

Letter from the Ambassador

September, Month of Mexico

The most important month in Mexico's civic calendar, has begun.

Two hundred and four years ago, in a small village in central Mexico, the Priest Miguel Hidalgo summoned the people to fight for their freedom and against oppression. Although the struggle lasted for eleven years and eleven days, we Mexicans commemorate the proclamation made that September of 1810, because we know that proclaiming yourself free, means you are free already.

Jose Maria Morelos, successor of Hidalgo in the struggle for Independence, captured in his document entitled "Sentiments of the Nation", as well as in the Constitutional project of Apatzingan, the desires of freedom and equality of the Mexican nation. In the mid-19th century, Benito Juarez, and his generation were able to defeat the external aggressions, and set up the foundations for a republican, civilian, and secular state. The Mexican Revolution, at the beginning of the 20th Century, was a movement that consolidated national sovereignty, social justice, and a firm union among all regions of the country.

Mexico is today a fully democratic nation, respectful of human rights, and the fourteenth largest economy in the world. Internationally, Mexico is a peaceful citizen of the world, in harmony with all nations on earth, and is an active sponsor of multilateralism and international cooperation.

We are a country that is working hard to solve its issues, while introducing a vast and deep process of political, economic, and social reforms to improve democracy, achieve a more prosperous society, and earn a better place among the concert of nations.

The Mexican nation is proud of its vast and diverse historical and cultural heritage, placing it as the sixth country in the world with the most number of sites included in the United Nations' world heritage list. Every year, Mexico welcomes a number of international visitors, equivalent to the whole population of Australia.

I invite all Mexican Nationals in Australia, along with our good and generous Australian hosts and friends, to celebrate our national month in Sydney, Melbourne, Canberra, Adelaide, Perth, Brisbane, and in every place where celebrations are to be held as a symbol of our National pride.

Let's also share with our Australian friends our beautiful traditions, our folklore, and our rich gastronomy, as a way to show our appreciation to this noble and beautiful country that has welcomed us with such generosity.



NATIONAL DAY



MELBOURNE



SYDNEY



ADELAIDE

Mexico on the Move

FIRST KIA PLANT IN MEXICO

Mexico is becoming one of the world's **safest, most attractive and reliable economies for investment**. I therefore laud the fact that Kia Motors recognizes these strengths and has decided to join the success story that all Mexicans are writing.

With over a million dollars in investment, the plant in the municipality of Pesquería, Nuevo León, will be **the first one Kia has built** in Mexico. Equally important is the fact that this investment will trigger others from its suppliers, for an additional \$1.5 million USD.

It is a crucial project, because once it starts operations in 2016, it will have the capacity to produce up to **400,000 vehicles a year**. The plant will also generate thousands of well-paying jobs, which will translate into higher incomes for families in Nuevo León.

This proves global investors' confidence in the present and future of Mexico. I congratulate all the company's workers and managers, because I'm sure that here in Mexico, **Kia Motors will begin a new chapter of success**.



This is not the old Mexico, this is the Mexico that already dared to change #SegundoInforme <http://youtu.be/BqkKdqTjhgM>



THE ELECTRIC INDUSTRY

The Electric Industry in Mexico (*)

In 2012, total production in the industry reached 28,843 million USD, of which 54.2% was wiring, cabling and battery segment, 26.8% power distribution and control equipment, and 19% electric motors and generators. The industry's production is expected to increase at an average annual growth rate of 7.9% between 2013 and 2020.

It is estimated that production of electricity supply and control equipment will increase at an average annual growth rate (AAGR) of 8.8% for the 2013-2020 period. During that period, the electric motors and generators segment will record an AAGR of 8.6% and the wiring, cabling and batteries segment will record the lowest growth at 7.1%.

Mexico is the leading producer in the electric industry in Latin America and will remain in this position at least until 2020. In 2012, Brazil was Mexico's main competitor, with a similar production amount. However, in the near future, Mexico's production will increase, making Mexico the leader in Latin America.

In light of the above, Mexico has become one of the main investment destinations in the industry. Some of the leading companies, such as ABB, Siemens, Schneider and Furakawa, have decided to establish manufacturing centres in Mexico. Furthermore, Mexico is the main supplier of electricity generation and distribution equipment to the US and the second largest supplier of lighting accessories and other electric equipment and accessories.

Total consumption in the electric industry was 31,955 million USD in 2012. During the 2002-2012 period, the industry recorded an AAGR of 3.1%.

Mexico's International Trade

In 2012, the industry's exports reached a total value of 21.74 million USD, while imports reached 24,852 million USD. During the 2002-2012 period, exports recorded an AAGR of 6.2% and imports 7.3%.

In 2012, the main destination for Mexican exports for the electric industry was the US, at 91%. The remaining percentage was exported to Canada, Nicaragua, Germany and Colombia, among other countries. During the same period, 46% of imports were from the US, followed by Asia, with 35% of Mexico's total imports.





Foreign Direct Investment

The electric industry recorded an accumulated investment of 5,907 million USD between 2000 and 2012. In 2012, foreign direct investment (FDI) reached 294 million dollars.

In 2012, the US was the main investor in the electric industry in Mexico, with 58.2% of total investment, followed by France and Switzerland, with 17.9% and 7.2%, respectively.

FDI in this industry is concentrated in the following states:

Federal District (20%), Chihuahua (14%), Baja California (13%), Tamaulipas (12%) and Hidalgo (9%). Other important states in terms of investments are: Nuevo León, San Luis Potosí,

Sonora, Coahuila, the State of Mexico, Jalisco, Michoacán and Aguascalientes.

There are 1,060 economic units that specialize in the electric industry in Mexico.

In 2012, the industry employed 127,252 people. The following are some of the leading companies: ABB, Eaton, Furakawa, ACME, Amphenol, Belden, Cooper, General Electric Company, Hammond, Schneider, Siemens, Thomas and Betts, Mitsubishi and WEG, among others.

There is a series of processes in Mexico that are used in the electric industry, such as machining, casting, mechanical assemblies, die casting, die cutting and stamping, plastic injection, aluminium injection and secondary processes. These processes are mainly concentrated in the states of Coahuila, Nuevo Leon, the State of Mexico, Chihuahua, Puebla, Tamaulipas, Durango and Mexico City.

Investment Opportunities

Mexico's electric industry is strong, as proven by internationally relevant and renowned companies that operate in the country. However, the industry can mature to a greater extent by strengthening and enhancing the processes and inputs in the supply chain that can be developed in Mexico instead of being imported.



Foreign direct investment could develop these areas.

An analysis made by ProMéxico's Business Intelligence Unit identified processes that affect the manufacture of several electric products carried out in Mexico. The analysis identified the export value of such products, and calculated, for each process, the percentages of national production and imports, which means a business opportunity for foreign companies.



The following are investment opportunities in the supply chain identified by ProMéxico:

- 58% of processes are imported; therefore, there are huge investment opportunities for foreign companies.
- Some of the most demanded processes are stamping, cables and wires, machining, metal fabrication and mechanic assembly.



Export Opportunities

Mexico is the leading producer of the electric industry in Latin America and one of the main suppliers to the United States. This guarantees that equipment manufactured in Mexico complies with quality and production capacity standards to increase exports.

The main export opportunities can be linked to the development plans of Latin American countries such as Brazil, Colombia, Peru, Venezuela, Argentina and Chile. Governments are developing public policies that stimulate electric infrastructure to increase power coverage and energy efficiency as a result of the region's industrial development and economic growth. The trend in these countries is to bet on investments that ensure the development of these segments, which results in a demand for components and products to supply the electric market.

As a result of the positioning and acceptance of Mexican products in the US and Canada, the opportunity to export to these countries can increase with high-quality companies that comply with market requirements, expanding export amounts to these countries.

Also worthy of consideration in the aforementioned markets, export opportunities can focus on those countries which production is not enough to supply domestic consumption, forcing them to turn to international supply. It is advisable, then, to create advertising strategies that focus on exporting electric products that are manufactured in Mexico, such as: cabling, hardware, supports, electric conductors, etc.

It should be remembered that Mexico's main competitors in terms of supply to Latin American countries and Canada in this industry are China, the US and Germany. The main competitors for the US are: China, Japan and Germany. Some of the obstacles that could arise when exporting are nontariff barriers, which limit the import of foreign products to favour domestic production. For example, in Brazil, electric products such as cables, cut-off switches and plugs must be certified by the National Institute of Measurement, Standardization and Industrial Quality. In Argentina, low tension electrical equipment must have safety certifications established by the Secretariat of Industry, Trade and Mining. The tariff barriers that these countries establish for Mexican products must also be looked at.

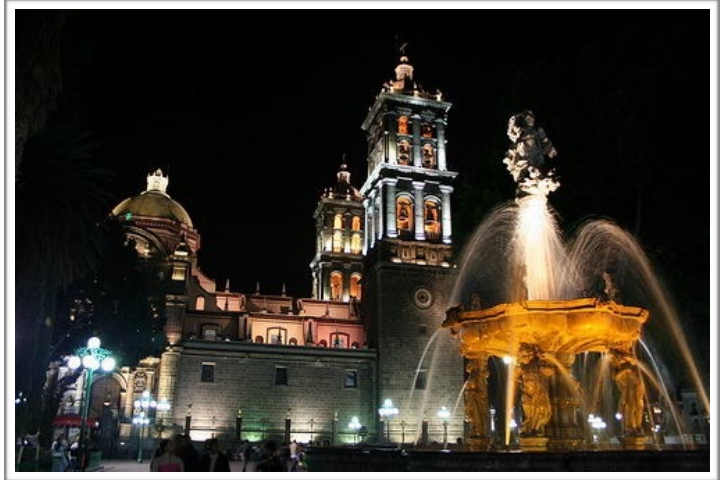
(*) With information from Proméxico



Magic of Mexico

PUEBLA

Puebla City Centre is a UNESCO World Heritage site and it is one of Mexico's best-preserved Spanish Colonial treasures. It contains some 2,600 designated historic buildings. As Mexican cities go, this is a very pedestrian-friendly city and easy to explore on foot. If you'd rather not walk, a red double-decker Turibus runs narrated tours departing every half hour. You'll find both a bus stop and a tourist information booth in the zocalo.



Metropolitan Cathedral of Our Lady of the Immaculate Conception: built from 1575 – 1640, its towers (at 73.9 m; 244 f) are considered the highest in the country and even Latin America. It is noted for its marble floors, rich gold leaf interior, and awesome main altar – designed by Manuel Tolsa and depicting the kings and queens of 17th century Europe.



Palacio Municipal (Town Hall): Built on the original Spanish authority seat of government, the current Palacio dates from the beginning of the 20th century, with a strong neoclassical architecture of the period of Dictator Porfirio Diaz. The style was also inspired by French architecture, which was fashionable at that time. In the interior houses a courtyard with a beautiful marble staircase.

Church of Santo Domingo: Considered by some to be Mexico's most exuberantly decorated temple, Santo Domingo dates from 1650. Its Capilla del Rosario is a dazzling mix of painted tiles, gold leaf, and sculpture. The Chapel dates from the second half of the 17th century and constitutes one of the greatest achievements of baroque art in the Americas. The chapel is laminated with 22k gold over stucco. A true wonder to behold.

Biblioteca Palafoxiana: Don't miss a visit to the New World's first public library! This site dates to the 17th century and once housed the hemisphere's finest collection of manuscripts. Today there are over 43,000 books in its inventory, including rare works from the 15th century. The site is located on the upper level of the Casa de la Cultura, next to the Cathedral.

Some other masterpieces of colonial architecture you can admire in Puebla Centre are the Ex-Convent of Santa Rosa, home to Puebla's excellent Museo de Artesanias; the Secret Convent of Santa Monica, built in the 17th century; the Museo Universitario - Casa De Los Muñecos, one of the most peculiar examples of civil baroque style in New Spain; the Iglesia de San Francisco, located in the oldest part of the city, and Museo Casa de Alfeñique, that owes its name to the abundant and fine ornamentation of white "argamasa" which looks like the famous sugar candies made in Puebla called "alfeñiques".



Biblioteca Palafoxiana: First Library of the Americas

While exploring the streets of Puebla's historic downtown, take some time to visit the oldest public library in the Americas. The Biblioteca Palafoxiana (Palafoxian Library) besides being an important historical and cultural treasure is also an important repository of learning. The collection comprises over 40,000 books, the majority of them dating from before Mexico's inde-



pendence, including many incunabula. The beautifully restored library is extraordinary in that the collection is conserved in its original location along with the original bookshelves.

The Biblioteca Palafoxiana's namesake, Juan Palafox y Mendoza, was bishop of Puebla from 1640 to 1655, and served as viceroy of New Spain. In 1646 he donated 5000 books from his private collection to the seminary of the Colegio de San Juan. He made the donation with the stipulation that the books be available to any literate person, and not just academics, thus establishing the first public library of the Americas. In 1773, Bishop Francisco Fabian y Fueno commissioned bookshelves made of finely carved cedar, ayacahuite pine, and coloyote wood to house the library's growing collection. An additional tier of shelving was added in the 1800s.

The former Colegio de San Juan is now home to Puebla's Casa de la Cultura cultural center, but the Biblioteca Palafoxiana remains in its original location on the second floor. It occupies a long vaulted hall with a splendid altarpiece from the mid-14th century gracing the far end. The altarpiece is covered with gold leaf, and the center is dominated by a painting of the Madonna of Trapani by Sicilian master Nino Pisano. The library has been recognized for its antiquity, originality and artistic value: in 1981, the Mexican government declared it a historic monument and in 2005, UNESCO added it to the Memory of the World list. A digital catalog of the library's collection was released in 2010.



Capilla del Rosario, Beautiful Baroque Chapel

The severe grey quarrrystone facade of Puebla's Templo de Santo Domingo gives no clue to the opulence within. Upon entering you'll find that the church is a masterpiece of baroque architecture and decoration. The grandiose altarpiece of the main altar, the spectacular onyx pulpit, and the sumptuous plasterwork and gold leaf contribute to the extravagant decor that characterizes Mexican baroque style. The Capilla del Rosario (Rosary Chapel), on the south side of the church's main altar, is the most magnificent aspect of this church's interior.

Santo Domingo church dates from the late 16th century, but the Rosary Chapel was added later; it was built between 1650 and 1690. This is the first chapel in Mexico dedicated to Our Lady of the Rosary, to whom the Dominicans had great devotion. Tradition says that the Virgin Mary gave the rosary to Saint Dominic, the founder of the Dominican order. Dominican friar Juan de Cuenca conceived the Rosary Chapel as a way of showing the Dominican order's devotion to Our Lady of the Rosary, but also as a didactic tool in the evangelization process.

Ornate sculptures, masterful paintings and extravagant gold leaf cover every inch of the walls and ceiling of the Rosary Chapel, creating a dazzling effect. The chapel is sometimes referred to as "the golden house" because of the lavish use of gold leaf. Windows around the upper level of the chapel allow sunlight to enter, bathing the space in exquisite natural light which seems to make the gold glow. Each of the images in the chapel is significant and relate to the Virgin Mary, the life of Jesus, or the Dominican order. The tabernacle at the center of the chapel contains an image of Our Lady of the Rosary surrounded by marble columns; the second level holds an image of Saint Dominic, and the archangel Saint Gabriel perches at the top. This chapel is undoubtedly one of the finest examples of baroque art in Mexico.

Temples on the Top of Temples



Cholula was second only to the Aztec capital Tenochtitlan (modern Mexico City), possibly with a population of up to 100,000. The great city stood at the foot of what appears to be an earthen hill that is, in fact, the largest pyramid ever built, covering over 46 acres and spanning an incredible 405 meters on each side! In addition to this great construction dedicated to Quetzalcoatl, the city had a reported

365 temples. After taking the city during the Spanish Conquest, Hernan Cortes vowed that it would be rebuilt with a Christian church to replace each of the old pagan temples; less than 50 new churches were actually built, but the Spanish colonial churches are unusually numerous for a city of its size. Cholula is actually divided into eighteen neighborhoods or barrios, each with a patron saint.

Cholula is often visited as a day-trip from Mexico City or Puebla, and gets crowded on weekends and holidays. In the center of this grid is the main square, the Plaza de la Concordia or zocalo. On the west side of the Plaza is the City Hall, fronted by a line of businesses, which in turn are fronted by a 170 metres (560 ft) gallery, marked by 46 arches supported by Doric columns, called the "portales." This archway is the longest of its kind in Latin America.



The Great Pyramid of Cholula can be explored either via a labyrinth of interior tunnels, or above ground by walking through excavations at the pyramid's base. There's a fine on-site museum with models showing the site's full glory. Take time to climb atop the pyramid. The Iglesia de Nuestra Señora de los Remedios was built on the pyramid. It is made of bradstone and decorated with laminilla of 24k gold. The views from this hilltop site are spectacular!

Sinning with Heavenly Flavours

Puebla's culinary tradition originates from the blending of two cultures; the Pre-Hispanic and Spanish, as well as French and Middle Eastern (Lebanese) influences.

Here's a list of what you cannot miss during your gastronomic tour by Puebla.

Mole Poblano: Proudly originated in Puebla and a beloved national dish, with more than 30 ingredients. Poblanos enjoy this dish year 'round and make several varieties. Served over turkey or chicken. Chiles

En Nogada: Mexico's stuffed chile with walnut sauce par excellence and only served in summer months.

Antojitos Mexicanos (Mexican snacks): Chalupas (corn tortilla with chicken and salsa), molotes (fried corn patty with cheese or beef stuffing, cream and salsa on top),

cemitas (regional sandwich with avocado, cheese, beef or pork, with the traditional papalo leaf), pipian verde (special green sauce poured over chicken), chancas (fried corn patties stuffed with beans, salsa on top), guajolotes, tinga, cuitlacoche, gusanos de maguey (Maguey worm), and escamoles (fried ant eggs, yes, fried ant eggs). **Traditional Sweets:** A true pleasure for the palate, like tortitas de Santa Clara (Saint Claire cookies), camotes (flavored sweet potato), pepita candy (Caramel-covered Pumpkin Seed), jamoncillos (flavored pumpkin seed candy bars), Crystallized fruits, gaznates, and macarrones.



Cooking classes are offered at the Meson Sacristia, one of the city's highest-rated small boutique hotels. Puebla's covered food market (Camino Real a Cholula and 20 Norte), is the spot to arrive hungry and grab a seat at one of the quesadilleries near the market's back stalls. The fresh-made tortillas are thick, oblong and purple. Once filled with cheese, squash blossoms, and crunchy chicharón you'll be in ready to add fresh pico de gallo and an array of natural fruit juices.



TENTH COURSE ON MEXICO'S FOREIGN POLICY FOR FOREIGN DIPLOMATS

The 10th course for foreign diplomats on Mexico's foreign policy was inaugurated at the Matías Romero Institute today. There are 16 young Foreign Service members participating this year from 16 countries in Africa, Asia Pacific, Europe and the Middle East.

Since 2005, the course has informed foreign diplomats of Mexico's international role and its political, economic and cultural context. In all, 208 students from 71 countries have enrolled in the course. The two-week course will be taught by renowned experts and foreign ministry officials, who will address topics of interest in security, economy, politics and Mexican culture. The participants will also visit Taxco, Guerrero, and various archaeological sites and museums.

Ambassador Alfonso de Maria y Campos inaugurated the course; the event was attended by diplomats accredited in Mexico and foreign ministry officials.



Photo: Lisa Davidson (first row, fourth from the left), from the Department of Foreign Affairs and Trade of Australia with Ambassador Alfonso de Maria y Campos with the participants of the 10th course for foreign diplomats.



We promised that #MéxicoGlobal would have more presence in the world, and we are delivering! <http://youtu.be/ZYNuYfdxQug>



Uniting frontiers through food!

The Embassy of Mexico has the honour to invite you to visit from 15th to 18th September 2014, the Mexican Pavilion at Australia's leading food trade show ***Fine Food Australia***, which presents new and innovative products from around Australia and over 45 countries.

Come, let yourself be captivated by the flavours, scents, colours and *fiesta* of the Mexican Pavilion at the zone "*Flavours of the World*", Booth F2.



Date: 16 September 2014 to 16 September 2014

Time: 06.30 PM to 09.00 PM

Be one of the first people to view *Aztecs*, our upcoming blockbuster exhibition, on a particularly important evening – Mexican Independence Day. The event includes an authentic Mexican cocktail on arrival and a viewing of our upcoming exhibition *Aztecs* with a limited number of like-minded people.

There will also be plenty of entertainment including a fiesta photo stand complete with sombreros and ponchos as well as a conversation corner where you can learn some fun and easy phrases. Of course, a themed canapé menu and drinks are provided.

The exhibition features more than 200 priceless artefacts and dramatic multimedia that tell the story of the spectacular and ultimately tragic rise and fall of the Aztec empire. Step into their world and marvel at the extravagant possessions of the Aztec emperors while exploring their sacrificial rituals and uncovering the mysteries of the Aztec afterlife.



ASSOCIATION OF MEXICAN STUDENTS IN AUSTRALIA

In July 2014 a group of Mexican students, supported by the Mexican Embassy, started the project “Association of Mexican Students in Australia (AEMA)”. This association seeks to connect Mexican students who share common goals and interests. The aim of the project is to establish a network where students can interchange their experiences in Australia.

AEMA is integrated by all Mexicans students registered on the webpage of the Association and is administrated by a student board integrated by students of master degrees in Australia who come from different Mexican States.

The main function of AEMA is to be a supportive network between the Mexican students already in Australia and those who are starting their academic adventure. This support can be regarding topics such as accommodation, transportation, daily life and culture in Australia, as well as basic academic orientation. We also seek to promote through every single member a good image of the Mexican culture and our traditions.

The first project of the Association is to make a registration of the entire Mexican student population in Australia, linking the students to our Facebook page (www.facebook.com/AEMAoficial) and filling up a short online survey.

This information helps the Association and the Embassy to gather data and be able to invite Mexican students to meetings, social events, and other activities organised by the Mexican government in Australia. It will also be of help to the Mexican Embassy in order to create a statistic profile of the Mexican student migration in this country.

In the future there will be more useful projects for Mexican students. At this stage, we want to know who the students are, what do they study, and how their experience of living in Australia has been.

We are facing an important challenge; however, we are certain that –eventually– with the work and support of all of the members of the Association all these goals will be reached.

We invite you to like our Facebook page: www.facebook.com/AEMAoficial, and to answer our electronic survey: <https://www.surveymonkey.com/s/3ZGNF6T>

WELCOME TO AUSTRALIA



(From the left) Iker Reyes Godelmann (Secretary), Perla Ivonne Guarneros Sánchez (President), Ignacio Pareja Amador (Vicepresident) y Jonathan Javier Tovar Salinas (Secretary).



Mexicans Down Under

TBO MEXICO



How far would you go?

Where are you from? People asked when they heard my Spanish accent “I come from Mexico” I replied; so Australians frequently exclaimed, “Oh! I have heard about Mexico!” But they told me farfetched stories that did not reveal the greatness of my country. I became very upset and angry about that and I used to think: Is there nothing else to know about Mexico in Australia?

I’m a Mexican woman, in my 50’s. I did a challenge traveling on bike from Wellington to Auckland in New Zealand on 2010, almost 1,000 km. Cycling those several lonely hours over there, I started to think about an awesome Mexican Promotion to change Australian and New Zealanders’ perception of Mexico. I should do something really huge, for example, to cycle a pretty long, long distance in Australia showcasing our amazing cultural and historic heritage.

I got back to Australia last August 2011 and I started fierce training. As a result I rode more than 3,000 km around Sydney over 6 months (slowly, slowly). That was the same distance as from Sydney to Cairns. I told myself “If I could push my bike for 6 months that distance, I can do it again. If I train more I can ride not just to Cairns, but better to Darwin and further”. However, still existing wild places in the Northern Territory and Western Australia, without people, water, anything, the question was how could I go through those places alone? It seemed impossible, but I was sure I would find the way. I searched in the internet about people who had cycled different routes around Australia and I realized that it would be a big challenge but not impossible, and less so for someone as obstinate as me. I had been cycling in different styles over 9 years, before I came to Australia and I felt confident and strong enough to go around the huge Island. At this age, I’m not a speedy person, but better: I am a persistent woman and that was the only thing that I needed.



So I developed “The best of Mexico” project (Tbo Mexico), with the following objectives:

- To share the culture and the archaeological richness of Mexico.
- To promote Mexican Culture through an ecologically and economically sustainable way.
- To reduce my own ecological footprint during the tour.

I started cycling on the 19th of February 2012 and finished on the 19th of December of the same year, completing successfully, a bike tour of 15,427 Kms around Australia, over a continuous period, unaccompanied (solo), without a technician or official financing support.

Results:

A 305 days trip of which 186 were rolling on bike over 134 cities, delivering 3,000 promotional flyers of Mexico on 73 Information Centres, 43 local newspapers, 41 Radio stations and 9 Television channels. At least half of those communication media did a story or interview about Mexican culture: the amazing archaeological sites, ethnical groups, the friendly people, the exotic food and music.

(Search on Google “Bertha Corte” interviews and videos. E-mail: berthacorte@gmail.com).

TRIP MAP



Steps "Tbo Mexico"	Km	Days
Start: 19-02-2012		
Finish: 19-12-2012	Km	"pedalling"
Step 1: Sydney - Cairns	3,130	43
Step 2: Cairns - Darwin	2,947	26
Step 3: Darwin - Perth	4,177	55
Step 4: Perth - Adelaide	3,264	43
Step 5: Adelaide - Sydney	1,909	19
TOTALS	15,427	186





The Ancient Mayan City and the Protected Tropical Forests of Calakmul are a joined World Heritage site #SegundoInforme

Dear friends,

If you have any question or comments regarding this publication please feel free to contact us at mexicodownunder@mexico.org.au

Se invita a los mexicanos a compartir sus historias de éxito en Australia, mandándolas en no más de una cuartilla arial 12 y con fotografías a vtrevino@mexico.org.au.

Embassy of Mexico Team

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