

A project that will shape the Economic Growth in Baja:

The Tijuana Convention Center

By L. Balderas

The construction of a Convention Center in Tijuana started on September of this year. This Project had been planned for over ten years but now it's becoming a reality. The construction will end in the year 2010.

"This Convention Center, with more than 65,000 Sqft of construction and with an investment of approximately 22 million dollars, will offer hotel services and many complimentary attractions that will make the visitors enjoy everything that the Tijuana-Rosaritor corridor has to offer" commented the Governor of Baja California, José Guadalupe Osuna Millán, who led the presentation event of the Project "Tijuana Covention Center".

The Project will count with the participation of the Federal Government, the State and the city councils of Rosarito, Tecate and Tijuana , and it will benefit more than 2 million residents of the coas tarea of the State, de la zona costa del Estado, due to the economic spill that the masive events generate and the previous experience of other regions that already have this kind of infrastructure.



José Guadalupe Osuna, Governor of Baja California at the presentation of the Project: Tijuana Convention Center.



Audience at the Tijuana Convention Center Project Presentation

The first budget authorization for this Project accounts for 2.9 million dollars, from which 50 percent comes from the State and 50 percent from the Federal Government.

"Nine different locations were analyzed for this purpose, because this will put Tijuana on the map as a competitive option for the execution of national conventions and promote tourism in Tijuana and the rest of the State, generating employment and boosting the urban and economic development of the area", mentioned Osuna Millán.

The Tijuana Convention Center will be built on a portion of 10 hectares of parcels 9 and 10 of The Ejido Mazatlan, on the 31st Km of the Tijuana-Ensenada toll road in the city of Rosarito.

This prime location will benefit not only the city of Tijuana but also the city of Rosarito.

Among the features that will include there will be a convention area with capacity of 3,750 people, 2,500 people in a ballroom area, expo area with a capacity of 9,000 people, a 6,000 people capacity dinner room for 425 stands and a 1,200 spaces parking lot.



Location and Project Layout.

This Project will shape the economic and touristic growth. A Project based under a good strategic plan, because it is not just focusing on the architecture and design of modern spaces, but a whole plan to satisfy the needs of the users, like transportation available to the Convention Center and the opportunity to bring the best artists and exhibitors to the area. This will give the Tijuana Convention Center a high quality level compared to the San Diego Convention Center.

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