



# **BLOQUE**

Innovación, Tecnología  
y Creatividad.

# Digital Creative Industry in Querétaro

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**+10,000**

Current students in  
the field

**2nd**

in the State Digital  
Development Index  
2021

Of the State GDP  
belongs to Commerce  
and Services



In 2019 the Municipality  
of Querétaro was named

**Creative City**

and in 2022 it was made part  
of the global network of

**Learning Cities**



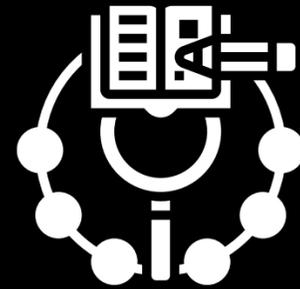
# Our Objectives

Create a public policy to nurture an entire collaborative ecosystem, in order to **narrow gaps, generate jobs and investment**; thus achieving a **better life quality** for future generations.

# Our Strategy



Generate **entertainment** experiences for all citizens.



**Education** efforts to develop the local talent.



Support for **entrepreneurs**.



**Employment** generation and investment promotion.





# FLOOR DISTRIBUTION

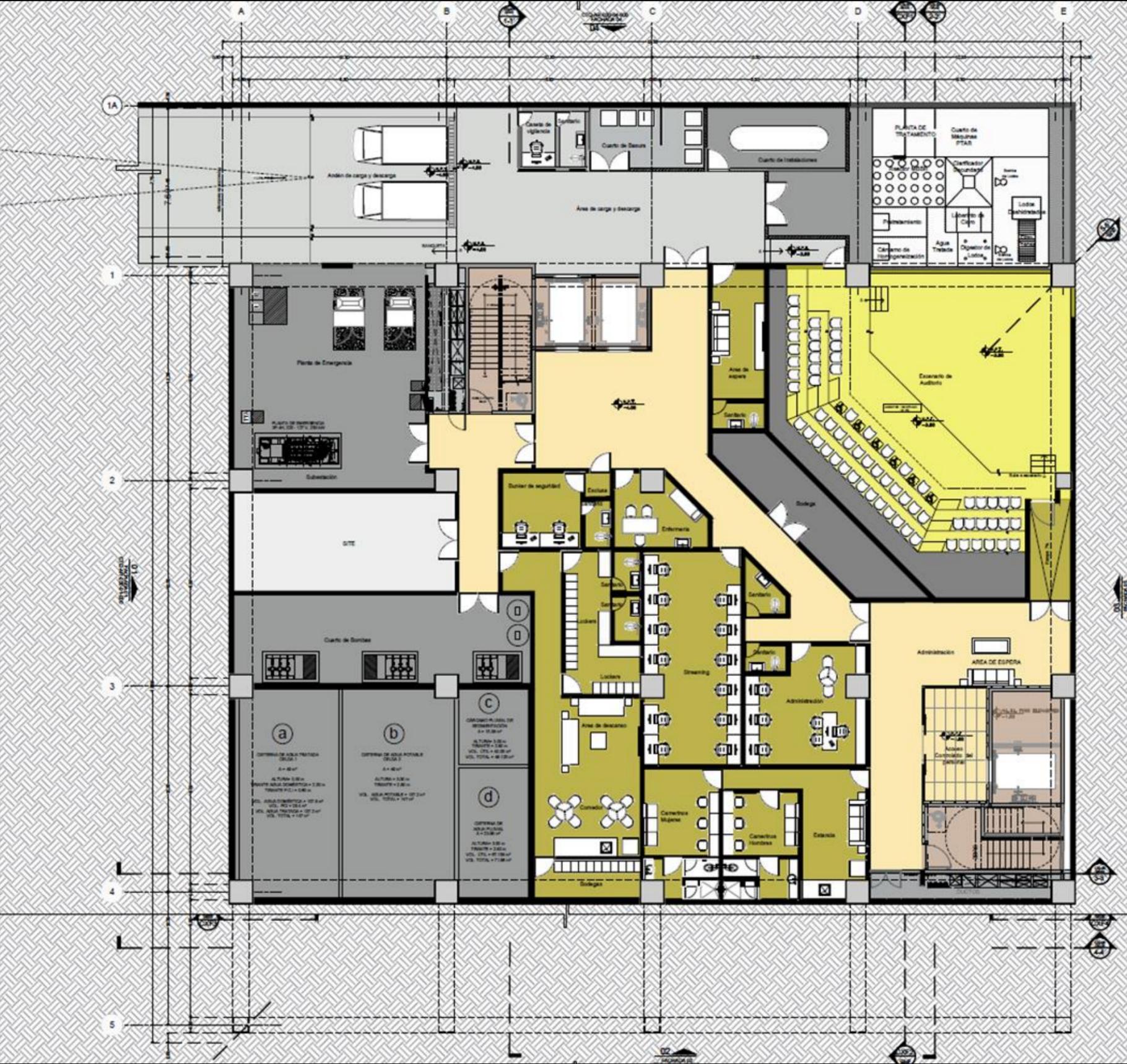
<b>S1</b>	<b>Basement</b>
<b>PB</b>	<b>Lobby</b>
<b>N1</b>	<b>Experiences</b>
<b>N2</b>	<b>Education</b>
<b>N3</b>	<b>Entrepreneurs</b>
<b>N4</b>	<b>Anchor companies</b>
<b>N5</b>	<b>Government offices</b>
<b>N6</b>	<b>Congress Center</b>





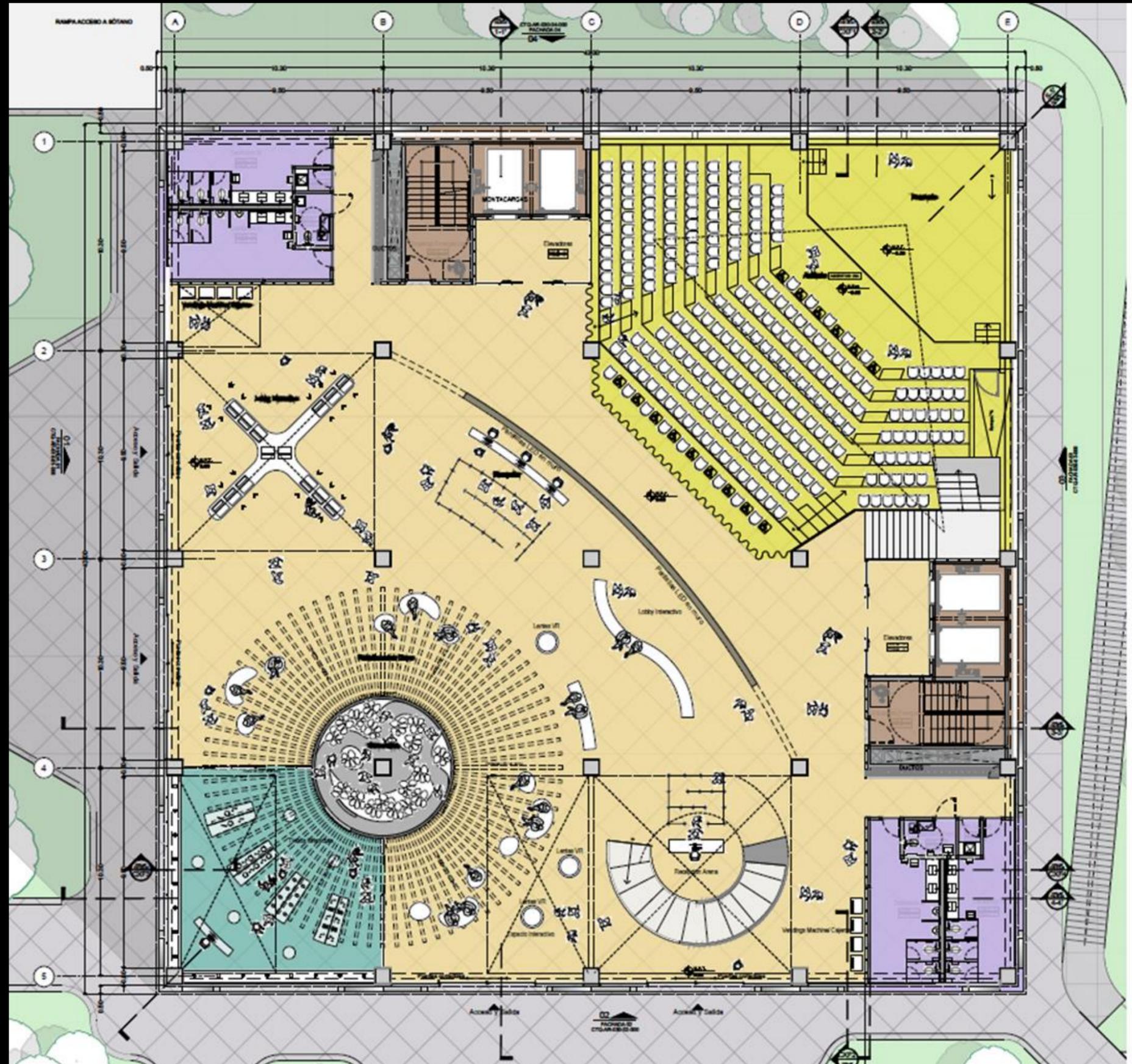
# BASEMENT

Services and streaming service



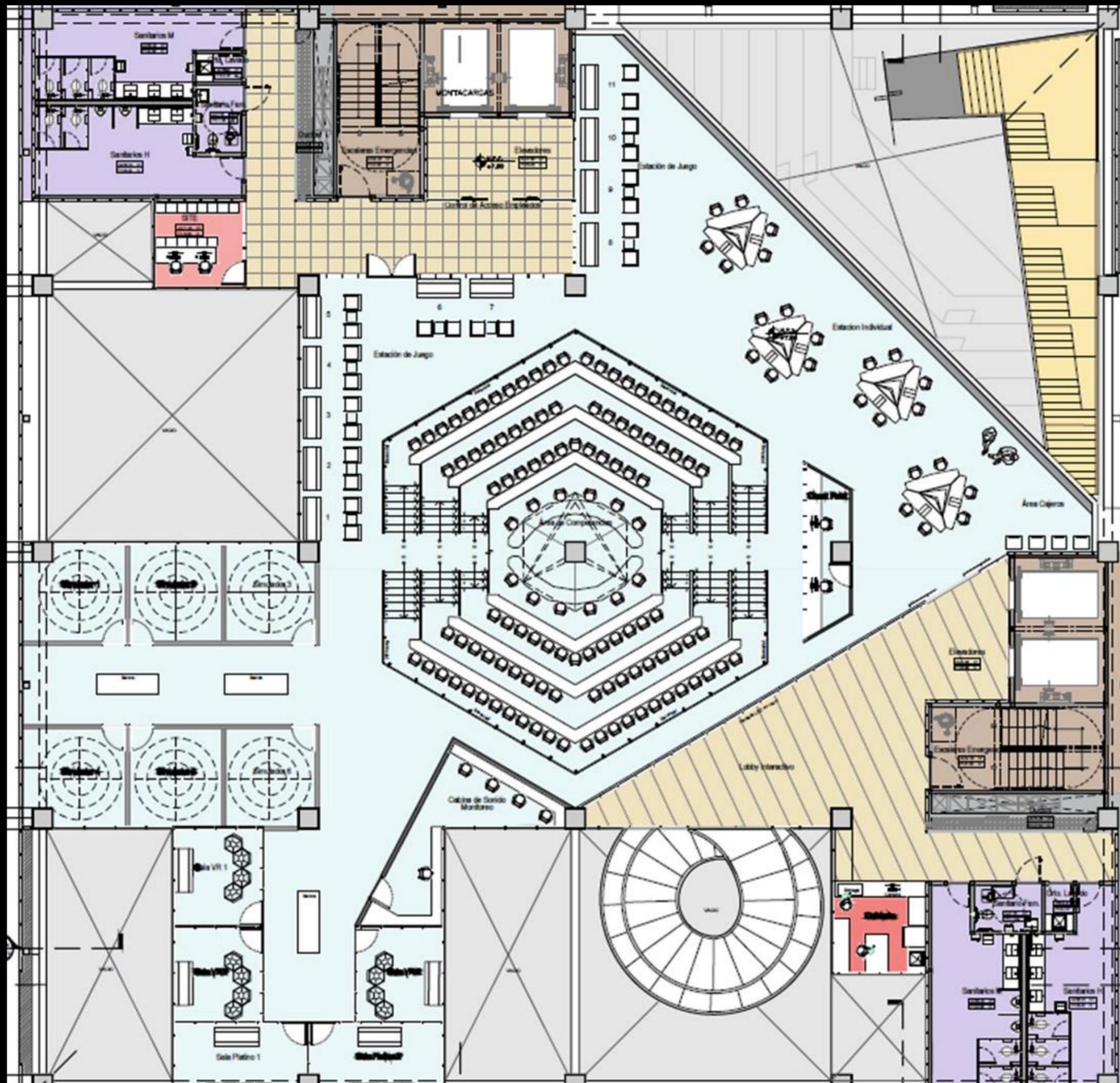
# LOBBY

Interactive area,  
Auditorium (267 px),  
interactive store.



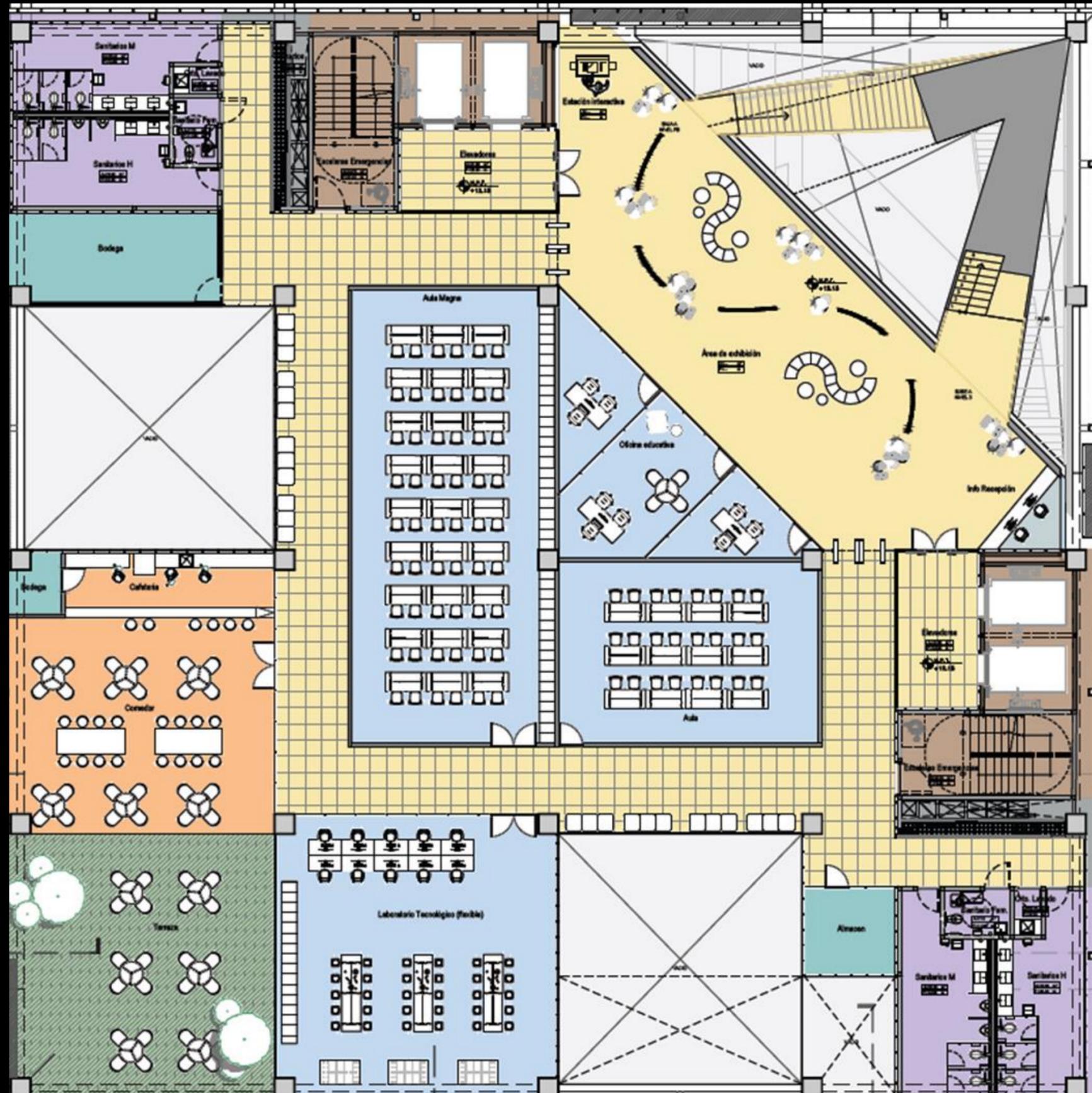
# LEVEL 1

Gaming arena, VR room, videogames stations



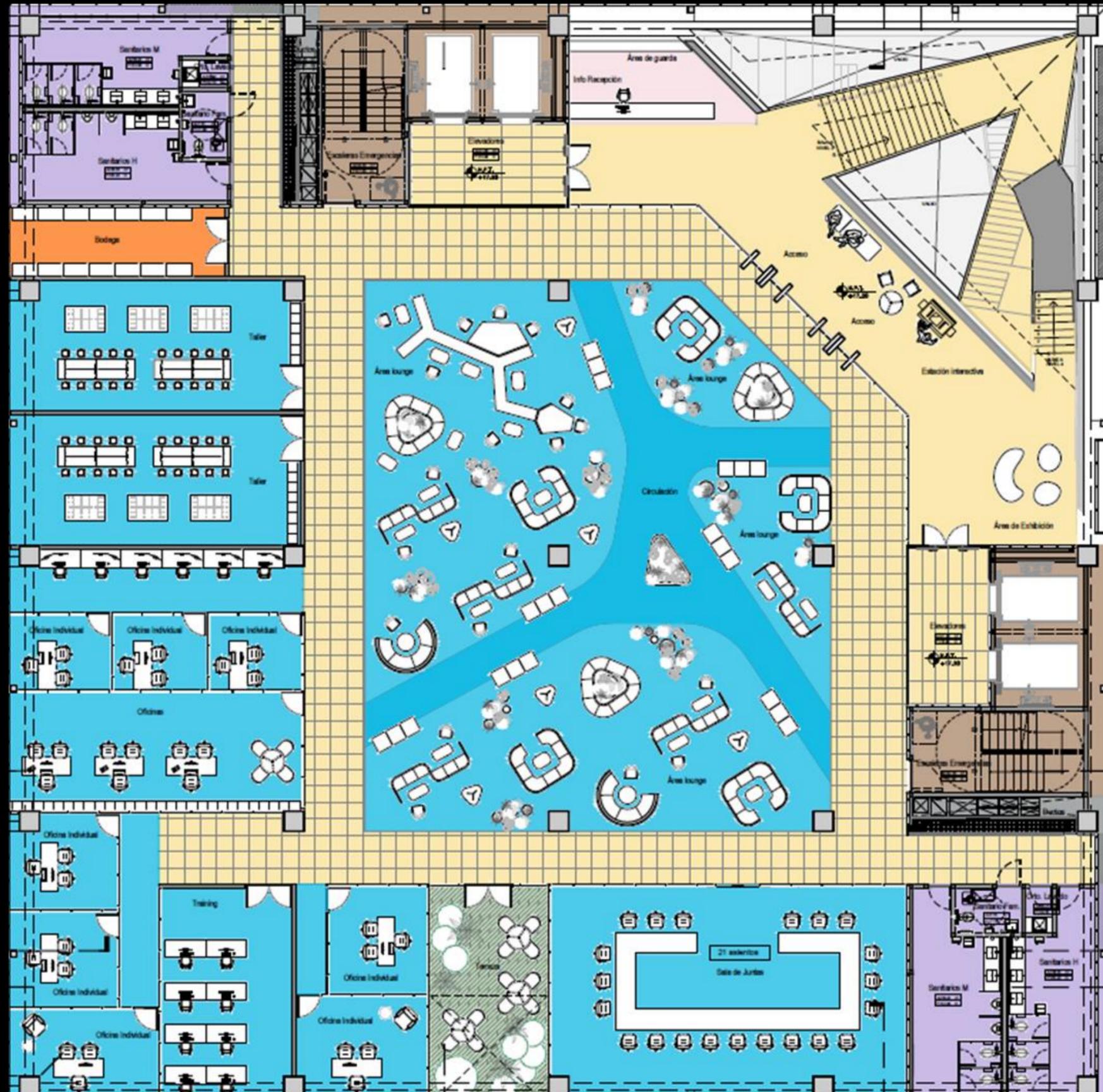
# LEVEL 2

Exhibition Area,  
interactive stations,  
educational offices,  
classrooms, great  
hall, technological  
laboratory of multiple  
uses



# LEVEL 3

Entrepreneurs  
and incubator



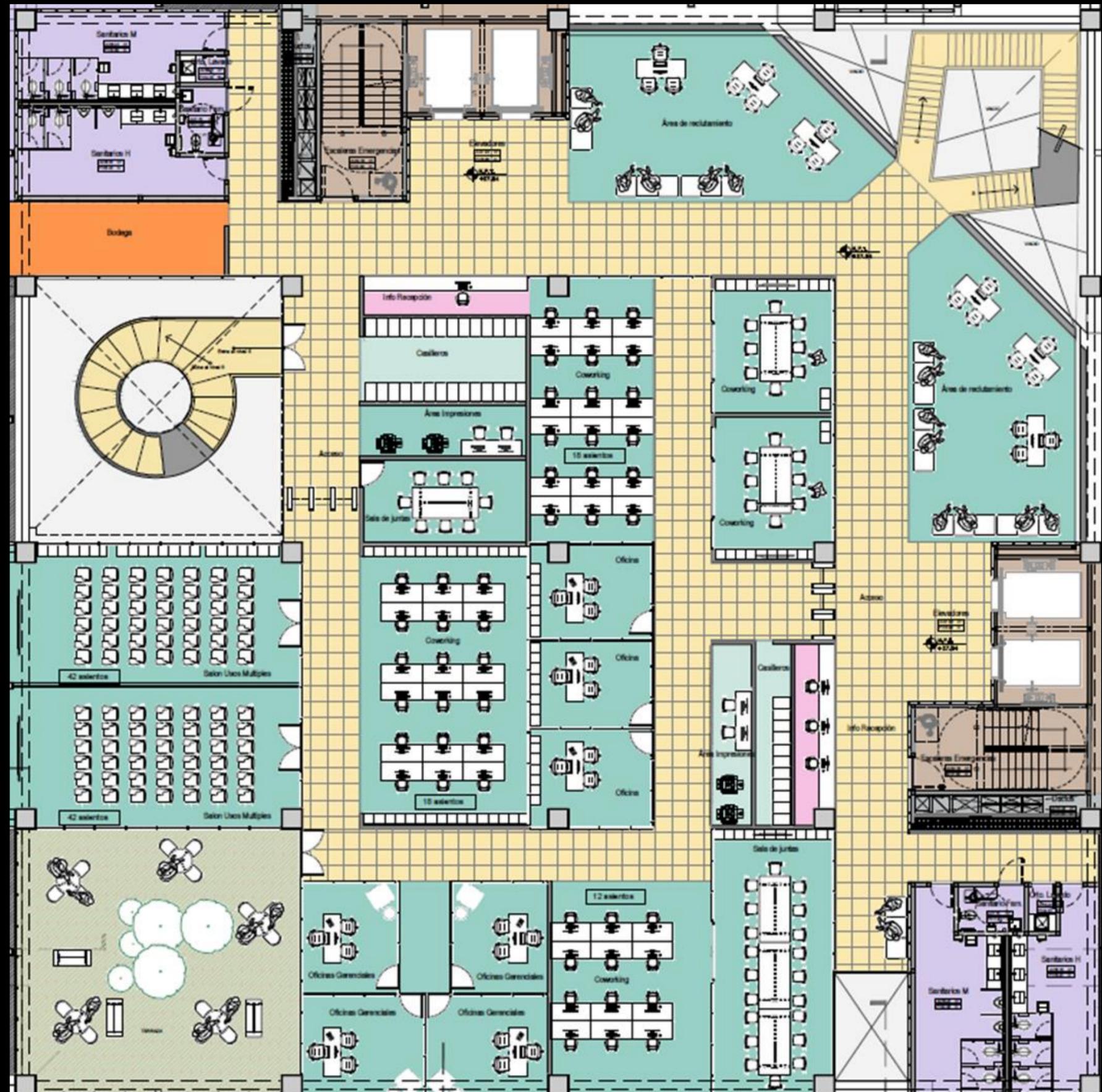
# LEVEL 4

Anchor companies



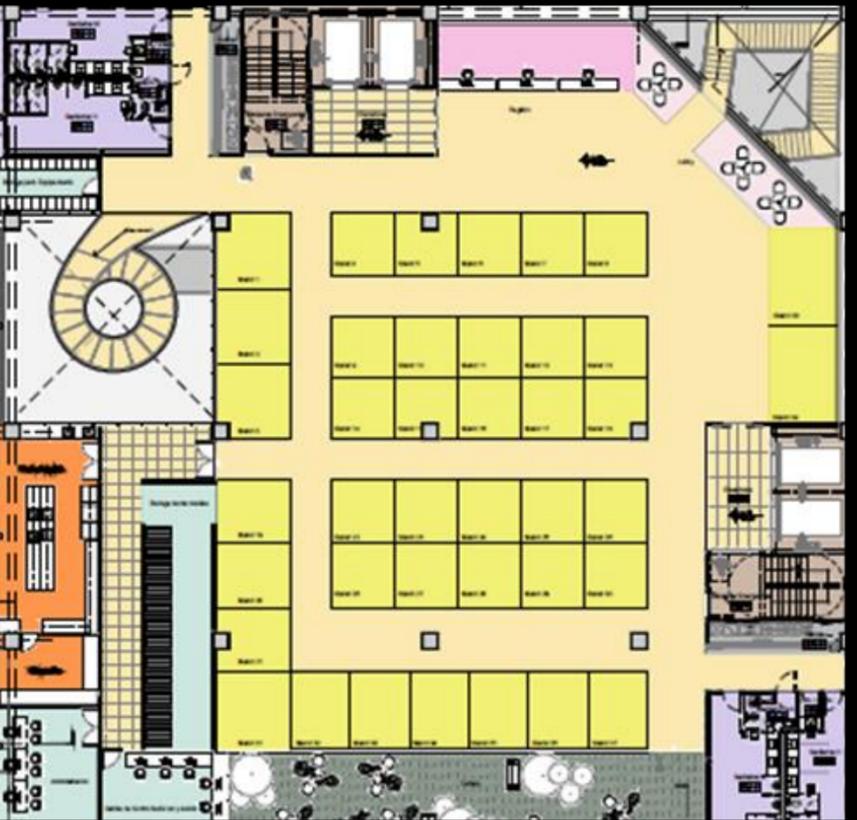
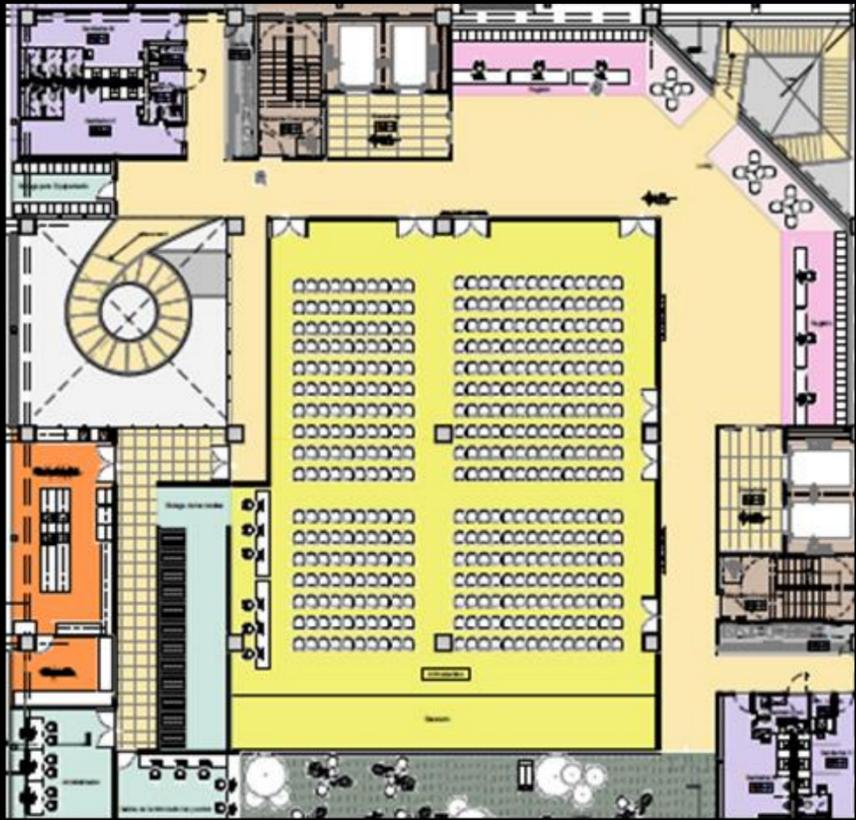
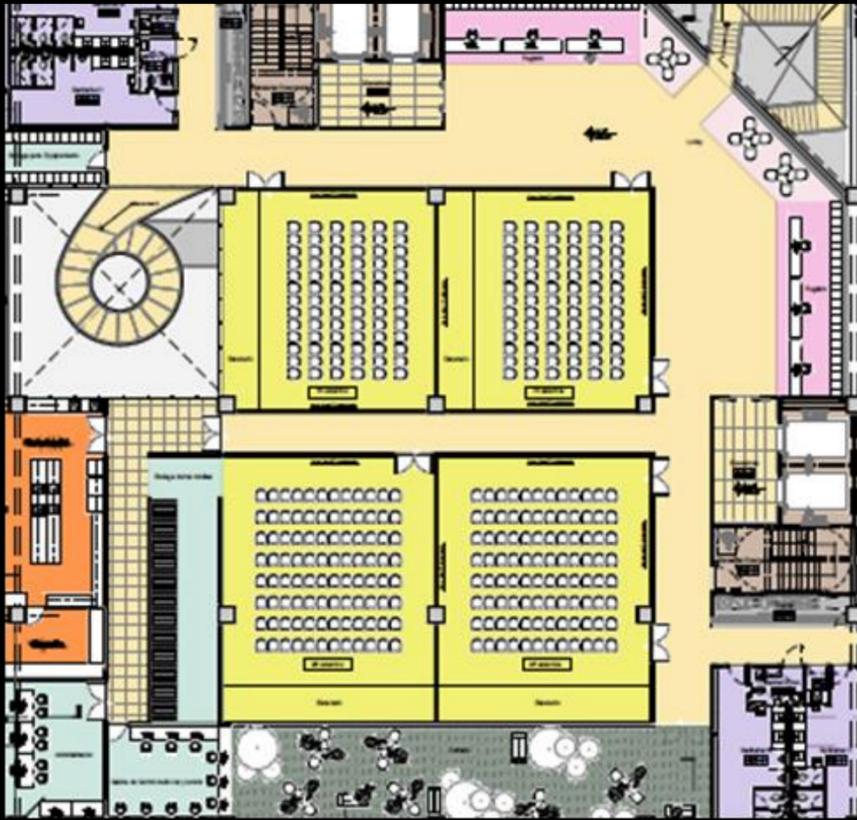
# LEVEL 5

Government  
offices and anchor  
companies



# LEVEL 6

Congress Center







Querétaro  
La Ciudad que queremos

fr

