

**ALTIA**  
SMART CITY™

# ALTIA SMART CITY

Next Generation Of Real Estate Development,  
Paving The Way For Innovation and Sustainability

# ALTIA SMART CITY

ALTIA provides a modernized environment for work-life balance. With interaction at all business touch points creating a concept of complete sustainability, both internal and external stakeholders such as employees, businesses, and nearby communities who can experience everything Altia Smart City has to offer.

In order to make ALTIA SMART CITY a reality, we recognize there is a need to invest in human capital, infrastructure, communication, transportation, environment, building and systems efficiencies, energy management, time, and safety.



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# ALTIA SMART CITY CONSISTS OF SIX MAIN COMPONENTS:

Altia Business Park

Rec-Zen – Recreational Center

UNITEC University-Laureate International  
Universities

Altara- Shopping and Lifestyle  
Center/ Marriot Hotel

Altia Residences

Altia Medical Center

Synergies between these six components, create a business development environment and a new sector in the economy



GK  
GRUPO KARIM'S



# ALTIA

SMART CITY





# BUSINESS AND TECHNOLOGY PARK





*WHY DEVELOP A TECHNOLOGY PARK?*

**WHAT BENEFITS CAN IT BRING TO THE  
COUNTRY?**

# HONDURAS IS ALREADY ON THE RADAR

<b><u>City</u></b>	<b><u>Population</u></b>
Managua	1,259,000
Guatemala City	2,150,000
San Jose	1,583,000
San Salvador	1,860,000
Tegucigalpa	1,190,230
San Pedro Sula	742,118
La Ceiba	200,000

- Honduras has three cities from which contact center services can be delivered
- This is unique in Central America
- Honduras' cities are only just developing CRM sectors
- Significant potential for growth opportunities and agent recruitment



# HONDURAS IS ALREADY ON THE RADAR

## BILINGUAL POPULATION

Country	Population	Estimated Bilingual Population
Mexico	112,500,000	1,100,000
Guatemala	14,000,000	28,000
El Salvador	6,800,000	35,000
<b>Honduras</b>	<b>8,576,532</b>	<b>95,000</b>
Nicaragua	5,465,000	20,000
Costa Rica	4,600,000	60,000
Panama	3,320,000	55,000

## BILINGUAL SCHOOLS IN C.A.



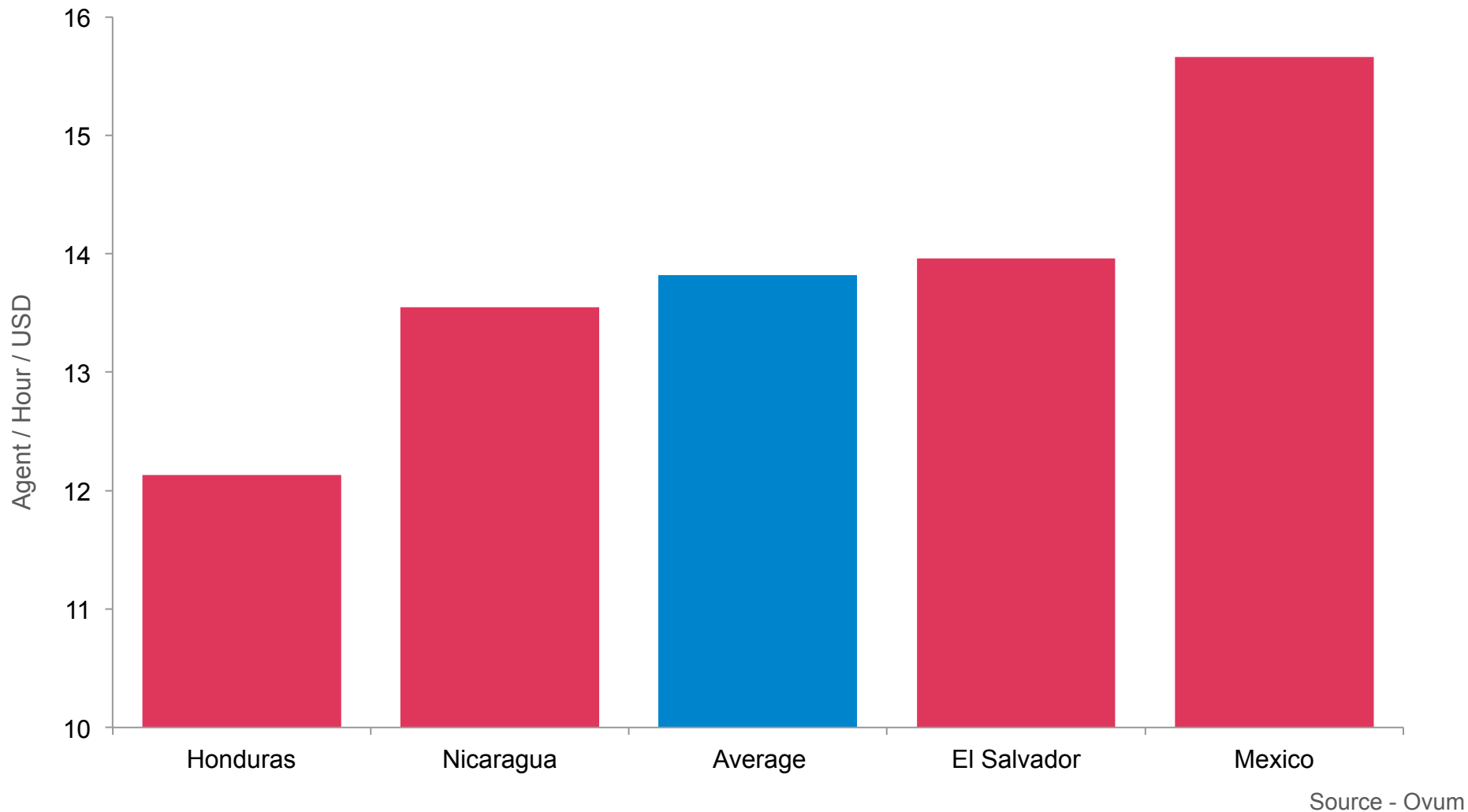
Source: Informe de CEPAL 2009



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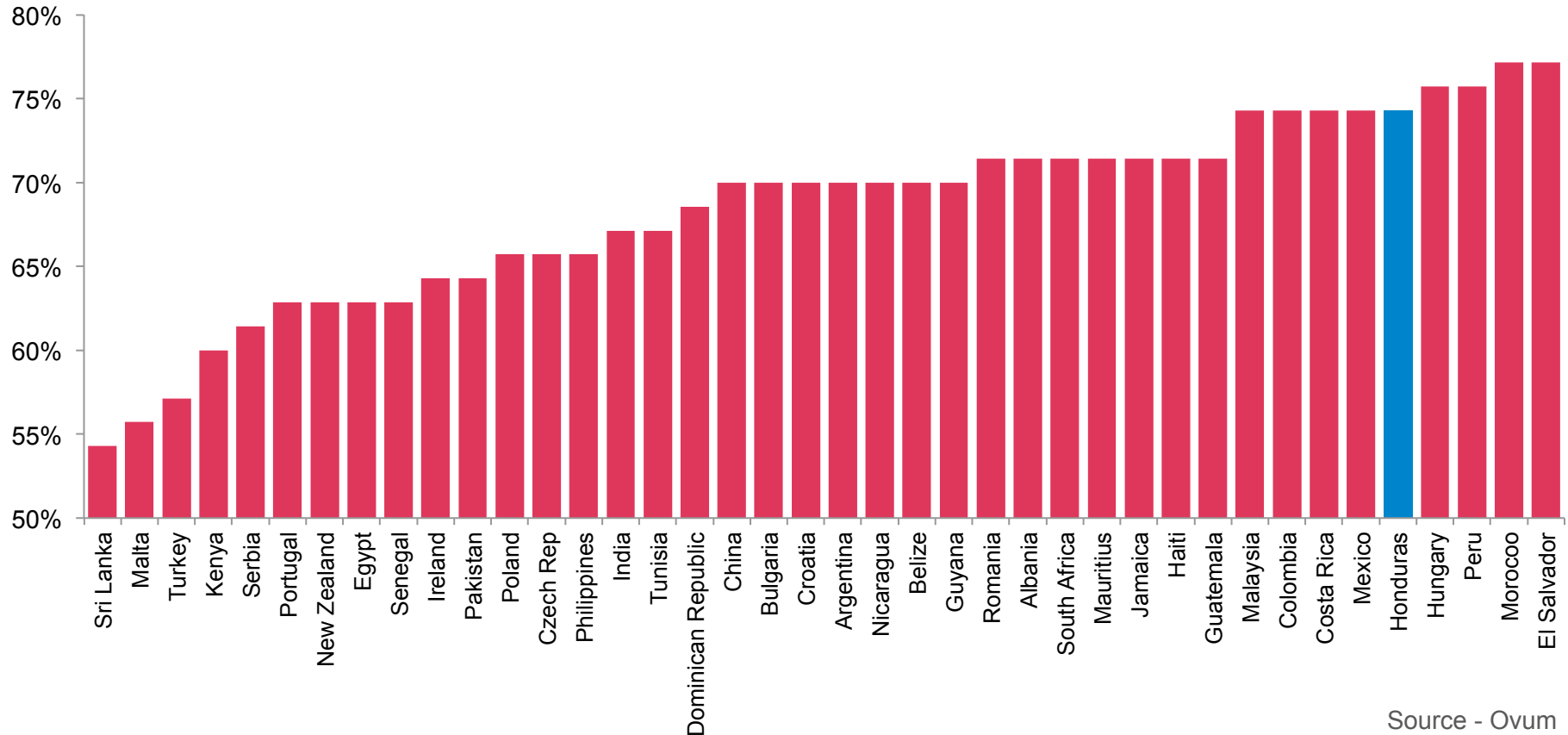
# WHY HONDURAS – COST EFFECTIVENESS



Honduran offshore contact center pricing is well-below the regional average

# WHY HONDURAS – ACCEPTABILITY AS A DELIVERY LOCATION

*If you were to outsource, or currently do outsource, your call centre abroad, what countries / regions would you consider or not consider based on the locations below*



Honduras is among the top 5 offshore locations considered by North American contact center managers

# HONDURAS HAS THE POTENTIAL



Source: Data obtained in the Honduran Central Bank Estimate for 2011



Growth  
GDP: 3.9%\*



Investment:  
847.7 M



Bilingual  
Population:  
95,000



Telecommunication  
Growth: 11.3%\*



Ease of  
Doing  
Business



Political  
Stability

# GOVERNMENT INCENTIVES

## “Con Chamba Vivis Mejor”

- Program to generate labor insertion nationwide providing more than 100,000 jobs.
- Developing job skills and abilities for their lives.
- Participating companies receive incentives for each new employee hired from this program



## Yes We Can Program

- Online English Learning Courses

## Call Centers Scholarship Program

- More than 600 scholarships
- UNITEC, CONATEL and INFOP endorsed by the Honduran Government.
- Started their first academic period this January 2015.



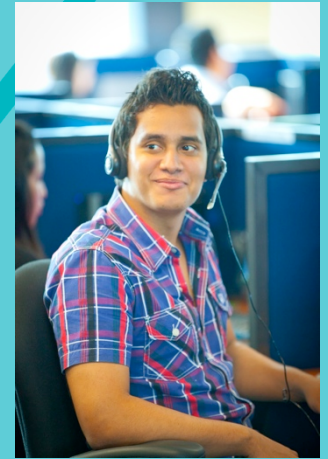
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# THE INDUSTRY WILL DEVELOP THE POTENTIAL OF YOUTH POPULATION IN HONDURAS

This industry creates opportunities for young people who can meet the needs of the industry:

- Young stage of university education (18-24 years)
- Young bilingual and non-bilingual
- Young recently graduated from careers in the areas of administration and engineering
- Computer professionals, computer graphics
- Professionals in the area of customer service or sales
- Professionals with problem solving, team work, with analysis capability



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# ALTIA BUSINESS PARK

FIRST BUSINESS PARK IN HONDURAS

Offering competitive advantages and specialized services, these state of the art facilities are designed for the outsourcing and IT industries in addition to providing customized turnkey solutions for world class corporate offices.

First  
Technology  
and Business  
Park in  
Honduras

Flagship  
project of the  
country and  
platform for  
the IT and  
outsourcing  
industry

Developed to  
obtain the LEED  
certification  
given by the US  
Green Building  
Council



# WHY ALTIA BUSINESS PARK?

What do we offer:

Redundant  
Power

Redundant  
Telecommunic  
ations System

Systems UPS  
power  
support

Automatic  
Transfer  
System

Noise Impact  
(Floors,  
Carpets,  
Ceilings)

Furniture  
with  
Ergonomic  
Design

Adequate  
Lighting

Suitable  
temperature  
and humidity  
conditions

**ALTIA**  
BUSINESS PARK  
In Sync with Perfection



# WHAT DO WE OFFER:

Redundant infrastructure in energy, telecommunications, security, air conditioning and water.

A building that meets the highest safety standards (CCTV security cameras and security in perimeter, parking, lobby and common areas).

An engineering and support team who can design and deliver turn-key spaces according to your needs.





# WHAT DO WE OFFER?

Anti-Seismic Design

First Free Zone dedicated to “service operations” in the country

Recruitment Services: Pre-screening and access to ABP Data Base through our Sign Up Get a Job Brand

Complete support with all legal process to start operations

Public Transportation every 20 minutes



# WHAT DO WE OFFER?

Use of common areas within the building  
(Training Rooms, Bank, Convenience Store  
and Cafeteria)

Maintenance and care of green areas,  
common areas and air conditioning system

Solid Waste Collection

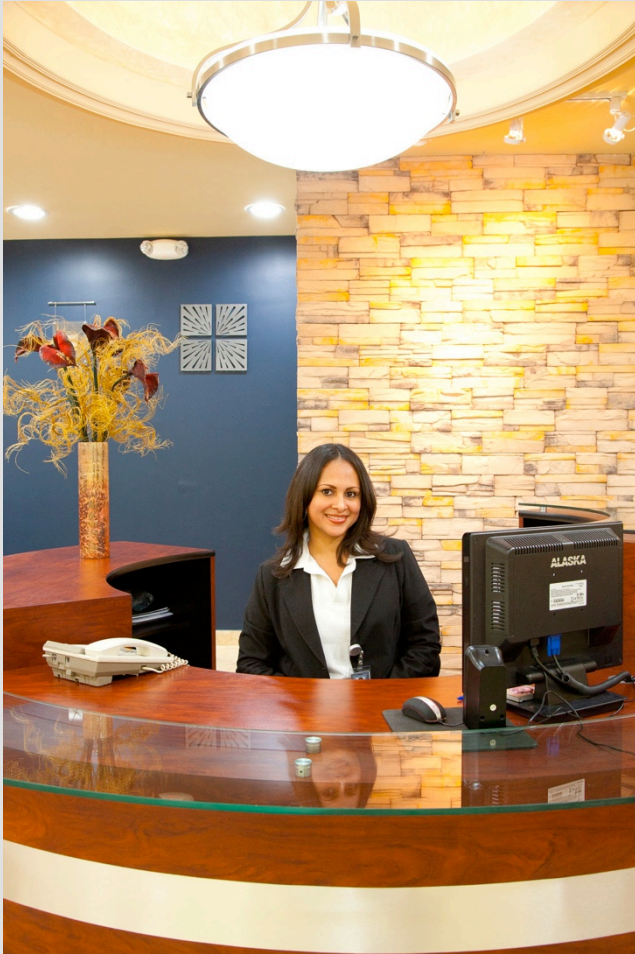
Exterior lighting & Ample Parking

Energy Back Up, 100% building  
coverage, automatic transfer





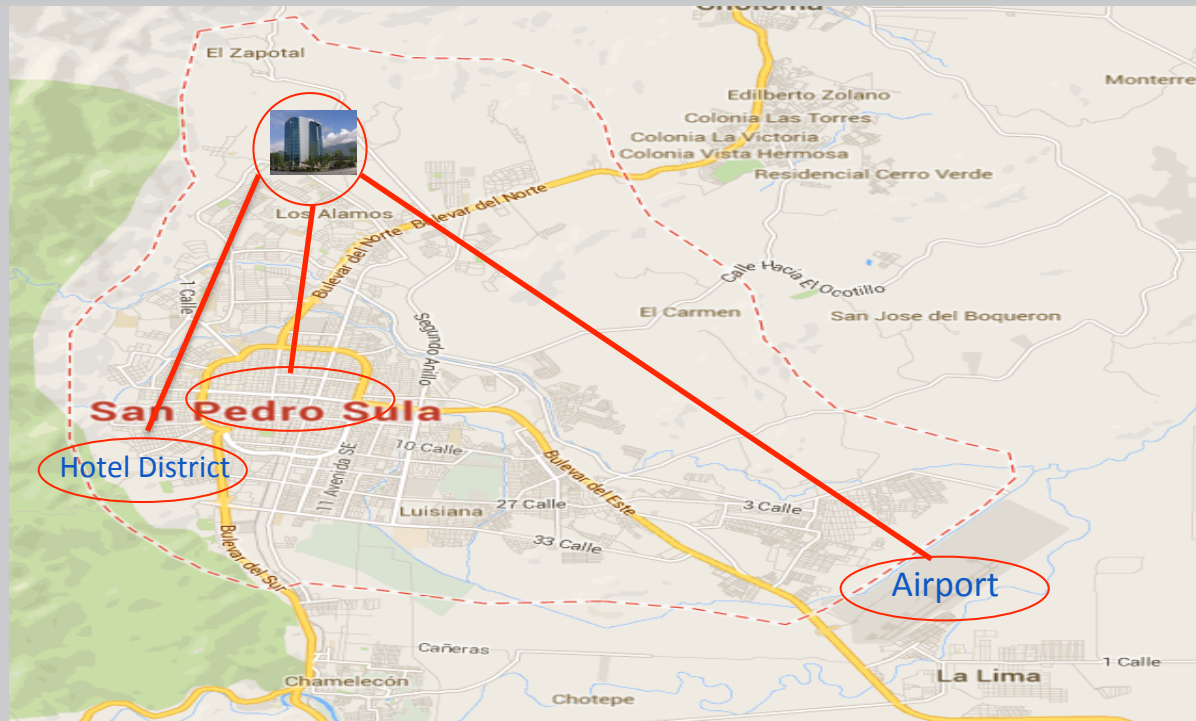






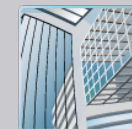


# STRATEGIC LOCATION



In the faster growing area of San Pedro Sula:

- Close to major universities in the city
- Close to main residential areas
- 4 access points to Altia Smart City
- Short distance to key areas.



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**ALTIA's recreational center is the main social hub designed to encourage creative thinking and relaxation, it includes:**

- ▶ **Restaurant and Coffee shop**
- ▶ **Reading lounge with tablets and magazines**
- ▶ **Creative studio and think tank**
- ▶ **Game room and music room**
- ▶ **4 Terraces for events**

**REC-ZEN is a full access pass to the very core ideas that make ALTIA a unique concept.**

**Access to Rec-Zen is available to all employees, residents, and business owners in ALTIA.**







**A member of the Laureate International Universities UNITEC is the largest and most prestigious University in Honduras.**

**Located within Altia Smart City, UNITEC has a world class campus with sports centers, sophisticated class rooms, labs and much more.**

**UNITEC guarantees the sustainability of a highly qualified talent pool for companies operating within Altia Business Park, with options to work and study concurrently.**







Created to meet the immediate needs of ALTIA's residents and businesses, ALTARA has more than 80 retail stores providing everything from clothing, banking, health therapy, and a wide variety of food choices.

It also features a supermarket, Movie Theater, gym, and other amenities. The Courtyard by Marriott Hotel will be located in ALTARA, benefitting the many multinational organizations within ALTIA that entertain visitors and clients year round.





It will be one of the most modern and advanced medical centers of the region human quality, that along with the highest technology will put their knowledge on their patients lives and health service, under solid ethical principles. This contribution will place us at the height of the most renowned hospitals worldwide.





The residences offer different types of accommodation designed to deliver the highest standards of student and executive living. to accommodate a variety of lifestyle needs.

Whether residents are looking for a studio, one, or two bedroom apartment, among its amenities ALTIA offers:

- common areas
- 24 hour security
- swimming pool
- club rooms
- laundry facilities, among others





# RECAPPING OUR VALUE PROPOSITION

First class infrastructure designed for a 24/7/365-day operation.

We create value through a sustainable design with 6 main components: Business Towers, Rec-Zen, Altara, Unitec, Altia Medical Center and Altia Residences.

Strategic location, proximity to major universities in the country.

A platform and the country's flagship project for an outsourcing service industry to be set in Honduras!



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BY



# Thank You!

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