DIGITAL ISLAND in the lagoon
The world is driven by a digital change today…

- Digitalization is one of the biggest drivers for change in our world today getting more and more intense…
- Countries using this driver as a new opportunity for change will become global players
- The Impact of this will increase even more in the future
- Egypt is building up two Smart Villages to go with the flood, and more coming with governmental support
- Information & Communication Sector has more than 10% increase in Egypt
- Good exchange rates (regarding money) & the existing expertise for digital products already attract attention to Europe

- People are starting to change their lifestyle
- 9to5 jobs are more and more unattractive
- It’s all about self-determination
- Remote jobs equals quality of life
- All of them are searching for new places to live their life
- 2010 there have been 21 000 remote workers worldwide, 2015 already 510 000 and the number is still increasing
what is happening at the moment in the world?

- More and more digital hubs are starting all over the world, driven by the digitalization and the increasing demand for a new lifestyle.
- In 2005 there have been only 3 coworking spaces all over the world, 2010 600, in 2015 there have been already more than 7800 and the number is still increasing.
- All coworking spaces try to generate a big community to share knowledge and a new lifestyle.
- All spaces have in common that the cities where they have been founded retrieve more and more people that want to live there and spend money. All of these people are bringing also knowledge with them that will be shared in the spaces. One of the best examples is Bali in Indonesia where everything happens today. They have an increase of inhabitants by more than 1 % per year and the tourists that are coming to visit are increasing by more than 16 %.
Did u recognize these phenomena?
Let me think about it
Can this be a change for us - by combining the existing with the new vibes through a digital hub?
what are the benefits for El Gouna, Egypt & our visitors?

› Become a center for digitalization Inside of Europe
› Evolve to a knowledge center that brings people together and shares information
› Provide a location that is worth for people with a new lifestyle to live there
› Share the positive vibes that are already available in El Gouna
› Bring more and more people to El Gouna to spend time here
› Share the Egyptian culture with more and more people
› Become an important puzzle part in the digitalization
› Provide jobs for local people with the opportunity to receive knowledge and evolve
› Build a community that is proud to live in Egypt / El Gouna
› Start of a sharing culture
› Become part of big coworking community that shares everything
› Get recognized as a big player in the coworking & colliding scene from other international countries
› Provide possibilities for the TU Berlin to increase their engagement in El Gouna regarding IT
here’s what we need ...
what do we need to build a digital hub?

- Coworking space owners provide a work environment and generally, office equipment and services characteristic of a typical workplace. The features of such an office space typically include the following:
  - Shared space to work
  - 24/7 access to work place
  - Conference and board rooms that can be reserved or rented on need basis
  - Wi-Fi with good Internet-connection
  - Shared printing, copying, faxing and/or scanning facilities
  - Common kitchens, restrooms and/or lounges
- El Gouna specials:
  - Nice area at the lagoon
  - Close to the Marina and it’s cafes
  - Pool
  - SUPs in the house
  - Chillout areas
- Good examples for digital Hubs in the World (WWW-Link):
  - Best 20
  - My Favorite
what will make this place special and unique

› If we analyze the best digital hubs in the world, these are the key factors of success… (Best 20 digital Hubs worldwide)

› In El Gouna we have already a perfect situation regarding lifestyle, cafes, bars, restaurants, fun, Internet connection …

› If we want to be successful we need not only a hub and a nice area - we need to build a community

› We need to create a place where people want to live their life in the new way

› We need to inspire people to live the new vibes of sharing everything

› We need to gather people that want to live this life and share their knowledge at this place in as many events as possible :)

› Will we find some people that want to do it ? - who is in ?

THE WORLD IS IN YOUR HANDS.
JUST DO IT!
your opinion?
الجزيرة الرقمية
DIGITAL ISLAND
Let’s start our journey
LET'S BUILD SOMETHING GREAT TOGETHER - Restless Mind, Business Analyst, IT Architect, Coder, Accelerator & Globetrotter from #Ingolstadt / Germany.

www.sleepymeerk.at
DIGITAL ISLAND

Let's start our journey - list of references
List of references

- Big images > thx to https://unsplash.com/
- Image El Gouna Villa >


- https://thenounproject.com/term/lifestyle/10148/

- https://www.flaticon.com/free-icon/buddhist-yoga-pose_84145 / designed by Freepik from Flaticon

- http://www.free-icons-download.net/party-80572/

Information about the Increase and Digitalization in Egypt:

- https://www.gtai.de/GTAI/Navigation/DE/Trade/Markte/suche,t=aegypten-treibt-digitalisierung-voran,did=1836350.html
- Coworking als neues Arbeitssystem unter dem Aspekt der internationalen Vernetzung, Sarah Franzen, 2016, TH Köln