MEDELLIN, LATIN AMERICA´S INNOVATION CAPITAL
For a decade, Medellin has undergone a process of social, urban, cultural, and economic transformation, which has enabled the city to appear before the world as a success story worth publicized and promoted. Thus, Medellin continues to create strategies and programs, which allow it to continue to be a source of wonder to the world, and pride to its citizens. Medellin has been recognized recently as the City of the Year in innovation worldwide, above New York, Tel Aviv and a group of more than 200 cities initially nominated as part of a competition led by Citi Group, the Wall Street Journal, and the Urban Land Institute.

In this context, from City Hall the city is seeking to influence the improvement of its competitiveness, implementing a new policy to envision and implement a comprehensive strategy that allows Medellin to become a city of knowledge.

**A CITY OF KNOWLEDGE**

The current Development Plan 2012 – 2015, Medellin, A Home For Life, in its line 3: ‘Competitiveness for equitable economic development’ focuses on Medellin’s progress through the strengthening of its conditions of competitiveness and integration into the processes of globalization.

Therefore, this line considers the implementation of the Science, Technology, and Innovation Plan; the strengthening of entrepreneurship of high-potential growth and differentiation; the creation of the Science, Technology, and Innovation Fund, and the development of a district that drives these three axes.

**THE STRATEGY**

**A DEVELOPMENT PLAN THAT BETS ON INNOVATION.**

A city that through knowledge transforms itself more every day
Created by Medellin’s City Hall, EPM, and UNE, it is an institution from which different programs are developed, and the resources of the municipality are channeled for science, technology and innovation - STi.

It seeks to promote the development of innovative, technology-based businesses that increase the competitiveness of the city, revitalize the economy, strengthen strategic clusters, and enable better jobs for the citizens of Medellin.

**RUTA N promotes innovative businesses that revitalize the competitiveness of the city.**

Ruta N Corporation is pursuing the consolidation of Medellin as a city of knowledge. Therefore, in order to increase the competitiveness of the city, it has undertaken the development of a technology district in the north of the city. This district will lay the foundation for economic development in this area, attracting companies related to science, technology, and innovation, especially in the areas of health, energy, and Information Technology and Communications-ITCs.
This transformation has five dimensions: the urban dimension, consisting of the physical transformation of the territory through real estate and infrastructure development; the business dimension, that promotes and strengthens local entrepreneurship, in order to give them momentum later, in the international arena; the social dimension which seeks to include all citizens in this territory of knowledge by implementing a culture of innovation; the human talent dimension, that maps what the city needs in professional skills to implement strategies that enable the creation, development and retention of talent in the territory; the innovation dimension, that is looking for an integration between science and the market, to help figure out how to do science, technology and innovation relevant to the progress of the city; and finally, governance, which is transverse to all these dimensions and makes them a joint to give strength and relevance to this district.
BENEFITS TO PROMOTE THE TECHNOLOGICAL DISTRICT

Tax incentives for innovative companies of the city

In order to encourage the generation of specific innovative activities carried out by the companies that make up the clusters in Medellin, thanks to Agreement 67 of 2010, the city gives tax cuts to property, industry, and commerce. The tax exemptions are obtained exclusively by creative companies whose activities are carried out within the clusters of Textile/Apparel, Fashion & Design, Construction, Business Tourism, Medical and Dental Services, Information Technology and Communications, and Electricity.

A SCIENCE, TECHNOLOGY, AND INNOVATION PLAN IS THE ROADMAP FOR THIS CITY OF KNOWLEDGE

Carried out by Ruta N, together with various stakeholders and Universidad del Rosario, it is the roadmap that includes the major projects within the city in STi. The plan includes programs and projects, prioritized around two strategic objectives:

- Development of emerging businesses that encourage the energy, health, and ITC industries.
- Development of innovative capabilities with which to strengthen and contribute to the efficiency and quality of the Regional Innovation System.

This plan determines the city’s strategic actions in STi, on a 10-year horizon, from 2011 to 2021.
MEDELLIN IS READY TO EXECUTE THE PLAN

ALLOCATION OF RESOURCES FOR SCIENCE, TECHNOLOGY, AND INNOVATION

The resources for this plan have been secured already, because, as mandated by Medellin’s City Council, the application of the Science, Technology, and Innovation Plan was defined as a public policy, to encourage, promote, and coordinate policies to support research and scientific and technological development in the city.

Thus, it was established that the city should finance these efforts from 7% of the regular dividends that Empresas Públicas de Medellin, a large municipal utility company, gives each year to the Municipality of Medellin, equivalent to 30% of its annual revenues.
TOUR THE OFFICES IN THE COMPLEX

SCAN THIS QR.

CAPACITY BUILDING AND BUSINESS OPPORTUNITIES FOR ALL
It is a strategy led by Ruta N with the support of ACI (for Spanish acronym) – Medellín and the Metropolitan Area’s Agency for Cooperation and Investment— that seeks to provide the Landing service, a temporary seat to domestic and foreign companies belonging to strategic sectors, such as health, energy, and technologies of information and communication (TIC). They are defined in the 2021 STI Plan, which allows starting operations and integrating to the ecosystem of innovation in an easy and quick fashion.

CORPORATE LANDING SERVICE TO ATRACT DOMESTIC AND FOREIGN ENTERPRISES TO MEDELLIN

Structured by Ruta N and the Mayor’s office of Medellin, the Fund will provide financial support for programs, projects, and activities with high content of science and technology aimed at strengthening the innovation capabilities of the city’s strategic clusters and emerging sectors, through applied research, scaling up of functional prototypes, and investment in the development of new knowledge businesses.

All this is carried out in order to generate more value-added to the products and services supplied by the strategic sectors identified within the city, and thus, foster economic development for globalization.
STRONG PUBLIC/PRIVATE AND ACADEMIC ALLIANCE THAT PROMOTES JOINT EFFORTS FOR THE STi PLAN

Thanks to a complete regional system of innovation made up by Ruta N, Tecnova, universities, the Government, interface institutions and agencies, among others, the city has guaranteed that we think in STi across the board in all processes, working in an articulated fashion in order to, in overall, think in a knowledge economy.

Everybody is integrated to promote the city of knowledge
SPACES THAT ENCOURAGE THE INNOVATION OF MEDELLÍN
THE RUTA N COMPLEX

It comprises a total area of 32 thousand square meters, spread over transit spaces, gardens, and three large buildings.

Ruta N is a complex of buildings located in the New North of Medellin, in the strategic corner of Barranquilla Street, between Carabobo and Avenida del Ferrocarril, near University of Antioquia, Explora Park, The Planetarium and The Botanical Garden.

A landmark that symbolizes the new north of the city

Its structure consists of three integrated buildings. It traces the initial framework of the new innovation center of the city: the first building is dedicated to the Global Service Center of the multinational Hewlett Packard; the second, to the activities of the Ruta N corporation and other priority innovation projects for the city, and the third, in charge of the EPM group, UNE Telecommunications, their partner companies, and major universities of Medellin.
Consistent with its innovative identity, the Ruta N building has been constructed looking for innovation in sustainability. This is how we fulfill the following conditions:

**EASY ACCESS**

To minimize the carbon footprint caused by the movement of those who are directed to Ruta N, we have quality public transport: two Metro stations within 500 meters, and a Metroplus station just in front of the buildings. In addition to this, the facilities have parking slots for bikes and showers for employees and visitors, to promote zero-emission transportation.

*Ruta N promotes the use of public transport or rationalized private transport*

Furthermore, it is preferred that the building has a small number of parking spaces, and that 20% of them are for the exclusive use by carpools for at least three people, or others with zero-emissions.
DESIGNED TO INTEGRATE THE ENVIRONMENT WITH THE IDEAS FOR THE FUTURE
TOUR THE NATIVE GARDENS

SCAN THIS QR.
CONSUMPTION MINIMIZATION

The system of intelligent lighting is fully automated with occupancy and light sensors to have the lowest possible energy consumption.

The air-conditioning system is adiabatic, not mechanical; that is, cold air is removed from the building, and it is put it to circulate around its interior, and then it is released through the terrace.

The facade has a design cut off from the building, and it facilitates air circulation in the interior. To the same end, no office is closed up to the ceiling but allows access of air.

The aqueduct system allows rainwater to be recycled, through special treatment in tanks, and then used in the toilets and gardens of the building.

Moreover, thanks to the support of the Botanical Garden, the plants from the gardens and facades are native species that require little watering and need no pesticides.

It is a set of standards of sustainable architecture that take it into being the first public building throughout the country to receive the Leed certification, which would place it as a world reference of design, construction and commissioning of the project.
WE INTEGRATE GLOBAL INNOVATION INSIGHTS TO THE CITY OF KNOWLEDGE
We have an auditorium for 350 people, high acoustic conditions, and a technical rider for audiovisual aids. This space can be divided into two separate rooms.

In addition, we can offer four multiplexes, with capacity for 100 people, with divisions that can be removed and converted into auditoriums for academic and business events.

**More moments to share knowledge**

Both the auditoriums and the multiplexes are equipped with WiFi, sound, video, tables, and chairs.

Finally, we have a showroom; this space is dedicated to temporary exhibits on science, technology, and innovation, with a maximum capacity of 500 people.
It is a place that supports and promotes the development of digital entertainment in the city, with 25 high-performance teams dedicated to the training of entrepreneurs in this field.

**VIVELAB**

It is a site equipped with computers for access to specialized databases of UNE and EPM, allowing the community access to high-level information on new technologies.

**MEDIATECA**

**IDEAL ENVIRONMENTS TO EXPAND PROJECTS**
A STRATEGY TO ATTRACT FOREIGN ENTERPRISES TO THE CITY OF KNOWLEDGE
CORPORATE LANDING

It is an initiative that supports the entire landing strategy for foreign firms in the city, together with the Agency for Cooperation and Investment of Medellin and the Metropolitan Area (ACI, for its acronym in Spanish), in order to solve problems involving new investors who lack credit history throughout the country to acquire a space, and other inconveniences that Ruta N contributes to solve.

The companies that come to Landing are focused on energy, health, and ICT, which are strategic sectors for the corporation, and occupy a grant space for up to two years. After their consolidation, they go to other places within the city and make way for other investors.

The first floor of Landing has 29 modules of four and six workstations, with total capacity of 180 people, whose divisions are open to gather modules according to the requirements of the occupying foreign company. The second floor offers open spaces, empty intentionally, for companies that need special models of space layout.
TV STUDIO AND CHANNEL

UNE TELECOMUNICACIONES has installed a modern television channel with first class technology, a digital television studio, and a laboratory to work with partner companies in related fields.

ÁRTICA

It is a unique space that was born from the partnership of UNE, EPM, and major universities of the city, for the development of research and technology projects. The area of ÁRTICA has an experimental center where new products or services will be tested.

EPM LABS

The EPM group will have a new laboratory open to the public where they will work in innovative and futuristic projects. A perfect place for chemical and physical tests of gas appliances, electrical testing, high-power lines, power and metrology studies, among others.
TOUR THE HALL OF THE COMPLEX

SCAN THIS QR.
Medellin has a north and it is innovation

Ruta N integrates itself to the urban development vision to be the trigger for the knowledge economy, and consolidate as the great benchmark for competitiveness in Latin America and the world.

Ruta N connects the world creation processes in subject matters that contribute to the local and global development through the exchange of experiences and knowledge.
MEDELLIN, LATIN AMERICA´S INNOVATION CAPITAL

For a decade, Medellin has undergone a process of social, urban, cultural, and economic transformation, which has enabled the city to appear before the world as a success story worth publicized and promoted. Thus, Medellin continues to create strategies and programs, which allow it to continue to be a source of wander to the world, and pride to its citizens. Medellin has been recognized recently as the City of the Year in innovation worldwide, above New York, Tel Aviv and a group of more than 200 cities initially nominated as part of a competition led by Citi Group, the Wall Street Journal, and the Urban Land Institute.

In this context, from City Hall the city is seeking to influence the improvement of its competitiveness, implementing a new policy to envision and implement a comprehensive strategy that allows Medellin to become a city of knowledge.

A DEVELOPMENT PLAN THAT BETS ON INNOVATION.

THE STRATEGY

A CITY OF KNOWLEDGE

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The current Development Plan 2012 – 2015, Medellin, A Home for Life, in its line 3 “Competitiveness for equitable economic development” focuses on Medellin’s progress through the strengthening of its conditions of competitiveness and integration into the processes of globalization.

Therefore, this line considers the implementation of the Science, Technology, and Innovation Plan; the strengthening of entrepreneurship of high-potential growth and differentiation; the creation of the Science, Technology, and Innovation Fund, and the development of a district that drives these three areas.
CONSOLIDATION OF RUTA N MEDELLIN CORPORATION

Created by Medellin’s City Hall, EPM, and UNE, it is an institution from which different programs are developed, and the resources of the municipality are channeled for science, technology and innovation - STi.

It seeks to promote the development of innovative, technology-based businesses that increase the competitiveness of the city, revitalize the economy, strengthen strategic clusters, and enable better jobs for the citizens of Medellin.

RUTA N promotes innovative businesses that revitalize the competitiveness of the city.

Ruta N Corporation is pursuing the consolidation of Medellin as a city of knowledge. Therefore, in order to increase the competitiveness of the city, it has undertaken the development of a technology district in the north of the city. This district will lay the foundation for economic development in this area, attracting companies related to science, technology, and innovation, especially in the areas of health, energy, and Information Technology and Communications-ITC.

This transformation has five dimensions: the urban dimension, consisting of the physical transformation of the territory through real estate and infrastructure development; the business dimension, that promotes and strengthens local entrepreneurship, in order to give them momentum later, in the international arena; the social dimension which seeks to include all citizens in this territory of knowledge by implementing a culture of innovation; the human talent dimension, that maps what the city needs in professional skills to implement strategies that enable the creation, development and retention of talent in the territory; the innovation dimension, that is looking for an integration between science and the market, to help figure out how to do science, technology and innovation relevant to the progress of the city; and finally, governance, which is transverse to all these dimensions and makes them a joint to give strength and relevance to this district.

A DISTRICT THAT THINKS AND LEADS THE FUTURE OF MEDELLIN
Benfits to promote the technological district

In order to encourage the generation of specific innovative activities carried out by the companies that make up the clusters in Medellin, thanks to Agreement 67 of 2010, the city gives tax cuts to property, industry, and commerce. The tax exemptions are obtained exclusively by creative companies whose activities are carried out within the clusters of Textile/Apparel, Fashion & Design, Construction, Business Tourism, Medical and Dental Services, Information Technology and Communications, and Electricity.

A science, technology, and innovation plan is the roadmap for this city of knowledge

Carried out by Ruta N, together with various stakeholders and Universidad del Rosario, it is the roadmap that includes the major projects within the city in STi. The plan includes programs and projects, prioritized around two strategic objectives:

- Development of emerging businesses that encourage the energy, health, and ITC industries.
- Development of innovative capabilities with which to strengthen and contribute to the efficiency and quality of the Regional Innovation System.

This plan determines the city’s strategic actions in STi, on a 10-year horizon, from 2011 to 2021.

Allocation of resources for science, technology, and innovation

The resources for this plan have been secured already, because, as mandated by Medellin’s City Council, the application of the Science, Technology, and Innovation Plan was defined as a public policy to encourage, promote, and coordinate policies to support research and scientific and technological development in the city.

Thus, it was established that the city should finance these efforts from 7% of the regular dividends that Empresas Públicas de Medellín, a large municipal utility company, gives each year to the Municipality of Medellin, equivalent to 30% of its annual revenues.
TOUR THE OFFICES IN THE COMPLEX

SCAN THIS QR

CAPACITY BUILDING AND BUSINESS OPPORTUNITIES FOR ALL

09
CORPORATE LANDING SERVICE TO ATTRACT DOMESTIC AND FOREIGN ENTERPRISES TO MEDELLIN

It is a strategy led by Ruta N with the support of ACI (an acronym for Spanish) — Medellín and the Metropolitan Area’s Agency for Cooperation and Investment — that seeks to provide the landing service, a temporary seat to domestic and foreign companies belonging to strategic sectors, such as health, energy, and technologies of information and communication (TIC). They are defined in the 2021 STi Plan, which allows starting operations and integrating to the ecosystem of innovation in an easy and quick fashion.

INNOVATION FUND FOR TECHNOLOGY-BASED COMPANIES

Structured by Ruta N and the Mayor’s office of Medellín, the Fund will provide financial support for programs, projects, and activities with high content of science and technology aimed at strengthening the innovation capabilities of the city’s strategic clusters and emerging sectors, through applied research, scaling up of functional prototypes, and investment in the development of new knowledge businesses.

All this is carried out in order to generate more value-added to the products and services supplied by the strategic sectors identified within the city, and thus, foster economic development for globalization.

STONG PUBLIC/PRIVATE AND ACADEMIC ALLIANCE THAT PROMOTES JOINT EFFORTS FOR THE STi PLAN

Thanks to a complete regional system of innovation made up by Ruta N, Tecnova, universities, the Government, interface institutions and agencies, among others, the city has guaranteed that we think in STi across the board in all processes, working in an articulated fashion in order to, in overall, think in a knowledge economy.

Everybody is integrated to promote the city of knowledge
SPACES THAT ENCOURAGE THE INNOVATION OF MEDELLIN

It comprises a total area of 32 thousand square meters, spread over transit spaces, gardens, and three large buildings.

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THE RUTA N COMPLEX

A landmark that symbolizes the new north of the city

Its structure consists of three integrated buildings. It traces the initial framework of the new innovation center of the city: the first building is dedicated to the Global Service Center of the multinational Hewlett Packard; the second, to the activities of the Ruta N corporation and other priority innovation projects for the city, and the third, in charge of the EPM group, UNE Telecommunications, their partner companies, and major universities of Medellin.
CONSUMPTION MINIMIZATION

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**MEDIATECA**

Ideal environments to expand projects

More moments to share knowledge

Both the auditoriums and the multiplexes are equipped with WiFi, sound, video, tables, and chairs.

Finally, we have a showroom; this space is dedicated to temporary exhibits on science, technology, and innovation, with a maximum capacity of 500 people.
A STRATEGY TO ATTRACT FOREIGN ENTERPRISES TO THE CITY OF KNOWLEDGE

TOUR THE CORPORATE LANDING ZONE
SCAN THIS QR.

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Companies that come to discover the innovative potential of Medellin

The companies that come to Landing are focused on energy, health, and ICT, which are strategic sectors for the corporation, and occupy a grant space for up to two years. After their consolidation, they go to other places within the city and make way for other investors.

The first floor of Landing has 29 modules of four and six workstations, with total capacity of 180 people, whose divisions are open to gather modules according to the requirements of the occupying foreign company. The second floor offers open spaces, empty intentionally, for companies that need special models of space layout.
UNE TELECOMUNICACIONES has installed a modern television channel with first-class technology, a digital television studio, and a laboratory to work with partner companies in related fields.

The EPM group will have a new laboratory open to the public where they will work in innovative and futuristic projects. A perfect place for chemical and physical tests of gas appliances, electrical testing, high-power lines, power and metrology studies, among others.

ÁRTICA

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