



# México Down Under



Embassy of Mexico in Australia

Bulletin No. 25



#### Letter from the Ambassador

Australia and Mexico celebrate 50th anniversary of Diplomatic Relations.

On March 14th 2016, Australia and Mexico celebrated the 50th anniversary of the establishment of Diplomatic Relations between both countries.

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#### **ProMexico**

The Unprecedented Transformation of the Mexican Energy Sector.

Mexico stands out for many reasons, one of them is its energy wealth, which provides an enormous potential for development. To seize this strength, the Mexican Government led by President Enrique Peña Nieto promoted an Energy Reform, perhaps the most relevant over the last 50 years.



Increasing Awareness: Opportunities Promotion March 2016.

The month of March 2016 is no exception for the dynamic promotion agenda by the ProMexico trade office in the Embassy of Mexico in Australia. ProMexico was invited as guest speaker at the traditional Melbourne Trade Commissioners Group during the 636th Trade Commissioners Lunch.



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#### Mexican Tourism

Mexican Tourism Promotion Spectre.



Beyond the promotion activities headed by the Mexican Ministry of Tourism, one of the newest promotion agents of tourism in Mexico is James Bond.

New technology platform will increase tourism in the town of Tequila.



The town of Tequila in the state of Jalisco will become the first georeferenced tourist destination in Mexico thanks to the technology platform created by NatGeo and Mundo Cuervo.

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## Mexican Landscape

Mexico is recognized with the Government Leadership Award 2016.



The Telecommunications Reform carried out by the Federal Government of Mexico was recognised on February 22 with the 2016 Government Leadership Award during the Mobile World Congress in Barcelona.

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# Mexican Landscape

Mexico at OECD.



Mexico is part of the Convention on Combating Bribery of Foreign Public Officials in International Business Transactions of the Organization for Economic Cooperation and Development (OECD)

since 1999.

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#### Mexico in the World



On the occasion of International Women's Day, Secretary of Foreign Affairs, Claudia Ruiz Massieu, met with workers of the Foreign Ministry to announce the launch of the "Program for Equality between Women and Men" as she expressed her recognition for their work and dedication.

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### Mexicans Down Under

Australia, its groundwater and the APEC Women in Research Fellowship, by Nadia Santini.



Australia is the driest inhabited continent on Earth, this means that a large part of the continent (~80%) receives low rainfall (<600 millimeters per year), compared to other continents.

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#### MexVic

On the 11th March 2016 the Mexican Social and Cultural Association of Victoria known as MexVic changed its leadership team. Sandra Moye, former President handed over the baton to Patricia Galán and Luis Rico who became Co-Presidents.



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# Cultural Events in the wake of the 50th Anniversary of Diplomatic Relations between Australia and Mexico

To commemorate such an important occasion, the governments of both countries will undertake or support during the course of 2016 an ambitious and comprehensive set of cultural events which aim to promote our respective cultures, highlight the excellent level of relationship and raise awareness regarding the anniversary of diplomatic relations.

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Mexican contemporary classical percussion group Tambuco in Canberra.



With 20 years of international concerts and the recording of an original repertoire, Tambuco Percussion Ensemble

has celebrated an acclaimed career, establishing itself among the finest percussion quartets today.

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#### Avisos de miembros de la Comunidad Mexicana en Australia

Invitación para formar un Club de Lectura Aviso Ingenieros residentes en Australia

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