

## EMBAMEX SWEDEN OCTOBER NEWSLETTER

### MAGICAL TOWNS: BACALAR



Bacalar is a town on the Quintana Roo peninsula which was founded by the Mayans at the edge of one of Mexico's most beautiful scenes: the Lake of the Seven Colors, which in addition to its unique natural beauty, is also home to many amazing treasures. The region was besieged by pirates during the 17<sup>th</sup> and 18<sup>th</sup> centuries because of its commercial importance. Nowadays, it houses some of the oldest organisms on the planet, some of which could help decipher the origin of life, as well as the secrets left by generations of pirates. Bacalar has a great deal of cultural and historical heritage, which can easily be observed across the village's façades.

It is a welcoming place that will make visitors fall in love with its beautiful scenery and picturesque fishermen's houses. In addition to its beautiful turquoise lake, Bacalar is also home to the Uchben Kah Ecotourism Park, where tourists can swim, snorkel, scuba dive and go out on boat trips.

### HISTORY

Tourists can visit the Fort of San Felipe, where its stone walls will transport them to medieval times. Today known as the San Felipe Museum, it tells the history of the area through maps, certificates and drawings of past times. They can also visit the Church of San Joaquin, patron saint of the city, which has been fully restored.

*(Continued...)*

Image credit: [www.visitmexico.com](http://www.visitmexico.com)

Text credit: [www.visitmexico.com](http://www.visitmexico.com).



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#### DIVE INTO A WORLD OF NOOKS AND CRANNIES

Visitors can also practice scuba diving or snorkeling at the magnificent Blue cenote. Its waters measure some 1,000 feet in diameter and are around 300 feet in depth. Tourists can hire local professional instructors to discover the underwater caves and countless nooks and crannies.



#### CELEBRATE THE HOLIDAYS

Those who visit during August can join the festivities in honor of San Joaquín. They can get to know the traditions of the town, which in addition to religious activities, feature organized boat races and speedboat competitions.

Throughout the year, visitors will find a variety of locally produced goods such as wood-carvings, hand-embroidered huipiles, dye clothes using palo de tinte (Campeche wood), fine fabrics and hats and basketry made of palm, as well as colorful hand-woven hammocks.

Come to live a unique experience in one of Mexico's beautiful Magical Towns; visit Bacalar.



*Text credit: www.visitmexico.com*

*Image credits: www.visitmexico.com*



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### COURTESY MEETING WITH KTH REPRESENTATIVE

On September 19, Ambassador Gasca Pliego held a courtesy meeting with the Technology Transfer Manager and Business Development Advisor of the Royal Institute of Technology (KTH Innovation, in Swedish), Mr. Donnie Lygonis, with the aim of exploring opportunities for collaboration. The meeting was also attended by the Commercial Counselor of ProMexico in Stockholm, Mr. Carlos Francisco Pérez-Cirera, and staff of this Embassy.

During the meeting, Mr. Lygonis indicated that this office for innovation began operating in 2007, with the main objective of offering support to innovative projects; that is, functioning as a sort of pre-incubator, guiding an idea from its inception until it can become a startup with sufficient market potential. He explained that this office works on about 300 projects a year, with a development period of 6 to 60 months for each one, achieving a final success of 15% ; in fact, it is considered to be one of the best in the world.

Ambassador Gasca Pliego invited Mr. Lygonis to hold a meeting with Ms. Margarita María Solís Hernández, General Director of Innovation, Business and Social Development of the Ministry of Innovation, Science and Technology of the state of Jalisco, who will visit Sweden on October of this year. The visit is intended to explore opportunities for collaboration in the development of scientific, technological and innovative projects with Sweden.

For his part, Mr. Lygonis showed interest in furthering new opportunities for collaboration with Mexico, and thanked the Ambassador for the meeting. The Commercial Counselor of ProMéxico, Mr. Pérez-Cirera, also mentioned that Mexico can become an important industrial platform for projects that are under the supervision of the KTH innovation office.



*Ambassador Gasca Pliego, Mr. Donnie Lygonis, ProMexico Commercial Counsellor Carlos Pérez-Cirera, and Head of Economic, Commercial and Political Matters Aldo Viggiano Austria at the Embassy of Mexico.*

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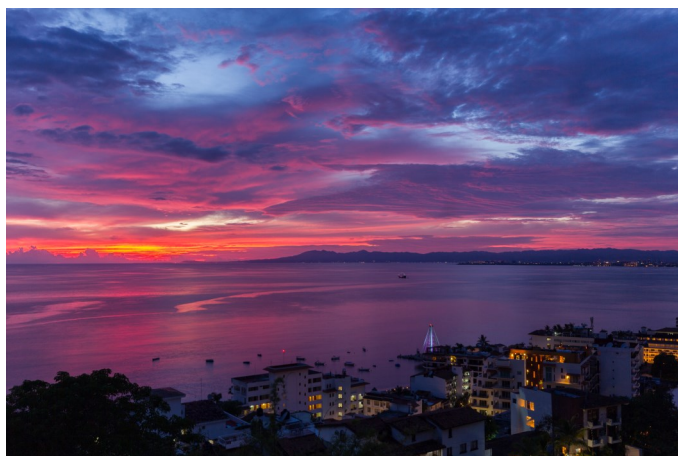
### PUERTO VALLARTA AND NAYARIT RIVIERA TOURISM PROMOTION

A tourism promotion event was held on September 6 to promote the direct flight that Finnair will be offering from November between the cities of Helsinki and Puerto Vallarta. This event, which was held at the Sheraton Hotel Stockholm, was sponsored by the Puerto Vallarta Tourism Trust and organized by the Trust, the Visitors and Conventions Office of the Nayarit Riviera and the Council for Tourism Promotion of Mexico (CPTM) in coordination with the Embassy of Mexico in Sweden and with the assistance of the Latin American and Caribbean Travel Association (LATA Nordic).

The Mexican delegation that took part in this event went on a working tour of Finland, Sweden, Denmark and Norway during September, and was formed by Mr. Vicente Salas, Director of the Tourism Promotion Council of Mexico (CPTM) in London; Mr. Luis Villaseñor, Director of the Tourism Promotion Office of Puerto Vallarta; Mr. Carlos Eguiarte, Sales and Promotion Coordinator of Riviera Nayarit; and seven hotel representatives from both destinations. Also, in attendance at the promotional event were 28 guests from prominent tour operators and specialized media in Scandinavia.

Ambassador Gasca Pliego made the opening remarks, highlighting, among other things, that the number of Swedish tourists to Mexico has more than doubled since 2010. For his part, Mr. Vicente Salas spoke about Mexico as a world-class destination and extended an invitation to all participants to come and get to know Puerto Vallarta and the Nayarit Riviera. Subsequently, the representatives of the promotion offices of both destinations spoke about the great variety of offers and highly developed tourism infrastructure in the region. Finnair's sales representative in Stockholm, Ms. Jenny Borglin, also spoke and gave some details on the flight to Puerto Vallarta. Finally, the event closed with a raffle in which travel and media agents won stays of up to 5 nights in participating hotels.

*(Continued...)*



*Images from Puerto Vallarta.*



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### PUERTO VALLARTA AND NAYARIT RIVIERA TOURISM PROMOTION

*(Continued...)*

In addition, the Embassy organized a working agenda for the Director of the CPTM Office in London, where he held meetings with Ms. Anna Brege, Director of Ticket Marketing Department; with Mr. Leon Giannaridis, Senior Project Manager at Senior Mässan, and with prominent bloggers Annika Myhre and Lisa Fahlåker of Att Resa Podden.

It should be noted that this was the second time during 2017 that promotional activities were carried out in coordination with the CPTM offices and the Puerto Vallarta Tourism Trust to promote this new air connection. The Embassy of Mexico will continue its promotional efforts by participating in Stockholm's largest tourism fair, Travel News Market 2018, on November 9 at the Stockholm Waterfront Congress Center.

For more information on this new flight, please visit the Finnair website [here](#).

To find out about everything that Puerto Vallarta has to offer, visit: [www.visitpuertovallarta.com](http://www.visitpuertovallarta.com)



*Ambassador Gasca Pliego, Third Secretary Lorelee Arias Vázquez, and Desk Officer David Ruiz Coronado.*

*The Mexican delegation at the Puerto Vallarta and Nayarit Riviera promotional event on September 6.*

*Photo credit for both images: Petra Nordin for  
<http://www.pellasinpiration.se/>*



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### MEETING WITH SWECARE FOUNDATION REPRESENTATIVES



Ambassador Gasca Pliego with Mr. Nima Jokilaakso and Ms. Anna Riby, of the Swecare Foundation, accompanied by Head of Economic, Commercial and Political Matters, Aldo Viggiano Austria, and Desk Officer David Ruiz Coronado, of the Embassy of Mexico on September 29. The Swecare representatives met with the Ambassador for a working visit to explore opportunities for collaboration.

### AMBASSADOR GASCA PLIEGO VISITS VÄSTERVIK

On September 7 the Swedish regional newspapers Småland, Västerviks-Posten and Västerviks-Tidningen published several articles reporting on the visit of the Ambassador of Argentina to Sweden, Nélide María Contreras de Ecker, and the Ambassador of Mexico to Sweden, Agustín Gasca Pliego, on September 5 and 6 to the region of Västervik.

Ambassador Gasca Pliego visited the city of Västervik in response to an invitation letter from the Mayor of the Västervik municipality, Mr. Tomas Kronstahl and the General Manager of Västervik Framåt, Mr. Thomas Eriksson, in order to hold meetings with Swedish companies from that region for the promotion of business opportunities between them. In addition, representatives from the companies Carvia AB, CNH Industrial, Pure Bio Synergy and Smålandsplast, all of which are part of the environmental technology sector, presented their respective companies to the Ambassador at the premises of the Västervik Framåt company.

Article in Västerviks Tidningen on the visit by the Ambassadors to the region of Västervik.

NYHETER



HÄLLER ÅSA Bertil Andersson, till höger, berättar om det byggmateriel som Smålandsplast är med och förbereder hita användningsområden för. Andra: till vänster, förvaltningschef i Västervik, Nélide María Contreras de Ecker, Argentinas Sverigebassadör; Agustín Gasca Pliego, Mexikos Sverigebassadör; Thomas Eriksson, VD för Västervik Framåt och Sveriges Ambassad i Stockholm.

### Ambassadörer på besök

VÄSTERVIK Under två dagar har Mexiko och Argentina Sverigebassadörer besökt sig med Tjust. När vi tittar in i stadsbyggnadskontoret, Bertil Andersson från Smålandsplast om företaget's samarbete med ett byggföretag i Västervik. När vi tittar in i stadsbyggnadskontoret, Bertil Andersson från Smålandsplast om företaget's samarbete med ett byggföretag i Västervik. När vi tittar in i stadsbyggnadskontoret, Bertil Andersson från Smålandsplast om företaget's samarbete med ett byggföretag i Västervik.

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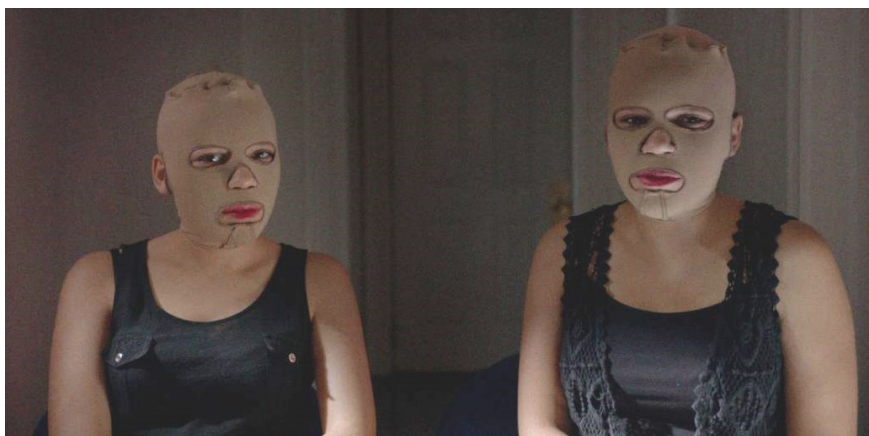
### 3RD EDITION OF PANORAMICA FILM FESTIVAL IN STOCKHOLM



*The winner for the Prize for Best Documentary Film, "Tempest," (Tempestad), by the Mexican Tatiana Huerzo.*

The 3rd edition of the Latin American Panoramica Film Festival was held in the city of Stockholm between September 20 and 24. The program included a selection of 19 feature films and five short films from 14 Latin American countries, which were shown in some of the most important

cinemas in the city. Mexico was represented at the festival by the films "The Empty Box" (La caja vacía), by director Claudia Sainte-Luce; "Beauties of the Night" (Bellas de noche), directed by María José Cuevas; "Tempest" (Tempestad) by Tatiana Huezo; and "The Devil's Freedom" (La libertad del diablo), by Everardo González, who was present at presentation of the film, and who also participated as a panelist in the seminar "Documentary Film and Justice." In this seminar, the participants reflected on the extent to which documentaries can contribute to transforming reality. Mr. González also received a nomination for the Panoramica Jury Prize for Best Documentary Film; this award, however, was received by the Mexican filmmaker Tatiana Huezo, for her documentary feature "Tempest" (Tempestad).



*"The devil's freedom," (La libertad del diablo), a documentary film by the Mexican journalist and filmmaker Everardo González, which was also nominated for Best Documentary Film.*

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### CONCURSO DE FOTOGRAFÍA “RECORDANDO A MÉXICO”

El Instituto de Mexicanos en el Exterior ha lanzado la Convocatoria para el Concurso de Fotografía “Recordando a México”. Esta iniciativa tiene por objetivo favorecer el acercamiento y la comunicación entre el Instituto y las comunidades mexicanas que viven en el exterior.

Para más información, favor de consultar las bases del concurso en página del IME, aquí:

<http://www.gob.mx/ime/articulos/concurso-de-fotografia-122837>

La fecha límite para recibir fotografías será el lunes 30 de octubre a las 11:00 AM, hora de la Ciudad de México.

C O N C U R S O D E F O T O G R A F Í A

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