

## EMBAMEX SWEDEN DECEMBER NEWSLETTER

### STATE BY STATE: VERACRUZ

Veracruz is a diverse destination famous for its culture and the warm hospitality of its 7.3 million inhabitants. Its traditional festivals, celebrated throughout the year, attract Mexicans and foreigners alike, enchanting Veracruz is located on the eastern coast of Mexico, bathed by the waters of the Gulf of Mexico in the Atlantic Ocean. The state is warm and humid and has a very rich biodiversity that includes tropical forests, offshore coral reefs and 635 species of birds. An example is the “River of Raptors,” which is famous among nature enthusiasts during the fall, when hawks migrating from the north to the south pass along the Veracruz coast.

This state thrives as a symbol of the country’s culture and history, standing out for its abundant natural wealth and lands filled with history and the scent of coffee. It is divided into seven regions, each boasting a unique environment and ecosystem. Visitors are lured by the opportunity to have a relaxing vacation or trying out some of the many adventurous activities offered throughout its verdant lands, such as diving, snorkeling, camping, kayaking, fishing, hiking, and river rafting.

Tourists seeking peace and tranquility often head to La Antigua and Tierra Blanca. Tradition and colorful folklore are the specialties of Tecolutla and Papantla, as well as the two Pueblos Mágicos (“Magical Villages”) of Tlacotalpan and Coatepec. Additionally, the mystical landscape of Catemaco and the splendor of the Citlaltépetl volcano, also known as the Pico de Orizaba, provide visitors with unforgettable experiences.

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Food and music blend harmoniously, nourished by the rich cultural life found in every corner of Veracruz. Visitors will be fascinated by all of the state's cities and monuments and enjoy the area's rich and dramatic history.

The highlight of Veracruz's festivals is the celebration of the Virgin of Candelaria and her followers, held in Tlacotalpan, though its spectacular Carnival is also well-known. Additionally, the state also offers impressive folk art inspired by the colorful and extraordinary surroundings.

The Port of Veracruz is Mexico's first port and the oldest post-Columbian city in North America. It was declared property of the King of Spain when the Spaniard Hernan Cortez arrived there in 1519.

The capital of the state of Veracruz, Xalapa, in the mountainous area near the Gulf of Mexico, is known as one of the most charming Mexican capitals. Sloping ground and abundant vegetation provide the perfect landscape for the creation of a large number of green areas. This city is well-known for its cultural heritage and cosmopolitan atmosphere. It also has many art galleries and theatres. Xalapa is well known for being home to a large number of colleges of the University of Veracruz, as well as for schools known for teaching the arts. The city center is home to countless historical, natural and cultural sites such as parks, public squares, colonial buildings, churches and alleys. An example of this is Juarez Park, the city's main square and center of the city's social life. One can enjoy Xalapa's pleasant climate and immerse oneself in its rich culture by visiting museums and galleries, getting to know its history and architecture, by walking through one of its beautiful parks, or merely by strolling around its steep streets and smelling the aroma of freshly ground coffee.



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



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### AMBASSADOR GASCA PLIEGO AT THE GLOBAL INCLUSION AWARDS

On November 28th, Ambassador Gasca Pliego attended the 5th edition of the Global Inclusion Awards, presented by the Dutch non-profit organization Child & Youth Finance International (CYFI). On this occasion, the ceremony was held in the Stockholm City Hall with the support of the Swedish financial analysis authority, Finansinspektionen.

The event brought together representatives of NGOs, government agencies and young finalists from around the world who submitted to the CYFI projects of economic empowerment for children and young people through a combination of financial and educational access.

The Global Inclusion Awards included several categories:

- 1) The Friendly Bank Prize for Children and Youth; the winner this year was Belarus.
- 2) The Achievement Award in Civil Society: the winner was Uganda.
- 3) The Regional CYFI Awards:
  - Latin America and the Caribbean; the winner was Paraguay.
  - Europe and Central Asia; the winner was Armenia.
  - Africa; the winner was Mozambique.
  - The Middle East and North Africa; the winner was Egypt.
  - And finally, Asia and the Pacific; the winners were Fiji and Mongolia.

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*Ambassador Gasca Pliego at the award ceremony with winners from various countries.*

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### AMBASSADOR GASCA PLIEGO AT THE GLOBAL INCLUSION AWARDS

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4) In the category of “Global Money Week,” which in 2016 took place from March 14 to 20, with the theme “Take Part, Save Smart!,” 132 countries participated; Mexico won the first place in the Americas and Caribbean Region. Ambassador Gasca Pliego received this diploma in representation of the Mexican finalists.

The Global Money Week was organized in Mexico by the Interactive Museum of Economics (MIDE) and Banamex Financial Education in cooperation with Kidzania, Von Glümer, Aflatoun and Sura México. According to the jury's opinion, “Mexico demonstrated exceptional diversity, efficiency and innovation in the activities organized during Money Week, focusing on extraordinary and creative ways of getting children and young people involved, and raising awareness of the responsible use of money.”

For more information, please visit:

<http://childfinanceinternational.org/initiatives/awards.html>



*Attendees at the Global Inclusion Awards 2016 in Stockholm City Hall on November 28.*

## EMBAMEX SWEDEN DECEMBER NEWSLETTER

### COP13: NATIONAL STRATEGY ON BIODIVERSITY



## Estrategia Nacional sobre Biodiversidad de México

Plan de Acción • 2016 - 2030

In the framework of the 13th Conference of the United Nations on Biodiversity (CoP13), the National Strategy on Biodiversity of Mexico (ENBIOMEX, by its Spanish Acronym) and Plan of action 2016-2030 were presented to Mexico and the world on December 4 at the Cancun Convention Center in Mexico. Dr. José Sarukhán Kermez, National Coordinator of the National Commission for the Knowledge and Use of Biodiversity (CONABIO) delivered this valuable public policy instrument.

As part of the international commitments of Mexico through the Convention on Biological Diversity (CBD), the country published its first National Strategy on Biodiversity in the year 2000. From that date, important advances have been made in the field of knowledge of biodiversity in Mexico, as well as having an increased capacity by institutions and society to address this topic. For this reason, it was necessary to produce a new document that takes full account of the current reality of Mexico and the world.

More than 370 people (including 207 women) and approximately 130 institutions in academia and federal public administration, as well as organizations of civil society and federal bodies, participated in its production and enrichment.

The National Strategy on Biodiversity of Mexico comprises six strategic axes: knowledge; conservation and restoration; sustainable use and management; attention to factors of pressure; education, communication and environmental culture; and integration and governance. In addition, the document establishes 24 lines of action and 160 actions in which the deadlines for compliance and the actors responsible for implementation are identified. The contribution made by each strategic axis to the international commitments of Mexico is identified, in particular the commitments of the Strategic plan 2011-2020 and the Aichi targets, as well as the Objectives of Sustainable Development, adopted in the framework of the General Assembly of the United Nations.

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### COP13: NATIONAL STRATEGY ON BIODIVERSITY

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With this update of the National Strategy on Biodiversity of Mexico, Mexico complies once more with its international commitment acquired in the 10th Conference of the Parties (CoP 10) to the CBD. Moreover, the country responds with this action to a national process that has, during the last decade, sought to give a dominant role in the political agenda to the knowledge and value of biodiversity that exists in Mexico (thus meeting the targets established in the National Development Plan). The Strategy is an instrument that offers Mexican society the opportunity to reverse the current environmental situation in the country, and to coordinate actions and establish networks in order to develop and strengthen the capacities of all sectors involved in the governance, conservation and sustainable use of biological diversity.

### MEXICAN FILM SHOWN AT THE 27TH STOCKHOLM FILM FESTIVAL

The 27<sup>th</sup> edition of the Stockholm Film Festival was held between November 9 and 20 of this year. During these days, 68 countries, including Mexico, were represented at various film screenings throughout the city. Around 35,500 people attended the events offered throughout the duration of the Festival.

On November 12, 18 and 19, Mexico participated with the film “El barbero romántico” (The Romantic Barber) by Iván Ávila Dueñas, who could personally present his film due to collaboration between the Embassy of Mexico in Sweden and the Festival. At the end of the screenings of the movie, the director answered questions about his creative process and about the making of the film. The film was well received by the audiences who attended each of the three screenings.



*Mexican director Iván Ávila Dueñas during one of the presentations of his film “The Romantic Barber” at the Stockholm Film Festival in Stockholm.*

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### NATIONAL BOARD OF TRADE REPRESENTATIVE VISITS MEXICAN EMBASSY

On November 16, Mr. Faraz Davani, Commercial Policy Adviser to the National Committee of Commerce of Sweden (Kommerskollegium/National Board of Trade) made a courtesy visit to Ambassador Gasca Pliego at the Embassy of Mexico in Stockholm. They were accompanied during the meeting by the Commercial Counselor of ProMéxico in Stockholm, Mr. Carlos Pérez Cirera.

During the encounter, the state of trade relations between Mexico and Sweden was reviewed, and there was a discussion on trade agreements in general, and the EU-Mexico Global Agreement (EUMGA) in particular.

Ambassador Gasca Pliego recounted the economic ties that exist with Sweden, making reference to the many commercial and investment opportunities offered by Mexico, as well as emphasizing the importance of the modernization of the EUMGA for Mexico.

Mr. Davani noted that the Swedish National Commerce Committee is an autonomous government agency responsible for matters related to foreign trade, the domestic market and trade policy whose mission is to promote free trade with transparent and simple rules, as well as to contribute to the development of public policies. This organization is known as the expert authority on trade policy in Sweden and provides information and analysis on the subject to the Ministry of Foreign Affairs, in particular to the trade and investment promotion office under the responsibility of the Minister for European Affairs and Trade of Sweden, Ms. Ann Linde.

The Swedish official said that Sweden is in favor of modernizing the EUMGA and that it will closely follow negotiations on the subject.

At the conclusion of the meeting, there was an agreement to maintain an open and fluid dialogue between the Embassy of Mexico and the National Committee of Commerce of Sweden in order to promote trade issues of mutual interest to Mexico and Sweden.



*Mr. Faraz Davani with Ambassador Gasca Pliego and ProMéxico Commercial Counsellor Carlos Pérez Cirera at the Embassy of Mexico in Stockholm.*