



ALTIA™

SMART CITY

Building
a Smart
& Sustainable
Future



Altia Smart City Company Profile **2024**

Redefining Nearshoring, we call it FRIENDSHORING

Altia Smart City is the ultimate business solution;
a technology-driven, purpose-built hub that focuses on
innovative hi-tech development for BPOs, ITOs, and other
outsourcing industries who seek to re-shape the future.

Who we cater for?

ITO

Outsourcing

Backoffice

Shared Services

BPO

Call Centers



Why Honduras?



Why Honduras?

Low Cost

- Significant cost savings (25- 40%) compared to North American and other nearshore locations

The government supports this with favorable policies and tax incentives.

Bilingual Talent Pool

- Top bilingual talent pool with a C1-C2 Advanced English Proficiency level
- Honduras has the largest bilingual talent pool in the region, known for creativity and cultural adaptability. We are proud to have some of the best professionals at Altia Smart City.

Emerging Outsourcing and BPO Market

The BPO sector in Honduras has seen significant growth, with over:

- 47 call centers
- Generating more than 17,000 jobs.

Cultural Affinity

The cultural affinity with North American markets, due to the influence of American media and proximity, enhances the effectiveness of the Honduran workforce in customer service roles

Redundant Internet connectivity

Each building in Altia Smart City is connected via fiber optics – the gold standard for internet connectivity.

Honduras is geographically positioned in a manner that it benefits from major submarine cables:

- ARCOs 1 (Liberty Networks)
- Maya 1 (Alcatel Submarine Networks)
- TAM-1 (Trans Americas Fiber System, 2025)

These cables are the backbone of international internet connectivity. By connecting countries and continents, they facilitate global communication.



Quality of Life & Cost of Living

Cost of Living in Honduras

The average cost of living in Honduras is \$846 per month, 1.24 times cheaper than the global average, and 40.7% cheaper than the U.S. For a family of four, costs are around L 60,937 (\$2,133), and for a single person, L 26,428 (\$651.90).

Utilities

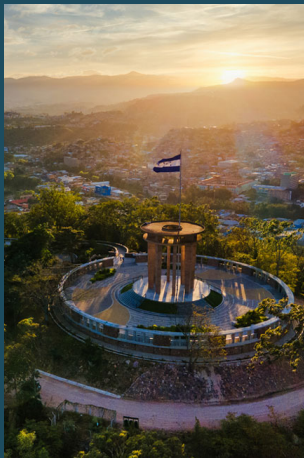
For a typical 915 sq ft apartment, the monthly cost for basic utilities, including water, is approximately 2,878.31 L (around US\$117)

Housing

Rent for a one-bedroom apartment in the city center is around \$300 per month; three-bedroom apartment is about \$700.

Groceries

Honduras is generally cheaper than the United States for most grocery items. On average, groceries in Honduras are 34.9% less expensive than in the United States



Top & Biggest Bilingual Pool in the Region

BILINGUAL POPULATION

COUNTRY	POPULATION	ESTIMATED BILINGUAL POPULATION
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Guatemala	3,000,000	32,000
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San Salvador	2,404,000	16,000
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Tegucigalpa	1,130,000	39,000
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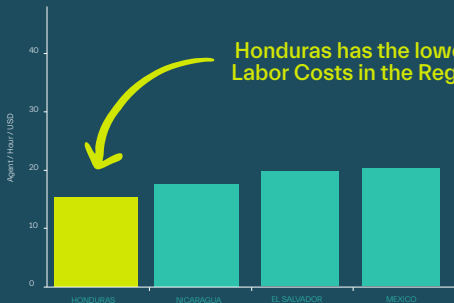
San Pedro Sula	1,235,000	32,415
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Rest of the Country	7,540,000	12,000
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Managua	1,310,000	16,000
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San Jose	1,830,000	78,000
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Panama City	1,450,000	83,000
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Best Roles To Hire Out Of Honduras

Customer Service Representatives

- Customer Service Representative
- Inbound and Outbound Sales
- Technical Support

IT and Software Development

- Software Developer
- Web Developer and Designer
- Data Engineer
- Data Analysts

Marketing and Content Creation

- Content Writer
- Digital Marketing Specialist
- Creative Strategist

Specialized BPO Services

- Legal Services
- Human Resources Specialist
- Financial Services

Backoffice / Administrative and Support Roles

- Administrative Assistant
- Case Manager and Support
- Specialist

Accounting and Financial Services

- Accountant
- Payroll Specialist
- Collections

Shared Services Offices

- Finance
- Operations
- Human Resources

Content Writers

- Bilingual capabilities (Spanish and English)
- Unique Cultural Insights



Why Altia Smart City?



What We Offer

01

Turnkey Business Solutions

At Altia Smart City, we are dedicated to simplifying your business operations by providing comprehensive, turnkey solutions that allow you to hit the ground running.

Our aim is to eliminate the complexities typically associated with setting up and running a business, enabling you to focus on growth and innovation from day one.



02

Built to suit

We have a team of engineers, architects and project managers that oversee each project from the initial start to completion.

Built-To-Suit



What We Offer

03

Tailored Recruitment Support

We handle all aspects of the recruitment process, from job posting and candidate sourcing to preliminary screening and organizing interview schedules, through AltiaJobs, our dedicated in-house recruiting agency, is specialized in sourcing top-tier candidates.



www.altiajobs.com



[@altiajobs](https://www.tiktok.com/@altiajobs)



04

Exceptional Customer Experience

- **Ideal Environment for Outsourcing Companies:** Altia Smart City caters to BPO, ITO, outsourcing, back office, and shared services companies, offering an environment designed to enhance efficiency and innovation.
- **Comprehensive Support Services:** At Altia Smart City, our exceptional customer experience team operates 24/7 and is certified by CX University, allowing you to focus on your core business while we handle maintenance and any daily operational disruptions on-site. We have dedicated teams for IT support, maintenance, import & export, and more to ensure seamless operations for your company.
- **Cutting-Edge Facilities:** Our smart city features state-of-the-art infrastructure tailored to support a wide range of operations, ensuring your business thrives in an optimal environment.



What We Offer

Expert Legal Assistance for Business Setup

- **Comprehensive Business Setup Assistance:** Our legal team specializes in guiding you through the entire business setup process.
- **Incorporation and Registration:** We assist with all aspects of incorporation and registration.
- **Compliance Expertise:** Ensure full compliance with local and international laws.
- **Efficient Setup:** Our experts make sure your business is set up efficiently.
- **Secure Operations:** Operate confidently and securely with our legal guidance.
- **Free Zone Benefits:** Enjoy significant tax advantages and operational cost reductions, making Altia Smart City a cost-effective choice for your business.



Multi-City Delivery

At Altia, we are committed to providing exceptional business solutions with our strategic presence in multiple locations. Our flagship campus, Altia Smart City, is located in San Pedro Sula, offering state-of-the-art facilities and a thriving business environment, and our Altia Technology Park in Tegucigalpa expands our reach, delivering innovative solutions and unparalleled support to businesses in the region.



San Pedro Sula



Tegucigalpa



What We Offer

We provide everything to ensure you stay focused on your core business.

Get Your Business up and running within 3 months

Altia Smart City is the FIRST FREE ZONE in the country
dedicated to ITO, BPO, Outsourcing, Backoffice.



Foreign Employment

0%

Sales Tax/Customs Duty

100%

Repatriation of Profits

0%

Corporate Tax



+8,000

Employees



Top

BPO's & Outsourcing Companies



+15

Years in Business



+83,000

Honduras Bilingual talent pool



Our Clients

alorica

Altiam
CX

apex
AMERICA • BPO

altiatek™



ASOCIACION
HONDUREÑA DE
MAQUILADORES



concentrix



Building a better
working world



itel



K&G
BUSINESS
SERVICES



Startek





Our Smart Cities

Main Components of Altia Smart City:

6 Core Components

01

Business Park

State-of-the-Art Office Facilities

02

Rec-Zen

Recreational Center

03

Unitec

The most prestigious
university in Honduras

04

Altara

Shopping & Lifestyle Center

05

Altia Residences

Contemporary Homes
(In Development)

06

Executive Hotel

World-Class Hospitality
(In Development)



Rec-Zen

Rec-Zen beautifully embodies the essence of the "smart city" concept, encouraging a synergy between lifestyle, innovation, and environmental sustainability.

It's a social hub that's smartly designed using advanced technology to stimulate creativity.

Features include:

- + Restaurant
- + Coffee Shop
- + Creative Studio
- + Think Tank
- + Games Room
- + Music Room
- + Four Terraces for company events



Altara

Altara is a lifestyle and shopping center that fuses nature and natural light with three operating business towers. Its mission is to offer a complete experience where visitors and residents can create memories with friends and families.

Features include:

- + 105 retail spaces
- + Clothing stores
- + Banks
- + Health and therapy spaces
- + Gym
- + Movie theater
- + Arcade
- + Restaurants and coffee shops
- + Executive Hotel

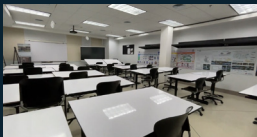
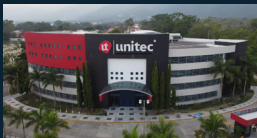


Unitec

Unitec is the most prestigious university in Honduras, and one of Altia Smart City's strategic partners. It was built to create the leaders of tomorrow with a campus that's second to none.

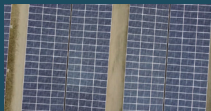
Features include:

- + Sports center
- + State-of-the-art classrooms and labs
- + Heavy investment in technological innovation
- + Student formation, focusing on developing global vision and social commitment
- + Companies operating at Altia Smart City benefit from a large pool of qualified talent
- + Students can study at Unitec and work for businesses at Altia Smart City simultaneously



Altia Solar City

This photovoltaic electric power generation system is designed to make Altia Smart City the most competitive option on the market, strengthening our commitment to sustainability by reducing our carbon emission annually.



Altia Smart City San Pedro Sula Masterplan

- COLOR CHART**
- EXISTING DRIVEWAY & SIDEWALK
 - STAMPED CONCRETE DRIVEWAY & SIDEWALK
 - GREEN-AREA
 - EXISTING BUILDINGS
 - FUTURE BUILDINGS
 - UNDER CONSTRUCTION
 - FOODING TRAIL
 - MALL ALTIA
 - UNITEC
 - ALTA MEDICAL CENTER



MASTER PLAN

SUSTAINABLE DESIGN MP-2

DESIGNED BY: SUSTAINABLE DESIGN MP-2
 PREPARED FOR: ALTIA MEDICAL CENTER
 PROJECT LOCATION: SAN PEDRO SULA, HONDURAS
 DATE: 06/01/2023



Altia Smart City Tegucigalpa Masterplan



1	Commercial Area	9.270 m ²
2	High School	9.872 m ²
3	Residential Zone A	27.865w m ²
4	Residential Zone B	49.272 m ²
5	Altara and Hotel	25.261 m ²
6	Private Buildings	13.426 m ²
7	Private Buildings	9.431 m ²
8	Big Store	15,423 m ²
9	Hospital and Research Center	26,656 m ²
10	Altia Business Park	59,583 m ²
11	Altia Residences	-



Awards & Certifications



Great Place To Work Certification



Socially Responsible Company



Customer Experience Specialist

A Subsidiary Company of



Real Estate

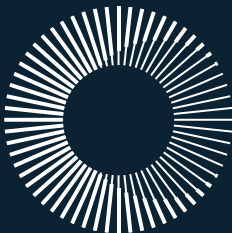
GK Global boasts a long and solid history in innovative and sustainable business development, beginning 50 years ago in Pakistan and expanding to Honduras in 1991, with specialist expertise in textiles and real estate development. We are one of the largest real estate developers in Central America and Mexico, offering land planning, design, and turnkey construction services for residential, industrial, commercial, and hospitality sectors.

Our clients are our strategic partners, our people are our most important resource, and our customer experience services never fail to exceed expectations. We help local communities to thrive by supporting local education and by creating valuable job opportunities for talented, young, bilingual people across the Americas.

www.gkglobal.com

Building a Smart & Sustainable Future




2024



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