

## EMBAMEX SWEDEN MAY NEWSLETTER

## STATE BY STATE: STATE OF MEXICO

Given that many of its municipalities surround the Federal District and form the larger Mexico City, the State of Mexico is one of the most relevant entities in the country. Also, being one of the largest and most populous areas in the world, the state is a key player in the country's economic development.

The beauty of its roads and villages fills the hearts of visitors with the purest spirit of Mexico. After visiting the State of Mexico, a visitor will want to come back for more adventures and new experiences.



Photo credit: [www.mexicodesconocido.com.mx](http://www.mexicodesconocido.com.mx)

The Pueblo Mágico of Valle de Bravo (part of the “Magical Villages” program), the world-famous Pyramids of Teotihuacán—which were recently added to the UNESCO list of World Heritage Sites—the lovely town of Malinalco, and the wooded hills of La Marquesa, with their campsites and family activities, are some of the state's highlights that enchant tourists.

Here, there is something for everyone: hiking, horse-riding, water-skiing, zip-line, paragliding, fishing, motorbike trips, and mountain biking; exploring and discovering archaeological sites; visiting museums and historical buildings; and, of course, sampling the regional cuisine and shopping for crafts. All of this makes a trip to the State of Mexico one full of emotion and culture in every step.

In Teotihuacán, the Pyramid of the Sun, with its 365 steps – one for every day of the year – and the Pyramid of the Moon, together with the perfectly aligned Causeway of the Dead, combine to make up one of the largest and most imposing ceremonial centers in all Mesoamerica, which year after year attracts hordes of tourists from within Mexico and overseas, who are fascinated by the grandeur of Aztec culture.



View of Teotihuacán.

Photo credit: [www.mexicodesconocido.com.mx](http://www.mexicodesconocido.com.mx)

Text source: [www.visitmexico.com](http://www.visitmexico.com)

Furthermore, there are numerous delicious and exotic options to please the palate. The traditional dish of the capital city, Toluca, is chorizo sausage. This is used in the preparation of tasty sandwiches, tacos, *sopes* and stews that have diners coming back for more. Also, there is the green and red *mole* sauce, *barbacoa* (slow-cooked goat or lamb), and *escamoles* (ants' eggs) together with *tecui*, one of the many alcoholic beverages that are prepared with the maguey cactus.

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### AMBASSADOR GASCA PLIEGO VISITS UPPSALA



*Ambassador Gasca Pliego and his wife, seventh and third from left, with members of Uppsala University staff.*

Ambassador Gasca Pliego made a working visit to the city of Uppsala on April 13, where he attended a working lunch hosted by Governor Peter Egardt, at Uppsala Castle, during which they discussed various topics of interest to the regional government and Mexico.

Governor Egardt emphasized the importance of strengthening the ties between his region and Mexico, mainly by collaborating in areas of development, public administration, research, and academic cooperation, including the exchange of professors and researchers between Sweden and

Mexico.

On the same day, Ambassador Gasca visited the University of Agricultural Sciences (SLU), which, along with several agencies and institutes of the region, carries out studies at a local and international level on natural resources, sustainable agriculture, forests, wildlife, and the promotion of agricultural and mining activities. These studies are useful for national and international producers, to boost the aforementioned sectors. SLU also studies modern techniques of livestock production, as well as the development of seeds that can be adapted to the Swedish environment, and to the development of sustainable agriculture projects in low-income countries.

Ambassador Gasca Pliego was received at the University by Johan Schnürer, Cooperation Director; Lena Andersson-Eklund, Deputy Director of Education; Ewa Wredle, an academic; and Dr. Margarita Cuadra, of the Department of Rural and Urban Development.

Later, the Ambassador of Mexico visited Uppsala University, where Leif Kirsebom, Advisor to the Director of the International Area of the University, and representatives from the International Office and the Administrative area, discussed student exchanges with Mexican

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institutions. Uppsala University has exchange programs with four institutes in Mexico: Universidad de Guanajuato, Universidad de Guadalajara, Universidad de las Américas (Puebla), and Tecnológico de Monterrey (in all of its campuses). At this moment, 44 students from these institutions are on exchange in Uppsala, while 48 Uppsala students are in these academic centers.

The visit concluded at Carolina Rediviva Library, where a map of Mexico City from 1556 is on display, as well as an ample collection of books on various subjects published in Mexico during the XVII and XVIII centuries.

Read the Swedish University for Agricultural Sciences's (Sveriges lantbruksuniversitet) note on Ambassador Gasca's visit [here](#).



*From left: Ewa Wredle (Senior Lecturer), Johan Schnürer (Vice-Chancellor for Cooperation), Mr Agustín Gasca Pliego (Ambassador of Mexico) and Margarita Cuadra (AgrD, PhD). Photo credit: Jenny Svernås-Gillner, SLU.*



## EMBAMEX SWEDEN MAY NEWSLETTER

### AMBASSADOR GASCA PLIEGO AT KARLSTAD UNIVERSITY

Ambassador Gasca Pliego visited Karlstad University on April 20, a high-level, recently created higher education institution, where Monica Schagerholm, Coordinator of Education and Research at the Faculty of Health, Natural Sciences and Engineering; Alicia Berg, International Coordinator; Curt Räftegård, Deputy Director; and Kjell Magnuson, Head of the Physics Department, accompanied him.

During the visit, the Ambassador met Jorge Solís, a talented Mexican who has carried out important work in the field of robotics for the University. Furthermore, the number of Mexicans ranges from 8 to 10 students who stay for one semester. Karlstad University has academic agreements with the Universidad Regiomontana, CETYS, Universidad Autónoma de Baja California, and Universidad de Guadalajara.

Due to the recent rapid growth of Karlstad University, an increase of exchanges with Mexico will be pursued in the future. In addition, the University's Director, Åsa Bergenheim, expressed interest in visiting Mexico during 2016.



*Pictured, from left to right: Peter Røjder, Programme coordinator of the Bachelor Programme in Electrical Engineering; Jorge Solís, Associate Professor in Electrical Engineering; Åsa Bergenheim Vice-Chancellor from Karlstad University; Ambassador Agsutín Gasca Pliego; and Curt Räftegård, Assistant Vice-Chancellor of Karlstad University.*

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### AMBASSADOR GASCA MAKES WORKING VISIT TO MALMÖ

Ambassador Gasca Pliego made a working visit to the city of Malmö between April 27 and 29 aiming to promote trade with important businesses in the area, to enhance diplomatic relations with the authorities of Southern Sweden, and to meet with members of the Mexican community in Malmö.

During the tour, accompanied by ProMéxico's Commercial Counsellor Carlos Pérez Cirera, the Ambassador met with various business representatives of the region, like Mrs. Maria Barreus, Purchasing Director of Findus Sweden; Mrs. Jenny Lindén Umes, Mr. Eric Urnes, and Mr. Joacim Diaz Björk, President, CEO and Vice President of Lindéngruppen AB, respectively; and Mr. Jerry Bengtson and Ms. Camilla Pompillio, General Director and Marketing Director of Tetra Pak.

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Right: Ambassador Gasca Pliego, Mayor of Malmö Mr. Kent Andersson, and Mexican Honorary Consul to Malmö Hans Phil.



Bottom right: Per Persson, Director of Marketing, Business, and Tourism Department of Lund; Georg Hewuing, Secretary for International Affairs, Lund; Lennart Prytz, Mayor of Lund; Ambassador Gasca Pliego; and Philip Sandberg, City Commissioner of Lund.



Top, from left: ProMéxico Commercial Counsellor Carlos Pérez Cirera, CEO of Lindéngruppen Mr. Erik Umes, Chairman of Lindéngruppen Mrs. Jenny Lindén Urnes, and Ambassador Gasca Pliego.

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Ambassador Gasca also met with the Mayor of Malmö, Mr. Kent Andersson, and the Mayor of Lund, Mr. Lennart Prytz, and had a working lunch with the Director of the Southern Swedish Chamber of Commerce, Mr. Stephan Mühler. In addition, the Ambassador of Mexico was invited by the Mayor of Lund to visit the museum “Sketches for Public Art,” which owns pieces by world-renowned Mexican muralists such as David Alfaro Siqueiros, Diego Rivera, José Clemente Orozco, Juan O’Gorman, Tamayo, and José Chávez Morado.

### GRULAC AMBASSADORS’ MEETING

Ambassador Agustín Gasca Pliego participated in the meeting convened by Prime Minister Stefan Löfven on April 7, with the aim of encouraging purposeful dialogue among the Ambassadors of the U.N. Latin American and Caribbean Group, GRULAC, in matters of common interest. During his intervention, the Prime Minister highlighted that Sweden has a special interest in creating a new facet of Swedish interaction with Latin America. He also remarked that, in addition to Sweden’s stated interest in strengthening its commercial relationship, they also wished to promote collaboration in the areas of health, education, gender equality, democracy, and the environment.

The Ambassador of Bolivia, in his capacity of Vice-Dean of the GRULAC, also spoke on general subjects of politics and commerce in the region.

Ambassador Gasca Pliego, for his part, emphasized Mexico’s commitment in environmental topics. He also mentioned the fact that Latin America, with a commercial market of around 600 million people, has a large potential for investment and trade.

Prime Minister Löfven noted that Sweden will seek to promote investment opportunities by both small and large businesses in the region.

For more information, please visit the official Swedish government website:

<http://www.regeringen.se/sb/d/18989>



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### MEXICAN FIESTA FOR BOOKS PUBLISHED BY NATUR OCH KULTUR

On April 22, Ambassador Agustín Gasca Pliego and Third Secretary Lorelee Arias Vázquez attended an event organized by one of the most important publishing houses in Sweden, Natur och Kultur, for the launch of two books on Mexican food and drinks.

Josephine Sondlo and Madeleine Rapp, authors of the book “Tequila & Mezcal,” and Jonas Cramby, author of “¡Taco Loco!”, entertained the attendees. Mr. Cramby is a widely recognized personality in the gastronomy scene in Sweden; in addition to having published several books, he writes reviews for the newspapers Dagens Nyheter and Metro. ¡Taco Loco! is his first book on 100% Mexican cuisine, and he travelled to Oaxaca along with a photographer in order to obtain the necessary experience. For their book, Sondlo and Rapp visited Mexico to learn from first-hand producers of tequila and mezcal in their regions of origin.

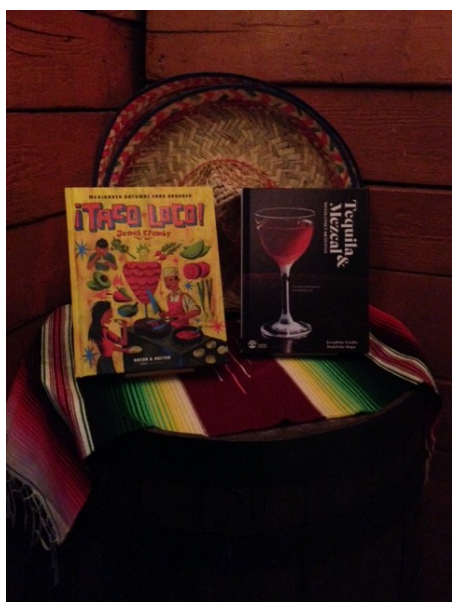
During the event, authentic Mexican food was served; Jonas Cramby also prepared a few of his recipes and drinks, which included tequila and mezcal, were offered to the crowd.

You may find these books on Natur och Kultur’s website:

[Taco Loco.](#)

[Tequila & Mezcal.](#)

*Left to right: The books ¡Taco Loco! And Tequila & Mezcal; Amb. Gasca Pliego with author Jonas Cramby; and some of the Mexican delicacies on offer at the event. Photo credits: Natur och Kultur.*



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### NEW MEASURES TO PROTECT SEA TURTLES

Seven out of eight of the world's existing sea turtles nest on Mexican coasts. Therefore, the Mexican government has undertaken a set of measures to protect these endangered species, as well as to increase their population levels.

The Ministry for Agriculture, Livestock, Rural Development, Fisheries and Food (Secretaría de Agricultura, Ganadería, Desarrollo Rural, Pesca y Alimentación, or SAGARPA) has implemented measures for their protection, including the following:

- Establishing a Temporary Zone of Refuge, in which interaction of fishing activities with sea turtles is minimized.
- Commercial fishing activities will be carried out exclusively in authorized fishing areas.
- Recreational and sport fishing will only be allowed under the "Catch and Release" modality.
- Fishing for domestic consumption will only be permitted with nets and manual lines which are utilized individually by the fisherman.
- Among the additional measures undertaken to prevent interaction with sea turtles in fishing activities, it is noted that, in the case of accidental capture, the specimen must be liberated under adequate survival conditions.





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### TOYOTA ANNOUNCES BILLION DOLLAR INVESTMENT IN MEXICO

The automotive company Toyota announced an investment of a billion dollars for the construction of a new assembly plant for the production of the Toyota Corolla model in Celaya, Guanajuato.

According to the company, this investment, the largest it has ever made in Mexico, will create around two thousand new jobs and produce over 200 thousand vehicles per year.

President Enrique Peña

Nieto remarked, at a press conference on April 16 in Celaya, Guanajuato, that this investment is yet another sign of Mexico's growing status as a reliable investment destination. Between 2013 and 2014, Mexico received direct foreign investment of over 66 billion dollars, 24 billion dollars more than the two previous years.

The automotive industry is a sector which has consolidated its presence in Mexico during

the past few years. Mexico is the seventh producer and the fourth exporter of automobiles in the world. Just last year, there was a 10.3% rate of production growth, compared to the global rate of 2.8%.

Today, Mexico is the seventh largest producer and fourth largest exporter of cars in the world, which, as President Peña Nieto expressed, makes it "a flagship industry in our country."



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### CELEBRATING 30 YEARS OF SUPPORTING CHILDREN

**P**aña Palmera, Centro de Atención Infantil A.C., is a non-governmental organization dedicated to improving the lives of disabled and non-disabled children and their families in the southern coastal area of the State of Oaxaca, Mexico. The Swedish association *Föreningen Palmeras Vänner* has been a major supporter of the child rehabilitation center throughout the years.

Join *Föreningen Palmeras Vänner* in the celebration and listen to the latest news from Ms Flavia Arnau, the Director of the Center, who will be visiting Sweden and sharing her experiences with Community Based Rehabilitation. Volunteers, physiotherapists, and therapists who have worked at the Center will also share their experiences.

#### Preliminary schedule:

- 11:00-12:15 Mingling and lunch. A light lunch will be served at own cost.
- 12:15-15:00 Presentation and information about Piña Palmera's work.
- 15:00 – 17:00 Fundraising activities to celebrate Piña Palmera's 30th Birthday.

**When:** Sunday May 31 2015 from 11:00 -17:00

**Where:** NBV Bersunds Strand 43 (T-bana Hornstull)

RSVP by May 27: Write to Anita Nilsson at [anita@uniforum.se](mailto:anita@uniforum.se)



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