





# MEGAREGIÓN SONARIZ

Initiative

Integración del territorio Sonora al eje del desarrollo regional del noroeste del país



Modelo de desarrollo territorial  
integración del territorio Sonora al eje del desarrollo regional del noroeste del país



Objetivos  
- Desarrollar  
- Modernizar  
- Lograr la integración



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Historical and political context of the MEGAREGIÓN SONARIZ initiative and its role in the development of the region.

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Job Opportunities

**OBJECTIVE:** Consolidate joint efforts to accomplish international exposure with high expectations of increased regional development, in coordination with local governments, associations and chambers of Sonora - Arizona

**MISSION:** Launch a solid and dynamic relationship of binational collaboration and interchange to strengthen directly our economic, cultural, social and public safety activities between both states that conform the Mega Region SONARIZ.

**VISION:** Position our region to be recognized worldwide, as a center of attraction for international investment.

- **OBJECTIVE: Consolidate joint efforts to accomplish international exposure with high expectations of increased regional development, in coordination with local governments, associations and chambers of Sonora - Arizona**

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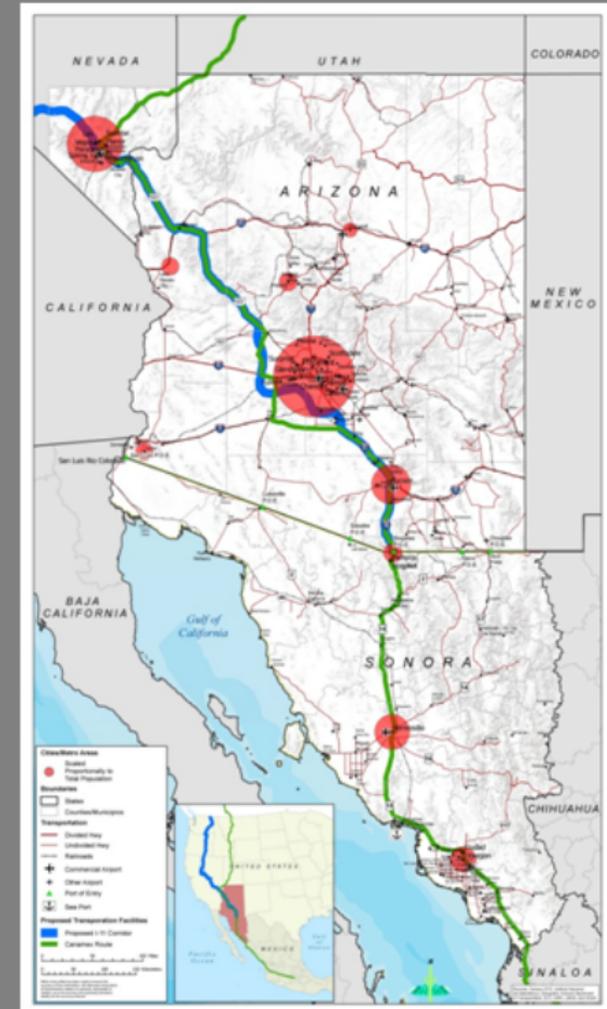


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# Define binational agenda

- Short
- Medium
- Long term objectives



# Short term objectives





## Integration and structural organization

# Job Commissions

- **Security**
- **Productive infrastructure**
- **Transportation**
- **Education**
- **Tourism**
- **Economic Development**
- **Art and culture**
- **Promotion and marketing branding of Mega region SONARIZ**

# Medium term objectives



- **Establish a work plan by commission**
- **Establish a promotion and marketing plan for Mega region SONARIZ for international presence.**





# Long term objectives

**Permanence and continuous efforts of the Mega region through integrated policies and pro-active initiatives to respond to the needs of the cities that conform it.**





# MEGAREGIÓN SONARIZ

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Integración del territorio Sonora al eje productivo del norte del país

Modelo de desarrollo sustentable para el territorio

Ordenamiento territorial  
- Plan  
- Modelo  
- Ley de desarrollo



El territorio  
- Características  
- Situación