A PUBLIC - PRIVATE STRATEGIC ALLIANCE

A NATION DEVELOPMENT PLAN THAT WILL TRASCEND THE CURRENT ADMINISTRATION

FACILITATORS OF THE PROMOTION OF FOREIGN INVESTMENT AND VENTURE ESTABLISHMENTS



## Legislative Decree 36-2016





## MISSION

Stimulating **Innovation, Research and Development** through a process of Social, Urban and Economic Growth, transforming an area of Tegucigalpa into a **Digital Ecosystem**, facilitating the **insertion of young Hondurans into the labor market**, improving their situation within the national economy and ensuring access to more and **better opportunities** in different areas of **knowledge and economic activities**, all through out **Information and Communication Technologies (ICTs)**.

## VISION

By 2020 Positioning Honduras as one of the Latin American Countries committed to the **Implementation of Smart and Digital Cities and Tegucigalpa as the “Innovation Capital of Central America”**, where **Science, Technology, Development and Research** are promoted, all within an urban design that turns the City into a **Digital Ecosystem** with a unique lifestyle and a new business model.



OUR VISION IS BASED ON OUR



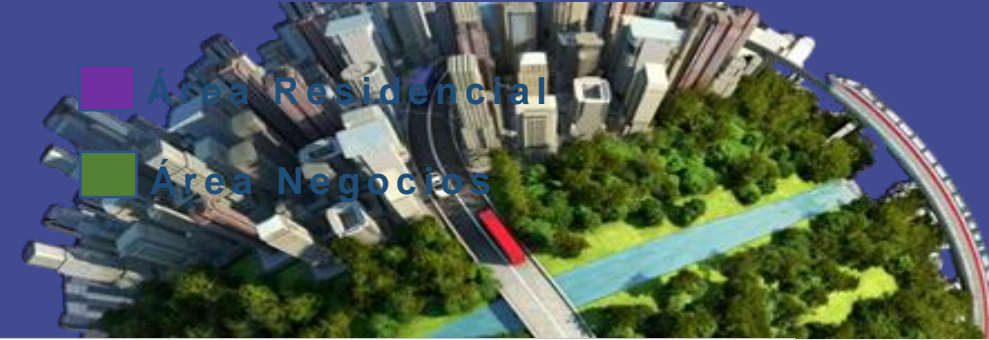
# 8 MAIN OBJECTIVES



- 1 ICT JOB OPPORTUNITIES / (BPO, ITO, KPO)
- 2 STRENGTHENING OF TECHNOLOGICAL INNOVATION
- 3 STRENGTHENING OF ICT PLATFORM
- 4 IMPLEMENTATION OF BUSINESS INCUBATORS AND ACCELERATORS
- 5 ACCESS TO PUBLIC INFORMATION
- 6 PROMOTION OF HONDURAN ART, CULTURE AND TOURISM
- 7 BUILDING A NEW E-GOVERNMENT PLATFORM
- 8 CLOSE THE DIGITAL GAP IN HONDURAS



Located in the Central District (Capital Of Honduras) which is formed by two Twin Cities, Tegucigalpa and Comayagüela. Low residential density



## STATE BUILDINGS AND PUBLIC PARKS IN THE AREA

1. Central Bank former Building.
2. Armed Forces Headquarters
3. National Bank for Development (BANADESA)
4. Unknown Soldier Park
5. The Obelisk Park
6. Public Water Services main offices.
7. National Party Headquarters
8. Second Avenue and The Liberty Park.

Location:

Between the 1st. and the 6th. avenue and the 9th and the 16th Street.  
 Area of 254,718.82 square meters = 25.47 hectares = 62.93 acres  
 and 940 above sea level.



WE ARE CONCENTRATING IN

# 2 COMPONENTS



IMPULSATED BY OUR STRATEGIC LOCATION AND OUR PROJECT IMPACT



## TECHNOLOGICAL COMPONENT



- BPO
- Software and Mobile Apps Development
- Business Incubators and Accelerators / StartUps
- Training and Learning Centers
- E-Government
- Green Technologies



Our Tech Hub will have:

- Desktop Computers, Laptops, Tablets, Scanners, 3D Printers, Video and Audio Editing Hardware and Software
- Professional Trainers
- Digital Contents

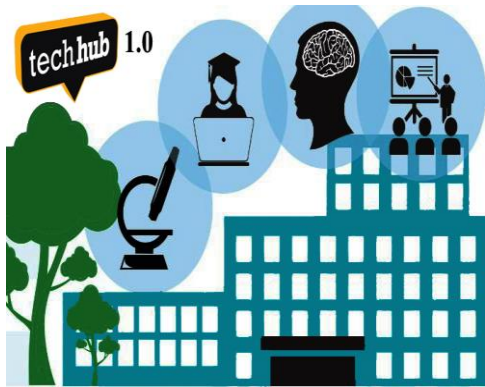
### PARTNERS



- Intel
- Microsoft
- Facebook
- Amazon Web Services
- MINTIC – Colombia
- Carlos Slim Foundation



# Our First Center Tech Hub 1.0



## Our first **Tech Hub (2018)** will have:

- A DIA Lab and a POETA Center (An agreement with The Trust for the Americas of the Organization of American States) creative spaces and create opportunities for innovation and entrepreneurship ventures. Youth at risk in the Americas with the special objective of promoting the use of ICT to support knowledge sharing among young people from participating Countries.
- A Fab Lab (workshop to offer digital fabrication for startups) and a Media Lab (space that will work in the field of art, technology and new media for students and small businesses)
- The first Honduran Computer Clubhouse (the first one in Honduras and will work with children of public schools)
- A Business Incubator and Accelerator.
- Co-Working Spaces.



WE ARE CONCENTRATING IN

# 2 COMPONENTS

→ IMPULSATED BY OUR STRATEGIC LOCATION  
AND OUR PROJECT IMPACT



## MAIN GOAL

It is a plan of **Urban Renewal** to recover a specific area of the City and to **consolidate ideal spaces for people and companies**, using **new urbanism techniques** and **Information and Communication Technologies**. **Special Regional, Urban and Architectural Configurations**. **Public spaces** where art, culture and family life are promoted.

## URBAN COMPONENT

HAS 9 INDICATORS

1. Infraestructure (civil and digital)
2. Security
3. Movility
4. Economy
5. Citizen Participation
6. Education
7. Health
8. Environment
9. Legal Framework

# Our Digital City has been considered A Strategic Project of the New Master Plan of the Historic Center Of Tegucigalpa and Comayagüela



**REVITALIZAR LA CIUDAD**  
NUESTRO OBJETIVO DEL PROYECTO ERA REACTIVAR  
CIUDAD DIGITAL CONSIGUIENDO EN BREVE MAS  
TRAFICO, MAS VERDE, MAS AMABLE PARA EL PEATON Y  
SERVICIOS MAS SEGUROS.

NO CONSEGUIMOS DE LA SIGUIENTE MANERA:  
RACIONALIZAMOS ESPACIOS EXISTENTES: CERRAR  
CALLES PARA DESCONGESTIONAR EL TRAFICO.

APROVECHAMOS LOS VACIOS URBANOS PARA ABIR  
LAS MANIFERIAS Y CREAR UN ESPACIO QUE RESPONDA  
A UNO O MAS DE LOS SIGUIENTES: SER UN ESPACIO  
PARA LAS EMPRESAS CON GRANDES MURALES DE  
ARTISTAS LOCALES.

ELIMINAMOS LA EDIFICACION EN ALTA ESTADA  
ESTRATEGICAMENTE POR NUEVAS PIZAS PARA USO  
RESIDENCIAL, COMERCIAL Y DE OFICINAS.

POTENCIAMOS LOS EDIFICIOS EXISTENTES ANTES  
ESPACIOS PARA LAS EMPRESAS TECNOLOGICAS.



# Urbanism: Low Cost and High Impact Strategies



# TRANSFORMING THE CITY



LOW COST

QUALITY LIFE

TRIGGER

POSITIVE THINKING



# Urbanism: Low Cost and High Impact Strategies



# ACTIVITIES



- PAINTING
- SIGNALING
- ECONOMY
- ENVIRONMENT
- PARKING SPACES
- SECURITY

# SUMMER FEST 2018

## April 14, 2018

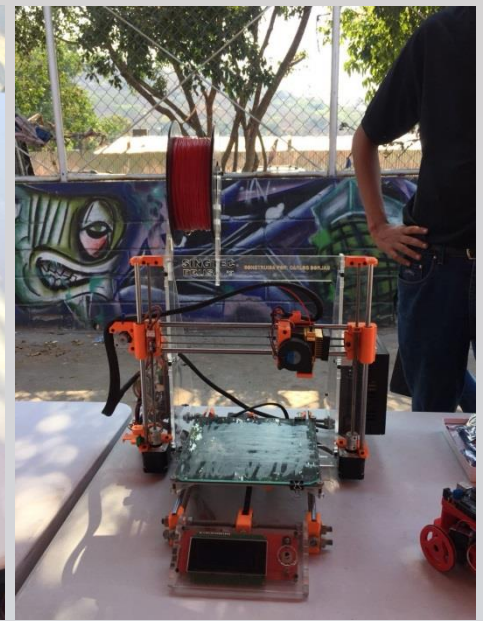
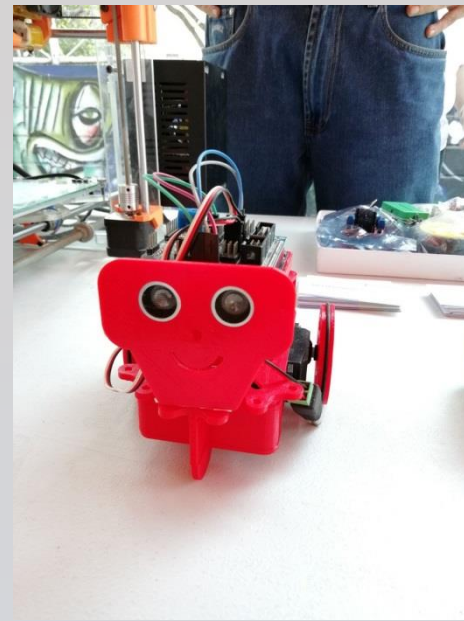


# CULTURE AND ART



# SUMMER FEST 2018

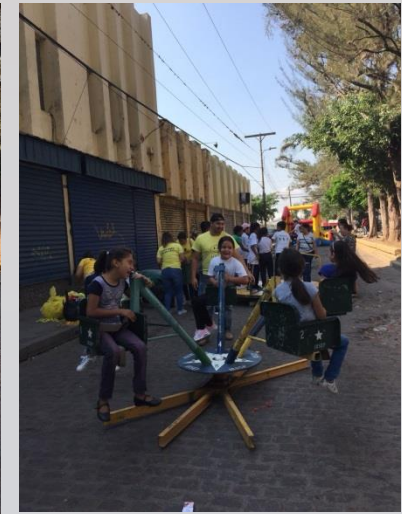
## April 14, 2018



# TECHNOLOGY AND EDUCATION

# SUMMER FEST 2018

April 14, 2018



# SPORTS



# SUMMER FEST 2018

## April 14, 2018



# CITIZEN PARTICIPATION



# COMAYAGÜELA DIGITAL CITY IS LOOKING FOR SPONSORS AND PARTNERS TO WORK TOGETHER



## OPPORTUNITIES FOR INVESTMENT

### BUY FROM HONDURAS



Consider multiple exciting opportunities for **sourcing Honduran high-quality and affordable technological services** and more!

### INVEST IN HONDURAS



Be **part of the technological transformation and begin operations in Honduras**. Take advantage of our **investment protection laws, attractive tax incentives**, robust macroeconomic environment, **competitive** labor force, privileged **logistic position**, etc.

### FINANCE HONDURAS



Consider **attractive investment opportunities** throughout a portfolio of **public-private infrastructure** projects that will foster growth and job creation in the economy in the next 5 years





# THANK YOU - GRACIAS



[www.conatel.gob.hn](http://www.conatel.gob.hn)

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