SOFTWARE DEVELOPMENT AND DIGITAL CONTENT TECHNOLOGIES

invest in El Salvador

GOBIERNO DE EL SALVADOR

The software and digital content development sector in El Salvador has shown sustained growth in recent years, driven by the digitalization of businesses, increased connectivity, and highly skilled young talent. A growing number of local and international companies are investing in the country to establish development operations, digital services, and content creation, positioning El Salvador as an emerging technology hub in the region.

USD $455.26 millons EXPORTS OF TELECOMMUNICATIONS, COMPUTING, AND INFORMATION SERVICES IN 2025

9.8% SECTOR GROWTH RATE 2024 VS 2025

INVESTMENT OPPORTUNITIES

SOFTWARE DEVELOPMENT

Mobile and web applications.
Business software and management solutions.
Custom consulting and development services.

DIGITAL CONTENT

Video games and animation.
Virtual and augmented reality.
Production of audiovisual content.

DevOps

Infrastructure as Code (IaC) Outsourcing
Implementation of cloud-native solutions on AWS, Azure, and Google Cloud.

MOBILE DESIGN

App design for key sectors: digital banking, healthcare, education, delivery, e-commerce.

UX/UI DEVELOPMENT

Responsive and mobile-first design services for digital platforms.
User-centered design consulting.

TECHNOLOGY CENTERS

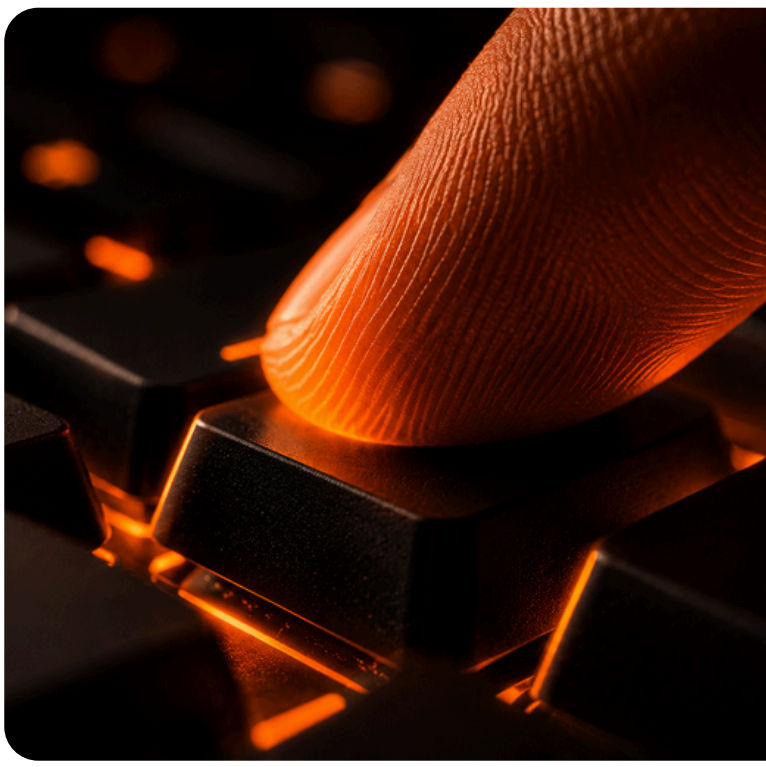
Establishment of technology hubs or innovation centers.

QA

Specializing in key industries such as fintech, e-commerce, healthcare, logistics, and video games.

SaaS Solutions

For SMEs (CRM, ERP, inventory management).



INCENTIVES

International Services Law

It provides tax incentives to companies dedicated to providing services to foreign clients. To enjoy these benefits, companies may establish themselves in parks or service centers.

Law to the Promotion of Innovation and Manufacturing of Technologies

It encourages individuals or legal entities to develop new investments in innovation projects or technological manufacturing.

Digital Assets Issuance Law

This Law establishes the legal framework to ensure certainty in the transfer of digital assets used in public offerings in El Salvador. It also sets out the requirements and obligations of issuers, service providers, and other participants.

Law for the Promotion of Artificial Intelligence and Technologies

The law aims to contribute to the country's technological advancement and economic growth by promoting the development, research, and application of Artificial Intelligence (AI) and similar technologies.

Some of the companies in the sector

ApplaudoStudios · RSM · DATUM EL SALVADOR · stefanini · DataGuard · Mühlbauer High Tech International

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