

## EMBAMEX SWEDEN APRIL NEWSLETTER

### MEXICO'S ROUTES: THE ART OF TEQUILA AND MUSIC UNDER THE SUN



*A jimador tilling tequila.*

*Photo credit: turismo.guadalajaravisit.com*

Of the many scenic routes throughout Mexico, the Tequila route is surely one of the most picturesque. For a truly Mexican scene, it would be enough to reach Tequila, Jalisco, and discover the men in the fields, tilling the agaves. But it is only a part of this journey, as visitors would also have to make a stop in the cosmopolitan capital of Guadalajara and then travel along the Pacific coast, from the classic port of Manzanillo to the small fishing villages in Nayarit. A route that is accompanied by volcanic landscapes, good music, delicious gastronomy and as it should be, a shot of quality tequila straight up.

For more information, please click [here](#).

#### Essential destinations along the Tequila Route:

- Guadalajara
- Tequila
- Puerto Vallarta
- Nayarit Riviera
- Colima
- Comalá
- Manzanillo



*The city of Guadalajara.*



*The Nayarit Riviera.*



*Puerto Vallarta.*

*Text and photo credits: <http://www.visitmexico.com/el-arte-del-tequila-y-la-musica-bajo-el-sol>*



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### AMBASSADOR GASCA PLIEGO VISITS ARVID NORDQUIST

On March 31, Ambassador Gasca Pliego, accompanied by ProMéxico Stockholm Commercial Counselor Carlos Pérez Cirera, attended a courtesy meeting with Mr. Phillippe Barreca, Purchasing and Corporate Social Responsibility Director of the Swedish company Arvid Nordquist AB, in order to take a tour of the company's factory in Stockholm, which imports organic coffee from the state of Chiapas. Arvid Nordquist is a family-owned company founded in 1884. It currently has 210 employees at the Stockholm headquarters and also has business operations in Norway, Finland and Denmark.



*Arvid Nordquist factory premises in Stockholm.*

During the tour of the facilities, Mr. Barreca referred to the company's social responsibility program and explained that women are the main laborers in coffee plantations and that, generally speaking, they do not have access to the resources needed to develop agriculture and improve their living conditions. Arvid Nordquist has therefore proposed to buy coffee beans from small coffee-growing cooperatives run by women in Mexico and Central America, who are paid a fair price for organic coffee of excellent quality, under the criteria of Fair Trade Coffee.

The intention of the Swedish company is to positively influence the living conditions of the producing communities. It is in this vein that Arvid Nordquist launched its new organic coffee product called "Amigas" with the aim of promoting gender equality and empowering women. Amigas organic coffee comes from coffee farms grown by women, and has organic and fair trade certifications in Chiapas, among other places. In addition, Mr. Barreca added that the coffee roasting process at the plant in Stockholm is completely free of greenhouse gas emissions; also, the company provides support to reforestation projects in coffee producing countries to offset its Co2 emissions.



*Mr. Phillippe Barreca, Purchasing and Corporate Social Responsibility Director of Arvid Nordquist, at the Arvid Nordquist factory.*



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### SAIA STUDENTS VISIT EMBASSY OF MEXICO

On Friday, April 21, eight members of the Swedish Association of International Affairs (Utrikespolitiska Föreningen Stockholm - UFS) were received at the Embassy of Mexico in Stockholm. This Association brings together university students interested in international relations, and visits to several international Embassies in Sweden are organized every year, among other activities.

During the visit, diplomatic officers of the Embassy, including Ambassador Gasca Pliego, talked to students about the bilateral Mexico-Sweden relationship, its importance and long history. In addition, there was discussion on the significant economic activity of our country, not only in relation to Sweden, but also regarding its impact at a global level. Likewise, there was talk of various multilateral issues and the participation of Mexico in the UN, as well as on the topics of common interest with Sweden in this area. The students also heard a talk about Mexican culture, and about the options that the country offers in the terms of tourism. Each semester, the Association makes a trip abroad, so they commented that there was a possibility of visiting Mexico in the future. Likewise, the students showed interest in learning Spanish at a Mexican institution, as well as in carrying out professional practices in our country.



*Staff of the Embassy of Mexico, including Ambassador Gasca Pliego, center, with students and teachers from the Swedish Association of International Affairs during their visit at the Embassy of Mexico on April 21.*

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### ANTOR 2017 PRESS BREAKFAST



*Journalist Kajsa Beausant with Third Secretary Lorelee Arias Vázquez at the 2017 ANTOR Press Breakfast.*

On April 7, the Embassy of Mexico participated in the “ANTOR Press Breakfast,” a tourism promotion activity organised by the Association of Representatives of National Tourist Offices (ANTOR), which took place in the House of Finland in Stockholm, with the main objective of expanding the network of contacts within the members of the tourism press.

The event was attended by representatives of specialised media, around 50 journalists and photographers from the tourism sector, and some 28 member countries of the Association. The Embassy of Mexico provided information on the Mayan World, Puerto Vallarta, “Magical” villages, and Mexico in general. Likewise, conversations were held with journalists interested in writing articles on Mexico, many of whom agreed to stay in contact with the Embassy in order to receive more information on various matters related to tourism in Mexico.

In relation to the 2017 ANTOR Awards for the 2015-2016 period, the winner of the best printed article was Kajsa Beausang, editor of RES magazine, with a long article on Aruba. The prize for the best blog post was awarded to Adaras Blogzine,

with its publication on Madeira, Portugal. It should be noted that Ms. Beausang approached the Mexico stand and reported that an article about Acapulco, written by her and printed in the magazine ESCAPE, was the winner of this award during the 2008-2009 period.

It should be noted that this event was of great importance for the promotional activities of Mexico as a tourist destination, especially among the specialised press. In general, the reactions of the attendees were very positive and reflected the great interest of Sweden in Mexico, both in traditionally attractive destinations like the Mayan Riviera, as in new attractions that offer more authentic populations and customs.

*Embassy of Mexico Desk Officer David Ruiz discussing Mexican tourism with one of the ANTOR Press Breakfast attendees.*





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### CONDOLENCE CEREMONY FOR VICTIMS OF TERROR ATTACK

On April 10, Ambassador Gasca Pliego attended the solemn ceremony in honor of the victims of the terrorist attack perpetrated on April 7 by a 39-year-old Uzbek citizen in Stockholm. The tragic events took the lives of five people - three Swedes, one Belgian and one Briton-- and left fifteen injured.

The ceremony took place in the garden of Stockholm City Hall. It began at 11:50 AM in the presence of members of the Royal Family, the government, Parliament and the diplomatic corps accredited to Sweden, as well with the attendance of representatives of the police and health and emergency personnel, in recognition of their work. At 12:00, a minute of silence was held, which was replicated in various simultaneous ceremonies throughout the country.

Swedish Prime Minister Stefan Löfven



*Ambassador Gasca Pliego signing the book of condolences for the victims of the terror attack in Stockholm.*



told relatives and survivors of the attack that “you are not alone, we think of you, all of Sweden is with you;” he also stressed that “our democracy will triumph over fundamentalism.”

After the minute of silence, Stockholm Mayor Karin Wanngård said that “we will never give in to violence, we will not let ourselves be defeated by terrorism,” and added that “Stockholm will remain an open and tolerant city.” Irene Svenonius, County Commissioner of Finance, urged all Swedes to stand together in the face of adversity.

Ambassador Gasca Pliego, in addition to attending the ceremony, also signed a book of condolences for the victims of the terror attack.

*At the memorial ceremony for the victims of the attack in Stockholm.*

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### MEETING WITH AMB. TEPPU TAURIAINEN AT UTIKESDEPARTEMENTET

On April 6, Ambassador Gasca Pliego held a meeting with Ambassador Teppo Tauriainen, Director of the Department of the Americas of the Swedish Ministry for Foreign Affairs to review various issues on the bilateral agenda. Among other things, the Ambassadors discussed the possible visits of Secretaries/Ministers to their respective countries to further discuss matters of common interest. The meeting was concluded satisfactorily, with both parties expressing a commitment to continue working together to further promote the growth and prosperity of the bilateral relationship between the two countries.



*Ministry for Foreign Affairs Desk Officer Kristoffer Eliasson, Embassy of Mexico Desk officer David Ruiz Coronado, and Director of the Department of the Americas of the Ministry for Foreign Affairs Ambassador Teppo Tauriainen.*



*Ambassador Gasca Pliego with Ambassador Tauriainen during their meeting on April 6 at the Ministry for Foreign Affairs of Sweden.*

## EMBAMEX SWEDEN APRIL NEWSLETTER

### MEXICO RANKED NO. 2 IN INTERNATIONAL "HAPPY PLANET INDEX"

Is life on this planet getting better? When it comes to the progress of nations, how do you measure what matters most? There's wealth, there's health, there's basic human freedoms. These criteria, and others, make regular appearances in a variety of international rankings, from the Better Life Index to the Sustainable Economic Development Assessment and the World Happiness Report.

But a new study takes a different approach. The Happy Planet Index, which has just published its 2016 edition, measures health and happiness not in isolation but against a crucial new gold standard for success: sustainability.

The formula goes something like this: take the well-being and longevity of a population, measure how equally both are distributed, then set the result against each country's ecological footprint.

$$\text{HPI} = \frac{\text{Smiley Face} \times \text{Heart} \times \text{Scales}}{\text{Lightbulb}}$$

In this calculation, the most successful countries are those where people live long and happy lives at little cost to the environment. Mexico ranked within the top 10 countries in the world in the 2016 edition of this index, with a total mark of 40.7. It scored especially well in the categories of well-being and life expectancy of its people. For more information about this global ranking, please visit this [link](https://www.weforum.org/agenda/2016/07/greenest-happiest-country-in-the-world/).

Text source: <https://www.weforum.org/agenda/2016/07/greenest-happiest-country-in-the-world/>

### MEXICO NAMED THE WORLD'S BEST PLACE TO RETIRE

Mexico has been named the world's best place to retire in by *International Living* magazine. Some of the reasons listed for this decision are Mexico's low costs, nearness to the U.S., the friendliness of its locals, and the large expat community already residing there.

According to the magazine, there's already over 1 million Americans living in Mexico. They also write that the cost of living is very affordable, with a good lifestyle costing only \$1,200 USD a month. "Life here is easy and relaxed," says *IL* Mexico editor Glynn Prentice. "And also rich and complex in sensations and experiences. People are friendly and welcoming, their warmth is as genuine as the Mexican sun."

Read the article [here](#).



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### METRO REPORTS GROWING TACO TREND IN SWEDEN

Several articles on the burgeoning trend of taco evenings in Sweden were published in the Stockholm daily newspaper Metro on April 28. One of the articles discusses the history of the taco; and another explains which ingredients are recommended for a tasty taco, as well as advising on different drinks to accompany them.

In the first article, reporter Johan Wikén writes that, according to Yougov surveys, half of Swedes eat tacos at least once a month; 7% eat them once a week and 1% consume them even more frequently.

Mr. Wikén wrote that the Southwestern cuisine, which is the common name for food coming from the combination of Texan and Mexican cuisines, has become very Swedish. It is estimated that the market value of tacos products in Sweden amounts to 1 billion krona.

But how did Tex-Mex and tacos come to Sweden? According to the Swedish Minister of Education, Gustav Fridolin, in an interview with Aftonbladet in 2014, his mother was one of the pioneers of taco culture in Sweden. To corroborate this, Metro spoke with Gustav Fridolin's mother, Carina Fridolin Månsson, who reported that when her son was small, she worked as a saleswoman for Nordfalk, a company that sold the Santa Maria brand products. At around this time, tacos and taco spices were introduced in Sweden, and Carina Fridolin Månsson relates that she also introduced them to her family.

When Nordfalk entered the market, it began an intensive promotion campaign. However, the road to profitability was long. "We lost 75 million kronor in six years. But we grew a lot and wanted to keep investing. Growth is more important than short-term gains," says Lars-Olof Mattsson. "I wanted to make Santa Maria the largest company in Sweden in this area, which I then accomplished. One important piece was the tortilla."



*Minister of Education Gustav Fridolin and his mother, Carina Fridolin Månsson.*



In the late 1990s and during the 2000s, sales of Tex-Mex food increased sharply. The market is still growing, although not at the same pace as before. Wikén concludes by affirming that Sweden has become a country that is addicted to tacos.

You can find the article online [here](#).

*Article and image credits: Metro, Johan Wikén, "Tog Fridolins mamma tacon till Sverige?" April 28 edition.)*



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### SEMINAR WITH YURI HERRERA AT THE CERVANTES INSITUTE

The Cervantes Institute, in collaboration with the Embassy of Mexico and the publishing house Nilsson Förlag, has organised an encounter with the Mexican writer Yuri Herrera. His first novel, *Obras del Reino*, gave Herrera renown as a promising young writer. And his second work, *Señales que precederán al fin del mundo* ("Signs That Will Precede the End of the World,") was the confirmation of that promise and turned him into a Latin American author with much greater global projection, whose work has begun to be translated into many languages.

Yuri will visit the Cervantes Institute to talk about his career and his publications through a talk with Fredrick Ugglä, an expert in Latin American studies and a member of the Institute of Latin American Studies at the University of Stockholm. Carmen Cederroth, Swedish translator of his latest novel (known in Swedish as "Tecken som föregår jordens undergång"), will also be present at the event.



Yuri Herrera.

Photo credit: Cervantes Institute

Tickets are limited to 90 places. Please reserve your spot at this email: [eva.jusdado@cervantes.es](mailto:eva.jusdado@cervantes.es)

For more information, please visit the Cervantes Institute webpage, [here](#).

### FILM SCREENING AT CERVANTES INSTITUTE



Also in the framework of the VI Festival of Ibero-American Cultures, the Embassy of Mexico and the Cervantes Institute wish to extend a cordial invitation to the presentation of the documentary *El patio de mi casa*, by Mexican director Carlos Hagerman, which will be shown on May 22, at 6:30 P.M. at the Cervantes Institute.

The film will be shown in Spanish with English subtitles.

To reserve a place at the screening, please RSVP to:

[gabriela.almgren@embamex.se](mailto:gabriela.almgren@embamex.se)

More information [here](#).



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