

EMBAMEX SWEDEN SEPTEMBER NEWSLETTER

MAGICAL TOWNS: CALVILLO



This fertile village that smells like guava receives its visitors with views of religious architecture of great beauty, such as the *Parroquia del Señor del Salitre* (Parish of the Lord of Saltpeter). It also boasts impressive natural gems, as it is framed by several dams and the imposing *Sierra Fría* (Cold Mountain Range).

It is the perfect setting for adventure hunters; tourists can enjoy cycling, hiking and rappelling, as well as going camping and fishing in the *Los Alamitos* dam. If one plans on taking a break, this Magical Town is an enduringly peaceful place to relax in, with several waterfalls, including the *Huenchos* and *Garruño* waterfalls on the plain of the *Ciénega de Quijas*.

Live a unique experience in one of Mexico's Magical Towns and come visit the lovely town of Calvillo!

Text: <https://www.visitmexico.com/es/destinos-principales/aguascalientes/calvillo>

Images: www.visitmexico.com



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MEETING OF GRULAC AMBASSADORS AT THE EMBASSY OF MEXICO

Ambassador Gasca Pliego led a working meeting of the Latin America and the Caribbean Regional Group (GRULAC) on September 6 at the premises of the Embassy of Mexico in Stockholm. Ambassadors from fifteen nations belonging to this group attended the meeting, whose main purpose was the discussion of the Plan of Action document regarding diplomatic relations between the Swedish Government and the group composed by the countries of Latin America and the Caribbean.



AMBASSADOR GASCA PLIEGO WELCOMES NEW PROMÉXICO OFFICIAL



Ambassador Gasca Pliego welcomed the new Commercial Counsellor of ProMéxico to Sweden, the Nordic and Baltic Countries, Alejandra Sánchez Apodaca, at the Embassy of Mexico on September 7, 2018.

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3RD MEETING OF CONSULS OF LATIN AMERICA AND THE CARIBBEAN



The Third Working Meeting of Consuls of the Embassies of Latin America and the Caribbean in Sweden (GRULAC) was held at the Mexican Embassy in Stockholm on August 15, 2018.

AMBASSADOR GASCA PLIEGO MEETS WITH MEXICAN ENTREPRENEUR



On September 4th, Ambassador Gasca Pliego met at the Embassy of Mexico with Arturo Escalante Martínez, one of the founders (along with his business partner, the Chilean citizen Rodrigo Donoso Rodríguez) of Sonoramex, a company based in Malmö that sells authentic Mexican food products such as sauces, tortillas and other delicacies, as well as eco-friendly cutlery and straws made from avocado seeds. The company's website, www.sonoramex.se, sells their products throughout Sweden and Denmark.



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DELEGATION FROM UNIVERSITY OF STOCKHOLM VISITS MEXICO



Stockholm
University

On August 28, Ambassador Gasca Pliego held a meeting at the Embassy of Mexico with Mrs. Helena Björck, Project Coordinator of the Office of External Relations and Communications of the University of Stockholm, who gave a brief explanation regarding the visit that the Vice President of the University of Stockholm, Prof. Clas Hättestrand, and other university officials made to Mexico City on April 5 and 6, 2018 in order to explore new possibilities for educational cooperation between Sweden and Mexico. During the meeting with the Ambassador, Ms. Björck remarked that it is of great interest to the University of Stockholm to acquire a permanent representative of the National Autonomous University of Mexico, or UNAM, at their institution.

Ms. Björck also mentioned the meeting between the Swedish delegation and the UNAM's National School of Languages, Linguistics and Translation, or ENALLT, highlighting Stockholm University's interest in developing cooperation between both institutions in relation to the implementation of the Tele-tandem, a collaboration between universities in the United Kingdom, France, Germany, Italy and Japan consisting of interaction between students of the universities of the participating countries, thus generating spaces for the study of languages through digital channels.

Helena Björck also shared with Ambassador Gasca Pliego that the Director of Academic Cooperation of the UNAM, Mr. Alejandro Velázquez, visited the University of Stockholm on June 15 of this year, with the purpose of following up on various topics.

In addition, Ms. Björck reported on the seminar "Mexico City: from here to where? - Opportunities for Urban Development Guided by Sustainability, Resilience and Innovation," which was held at the residence of the Swedish Embassy in Mexico and was attended by Maria Schewenius, of the Resilience Center of Stockholm; Ms. Annika Thunborg, the Ambassador of Sweden to Mexico; Prof. Clas Hättestrand, of Stockholm University; Dr. Mario Molina, 1995 Nobel Prize winner in Chemistry; among others, as well as businesspeople and researchers from Mexico City with experience on issues of urban sustainability.

Ms. Björck also mentioned that the delegation held a meeting CONACYT officials, which was highly productive. Later, the delegation met with the Autonomous Technological Institute of Mexico (ITAM), during which the ITAM's interest in increasing the number of exchange students was discussed. In addition to student exchanges, the ITAM expressed an interest in receiving "visiting professors" from the University of Stockholm, which Vice President Hättestrand remarked on as a point to be followed up on in future discussions.

Finally, according to Ms. Björck, the subsequent meeting at the Fund for the Development of Human Resources (FIDERH) of the Bank of Mexico was important for the Swedish delegation due to the interest held by this institution in collaborating with the University of Stockholm in the dissemination of information on the possibility of acquiring study loans for Mexican students.



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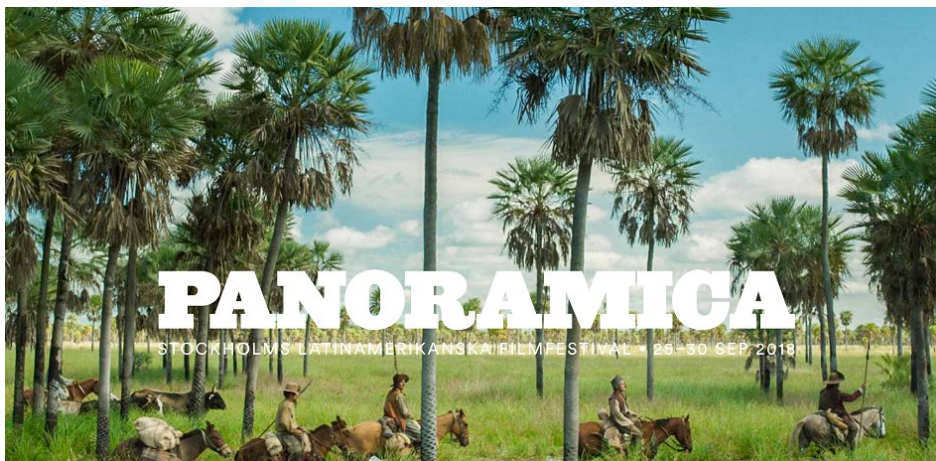
BOOK PRESENTATION OF “MEXICO, MY LOVE” IN VILNIUS

On September 6 at the Vilnius National Library in Lithuania, Mažvydas Martynas, the book “Mexico, my love” (Meksika Mano Meile in Lithuanian) was presented by its author Jolanta (Ona) Vitkutė. The Honorary Consul of Mexico to Lithuania, Ieva Kubiliene, accompanied the author during the event. The presentation was attended by a large audience composed of Lithuanian, Mexican and international citizens. The event was also televised for transmission in Lithuania.



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PANORÁMICA LATIN AMERICAN FILM FESTIVAL IN STOCKHOLM



Mexico was present at the fourth edition of the Stockholm Latin American Film Festival, PANORÁMICA Stockholms latinamerikanska filmfestival, which was held from September 25 to 30, 2018 at the Bio Rio, Klarabiografen, Skärisbiografen and Zita Folkets Bio cinemas, with a selection of 22 feature films and 15 short films from

eleven Latin American countries.

This year the program was especially dedicated to showing some of the most relevant films in Mexican cinema. Several Mexican documentaries were presented: “Guerrero,” by Ludovic Bonleux; “Las Chuntá,” by Genevieve Roudané; and “Batallas íntimas,” by Lucía Gajá. In addition, two Mexican fiction feature films were included in the program: “Los adioses” by Natalia Beristáin and “Ayer maravilla fui” by Gabriel Mariño.

The program also showed a package of 15 short films curated by Animasivo, an animation film festival in Mexico City. In addition, the event was attended by directors Lucía Gajá, Genevieve Roudané and Ludovic Bonleux, who spoke to the public about their documentaries at the end of their respective screenings. Genevieve Roudané and Lucía Gajá also participated as panelists at the seminars “Experiences of Transgender People in Latin America” and “Women and Power in Latin American Documentary Film,” respectively.

For more information, please visit the Panorámica webpage, www.panoramica.se

