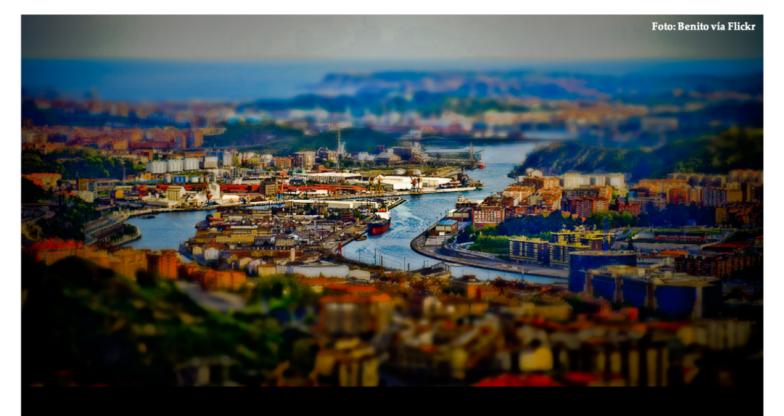
## NAGUSI INTELLIGENCE CENTER, BOOST TO THE SILVER ECONOMY

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## NAGUSI INTELLIGENCE CENTER, IMPULSO A LA ECONOMÍA PLATEADA

Zorrotzaurre acogerá un centro de referencia para la investigación, la formación y el desarrollo económico en torno al incremento de la longevidad de la población

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The island of Zorrotzaurre will host the Nagusi Intelligence
Center project, a center for innovation in the field of aging
that aims to be a world benchmark in the so-called "silver
economy" or "silver economy". The project, promoted by the
Bilbao City Council and the Provincial Council of Bizkaia, has
incorporated Mondragon Unibertsitatea and the Mondragón
Corporation.

The center will research Biomedical Engineering and Medical Technologies, and will work on areas such as Big Data, data analytics and artificial intelligence for the development of the "silver economy". Higher education and professional training in biomedicine will also be provided. Through the development of these areas of knowledge, the center will promote entrepreneurship around the silver economy: the

promotion of the creation of new companies, as well as the diversification of activities in existing companies.

The "silver economy" poses the increase in longevity, not necessarily as a problem, but rather as a challenge and an opportunity for economic development. The growing older population will seek to continue living independently with the help of the introduction of innovations.

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