

Three years of Mexico in Azerbaijan

- **Trade grew more than 8 times**
 - Average 1995-2014: US\$ 2.4 million
 - Average 2015-2017: US\$ 20.0 million
- **Tourism quadrupled from 2015 to 2017**
- **65 cultural events** (100+ activities)
- **Attractive partner for Azerbaijani businessmen**
 - 3 commercial missions
 - 2 to Azerbaijan (2017, 2018)
 - 1 to Mexico (2017)
- **Signing of the Cooperation Agreement in Education, Science, Youth, Culture and Sport** (2017)

Discover Mexico



- Mexico is not just Cancun.
- It has more than 11 thousand km of coastline.
- Explore and marvel at its sands and waters, incredible traditions, gastronomy, and culture. For example:
 - Los Cabos
 - Playa del Carmen
 - Puerto Vallarta
 - Huatulco
 - Acapulco
 - Mazunte



<https://www.visitmexico.com/en>

Mexico is:

- **GDP:** USD\$ 1.2 trillion (80% of Russia's GDP)
- **International trade:**
 - USD\$ 866 billion (2017)
 - USD\$ 1.65 billion per minute
- **Tourism:**
 - 6th most visited country in the world (2017)
 - More than 39 million tourists (2017)
- **Cultural Heritage:**
 - 35 registered UNESCO sites
 - 27 cultural, 6 natural, 2 mixed

Tequila: Mexico's gift to the world

- Originally from the town of Tequila, Jalisco
- Obtained from the *agave tequilana weber* cactus.
- 152 certified companies produce 271 million liters and 1,684 tequila brands.
- Mexico produces tequila for the world.
 - Exports 70% of its production.
 - The main markets are USA, Germany, France, Spain and Japan.
 - Azerbaijan is discovering tequila.



¿Did you know that Mexico is...?

- The world's 14th biggest country (almost 2 million km²).
- Megadiverse country with coasts on the Atlantic and Pacific Oceans.
- It has 12% of the world's species.

Mexican Gastronomy: The fusion of flavors from two continents

One of our most renowned ambassadors in the world, Mexican gastronomy is a strategic sector due to its capacity to generate jobs and development



- Registered in 2010 by UNESCO in the list of intangible Cultural Heritage.
- Transmitted as a cultural inheritance through generations.
- Represents community and identity, and contributes to social cohesion and a sense of belonging.
- 30% of total tourism spending.
- Generates more than 5.5 million of jobs in the country (approximately 28% of total employment).
- Mexico has 18 Gastronomic Routes.
 - Different flavors: barbecue, coffee, vanilla, bazaars, Day of the Dead, seafood, maguey, and more.
- \$9.7 billion dollar industry (2017).

#gastronomiaMX

Mexico-Azerbaijan bilateral trade

• Mexico-Azerbaijan bilateral trade has grown 833% in recent years

- 1995-2014: USD\$ 2.4 million (annual average)
- 2015-2017: USD\$ 20.0 million (annual average)

• The opening of the Embassies contributed to commercial exchange

- 1995-2006: USD\$ 0.69M annual average (before the opening of the Embassy of Azerbaijan in Mexico)
- 2007-2014: USD\$ 4.66M annual average (before the opening of the Embassy of Azerbaijan in Mexico)
- 2015-2017: USD\$ 20.75M annual average (after the opening of the Embassy of Mexico in Baku)

Source: Statistics Azerbaijan

