

EMBAMEX SWEDEN DECEMBER NEWSLETTER

MAGICAL TOWNS: REAL DE CATORCE



In the desert, there is a village where it is said that everything is magical and has healing powers, especially for those who come to escape from the stresses of big cities. Here, the landscapes are incredible and visitors can enjoy spectacular views of the mountains.

Tourists should take the opportunity to visit the ghost town, known as the *Ogarrio* tunnel, and the *Concepción* mine. Visitors can make their trips on foot, by car or even by renting horses to enjoy the mountain scenery on the way up to *Cerro Quemado* (Burned Hill), a sacred place for the *Huichol* people.

Nearby they will also find *Wirikuta*, a sacred area to which hundreds of people come in pilgrimage every year. What this healing, magical town offers visitors is peace, tranquility and plenty of quiet moments alone to wander along the cobbled streets and to visit historical places such as the *Parroquia de la Purísima Concepción*, the arena and Plaza Hidalgo, which will surround them in a magical atmosphere with every step.

Come to live a unique experience in one of Mexico's Pueblos Mágicos; visit Real de Catorce!

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MEXICO PARTICIPATES IN TRAVEL NEWS MARKET STOCKHOLM 2017

On November 9, the Travel News Market 2017 tourism fair was held at the Waterfront Congress Centre in the city of Stockholm. This is the second event organized by the publication Travel News, leader in Sweden aimed at executives of the industry, with the purpose of uniting agents, operators, representatives of airlines and destinations. On this occasion, there were over 1,200 visitors and around 150 exhibitors, including 30 members of ANTOR Sweden, the Association of Representatives of National Tourism Offices. On this occasion, as last year, staff from the Embassy of Mexico set up a stand to promote a wide range of tourism options in Mexico. In this regard, staff from the Embassy met and discussed tourism in Mexico with several representatives from the Swedish travel and leisure industry, including from Världens Resor, Inca Tours, Go In Style, the Swedish travel blog 4000mil.se, the Liniz Travel & Lifestyle blog, RES Travel Magazine, the travel agency TUI, and ESL Education, among others.

The presence of Mexico at this event is always met with great interest by members of the travel industry and the public, and it serves to promote the great variety of tourism options in our country to a wide and appreciative audience.



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AMBASSADOR GASCA AT THE II NORDIC SEMINAR

On November 13 and 14, the II Nordic Seminar, organized by the European Institute of International Studies, was held in Stockholm. The main objective of this event was to promote the Nordic and Latin American regions as potential destinations for higher education or research in the areas of science, technology and innovation.

For this event, Mrs. Adriana Benítez Ferreira, Director of Organization and Strategic Planning of this Institute, invited Ambassador Gasca Pliego to a panel discussion before the audience to talk about scholarship programs that Mexico offers to its students for studies or research positions abroad, as well as to identify options in terms of institutions and programs offered in Mexico for students and researchers from the Nordic countries.



Ambassador Gasca Pliego during the II Nordic Seminar panel discussion.

The Embassy of Mexico in Sweden also sent a request to the Directorate General for Technical and

Scientific Cooperation (DGCTCI) of the Mexican Ministry of Foreign Affairs for a list of available and relevant programs in Mexico that will enable our country continue to participate in this exchange. Embassy officials consider it to be of great value to publicize available scholarships, institutions and programs offered in our country; this will help more Mexican students travel to the Nordic region, and more students and researchers from this region will also be able to carry out research and study activities in Mexico.



Participants at the II Nordic Seminar in Stockholm.

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PUBLIC HEALTH CONFERENCE IN UPPSALA UNIVERSITY



Ambassador Gasca Pliego, Dr. García Moreno, and students from Uppsala University who organized the conference on November 17.

Ambassador Gasca Pliego attended the conference “Career Pathways in Public Health: Passion to Profession,” held at Uppsala University on November 17 and 18. The event was attended by approximately 200 participants from around 15 countries, including officials from different international organizations, academics and students, particularly from the health sector, with a focus on the analysis of public health policies.

The event was also attended by the Mexican doctor Claudia García Moreno, who is a member of the World Health Organization (WHO), and who gave an overview of her work in Africa. Dr. García Moreno is at the forefront of research and policies on violence against women at the WHO.

The Ambassador also had the opportunity to meet with the group of 7 Mexican students belonging to the University Council of Uppsala who organized this conference, and who thanked the Embassy of Mexico for sponsoring it.

In addition, the Ambassador also spoke with authorities of the University of Uppsala in order to analyze the possibility of strengthening links to bring about further student and teacher exchanges on topics of mutual interest between Mexico and this institution.

Later that day, a reception catered by the Mexican restaurant Cocina Caliente was held, in which authentic Mexican food was served to attendees.

Ambassador Gasca Pliego and Dr. García Moreno at Uppsala University.



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WORKING MEETING WITH BUSINESS SWEDEN

On November 21, Ambassador Gasca Pliego held a meeting with Chief Economist of Business Sweden, Lena Sellgren, with the participation of ProMéxico Stockholm Commercial Counsellor Carlos Pérez-Cirera, and the Head of Economic and Commercial Affairs of the Embassy of Mexico Aldo Viggiano Austria. Business Sweden (the Swedish Council for Trade and Investment) is an organization jointly owned by the Government of Sweden and representatives of the Swedish business community whose mission is to promote the global presence of Swedish companies. The organization was created in January 2013, following the merger of the Swedish Export Promotion Council, Exportrådet and the investment promotion agency in Sweden, Invest Sweden.

During the meeting with the Swedish official, issues of common interest were discussed in reference to the economic relationship between Sweden and Mexico in the current global panorama, especially in regard to the challenges and opportunities presented in the context of NAFTA negotiations. Likewise, perspectives were shared on the possibility of devising a cooperation scheme for 2018 between the Embassy, the ProMéxico office in Stockholm and Business Sweden.

Mrs. Sellgren remarked that Mexico is currently the second largest country for Swedish exports in Latin America, with 1% of the total, after Brazil with 1.5%,; and that at the continental level, exports to



Ambassador Gasca Pliego, Lena Sellgren of Business Sweden, ProMéxico Commercial Counsellor Carlos Pérez-Cirera and Embassy Head of Economic, Political and Commercial Affairs Aldo Viggiano Austria.

Mexico exceed those to Canada. Also, the official mentioned that Business Sweden is aware that the forecast of economic cooperation between Mexico and Sweden is expanding, “despite the protectionist currents that some developed countries promote, which seem not to fully understand the advantages of free trade.”

In addition, the Ambassador referred to other recent factors that will help strengthen the commercial relationship between both countries, with particular emphasis on the recent visit to Mexico of the Swedish Minister of Trade and European Union Affairs, Ann Linde, in October. This visit has taken the bilateral relationship to a key moment which will allow for further cooperation during 2018.

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WORKING MEETING WITH BUSINESS SWEDEN

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In this regard, the Business Sweden official expressed her intention to visit Mexico next year. Furthermore, Mrs. Sellgren agreed to stay in regular contact with the Embassy to explore the possibility of holding a joint event to publicize the competitive advantages offered by our country to Swedish companies. The meeting with the Swedish official concluded in the agreement that this was an excellent moment to discuss the possibility of collaborating with Business Sweden in order to promote bilateral cooperation in trade and investment.

AMBASSADOR GASCA PLIEGO VISITS SCANIA HEAD OFFICE



Ambassador Gasca Pliego visited the head office of Scania in Sweden. During the visit he met with Karin Rådström, Christian Levin and Enrique Enrich. The Ambassador was accompanied during his visit by ProMéxico Commercial Counsellor Carlos Pérez-Cirera.

COURTESY MEETING WITH NEW AMBASSADOR OF THE DOMINICAN REPUBLIC

On November 16, Ambassador Gasca Pliego received a courtesy visit from the new Ambassador to Sweden of the Dominican Republic, Mrs. Laura Faxas.



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MEXICAN EXPERTS AT INITIATIVE TO END VIOLENCE AGAINST CHILDREN

On November 21, Ambassador Gasca Pliego received a courtesy visit from Ms. Irasema Yazmin Zavaleta Villalpando, Deputy Director General of the Legal Affairs Coordination Office of the Executive Secretariat of the National System for the Integral Protection of Children and Adolescents (SIPINNA), and from Ms. Nancy Ramírez Hernández, Political Advocacy and International Issues Coordinator of Save the Children Mexico. This meeting was held in the context of the participation of Ms. Zavaleta Villalpando and Ms. Ramírez Hernández in the Swedish government program for international visitors known as “Never Violence,” which focuses on the topic of combating violence against children, from November 20 to 24 in Stockholm.

During the meeting, Ms. Zavaleta Villalpando explained that this Swedish government program was organized by the Swedish Institute in collaboration with Save the Children Sweden, and had the aim of sharing Swedish experiences in order to end corporal punishment and establish an international network of experts on the subject. In addition to Mexico, the program included representatives from the governments and civil society of Tanzania, Indonesia, Kazakhstan and the United Kingdom. The representatives from Mexico also reported that during the meeting they held with the Anna Henry and Bess Herbert, of the Global Initiative to Eradicate All Types of Corporal Punishment, it was mentioned that the next “Global High Level Conference for an Infancy without Corporal Punishment” will be held in Malta during 2018, and that there is a possibility that Mexico will host the next edition in 2020. The Mexican experts thanked Ambassador Gasca Pliego for the meeting and agreed to follow up on the contacts made in Sweden in order to identify opportunities for collaboration between the two countries on the important subject of the global struggle to end violence against children.



Ambassador Gasca Pliego with Ms. Irasema Yazmin Zavaleta Villalpando and Ms. Nancy Ramírez Hernández.

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EMBAMEX JOINS UN CAMPAIGN AGAINST VIOLENCE TOWARDS WOMEN



Staff of the Embassy of Mexico in Sweden dressed in orange on November 28 to help raise awareness and prevent violence against women and girls, within the framework of the UN initiative known as the International Day for the Elimination of Violence Against Women. Symbolic actions and social media posts on the subject continued throughout the social networks of this Embassy for 16 days.