

## EMBAMEX SWEDEN MAY NEWSLETTER

### MEXICO'S ROUTES: THE WINE ROUTE

The wine region of Ensenada extends over ten thousand hectares of cultivation, and has more than seventy wine houses in its different valleys, where ninety percent of the country's wines are produced.

#### VISIT THE VINE AND WINE MUSEUM

Here, a visitor will get to know and recognize the history of Mexican wine, which began with the arrival of the first European missionaries, and learn about the different types of crops, types of grapes, different forms of production and the vast universe of the renowned digestive beverage.

#### TASTE THE WINE PROPOSALS OF THE REGION

One can enter the extensive and undulating vineyards to familiarize oneself with both the small family farms that use artisan processes and with large-scale producers. A visitor can enjoy the landscape between the vineyards and olive trees with a wine tasting, accompanied by sophisticated dishes prepared with products of the region of the highest quality: artisan and organic products or jams of unimaginable flavors.

#### ENJOY A GLOBE RIDE

A tourist may discover, from high up in the air, the radiant green of the valley, the beautiful and stately mission-style haciendas, craft centers, camping areas, and boutique hotels among the endless rows of vines and olive groves that bathe in the dawn's misty freshness. At midday, they shine under the sun's rays, and at night they glitter like the stars.

#### THE GREAT PARTY OF THE GUADALUPE VALLEY

Celebrate the harvest parties in August along the route and participate in events, wine tastings, gourmet food tastings, competitions, concerts, dances and cultural shows.



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### AMBASSADOR GASCA PLIEGO ATTENDS IDEA STEERING COMMITTEE



*Ambassador Gasca Pliego attended this year's Second Steering Committee Meeting of IDEA as a representative of Mexico in its capacity of Observer Member on May 10.*

### MEETING WITH MS. ANNELI JONASSON OF GÖTEBORG BOKMASSAN



*Ms. Anneli Jonasson, from the Göteborg Book Fair, visited the Embassy of Mexico on May 24 for a courtesy visit.*

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### MEXICAN STUDENTS WIN 2017 GLOBAL SWEDE AWARDS

On May 10, Ambassador Gasca Pliego attended the 7th edition of the Global Swede Awards, held at the premises of the Ministry of Foreign Affairs of Sweden. This recognition is awarded by the Swedish government to foreign students who enroll in postgraduate studies in Sweden and who have excelled in areas of innovation and entrepreneurship.

The Ambassador was invited by Ms. Ann Linde, Minister of Commerce and European Affairs, as two Mexican students, Carolina Crespo Uribe and Luis Alejandro Hernandez Renteria, were part of the group of 22 foreign students being honored. The ceremony was chaired by Minister Linde and Ms. Annika Rembe, General Director of the Swedish Institute, with the participation of Ms. Elisa Busa, AstraZeneca Branch Project Director.

Global Swede is part of a long-term project to build and strengthen relations with international students in Sweden, with the aim of creating a platform to promote Swedish trade and benefit international and multicultural cooperation with the collaboration of the Swedish Institute international alumni network. Graduates recognized by Global Swede are part of a broad network of more than 13,000 people from 140 countries. In view of this, the award aims to make distinguished students become “ambassadors” of Sweden in the world, promoting this country as an ideal destination for the completion of postgraduate studies.



*Ambassador Gasca Pliego with Global Swede Award winner Carolina Crespo Uribe.*



*Ambassador Gasca Pliego with Global Swede Award winner Luis Hernández Rentería.*



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



*Ambassador Gasca Pliego welcomed the new Ambassador of Spain to Sweden, Mr. Gabriel Busquets, at the Embassy of Mexico in Stockholm on May 26.*

### EMBASSY OF MEXICO RECOGNIZES WORK OF IDEA'S KARIN GARDES



On May 29, Ambassador Gasca Pliego paid a visit to Ms. Karin Gardes, who is leaving the position of Director of External Relations and Governance Support of International IDEA, in order to hand her a letter expressing his appreciation for her cooperation to the benefit of the Government of Mexico as a Member State since she joined the Institute in 2009.

Over the last 8 years, Ms. Gardes has been a key person, together with her team, for every new accredited Ambassador of Mexico in Sweden, such as Ms. Norma Pensado, Mr. Jorge Lomónaco and the current Ambassador, Mr. Agustín Gasca Pliego, to help them reaffirm their commitment to the principles of democracy upon which International IDEA was founded.

*Ambassador Agustín Gasca Pliego with the Director of External Relations and Governance Support of IDEA International, Ms. Karin Gardes.*



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### ANTOR MAY 2017 MEETING AT THE EMBASSY OF MEXICO

On May 10, the monthly meeting of the Association of National Tourism Offices Representatives (ANTOR) was held at the Embassy of Mexico in Sweden. In addition to Mexico, representatives from Croatia, Estonia, Germany, Iceland, Kenya, Lithuania, Norway, Poland, Portugal, Serbia, South Africa and Spain attended the meeting. At ANTOR, representatives from different countries, travel agencies and travel press get together in order to discuss the promotion and dissemination of their respective tourism destinations.

The next ANTOR meeting will be held on June 14.



*ANTOR Members at the Embassy of Mexico in Stockholm on May 10.*

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### AUTHOR YURI HERRERA PRESENTS NOVEL AT CERVANTES INSTITUTE



*Julio Martínez Mesanza, Director of the Cervantes Institute, Maria Cederroth, translator and moderator Professor Fredrik Uggla, Ambassador Agustín Gasca Pliego, and author Yuri Herrera*

This past May 12, at the Cervantes Institute, the Mexican author Yuri Herrera participated in a seminar with translator Maria Cederroth and Fredrik Uggla to present the new Swedish-language translation of his novel *La transmigración de los cuerpos* ("The Transmigration of Bodies," to be published in Swedish as *Kropparnas själavandring*).

Herrera arrived in Sweden on May 10 to attend an event in the city of Gothenburg. On May 11, he appeared at the Stockholm Cultural House (Kulturhuset) as part of the "Internationell författarscen" program, where he spoke with Ike Johannesson, a well-known literary journalist. The next day, Herrera spoke at the Instituto Cervantes, where he held the aforementioned dialogue with the translator Maria Cederroth and with Fredrik Uggla, who moderated the evening, and who is a renowned academic from the Institute of Latin American Studies at the University of Stockholm. For over an hour and a half, the three guests talked about Herrera's style, about his inspiration and about the process of translation that, in a work like this one, becomes fundamental for its understanding in other languages.

This event had high attendance by a very interested public.

This is Yuri Herrera's second novel to be published in Swedish, by the publishing house Nilsson Förlag.

Audience at the Yuri Herrera seminar



*Audience at the Yuri Herrera seminar*



## EMBAMEX SWEDEN MAY NEWSLETTER

### MEXICAN FILM AT THE VI FESTIVAL OF IBEROAMERICAN CULTURES

On May 23, the Mexican film “El patio de mi casa,” by director Carlos Hagerman, was presented at the VI Festival of Ibero-American Cultures, which is organized by the Cervantes Institute in collaboration with the embassies of Latin American countries in Sweden. The VI Festival of Ibero-American Cultures began on May 2 and will conclude on June 19. Throughout a period of eight weeks, the inhabitants of Stockholm can enjoy a series of cultural activities from 15 different countries, including Mexico, which was represented by Mr. Hagerman’s



*Per Hagerman, Annika Hagerman, Ambassador Agustín Gasca Pliego, Marianne Hagerman, and Julio Martínez Mesanza, Director of the Cervantes Institute.*

film this year. The screening was attended by members of the diplomatic corps accredited to Sweden, as well as by Swedish, Spanish and Latin American citizens. Also present at this event were relatives of the Mexican director residing in Stockholm, who were very excited and to have the opportunity to see this work, which portrays the history of a family developing between Spain, Sweden and Mexico.



The premises of the Cervantes Institute were occupied at maximum capacity, with the presence nearly 100 people. The audience seemed extremely pleased with the film and expressed their appreciation at the conclusion of the screening.

*Audience members at the film screening of “El patio de mi casa” at the Cervantes Institute.*

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### JOSÉ ENRIQUE RODÓ COLLOQUIUM AT THE CERVANTES INSTITUTE

On May 5, Chargée d'Affaires, a.i. Audrey Rivera Gómez attended the invitation extended by the Ambassador of Uruguay in Sweden, Mr. Santiago Wins, and the Cervantes Institute on the occasion of the José Enrique Rodó Colloquium, held in commemoration of the centenary of the author's death. The event took place at the Cervantes Institute as a part of the VI Festival of Ibero-American Cultures. Rodó is considered to be the most influential Spanish essayist of his time, having achieved fame with the publication of "Ariel" in 1900. The writer and academic Georgina Starck participated in this event, along with the writer and Associate Professor of Uppsala University Leonardo Rossiello, and the writer and university professor Sergio Infante.



*Front row: Chargée d'Affaires, a.i. Audrey Rivera Gómez with writer Georgina Starck and Professor Sergio Infante. Back row: Cervantes Institute Director Julio Martínez Mesanza, Ambassador of Uruguay Santiago Wins and Professor Leonardo Rossiello.*



## EMBAMEX SWEDEN MAY NEWSLETTER

### MEXICAN COFFEE IMPORTERS VISIT THE NORDIC COUNTRIES



*Ambassador Agustín Gasca Pliego, ProMéxico Commercial Counsellor Carlos Pérez-Cirera, and Mexican Coffee Exporters to the Nordic Countries at the Embassy of Mexico on May 23.*

From May 16 to 19, a Mission of Mexican Coffee Exporters to Sweden and Denmark visited the Embassy of Mexico in Stockholm, with the objective of offering their products and diversifying their sales of coffee to the Nordic region.

Mr. Efraín García López, of Mixteca Alta del Pacífico de Oaxaca; Ms. Rocío Adriana Salvador Pérez, of AG Ambiente y Desarrollo de Chiapas; and Ms. Silvia Roblero Torres, of Sierra Verde de Chiapas, had the opportunity to hold several business meetings and visit some of the main coffee importers, with a view to internationalizing their products in the Scandinavian countries.

The work agenda was organized by the Embassy of Mexico in collaboration with the ProMexico Stockholm office, and

it included a visit to the Kahls Kaffe AB coffee factory in Västra Frölunda, Göteborg, as well as various spots in Stockholm: the central office of the Wayne's Coffee chain, the Arvid Nordqvist coffee importer, and business meetings with the coffee distributor and importer Inge Karlsson Handels AB and the coffee company Karma Coffee.

During the meetings with the Swedish companies, the visitors from Chiapas and Oaxaca briefly presented their conventional and organic coffee grain products, certification licenses and a description of their coffee cooperatives. They also expressed interest in selling their coffee in Denmark and Sweden by increasing the consumption of premium quality organic coffee products.

In Sweden, the annual consumption of coffee is over 1.6 million sacks, with a per capita consumption of 10.1 kilos a year. Sweden has the second place in the Scandinavian countries in coffee consumption, after Finland. Certified organic coffee has a greater position in the market, and Sweden is the second-highest importer of certified organic coffee in the European Union. Because of this, coffee import companies seek certifications of environmental sustainability, social responsibility, fair trade, UTZ (sustainable coffee production) and from the Rainforest Alliance.

Finally, representatives of the Mexican coffee cooperatives thanked Ambassador Gasca Pliego and ProMéxico for the efforts made on their behalf in support of this successful visit to Sweden.

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### CONCURSO MUJER MIGRANTE, CUÉNTAME TU HISTORIA

La Secretaría de Relaciones Exteriores convoca a participar en el concurso "Mujer Migrante, Cuéntame tu Historia 2017", dirigida a mujeres migrantes y extranjeras de dieciocho años en adelante, a narrar su testimonio como mujer migrante, incluyendo propuestas que puedan traducirse en medidas o acciones para eliminar las dificultades que enfrentaron.



Convocatoria



Consulta las bases de concurso [aquí](#).

### CONCURSO DE ENSAYO SOBRE PARTICIPACIÓN DE LA SOCIEDAD CIVIL

CONCURSO  
DE ENSAYO  
Participación de la sociedad civil  
en la agenda multilateral de México



La Embajada de México en Suecia se complace en invitar a participar en el Concurso de Ensayo "Participación de la sociedad civil en la Agenda Multilateral de México", organizado por la Secretaría de Relaciones Exteriores a través de la Dirección General de Vinculación con las Organizaciones de la Sociedad Civil y el Instituto Matías Romero.

La Convocatoria está dirigida a personas mayores de 25 años y que sean miembros de organizaciones de la sociedad civil, estudiantes de nivel superior e investigadores interesados en los temas de la agenda de México a nivel multilateral, tales como: Derechos humanos, migración, cambio climático y biodiversidad, comercio de armas, desarme, géneros, agenda 2030, transparencia y gobernanza, drogas y crimen organizado.

Fecha límite para presentación de ensayos:

[15 de junio de 2017](#)

Para conocer las bases, requisitos y procedimientos completos de la Convocatoria, favor de consultar el siguiente [enlace](#).



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