



Tijuana Innovadora 2020

#TIJUANAINTHEFUTURE

TIJUANA IN THE FUTURE

“This is one of the most intelligent and noble strategies I have ever seen, to increase the city’s reputation, culture and goodness”

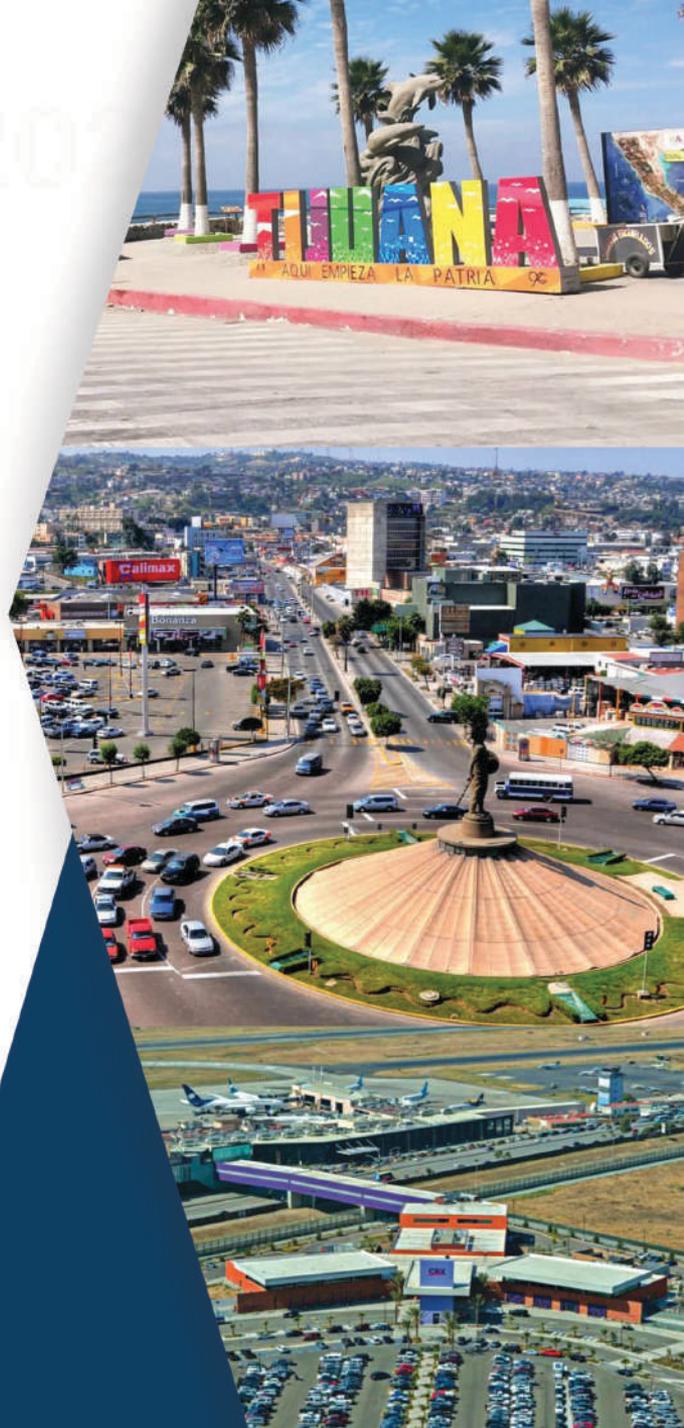
Biz Stone, Co-fundador de Twitter, Guest Speaker , TI 2010

During the last few decades, **Tijuana** has become one of Mexico’s top industrial cities with a burgeoning manufacturing activity. Its accelerated economic growth is boosted by its social and cultural dynamism, migration, border collaboration and strategic location.

Tijuana is the only city in Mexico and one of the few in the world that has a bridge that connects to another country without leaving the airport: the Cross-Border Express. The Mega Region Tijuana- San Diego generates annual income over USD 250,000.



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Tijuana hosts the largest concentration of medical device companies in Mexico; 70% of them are US owned. Surgical equipment, catheters, pacemaker's parts, orthopedic devices, defibrillators and other essential items for global health are manufactured and assembled here. With 42,000 employees, Tijuana is the ideal place for the manufacture of medical devices in Mexico.

With over 50 years of manufacturing experience, **Tijuana** has developed its human capital making it one of the world's most productive regions. Tijuana facilities of high level companies have been awarded recognition as their most productive and highest quality manufacturing facilities worldwide. Lean Manufacturing and Six Sigma are part of the work culture. 90% of facilities with over 250 employees, are ISO certified.

The factories of the city have transformed it into the center of a sophisticated industrial manufacture. The aerospace, medical, electronic, automotive and industrial sector have transformed **Tijuana** into an internationally renowned city. According to the Ministry of Education, there are currently 14,000 students enrolled in the engineering or technical careers, with excellence programs focused in key industries that place the city at the forefront.



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Tijuana is a pioneer on the beer industry and the greatest producer in Latin America. In 2018, it was recognized for a second year in a row as the best place to vacation in Mexico, according to the World Travel Awards.

The city hosts as well wine renowned companies such as LA CETTO, whose wines are exported to more than 24 countries.

Tijuana is innovation, technology, vanguard, creativity, culture, passion and fusion. Here it is where the future starts



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The logo features a stylized blue head profile with a gear inside, symbolizing innovation and industry.

Tijuana Innovadora 2020



Tijuana Innovadora was born in 2010 when a group of businessmen and civic leaders, under the lead of renowned businessmen and philanthropist José Galicot, brought together an unprecedented team of business, community and government organizations from all sectors of Tijuana, in order to produce a historic event called Tijuana Innovadora. This magnificent showcase highlighted the City's industrial strength, its international cultural and artistic uniqueness, and the wealth of its community members.

Since then, close to one thousand brilliant minds who have made outstanding contributions to mankind have been part of Tijuana Innovadora, including Nobel Prizes such as Mario Molina, Al Gore and Ada Yonath; personalities of the world of technology such as Biz Stone, Founder of Twitter; Jimmy Wales, Founder of Wikipedia and Steve Wozniak, Founder of Apple; philanthropists such as Carlos Slim and Anand Mahindra, or world renowned architects like Neri Oxman, Enrique Norten and Javier Sordo Madaleno.



Tijuana Innovadora consists of a series of key conferences and pavillion exhibitions where lead industries exhibit their products to foreign visitors and potential investors, as well as to the city residents, even motivating the employees of the sectors and their families to know closely the delicate production processes they contribute to.



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Ten years ago, **Tijuana Innovadora** got the respect of the city, by showing the contributions that in science, education, art and technology, Tijuana makes to the world. Two years later, it presented an intense cultural program with the aim of creating identity. In 2014 the challenge was to revalue the Mexican diaspora and highlight the strategic and binational value of the Cali-Baja region.

In 2016, creative industries were highlighted, and in 2018 a citizen space for reflection was created as a contribution to the political scene in Mexico.



On the occasion of the tenth anniversary of Tijuana Innovadora, we want to bring forward the great ideas of humanity; take our movement to the next level, and show to the world that Tijuana is, once more, at the forefront of the national and international scene.

Tijuana Innovadora 2020 will be held from October 7th through 17th in Tijuana, Baja California, Mexico. High Level Conferences and First World Pavillions showing the high quality production this city has, will be exhibited at this Forum.



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Recognizing that the world requires intense debate and expertise in diverse disciplines, the conferences will verse on philanthropy, environment, technology, economy, journalism, humanism, creative industries and international policy, among others. The aim: to look at the future. We need first world minds that share the ideas on how to recreate the future, today.

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www.tijuanainnovadora.com

