



# LatinSF

**LatinSF** is a dynamic new initiative that will promote business and trade between San Francisco and the Latin American region. Created as a public-private partnership between the San Francisco Office of Economic and Workforce Development and the San Francisco Center for Economic Development, the goal of LatinSF is to create a welcoming environment for established Latin American companies to expand and startups to locate in San Francisco. LatinSF also supports San Francisco-based companies that are seeking to grow their businesses in Latin

## SERVICES

For companies looking to locate or expand in San Francisco, LatinSF is a one-stop information, fast-tracking and networking resource:

- Site location assistance
- Tailored information about San Francisco
- Facilitation of key introductions
- Brand exposure

All services are confidential.

## GLOBAL GATEWAY

Because of its booming technology and biotechnology sectors, San Francisco has cemented itself as a global business hub. San Francisco has strong cultural ties to Latin America as more than 15% of its population is of Latino descent. With government trade offices from Mexico, Brazil and Colombia and close to a dozen international consulates, San Francisco is uniquely positioned to leverage deep economic ties with Latin America.

## BENEFITS

Home to many of the world's most innovative companies, San Francisco is a magnet for talent and venture capital investments. Few other cities offer the breadth of opportunities for entrepreneurs, investors and businesses. From IT and social media to design and retail, we are here to support your business objectives.


## SPONSORSHIP

- Up-to-date information about LATAM business climate
- Access to LatinSF network
- Brand exposure
- Participation in local and international LatinSF events

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### Contact Us

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# Why San Francisco?

## TALENT



San Francisco enjoys one of the most educated and productive workforces in the world. More than 52% of the population holds a Bachelor's degree or higher and 46% of local residents speak more than one language.



## INNOVATION

Access to over a hundred local incubator, accelerator and co-working spaces gives your business the resources it needs to succeed. San Francisco is consistently ranked as one of the most innovative cities in the world and is the #2 best performing city for creating and sustaining jobs (Milken Institute 2015).

## INVESTMENT



The Bay Area is home to the world's largest concentration of VC firms, with a significant number having a presence in San Francisco. In Q2 of 2016, \$5.5 billion was invested into San Francisco based companies, making it the #1 U.S. city for venture capital investment.



## LIFESTYLE

San Francisco is considered one of the top cities in the world for work and leisure. From the iconic Golden Gate Bridge to renowned exhibits at SFMOMA, San Francisco takes pride in its vibrant culture, unique neighborhoods and exceptional quality of life.

## FAST FACTS

Land Area: 47 square miles (121 square km)

Population: 864,816

Median Age: 38

Total housing units: 380,512

Median household income: \$78,378

Colleges and universities: 25

Annual VC investments: \$6.5 billion

Average temperature: 58°F (14°C)

Annual visitors: 24.6 million



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