

NAGUSI INTELLIGENCE CENTER, BOOST TO THE SILVER ECONOMY

Posted on 06/03/2019 by Naider



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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