



# Consul...ting

Consulate General of Mexico in Toronto Newsletter



DECEMBER 2013

[WWW.CONSUMEX.COM](http://WWW.CONSUMEX.COM)

## USEFUL LINKS

- **Visas and consular services:** [consulmex.com](http://consulmex.com)
- **Twitter ConsulMexTor**
- **Facebook Consulmex**
- **Secretary of Foreign Affairs:** [sre.gob.mx](http://sre.gob.mx)
- **Mexican Embassy in Canada**
- **Mexican restaurants in Toronto & GTA** [[click here](#)]
- **ProMexico (former Bancomext):**  
[promexico.gob.mx](http://promexico.gob.mx)
- **Mexico Tourism Board:**  
[visitmexico.com](http://visitmexico.com)
- **Complaints about tourist services:** [extranjeros@profeco.gob.mx](mailto:extranjeros@profeco.gob.mx)
- **Mexican National Council for Culture and the Arts:**  
[conaculta.gob.mx](http://conaculta.gob.mx)
- **Canadian Chamber of Commerce in Mexico:**  
[canchammx.com](http://canchammx.com)
- **Presidency of Mexico:**  
[presidencia.gob.mx](http://presidencia.gob.mx)

## Mexican Ambassador and Consuls to Canada meet with Undersecretary Dr. Sergio Alcocer

On November 22, Undersecretary for North America Dr. Sergio M. Alcocer, from Mexico's Ministry of Foreign Affairs, and Mexican Ambassador to Canada Francisco Suárez Dávila co-chaired a meeting with the Consuls and staff from Mexico's diplomatic offices in Canada.

Canada has the second largest network of Mexican consulates in the world, with Consulates General in Toronto, Montreal and Vancouver and career consulates in Calgary and Leamington.

The meeting included an analysis of recent developments in bilateral talks, the economic relationship, and mechanisms of coordination and cooperation, such as the Canada-Mexico Partnership, the Seasonal Agricultural Workers Program (SAWP), the Labour Mobility Mechanism



*Amb. Francisco Suárez, Undersecretary Sergio M. Alcocer and Consul General Mauricio Toussaint*

and the Early Response Group for Consular Cases, as well as provincial strategies. The SAWP is a successful labour mobility program which involved 18,000 Mexican agricultural workers coming to Canada this year, with half of them working in Ontario.

The meeting was also an opportunity for the officials to present their plans for next year. 2014 marks the 70th anniversary of the establishment of diplomatic relations, the 40th anniversary of the SAWP, and the 20th anniversary of the North America Free Trade Agreement.

The meeting participants also reviewed the priorities on the Mexican government's agenda which aim to make North America the most dynamic and competitive region in the world.

Because of Canada's size and its political system, provincial and local governments play an important role in topics such as innovation, higher education, research, business ventures, and gender equality.



*Mexican Ambassador and Consuls to Canada meet at the Consulate General of Mexico in Toronto*

## Mexico tourism campaign is launched in Canada

On October 30, Consul General Mauricio Toussaint, along with the CEO of the Mexico Tourism Board (MTB), Rodolfo López Negrete, and the director for Canada of the MTB, Rodrigo Esponda, participated in the launch of the Mexico tourism campaign in Canada for 2013-2014.

The campaign, named “Live it to Believe it,” aims to promote the diversity offered by Mexico’s tourist destinations. The event was held at the Art Gallery of Ontario (AGO) and was attended by around 250 guests, including tour operators, officials and media representatives.

In his welcome speech at the inaugural ceremony, Consul General Toussaint pointed to the fact that Canada is the second largest tourist market for Mexico, with 1.6 million Canadian tourists visiting Mexican destinations each year. The largest number of Canadian tourists to Mexico come from Ontario.

López Negrete began the campaign presentation with an American video titled “Flo Rida,” which was filmed in Acapulco, Guerrero. He said that he chose to start his presentation this way as a tribute to Acapulco, which is once again



*(left) Consul General Mauricio Toussaint. (right) The CEO of the Mexico Tourism Board, Rodolfo López Negrete, Consul General Mauricio Toussaint, and the Chief Marketing Officer for the MTB, Gerardo Llanes*

ready for national and international tourism after experiencing extreme weather in recent months. He noted that the previous weekend, Acapulco had a 65% occupation rate, while Ixtapa and Taxco, Guerrero reached 47% and 40% respectively.

The tourism campaign initially includes four promotional videos on Mexico City, Yucatán, Los Cabos (Baja California Sur) and Puerto Vallarta

(Jalisco). Each video displays a destination as if through the vivid memories of a foreign traveller.

According to statistics from the Toronto office of the MTB, from January to April of this year, 869,651 Canadians visited Mexico. The most popular destinations for Canadian tourists are Cancún, Puerto Vallarta and Los Cabos, which receive 84% of those travelling by airplane.



### Important Notice



Due to the large volume of calls to the Consulate General each day, and to the need to attend to the reception area, we are not able to answer every call we receive. For this reason, we use an automatic voice message system. Please leave your name, a phone number you can be reached at, and a brief message and we will return your call as soon as possible. Every message will receive a response.

### Annual Provincial SAWP Meeting for Ontario



*(left) Consul General Mauricio Toussaint, (centre) Consul in Leamington, Eusebio del Cueto and Consul Tadeo Berjón, SAWP Coordinator. (right) The annual provincial SAWP meeting*



The Annual Provincial Meeting of the Seasonal Agricultural Workers Program (SAWP) for Ontario was held on November 8 in Toronto.

Taking part in the meeting were the Consulate General of Mexico in Toronto, the Consulate of Mexico in Leamington, representatives from Mexico’s Ministry of Labour, the Ministry of Human Resources and Skills Development for Ontario, the office of Foreign Agricultural Resource Management Services and the Canada Revenue Agency, among others.

The meeting served to analyze the program’s execution during the 2013 season and to discuss issues around housing, health, and security for workers coming to Ontario for the 2014 season, who are expected to number over nine thousand.

There was consensus at the meeting that cooperation among the various partners involved in the program is at its highest level in many years, and that this is reflected in improved conditions for SAWP workers.

## Jesika Briones, Outstanding Mexican

Jesika Briones is the Business Development Manager for the Energy Institute at MaRS Discovery District, a non-profit organization based in Toronto which promotes social innovation through technological and scientific advances. More specifically, Briones works to support the use and development of clean energy technologies in local and international markets. She collaborates with Ontario government agencies on research projects involving clean energy, such as solar panels. She is a manufacturing engineer specializing in total quality management.

In 2007 and 2008, Briones won Canada's Top Ten Award with the company she



co-founded, Think Flex, which was named one of the "most promising companies in the country." In 2008, Briones won the Dean's Award for excellence in communicating graduate research. In May 2013, she received the Action Canada fellowship which is awarded each year to outstanding young entrepreneurs.

At the beginning of December, Briones participated in a conference in Chile along with entrepreneurs from the four member countries of the Pacific Alliance. She also has a [blog](#) where she posts articles about alternative energy, innovative energy technologies, and business developments in this sector.

## OHTLI prize awarded in Toronto

On November 28, the Consulate General of Mexico in Toronto presented the OHTLI award to Hilda Panasiuk. Guests at the ceremony included academics, members of the cultural sector, the business sector and the community, as well as consular staff and Hispanic media representatives. Consul General Mauricio Toussaint praised Hilda Panasiuk for her achievements since

1972, when she established herself in Toronto. Panasiuk has been a staunch promoter of Mexican culture and has had a long career in dance, for which she has received many awards. Consul Toussaint highlighted Panasiuk's active involvement in community associations to bring Mexican baile folklórico to Toronto,

such as the Organizing Committee for Patriotic Holidays, which she chairs; the former group One Hundred Mexican Women; and the former Committee of the Mexican Community for Aid to Victims. When Consul Toussaint spoke of the significance of the Institute for Mexicans Abroad's OHTLI prize and the recognition it bestowed on Panasiuk, the audience gave a

standing ovation. After accepting the medal, rosette and diploma, an emotional Panasiuk spoke about her experience arriving in Canada and coming into contact with Canadian culture. She thanked her family and the Government of Mexico, especially the Consulate General, for honouring her with this distinction.

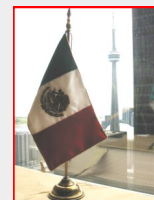


## Merry Christmas and Happy New Year

*The Consulate General wishes you a Merry Christmas and hopes that the New Year 2014 brings peace to every home*



[www.consulmex.com](http://www.consulmex.com)



"Consul...ting" is the monthly Consulate General of Mexico in Toronto Newsletter.

Register your e mail to receive this newsletter and information about our activities: [www.consulmex.com](http://www.consulmex.com)

Press Office  
Isabel Inclan

Phone: (416) 368-2875 ext.238  
E mail: [prensa@consulmex.com](mailto:prensa@consulmex.com)