



Competing for global talent



**DIGITAL
NOMADS
CORDOBA**
CAPITAL





Córdoba

a destination for Digital Nomads

Córdoba is an economic, cultural, and social metropolis that maintains a pleasant quality of life and escapes from the hectic routine of the big capitals.

The combination of architectural styles, historical heritage, and natural spaces make it a chosen city for both enjoying and working at the same time, with an exceptional lifestyle.

The Digital Nomads Córdoba Capital program provides visitors with well-organized, valuable information, the chance to join a global community, and access to exclusive perks, all designed to help them immerse themselves in local culture and enjoy a fun, inclusive stay.



Previously, companies used to compete for talent. Now, countries and regions are also doing the same".

Prithwiraj Choudhury. Labor geography researcher.
Harvard Business School.



Embracing a Growing Trend



Profile of the digital nomad



A young person aged 22 to 38.



Flexible lifestyle, without a fixed location



Uses technology to work remotely.

+35 million digital nomads worldwide

By 2035, the IDB estimates there will be 1 billion people.

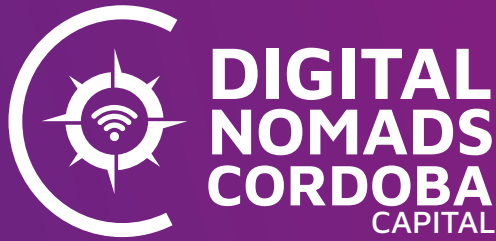
Argentina

Special 180-day visa → extendable
Average stay of **three months** → with visits to multiple cities
Minimum spending of **\$3,000 per month** (INPROTUR)



+72.000 digital nomads arrived in 2022

with spending exceeding \$154 million



Part of Córdoba Acelera, this program targets talented professionals who combine work and travel into a unique lifestyle. It also aims to establish Córdoba Capital as one of the top destinations in Latin America for digital nomads.

+120

Registrants
within six months

+20

Main
countries



+70

Participants in the
activities cycle

+50

Agreements with
the private and
academic sectors

Ranked in the Top 20 LATAM Cities on Nomad List*

*Nomad List is a global community that gathers insights from digital nomads.



1er Congreso

**DIGITAL
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A gathering to explore digital nomadism, talent management, remote work, and the city's cultural and tourist attractions.

150 in-person attendees

Available on YouTube





Meet & Help

Volunteer activities with NGOs.



Meet & Learn

Visit to local agencies and companies

Activities



Meet & Greet

guide tours focused on tourism and dining with fellow students.



Meet & Play

Group sports events

Exclusive Benefits

The Digital nomads receive a **digital card** that provides various benefits, such as discounts on accommodation and dining, language courses, coworking spaces, and medical services.

Some of the program's partners:

Selina

EL P A P A G A Y O

BULLANGA
Málaga

UNIVERSIDAD
SIGLO 21
La educación evoluciona

Banco de Alimentos
Córdoba

BROS.
COMEDOR

Fruta
BAR & RESTO

Le Dureau.
CAFÉ DE ESPECIALIDAD



Clúster Turismo Salud
Córdoba

BPO & KPO
Córdoba Clúster
Somos Economía Del Conocimiento

How does a digital nomads program benefit the city?

Increases social and economic capital

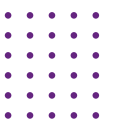
- Positive impact on the local economy through increased consumption.
- Fosters social exchange and cultural.
- Stimulates the demand and generation of new ventures and micro-enterprises targeting this new market (e.g., courses, workshops, gastronomy, tourism, services, etc.).

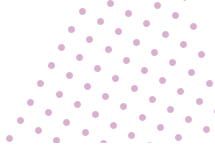
Attracts entrepreneurs and/or investors

- Attracts young talent who are knowledgeable about global trends.
- Soft landing for investments and new entrepreneurs.
- Engagement with the local ecosystem.

Showcases and promotes the city

- Encourages tourism interested in experiencing the city's lifestyle.
- Cultivates future ambassadors for the city.





Why do digital nomads choose Córdoba?



The humor and warmth of the people of Córdoba



Cultural, gastronomic and sports offer



Nightlife and leisure



A vibrant ecosystem tech entrepreneurship



Networking



Good internet connectivity



Close proximity to green spaces and nature.







University city



Air Hub





-  DigitalNomadsCordoba
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