

EMBAMEX SWEDEN NOVEMBER NEWSLETTER

MAGICAL TOWNS: CHOLULA



Cholula is considered the oldest city in America that has been inhabited without interruption from its origins. The former Franciscan convent of San Gabriel, one of the oldest in the continent, is located in this city. The whole of Cholula rises up next to the Popocatepetl volcano, as if trying to reach that snowy giant. The Sanctuary of *Nuestra Señora de los Remedios*, built in the sixteenth century by the Spanish and made of domes covered with tiles, is also located in Cholula; when the Spaniards came to the New World, they placed it right over an existing Aztec temple, the Great Pyramid. This pyramid is over 450 meters wide and 66 meters high, which is equivalent to nine Olympic swimming pools. It holds an impressive list of records: it is the largest pyramid on Earth, with a base four times larger than the Great Pyramid of Giza and almost double the volume. It is also, until now, the greatest monument ever built in the world. When visiting this Magical Town, tourists can explore the Great Pyramid and amble through its maze of tunnels or its outer paths.

(Continued...)

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(Continued...)

As visitors stroll through the passageways of Cholula's market, they will enjoy the bright blue, carefully handcrafted fine talavera ceramic, which is a 16th century tradition that has been applied to contemporary designs.

Come to live a unique experience in one of Mexico's most beautiful Magical Towns; visit Cholula!



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AMBASSADOR GASCA PLIEGO MEETS WITH MINISTER ANN LINDE

On October 6, Ambassador Gasca Pliego held a courtesy meeting with the Minister of European Affairs and Trade of Sweden, Ann Linde, in order to discuss her upcoming working visit to Mexico between October 8 and 10. This meeting was attended by Mr. Niklas Ström, Deputy Director of the Office of Minister Linde, Mr. Anders Carlsson, Deputy Director of the Department for the Americas of the Ministry of Foreign Affairs, Mr. Carlos Pérez-Cirera, Commercial Counselor of ProMéxico in Stockholm, and staff of the Embassy of Mexico in Sweden.

The Ambassador expressed his satisfaction for Minister Linde's official visit to our country, which represented an important opportunity to strengthen and deepen the relationship between both countries. He also pointed out that the Embassy of Mexico was working in coordination with the Department for the Americas of the Ministry for Foreign Affairs and with the Embassy of Sweden in Mexico with the aim of ensuring that the visit was successful and achieved the expected results. In response, Minister Linde thanked the Swedish and Mexican public officials involved in developing her agenda. Also, discussion of the Global Deal was resumed. Minister

Linde indicated that she will invite Mexico to join this voluntary international initiative of the Prime Minister of Sweden, Stefan Löfven, which was created in order to improve dialogue between employers and employees all over the world. Furthermore, Minister Linde expressed her condolences to the Mexican people and the Government of Mexico for the earthquake that occurred on September 19.

The meeting ended on a positive note, with both Ambassador Gasca Pliego and Minister Linde expressing optimism regarding her planned working trip to Mexico in the days after this encounter.



Ambassador Gasca Pliego with Minister Linde on October 6.

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MINISTER VIDEGARAY AND MINISTER LINDE SIGN ROADMAP AGREEMENT



Secretary of Foreign Affairs Luis Videgaray Caso with Minister of European Union Affairs and Trade Ann Linde.

The Secretary of Foreign Affairs of Mexico, Luis Videgaray Caso, received the Minister of European Union Affairs and Trade of Sweden, Ann Linde, on October 9 at the Ministry for Foreign Affairs in Mexico City. Minister Linde made a working visit to Mexico from October 8 to 10 in the company of a large delegation of businesspeople from the infrastructure, mobility, energy, information and communication technologies, and security sectors in Sweden.

Secretary Videgaray and Minister Linde mentioned the good state of political dialogue between Mexico and Sweden, as well as collaboration undertaken in the areas of development, climate change, gender equality, disarmament and non-proliferation, and conflict prevention, among others. Furthermore, they high-

lighted the commitment of both countries to free trade, and in this regard agreed on the importance of concluding this year's negotiations regarding the modernization of the legal framework between Mexico and the European Union, which will open new spaces to increase trade flow and bilateral investment.

At the conclusion of the meeting, Secretary Videgaray and Minister Linde signed the "Mexico-Sweden Road Map: 2017-2021," with the aim of continuing to strengthen the political dialogue and developing the bilateral relationship in all areas: trade promotion and investments, technical and scientific cooperation, research and academic cooperation, culture, and the multilateral agenda (environment and sustainable development, democracy, human rights, peacekeeping, and gender equality).

Mexico is Sweden's second largest export market in Latin America. Likewise, Sweden is Mexico's foremost trading partner among the Nordic countries, and the 13th in the EU, with trade that reached over 1 billion dollars in 2016. Also, Sweden's accumulated foreign direct investment in Mexico (from 1999 to June 2017) was over 2 billion dollars, with 282 companies making investments. Sweden is the second largest investor among the Nordic countries and the ninth among the countries of the European Union.

The Swedish working delegation that accompanied Minister Linde during her trip to Mexico.



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AGREEMENT SIGNED TO OPEN IDEA OFFICE IN MEXICO



Ambassador Gasca Pliego with Secretary General of IDEA Yves Leterme and the Ambassador of Peru to Sweden, José Beraún Aranibar on October 26,

On October 26, Ambassador Gasca Pliego personally delivered an Agreement signed between the Government of the United Mexican States and the International Institute for Democracy and Electoral Assistance (IDEA) committing to the establishment of an office for this institution in Mexico. This document was signed by the Mexican Secretary of Foreign Affairs Luis Videgaray Caso on October 13 in Mexico City and by the Secretary General of IDEA, Yves Leterme, on October 10 in Stockholm. The Ambassador presented the Agreement to Mr. Leterme during the third meeting of the Executive Committee of this organization, held at its headquarters.

Secretary General Leterme thanked the Government of Mexico and its electoral authorities, particularly the Electoral Tribunal of the Judicial Power of the Federation (TEPJF) for the support and efforts made to consolidate this Agreement. He also thanked the Embassy of Mexico in Sweden for the support provided by Ambassador Gasca Pliego and its staff. He concluded by saying that “other countries should follow in the steps of Mexico.”

The signed document was later presented to the Senate in Mexico, where it is being reviewed and awaits approval.

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WORKING TRIP BY JALISCO OFFICER MARGARITA SOLIS

Margarita María Solís Hernández, Director of Innovation, Business and Social Development of the Ministry of Innovation, Science and Technology of the State of Jalisco, made a working visit to Sweden from October 23 to 25. The working agenda was organized by the Embassy of Mexico in Sweden in coordination with the Commercial Counsellor of ProMéxico in Stockholm. The decision of the government of Jalisco to visit Sweden arose as a result of the participation of this country in the Digital Economy Show that took place in Guadalajara from June 14 to 16, 2017. Upon concluding their stay in Sweden, the Jalisco officials also visited Finland in a similar scheme.

The agenda in Sweden focused on scheduling meetings with companies and institutions specializing in the digital transformation of SMEs, with the aim of identifying collaborative opportunities focused on technology transfer and implementation of innovative models of social entrepreneurship. In addition to the team from Jalisco accompanying Mrs. Solís Hernández, staff from the Embassy of Mexico in Sweden and the ProMéxico office in Stockholm participated in all the business meetings.

During this working trip, Mrs. Solís Hernández met a large variety of companies and institutes, including the Kista Science City representatives, Ericsson Studio, Rise Innventia, SUP 46, Vinnova, KTH Innovation, Chalmers Ventures, Stockholm Business Region, Tillväxtverket, and SE Forum. At the conclusion of the working trip, she thanked Ambassador Gasca Pliego and the Embassy and ProMéxico teams for the collaboration and support they offered, which made this a productive and successful undertaking for both Mexico and Sweden.



Ambassador Agustín Gasca Pliego and Jalisco Officer Margarita Solís at the Embassy of Mexico.



Ambassador Gasca Pliego, Jalisco Officer Margarita Solís, ProMéxico Counsellor Pérez-Cirera, representatives from KTH Innovation and staff of the Embassy of Mexico in Sweden.

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HIDALGO OFFICIAL ALONSO HUERTA MAKES WORKING VISIT TO SWEDEN

On October 17, José Alonso Huerta, General Director of the Council for Science, Technology and Innovation of the Mexican state of Hidalgo, met with Ambassador Gasca Pliego at the Embassy of Mexico in Stockholm. They held a working meeting in the company of ProMéxico Commercial Counsellor Carlos Pérez-Cirera, Head of Economic, Political and Commercial Matters of the Embassy of Mexico, Aldo Viggiano Austria, and Desk Officer David Ruiz Coronado to discuss opportunities for cooperation between the state of Hidalgo and Sweden.



Ambassador Gasca Pliego with General Director José Alonso Huerta with ProMéxico Commercial Counsellor Carlos Pérez-Cirera, Head of Economic Affairs Aldo Viggiano Austria and Desk Officer David Ruiz Coronado at the Embassy of Mexico in Sweden.

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AMBASSADOR INAUGURATES "DAY OF THE DEAD" ZONE IN GRÖNA LUND



On Friday, October 27, Ambassador Gasca Pliego inaugurated the special area that the Gröna Lund amusement park in Stockholm decorated especially in celebration of the Day of the Dead. The Ambassador attended in the company of his wife, Mrs. Georgette Droppert, the General Manager of the Magnus Widell Park, his Event Manager, Johan Lotsander, Embassy staff, and an enthusiastic public.

The special zone remained open to the public until Sunday, November 5th, and received around 85,000 visitors.



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DAY OF THE DEAD ALTAR AT THE EMBASSY OF MEXICO



The Embassy of Mexico in Stockholm made an invitation to the public to attend the presentation of their Day of the Dead Altar on November 5. Ambassador Gasca Pliego was present, as was diplomatic and local staff from the Embassy of Mexico in Sweden. Attendees paid their respects at the altar in remembrance of the victims of the earthquakes that took place in Mexico during September, and enjoyed some “pan de muerto” and hot chocolate during this event.

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MEXICAN ROCK GROUP APOLO VISITS SWEDEN

On November 1st, the Mexican rock band Apolo kicked off their European tour by playing for the first time in Stockholm at the Cantina Real in Södermalm. The next day they performed at Bar Kafé 44, where they had been invited by the Swedish noise band God Mother. This concert was attended by approximately 200 people. Then, on Monday 6, Apolo recorded at Soundtrade Studios at the invitation of Mr. Raúl Prospero, who promoted their tour. This studio invites up-and-coming talents to make short live recordings, and belongs to a series of music production enhancement programs supported by the kingdom of Sweden. Finally, on Wednesday 8, the band left for Germany, where they continued with the rest of their tour in Europe. Before leaving, the band thanked Ambassador Gasca Pliego and the Embassy of Mexico in Sweden for their promotional and logistical support during their stay in Sweden.

