

MEXICAN REGIONS

WITH THE GREATEST POTENTIAL TO DEVELOP SMART CITIES

PRO MÉXICO
Trade and Investment

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In the last decades, much has been speculated about the creation and development of future cities and how different they would be. Nowadays, smart cities are a reality; around the world, cities like Seoul, New York, Singapore, Tokyo, Dublin, Madrid or Barcelona are emerging as such.

But what is a smart city? One of the most commonly accepted definitions is the one given by the Inter-American Development Bank (IDB), which reads: 'a smart city places people at the centre of its development, implements information and communication technologies in urban planning and uses them as tools to foster the creation of an efficient government that includes collaborative planning processes and citizen participation. By promoting a comprehensive and sustainable development, cities become more innovative, competitive, attractive and resilient.'

In Mexico, there are human settlements that are developing strategies to transition towards smart cities. This trend has led different settlements to get together in 2016 and establish the Mexican Association of Smart Cities and Municipalities (AMECI for its acronym in Spanish), a platform seeking to develop cities that, through the collaborative efforts of its members, achieve the effective transformation of infrastructures, services and technologies.

Some relevant examples of this transition towards smart cities are: Guadalupe that created the Municipal Institute of Comprehensive Planning of Guadalupe (Implani), which leads the Smart Guadalupe Master Plan and the Public Space Design Manual initiatives. Cozumel is on the path to be Mexico's first smart island and the first smart tourist destination outside Europe. It has interactive kiosks designed with sustainable technologies, an intelligent building to provide workshops to the general population about the use of ICTs, plus Cozumel Smart Island app for tourism and municipal management for the benefit of both, visitors and locals. Finally, in 2018, Merida plans to establish a data centre and shared optical fibre network to offer improved telecommunications services, at lower costs.

On the other hand, Cholula, Durango, and Tepeji del Río are working towards developing clear initiatives to become smart localities. Currently, they are focused on developing mobility, education, and sustainability, which should incorporate the use of information and communication technologies.

To ensure a successful transition, it is necessary to foster citizen participation, as well as that of the private sector, in public policies established by the government. This, with the aim of fostering private investment in the necessary infrastructure and of knowing and satisfying the needs of society in general. Thus, not only will smart cities bring quality of life improvements, but they will also create jobs, especially in high value-added sectors such as information and communication technologies.

Aware of this, ProMéxico seeks to attract investors from all over the world interested in being part of this technological transition as the epicentre of smart cities development. As part of the activities programmed for 2018, we will promote closer collaboration with the leading countries in technological innovation interested in this and other opportunities for investment in Mexico.

