

# MAR DEL PLATA

## ARGENTINA

Mar del Plata, the main tourist and seaside resort in Argentina, lies on the Atlantic Ocean, only 404 km away from Buenos Aires, its capital city

The stable population amounts to 650.000 inhabitants with over 8.600.000 visitor arrivals per year

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mgp.gov.ar

Municipalidad de  
General Pueyrredón  
**Tenemos todo**

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**#TenemosTodo**

# — KNOWLEDGE CITY - STRATEGIC PLAN —

## **Mar del Plata**

The industrial District focuses on the development of the Knowledge Economy Industry. The final objective is to take the local technology area to a higher level and to lead the industry's digital transformation

In addition, this new venture will join companies and entrepreneurs associated with the knowledge economy, the education and the scientific-technological area



Development Industries  
Knowledge Innovation  
Employment  
Economy

## The strategic plan:



- Encourage the creation and development of technology-based enterprises and entrepreneurs

- Link knowledge companies with the entire local industry

- Raises the vocation in young people

- Build ownership of Mar del Plata as a City of knowledge by the people

-Boosts current technology companies

-Promotes the development and establishment of new companies, by boosting the Knowledge Economy Industry

-Provides more competitiveness to the city industry



-Positions the local technology sector

-Encourages young people to become creators of technology

-Represents the Lighthouse of Innovation, symbol of the new productive model of the city

RESILIENCE AND DIGITAL  
TRANSFORMATION PROGRAM  
**Modernization Municipal Office**



Along the pandemic SARS-COV 2, the Municipality had to face unknown and unexpected challenges which involved a change of paradigm, to solve particular situations





# 4 objectives

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- 1) It promotes a management model based on the conception of an agile, innovative Municipal Government close to its citizens



- 2) It generates resilient public policies from a cross-sectional perspective in a context of permanent change

3) It adds tools based on technological devices to guarantee the supply of services by the local government



- 4) It supports greater efficiency in the use of public resources through paperless, electronic adoption and digital signatures within the local administration





Technology is not a solution per se:

- Strategic alliance with local public and private actors
- Work on the organizational culture.

# ¡Muchas gracias!