



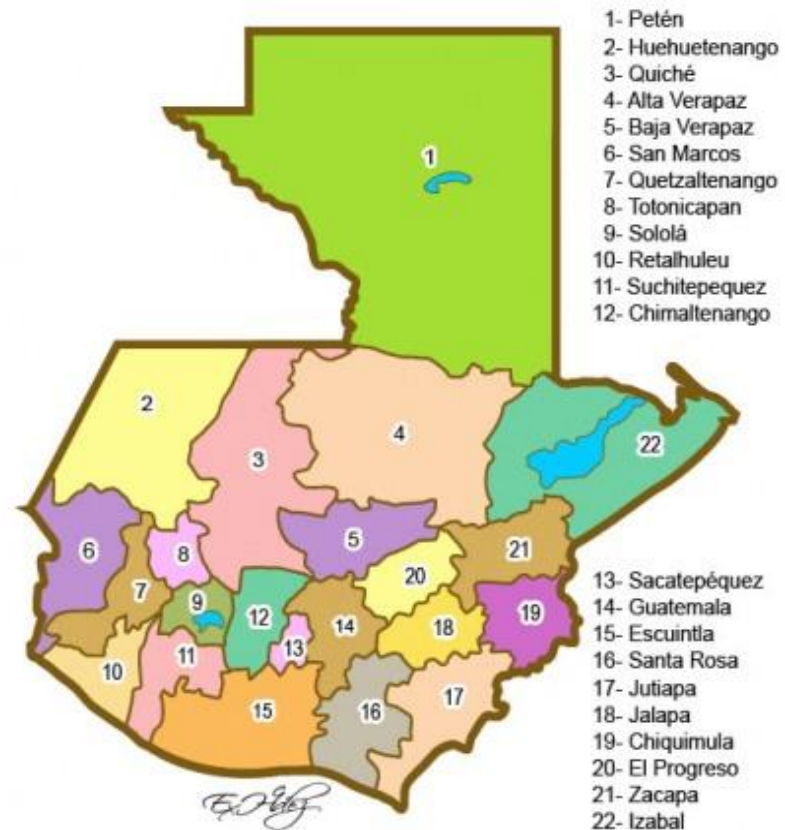
GUATEMALA GUATEMAYA

***The country of the eternal spring
Heart of the Mayan World***

SE PROYECTA AL MUNDO

Guatemala

Guatemala is divided into 22 Departments, with a population of 16 million people, located in a privileged spot in the Center of the American continent, gate to the south and the north, area 108,000 square kilometers or 42,000 square miles

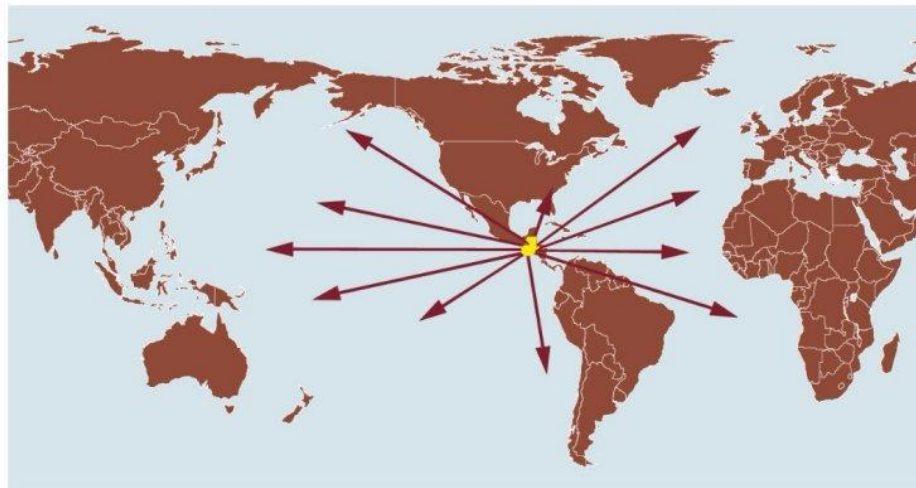




1. COSMOVISION MAYA

SUSTENTO FILOSOFICO PARA EL DESARROLLO INTEGRAL

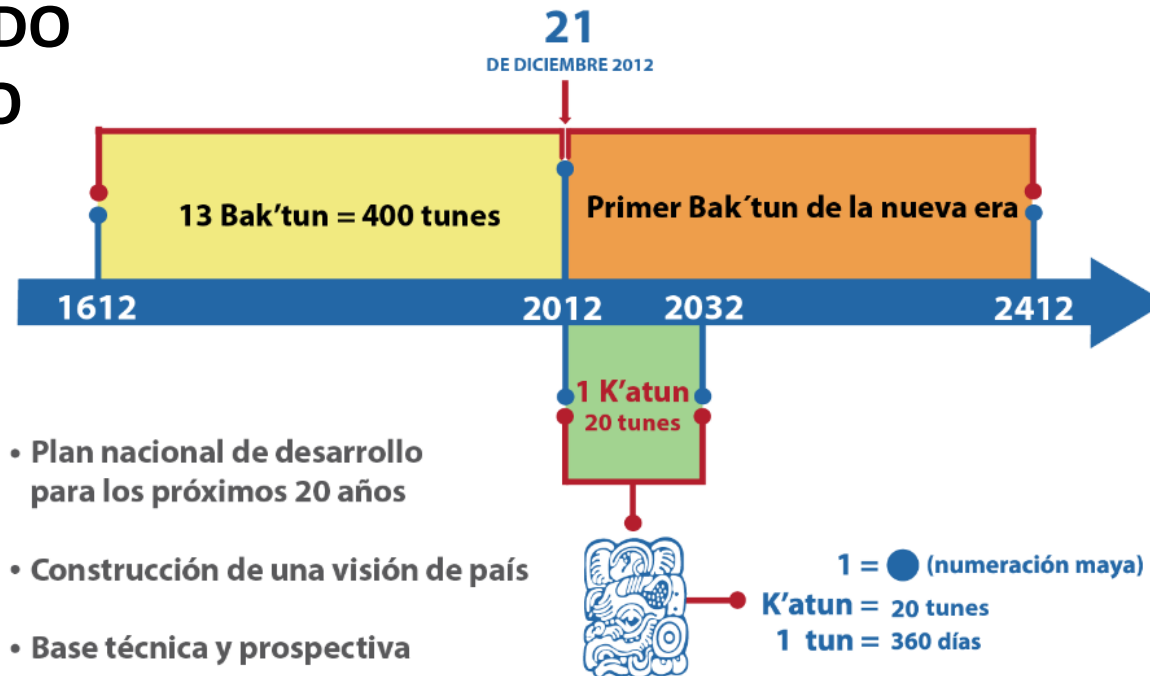
**La posición Geo-estratégica
de Guatemala en el siglo XXI**



¿Qué es K'atun?

La información que se presenta a continuación es la invitación de Segeplan para reflexionar y construir conjuntamente un plan nacional de desarrollo para los próximos 20 años.

PROYECTANDO DESARROLLO





DESARROLLO PARTICIPATIVO

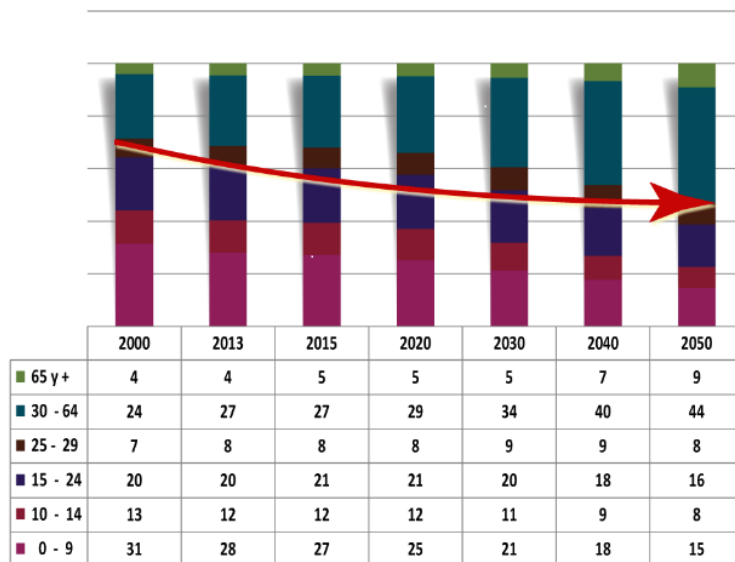
Para el desarrollo del país

El K'atun es un proceso de construcción de la Guatemala del futuro, a 20 años plazo, que representan los lineamientos generales para el desarrollo del país.

Se construye en el seno del Sistema Nacional de Consejos de Desarrollo, dadas sus funciones y competencias.

Bono demográfico: ¿una oportunidad?

Estructura de la población por grupos de edad, 2000 - 2050



INE, Proyecciones de población

La población menor de 30 años representa el 69% del total de la población

En la medida en que un país cuenta con más población joven y capacitada, aumentan sus posibilidades de producir y crecer económicamente



Replantear los motores económicos de desarrollo





Desarrollo Rural





Estructura del Plan Nacional de Desarrollo



2. PAST

Guatemala, is the Heart of the Mayan World. Magical, mystical and ancestral. Its history goes back four thousand years, when the Mayan civilization emerged, whose legacy continues today with the traditions and culture of the people.

Guatemala holds most of the archeological sites of the Mayan culture. The mystery of the Mayas subsist in the millenary cities such as Tikal, (declared Human Heritage Site by UNESCO in 1979), The Yaxhá, Aguateca, and Quiriguá among others

MAYA



*Very close to the capital city is located the enchanting **City of Antigua Guatemala**, main icon of the Hispanic colonial heritage. It is surrounded by three volcanoes, mountains, and coffee plantations. It was declared Cultural Heritage of Humanity Site by UNESCO in 1979.*

Visitors may choose among beautiful, colonial hotels, boutique hotels, and charming hotels with first class facilities for conferences and business meetings in an inspirational environment.

COLONIAL



Antigua Guatemala is the ideal destination for religious tourism during Holy Week, especially for its catholic awareness, faith, and the beauty of its processions and colorful rugs.

3. PRESENT

Guatemala City is the most modern and cosmopolitan city of the Central American region. It is the ideal place to organize conferences and conventions, play golf, make medical check-ups, and visit shopping centers among other activities. Visiting the Historic Center of more than 200 years of existence is mandatory. Its cathedral, emblematic buildings, churches, and museums are a reflection of the historic evolution of the country.

MODERN



ENTERTAINMENT



Guatemala has Theme, water and amusement parks world class. Xetulul is a good example, as the third largest amusement park in Latin America. Xetulul has the central America's largest roller coaster.

In addition to its amusement rides, Xetulul is also known for its architecture. The park is divided into seven plazas, which feature architecture from France, Germany, Guatemala, Italy, Spain, and Switzerland.



4. GUATEMALA IN THE WORLD





MEDICOS GUATEMALTECOS DESTACADOS MUNDIALMENTE

El Doctor Rafael Espada es uno de los mejores y más famosos cardiólogos del mundo. Graduado de la Universidad Nacional de San Carlos de Guatemala. Ha Trabajado en Houston como un cardiólogo destacado. Fue Vicepresidente de Guatemala 2,008 2012

*El Doctor Henry Stokes egresado de la Universidad de San Carlos de Guatemala es uno de los neurólogos más destacados del mundo.
Premio Hillman Universidad Vanderbilt Nashville Tennessee USA por Profesor más destacado de Facultad de Medicina 1973.*

El oftalmólogo Carlos León Roldán inventó un dispositivo óptico denominado queratoprótesis hidroxipatita coralina que cura ciertos tipos de ceguera.

El Doctor Carlos Alvarado Dumas fue premiado internacionalmente por crear la membrana biológica para quemaduras

GUATEMALA HAS 2 NOBEL PRIZES

Miguel Angel Asturias Rosales was a Nobel Prize-winning 1967 Guatemalan poet-diplomat, novelist, and journalist. Asturias helped establish Latin American literature's contribution to mainstream Western culture, and at the same time drew attention to the importance of indigenous cultures, especially those of his native Guatemala.



Rigoberta Menchú Thum received the 1992 Nobel Peace Prize in recognition of her work for social justice and ethno-cultural reconciliation work based on respect for the rights of indigenous peoples in her native Guatemala. She is the first indigenous person to receive the Nobel Peace Prize.

GUATEMALAN IS PART OF PIONEER IN VISUAL EFFECTS IN THE WORLD

Carlos Arguello, STUDIO C

Carlos Argüello is one of an elite group of world pioneers in the field of visual effects for the international movie industry. He spent more than 20 years as Creative Director of renowned companies such as Disney; Universal Pictures, and in computer-design firm Pacific Data Images (now part of DreamWorks SKG) among others.

Carlos Argüello—the Oscar-nominated mastermind behind unforgettable visual effects in Hollywood blockbusters like “Batman and Robin,” “The Devil’s Advocate , Armageddon and groundbreaking music videos for artists like Michael Jackson

In 2000 he went back to Guatemala and initiated Studio C, where young Guatemalans produce special effects for movies, television and educational programs. Studio C is the only studio in Latin America that has worked with the largest Hollywood studios in the industry.

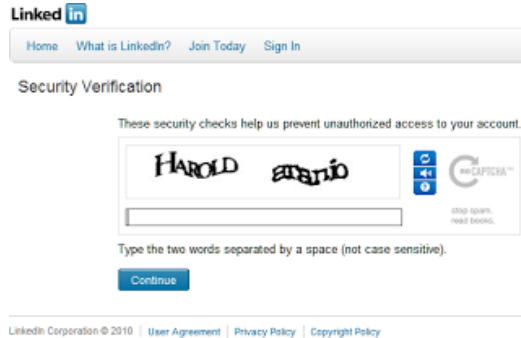
Studio C took part in the realization of visual effects for the movie “The Chronicles of Narnia: The Lion, The Witch and The Wardrobe”.



studio©

Los Angeles, California, México
Guatemala, Guatemala

Guatemalan created security system for internet: CAPTCHA



Luis Von Ahn is prodigious computer scientist, he is considered to be one of the 50 Best Brains in Science in the world (Discover Magazine).

He is famous for CAPTCHA and reCAPTCHA – developed as a security system to distinguish between humans and computers, and sold to Google in 2009 .*

Luis is also the co-founder and CEO of Duolingo, a popular language-learning platform.

The free service offers lessons in Spanish, French, Italian, German, and Portuguese, and uses a computer-game structure with level-ups, and bonus skills.

Von Ahn says his research shows that spending 34 hours on Duolingo teaches the equivalent of one semester of a college language course. It is also a popular app use by 12 million people



GUATEMALA IS ONE OF THE MOST POPULAR PLACES IN THE WORLD TO SHOOT MOVIES AND MUSIC VIDEOS.

Starwars Episode IV was filmed in Guatemala Tikal the largest city of the Maya civilization, monumental, majestic. It is located in El Petén department of Guatemala . It was used as a filming location for Yavin 4 in Star Wars Episode IV: A New Hope, among others.



GUATEMALAN IN VIDEO GAMES

The ancient Guatemalan Maya city Tikal is the stage for Magic Ruins in the video game of Sonic the Hedgehog and also Tikal is the name of a character.



FIRST CHOCOLATE BAR WAS CREATED BY THE MAYANS IN GUATEMALA



Cacao is "The food of Gods"

The great Mayan civilization, they were probably the first chocoholics of the world.

They consumed chocolate by first harvesting the seeds -- or beans -- from cacao trees. They fermented and dried them, roasted them, removed their shells, and ground them into paste. They often combined this paste with water, cornmeal, chili peppers, and other spices.

Coco beans were so important in the Mayan civilization that they were used as currency.

For travelers with a sweet tooth, Guatemala and especially in Antigua you'll find a variety of chocolate shops, cacao-laced desserts and even a chocolate museum.

THE INSTANT COFFEE WAS CREATED IN GUATEMALA

The instant coffee was invented in Guatemala in 1909 by the doctor of medicine Federico Lehnhoff



GUATEMALA IS STARBUCKS' MAIN COFFEE SUPPLIER

High Altitude and volcanic ashes makes great soil conditions to create the best coffee in the world!

It is refined, with subtle cocoa-like texture!

"Antigua may be to coffee what the regions of Burgundy and Champagne are to wine."
-Starbucks-

THE HAPPY MEAL WAS INVENTED IN GUATEMALA



The Happy Meal was invented by a Guatemalan in 1970's

She was a young franchise owner in Guatemala, **Yolanda Fernández de Cofiño**, came up with the idea in the mid-70s to make kid sized meals .She got the "Leading Women Entrepreneurs of the World" recognition in Paris, France. Now, 'Happy Meal' is part of McDonalds menu in over 35,000 restaurants and has sold about 100 million Happy Meals in one week.



4. FUTURE

EVERY GUATEMALAN...

