

## EMBAMEX SWEDEN JULY NEWSLETTER

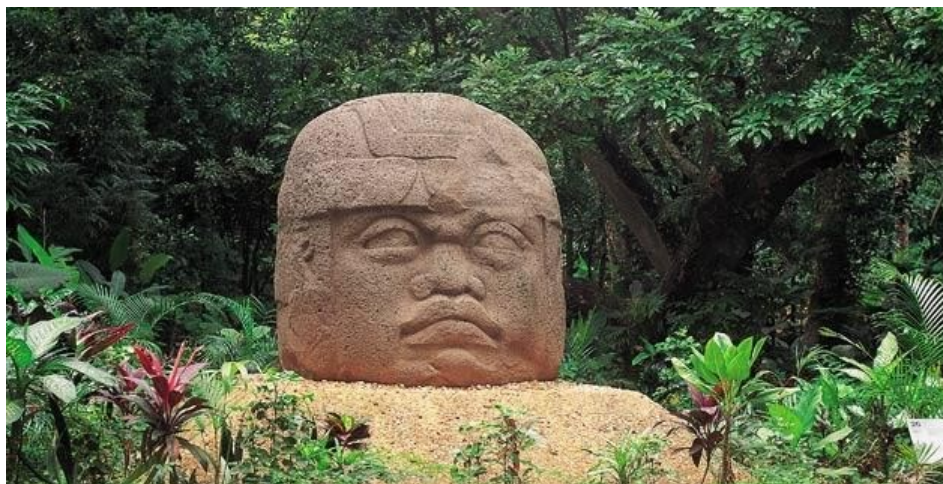
### STATE BY STATE: TABASCO

**S**parsely populated and wedged between the states of Veracruz and Campeche along the steamy Gulf of Mexico, the state of Tabasco is known for its wide rivers, deep lagoons and as headquarters for Mexico's oil industry. Tabasco attracts few foreign tourists, despite offering all the modern amenities you'd expect in its capital city of Villahermosa, and a fascinating array of cultural attractions and outdoor pursuits. It has enjoyed anonymity as a tourist destination, yet has set in place a number of programs and facilities to begin hosting visitors in much higher numbers than before.

Measuring a mere 330 by 195 kilometers, the state is known for its high levels of humidity and the wetlands and intense tropical greenery that result. Several large rivers (including the mighty Usumacinta and Grijalva) drain from nearby mountains and tropical jungle into the Gulf of Mexico. Flat coastal plains give way to undulating foothills that eventually rise to become the Sierra Madre de Chiapas mountain range. Lagoons, estuaries and marshes dominate the landscape. In fact, during the peak of the rainy season (September-October), nearly half the state is covered with water! Not surprisingly, Tabasco is home to over 2,200 plant species, some fabulous eco parks, and one of Mexico's most delightfully untamed biosphere reserves.

Tabasco's 190 kilometers of coastline have no resort development, but boast several charming seaside villages spread along estuaries, salt marshes and lagoons, which are worth a visit if one has a taste for the rustic rather than the all-inclusive. Some of Tabasco's many inland attractions include stunning archaeological sites, sprawling cacao plantations, quaint colonial towns, and the revitalized state capital. Tabasco may be one of Mexico's smallest states, but it is also one of its wealthiest. Its fertile plains support abundant year-round agriculture, while vast offshore oil fields bring waves of foreign and Mexican business travellers. This has created an air of relative prosperity in Tabasco, especially in the outlying districts of

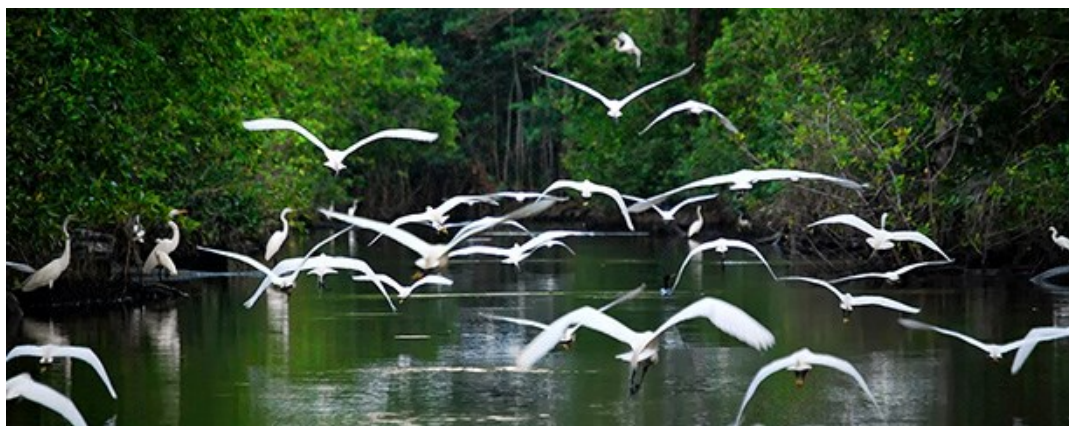
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*Photo credit: [www.mexicodesconocido.com.mx](http://www.mexicodesconocido.com.mx)*

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Villahermosa. Humid and warm all year round, the state's climate can be extreme (heavy rains from May-October; more temperate climate during December-March), so one must come prepared—insect repellent is a must!

In defiance of these conditions, Mesoamerica's earliest civilization—the Olmecs—thrived along Tabasco's western border with Veracruz. Settling around 1500 B.C., the Olmec people developed Mexico's first non-nomadic culture, while the Maya came to settle later among the highlands of neighboring Chiapas. Both cultures built great ceremonial centers that, to this day, are counted among Mexico's most treasured archaeological sites. Interestingly, Tabasco served as the "border" between the Mayan and Aztec empires, handling trade and other relations between the two cultures. As such, Mexico's three major indigenous cultures have influenced the region's unique development, and the presence of all three can be felt in the state's complex historical character.

Today, the two largest indigenous groups are the Chontals (Mayans) and the Zoques. The Chontals have occupied this region for some 2,000 years and are heirs to the ancient Chontal Maya legacy. They preserve ancient traditions and lifestyles which can be witnessed in their communities even today. They reside in western and central Tabasco, living in small and self-sufficient fishing, cacao and ranching communities. The Zoques, the State's second largest group, are direct descendants of the Olmecs. A few communities survive today, mostly in far western Tabasco, preserving many typically Olmec cultural traditions. Visitors can use Villahermosa as a convenient base for exploring the state. The capital is home to a whole range of modern hotels, U.S.-style shopping malls, and a host of interesting museums and cultural centers. One of Mexico's most fascinating zoological and archaeological parks, La Venta, is located here, along with glorious boat rides along the Grijalva River, and the unique Yumka safari park, which is unmissable for travellers with kids.

*Text credit: [www.visitmexico.com](http://www.visitmexico.com) Image credit: [www.tabasco.gob.mx](http://www.tabasco.gob.mx)*



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### MEXICAN VICTORY AT THE 2016 BEER FEST

On Friday June 17, the Embassy of Mexico participated in the Annual Beer Festival 2016, organized by the Association of Diplomats in Stockholm in coordination with the British Embassy in Sweden. Every year, the event holds a tasting of beers from various countries, in which each of the attendees has the opportunity to vote for the most outstanding beer and traditional snacks of their choice.

This year, Mexico won the first place, having presented craft beers produced and bottled by the brewery “Cervecería Mexicana” (Mexican Brewery) from Tecate, Baja California; for the second time in a row, it also obtained the first place in the food category. During the event, two beers commemorating of the Day of the Dead were offered: Hop on or Die (India Pale Ale) and The Necromancer (Chocolate Ale), as well as Cave Creek Chili Beer (Pale Golden), a Mexicali Beer brand. The beers Chocolate and Chile generated an extraordinary impression and received much acclaim from the attendants, which resulted in the victory for our country. These products were sponsored by the Swedish distributor Original Brands STHLM, whose founders have personally conducted searches for beers throughout various breweries in Mexico. Through their work, these and other Mexican Brewery beers are available for purchase at state liquor stores, known as Systembolaget, in Sweden.

Eleven countries participated in this festival, which offered their best beer brands for the competition: Austria, Belgium, Estonia, Japan, Latvia, Mexico, Mongolia, Serbia, UK and the USA. The second place went to Estonia, while Belgium won third. The event was attended by about 200 people, including members of the diplomatic corps and business distributors of alcoholic beverages in Sweden.



*Third Secretary Lorelee Arias Vázquez and Desk Officer David Ruiz Coronado holding the first place trophy and placard at the 2016 Beer Fest.*

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### DELEGATION FROM THE STATE OF MICHOACÁN VISITS SWEDEN

On Wednesday, June 15, Ambassador Gasca Pliego and Commercial Counsellor of ProMéxico Carlos Pérez received the Secretary for Economic Development of the Government of the State of Michoacán, Antonio Soto Sánchez, at the Embassy of Mexico in Stockholm. Mr. Soto Sánchez was on a working trip to the Netherlands and Sweden in order to attract investment to his state, and to look for opportunities to export agribusiness products from Michoacán.

The Secretary's entourage consisted of the Commercial Offer Director of the Department of Economic Development, Karla Basurto Pilar Serrano, and Mr. Gerlder Valencia S., Assistant Secretary, as well as representatives from the Frutamex International company.

As part of its work agenda in Stockholm, the delegation from Michoacán held meetings with the companies Hennes & Mauritz (H&M), Spotify and ICA Group. On Thursday, June 16, they travelled to the city of Helsingborg to meet with representatives of the following companies: ICA Frukt & Grönt, Axfood, FOODIMPEX and Everfresh.

The Secretary said that Sweden is a country which holds great potential for exporters of fresh and frozen fruits, and that his state has a great interest in demonstrating the high quality of its agricultural production, and is looking for possibilities to export agroindustrial products and other trade. Upon his departure, the Secretary thanked the efforts of the Embassy and ProMéxico in support of the Michoacán delegation's successful visit to Sweden.



*Secretary for Economic Development of Michoacán, Antonio Soto Sánchez with Ambassador Agustín Gasca Pliego at the Embassy of Mexico in Stockholm.*



*Secretary Soto Sánchez, Ambassador Gasca Pliego, Commercial Counsellor Carlos Pérez Cirera, and staff from the Government of Michoacán during their working visit to Sweden last month.*

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### MEXICO'S MINISTRY OF FOREIGN AFFAIRS PROMOTES GENDER EQUALITY

Gender equality has direct benefits for men as well as for women. Being a more egalitarian man means assuming greater responsibilities in caring for others and oneself, increases self-esteem, promotes personal growth and improves the quality of relations between men and women. In the process of building an egalitarian society, one must change men's attitudes towards more egalitarian practices, both in private and in public. It is important to start from the realization that male role models are an expression of our time and our culture; when they promote gender inequality, they must be questioned and revised. Not all men reproduce gender stereotypes or the sexist behavior of the hegemonic male role model with which men have been socialized. The active participation of men in the social struggle against violence against women is a positive element. Men must take a position denouncing gender and other violence. Gender violence should never be tolerated or justified, be it physical, sexual or psychological.

Staff at the Embassy of Mexico support gender equality and positive male role models.

*Text source: S.R.E. Blog (Ministry of Foreign Affairs blog).*



*Ambassador Gasca Pliego and staff at the Embassy of Mexico in Stockholm hold signs*



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### AMBASSADOR GASCA PLIEGO MEETS WITH NEW AMBASSADOR OF PANAMA



*The new Ambassador of Panama in Sweden, Mr. Jaime Ortega Cucalón, at his courtesy visit with Ambassador Gasca Pliego at the Embassy of Mexico on June 21.*

### CONVOCATORIA: PREMIO NACIONAL DE CIENCIAS 2016



La Secretaría de Educación Pública (SEP) publicó la convocatoria para el Premio Nacional de Ciencias 2016, dirigido a reconocer a mexicanos, personas físicas, con residencia fuera de nuestro país, cuyas aportaciones hayan contribuido al progreso de la ciencia, la tecnología y la innovación en las categorías de I) Ciencias Físico Matemáticas y II) Tecnología, Innovación y Diseño

Sin importar que sus aportaciones no se hayan realizado durante este año, los interesados deberán presentar ante el Consejo de Premiación los trabajos de las personas físicas, individualmente o en grupo, consideradas acreedoras del galardón.

Consulta la convocatoria del Premio Nacional de Ciencias 2016 [aquí](#) y [registro en línea](#).

Recuerda, sólo serán consideradas las candidaturas que completen el registro en línea a más tardar el día lunes 8 de agosto del presente año.

La SEP pone a disposición de los interesados los teléfonos 5010 8881 y 3601 3800 extensiones 61253, 61244 y 61254, así como el correo electrónico [premionacionaldeciencias@sep.gob.mx](mailto:premionacionaldeciencias@sep.gob.mx)