

Conexiones

Newsletter of the Consulate of Mexico in Tucson



Dear friends,

The Consulate of Mexico in Tucson started January with an active agenda in economic, cultural and community activities.

Throughout February and the rest of the year, we will continue to work in favor of our nationals and strengthening the bonds between our communities.

Mexico moving forward

We begin this edition of our Newsletter CONEXIONES, with an article regarding the 25th Annual Meeting of Mexican Ambassadors and Consuls, where we talked about the importance of promoting Mexico abroad.

The *Moving Up* section highlights the importance of bilateral trade at the border region, both, between Arizona and Mexico, as well as in Coahuila, with the expansion of its Chrysler plant.

As part of the tourism activities that the State of Sonora offers, we invite you to visit *La Burbuja* Children's Museum, an attractive option to enjoy with the family.

In *Enfoque*, we discuss the importance of the Financial Reform.

Finally we dedicate a column to the conference "Transforming Mexico" given by President Enrique Peña Nieto, as keynote speaker, at the Annual Meeting of the World Economic Forum in Davos Switzerland.

I invite you to visit the Consulate to know more about the different services that we provide, the cultural and community events that will soon take place, and also to learn more about Mexico.
Ricardo Pineda
Consul of Mexico in Tucson

25th ANNUAL MEETING OF MEXICAN AMBASSADORS AND CONSULS

The 25th annual meeting of Mexican Ambassadors and Consuls was held in Mexico City from January 6-10, 2014 where federal and state government representatives, as well as international speakers also participated.

Mexican President Enrique Peña Nieto highlighted one his administration's foreign policy goals: "It is through you that the world may know about Mexico and what we are doing to achieve new and better horizons."

The President reaffirmed the five guiding principles of his government: to have a peaceful, inclusive, well- educated, prosperous and globally- responsible Mexico. He also stated the importance of the recent reforms put in place in order to reach those goals.

Furthermore, Foreign Secretary Jose Antonio Meade underlined the importance of promoting these latest reforms (fiscal, energy, telecommunications, etc.), which benefit Mexico and its citizens.

The bilateral relationship between Mexico and the United States also occupied an important part of the agenda. This relation is reflected in many ways, for example, trade: Mexico exports annually around 280 billion dollars. This amount represents 2.6 times the combined exports of Brazil, Russia, India and South Africa. In this context, the attendees expressed their commitment to foster Mexico's agenda with its North American partner.

The event brought the opportunity to exchange ideas between the participants and share their experiences in order to strengthen the assistance for Mexicans living abroad.

<http://www.sre.gob.mx>

EVENTS

February 8th, Mobile Consulate in Casa Grande, Az

Find out more about the Mexican Consulate on:

Tuesdays at 8:30 am; *La Caliente* 102.1 FM

Wednesdays at 8:15 am; *Radio Vida* 12.10 AM

Sundays at 7:15 am at *La Poderosa* 105.3 FM

Saturdays at 11:30 am on *Azteca Tucson*, channel 14



MOVING UP

Mexico and Arizona: Ties of exchange



Did you know that Mexico is the main trade partner of Arizona?

With about 20 million northbound visitor border crossings annually over the Mexico - Arizona border, this zone stands as one of the most active borders in the world.

Mexican visitors spend approximately \$7.3 million each day in Arizona, providing an annual impact of \$2.3 billion.

The importance of the relation between both entities lies on social terms but also in economic.

About 13 million dollars in goods are traded between the Grand Canyon State and Mexico, which exceeds the trade between Mexico and Central America.

In 2012 Mexico exported about 6 billion dollars and received 34% of Arizona's exports (\$6.2 billion usd), being computers and electronics the main goods. In addition, \$15 billion dollars in goods headed to other states cross through Arizona's ports of entry.

Regarding labor opportunities, more than 100 thousand jobs are directly related with trade with Mexico.

www.sre.gob.mx

<http://www.naftamexico.net>

Ask the experts >>>

Chrysler increases its presence in Mexico

The plant in Saltillo Coahuila, will receive an investment of 164 million dollars to expand its facilities. It is expected that this project will generate about 470 new jobs and contribute to the development of the Latin American and North American market.

Mexico is the 8th producer of vehicles and the 4th as exporter. Moreover, Mexico is the 5th global producer of auto parts.

www.promexico.gob.mx



TIME OUT

La Burbuja Children's Museum

La Saucedá Ecological and Recreational Park, in the city of Hermosillo, Sonora offers a great option to enjoy nature with the family.

Since 1994, La Burbuja is a offers over 100 interactive exhibits distributed among 6 thematic rooms and a special area for the youngest kids.

The most popular activities in this fully interactive museum are those in which children play and learn about road safety, food processing and coexistence with nature.

La Burbuja Children's Museum features an area devoted to the promotion of the preservation of water, which is aimed at the need to preserve and rationally use our most vital liquid.

Join La Burbuja!

Periferico Ote. y Blvd. Francisco Serna, within La Saucedá Recreational Park Hermosillo, Hermosillo, Sonora
Tels. (662) 212 05 81, 212 08 43

<http://www.laburbuja.org.mx/>

www.visitmexico.com

ENFOQUE: FINANCIAL REFORM

On January 9th, President Peña Nieto enacted the Financial Reform, which lays the foundation for inclusive development, maintaining healthy sensible practices and improving the efficiency of Mexico's financial system

WHAT IS THE GOAL?

The main objective of the Financial Reform is that **Mexicans and enterprises have products and services that meet their needs with a competitive price** in order to transform Mexico. This Reform will allow making the most of 2014 favorable economic conditions to boost growth.

THE FOUR PILLARS OF THE REFORM

- Encourage greater competition among financial service providers
- Promote and strengthen Development Banking
- Expanding financial product and service offers
- Ensure an integral solid financial sector.



Highlights

- With this Reform, it is expected that in 2018, domestic financing to the private sector is expected to equal 40% of GDP in 2018, which in 2012 was 25%
- The Reform will increase consumer spending and investment in Mexico, and it will increase almost 0.5% the annual economic growth between 2015 and 2018
- In 2013, credits from development banking institutions reached a trillion pesos. The goal is to reach 1 trillion 150,000 pesos in direct funding for 2014.

Did you know that...?

...Mexico will be the most visited country by President Obama

Mexico and France lead the list of the most visited countries by President Barack Obama, who has been four times in each country since he entered the White House in 2008. President Obama will travel on February to Mexico for the fifth time; he will meet with Canadian Prime Minister Stephen Harper and Mexican President Enrique Peña Nieto at the North American Leaders' Summit.

...In 2013 the consulates in the United States assisted with 178,214 cases of protection.

Visit the Mexican Consulate in Tucson to know more about our services and future events; answer your questions or receive general advice. Come join us!

...The Mexican State of Sonora has a wide offer of artistic activities

If you are in Hermosillo Sonora, don't miss the opportunity to visit the Sonoran Institute of Culture. For further information about the workshops, courses and other events in the region, refer to www.isc.gob.mx

<https://consulmex.sre.gob.mx/tucson>

Mexico and the aerospace industry

The aerospace industry in Mexico has grown almost 19% annually since 1994; it is the America's most competitive country in terms of aerospace manufacturing costs. Here are some statistics:

- Mexico is the sixth aerospace supplier to the United States.
- General Electric, the leading producer of aircraft engines in the world, has its largest Center for Research and Design outside of the US and Canada, in Queretaro.
- There are 270 aerospace companies and supporting entities (2012): 80% engage in manufacturing while the remaining 20% focus on design and engineering, as well as maintenance, repair and overhaul.

ProMéxico



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CONEXIONES Newsletter of the Consulate of Mexico in Tucson

World Economic Forum, Davos Switzerland 2014

Mexico a country on the rise



President Enrique Peña Nieto attended the annual meeting of the World Economic Forum (WEF) in Davos, Switzerland on January 23-24. The forum focused on "The Reshaping of the World: Consequences for Society, Politics and Business."

Due to the importance of the transformations underway in Mexico, President Peña Nieto was a keynote speaker at this year's World Economic Forum. He presented his administration's plan and the structural reforms adopted in Mexico in the forum: *Transforming Mexico*.

Among heads of state and government, leaders of international organizations, as well as leading global companies with operations in Mexico, President Peña Nieto stated that over the past year, his government promoted a reform agenda to boost productivity, investment, economic growth and employment, which will provide the Mexican state with a new legal and institutional framework.

On February, during the Second Congressional Congress will move forward in the implementation of the approved reforms, which seek:

1. To boost the competitiveness of the economy through labor, antitrust, telecommunications, financial, fiscal and energy reforms.
2. To strengthen the institutional regime: political and electoral reforms and measures to increase government transparency. Reforms to strengthen the public finances of states and municipalities, combat corruption and enhance criminal proceedings throughout the country.
3. To expand social rights: education reform, universal pension and unemployment insurance.

www.presidencia.gob.mx



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