



Consul...ting

[Consulate General of Mexico in Toronto Newsletter](#)



MAY 2013

Toronto Premiere of "Flight of the Butterflies"

With Ontario Premier Kathleen Wynne in attendance, along with 300 guests, "Flight of the Butterflies" was shown for the first time in Toronto at the Ontario Science Centre's (OSC) IMAX theatre. The event was organized by the Canadian production company SK Films with support from the Mexico Tourism Board.

Also attending the event were Jonathan Barker, President and CEO of SK Films; Wendy MacKeigan, Vice President of SK Films; the film's director, Mike Slee; lead actor Gordon Pinsent; Lesley Lewis and Brian Chu, CEO of the OSC and Chair of the OSC Board of Trustees respectively; Ontario Minister of Tourism, Culture and Sports, Michael Chan; the Consul General of Mexico in Toronto, Mauricio Toussaint; the Director of the Mexico Tourism Board in Toronto, Rodrigo Esponda; and other special guests.

The film tells the story of Canadian entomologist Dr. Fred Urquhart's quest of more than 40 years to trace the 4,000-kilometre route that



(left.) The Premier of Ontario, Kathleen Wynne, and the Consul General, Mauricio Toussaint



the monarch butterfly follows each year, from Canada and the northern United States to its forest sanctuaries in the Mexican states of Mexico and Michoacán. The theatre's 360° screen gave the audience a unique understanding of the migratory cycle of the butterflies and other fascinating details of the story. The full theatre responded enthusiastically to the spectacular cinematography and the stunning beauty of the forests in Mexico where the butterflies conclude their journey south. The forests were designated as a World Heritage Site by UNESCO in 2008.

Premier Wynne gave a brief speech at the

film's presentation in which she underlined the importance of protecting the monarch butterfly and preserving its habitat. Consul General Toussaint also said a few words in which he outlined the policies implemented by the federal and state governments of Mexico and Michoacán to preserve the butterfly sanctuaries in the region's Biosphere Reserve. He also spoke of the cooperation

between the authorities, civil organizations and local communities to develop a program of sustainability and to maintain the monarch's habitat in Mexico, as well as the need for similar collaboration between Mexico, Canada, and the United States. Consul General Toussaint also pointed to the great potential of the trade relationship between Mexico and the province of Ontario, which amounts to 75% of Mexico's total trade with Canada.

The film, digitally formatted for the IMAX screen, is **playing at the OSC until June**. Don't miss it!

Mexican products at SIAL Canada 2013 Food Trade Show

Consul General Mauricio Toussaint inaugurated the Mexico pavilion at the Salón Internacional de l'Alimentation (SIAL) Canada, held from April 30-May 2 at the Direct Energy Centre in Toronto. Also present at the inauguration were Trade Commissioner for ProMexico in Toronto José A. Peral and Deputy Director of International Events in North America for ProMexico Beatriz Marroquín, as well as exhibitors and the public. The event assembled 700 exhibitors from 61 countries and around 14,000 professionals from the food sector. The Mexico pavilion, organized by ProMexico, included 10 Mexican exhibitors. The display featured avocado oil, chocolate bars, coffee, nuts and 100% natural sea salt, among other products.

ProMexico also hosted a seminar on how Mexican businesses could successfully market themselves to supermarkets and retailers in Canada, and presented a logistical option for exporting to Canada. Consul General Toussaint opened the seminar. He spoke with the Mexican producers, highlighting the following data on trade between Mexico and Ontario: •The government of Mexico is especially interested in technologi-

cal and scientific exchange with other countries, including Canada, as a way to accelerate production and commercial trade processes. •The relationship between Mexico and Ontario is especially significant given that 75% of the total trade between Mexico and Canada is with Ontario. •Funding for projects listed on the Toronto Stock Exchange (TSX) are significant given that last year the TSX recorded \$10,000 million dollars (mdd) in the mining sector. Notably, \$1,000 mdd from the TSX was for projects in Mexico. • There are internal barriers within Canada associated with interprovincial trade which make trade difficult. For example, certain agricultural products require specific treatments depending on the Canadian province for which they are destined.



Consul General Mauricio Toussaint opens the Mexico pavilion

Mexico Pavilion at the CPMA Convention

Consul General Mauricio Toussaint inaugurated the Mexico pavilion at the 2013 fruit and vegetable convention and trade show organized by the Canadian Produce Marketing Association (CPMA), held on April 18-19 at the Direct Energy Centre in Toronto. Present at the inauguration were Ernesto Maldonado, Ministry of Agriculture and Livestock (SAGARPA) Representative for Canada; Jim DiMenna, Chair of the CPMA Board of Directors; Ron Lemaire, President of the CPMA; José Antonio Peral, Trade Commissioner for ProMexico in Toronto; Bernadette Hamel, Vice President of the Metro supermarket chain; and the Mexican producers who were participating in the pavilion's display.

The CPMA convention has grown since 1925 to become one of the largest trade events for fresh fruit and vegetable suppliers in Canada. Attendees include purchasers from Canadian food service companies, managers from Canada's largest supermarket chains, and news sources who cover the Canadian food industry.

This year, 38 companies from the Mexican agri-food sector participated in the Mexico pavilion. Their goal was to increase their market and diversify their products, since several of the companies already export to Canada.



The pavilion was organized by the Canadian Office of Mexico's SAGARPA. The display featured fresh products such as avocado, mango, asparagus, chili powder, Persian lime, figs, fruit pulp, mamey and guava from Veracruz, Michoacán, Sinaloa, Sonora, Colima, Guanajuato, Jalisco and Aguascalientes, among other Mexican states.

Mexican agri-food exports to Canada in 2012 amounted to US\$1,330 million, a rise of 3.0% from \$1,291 million in 2011, according to Statistics Canada. Meanwhile, the sale of Canadian agri-food products to the Mexican market rose 2.6% from 2011 to 2012, from \$1,737 million dollars to \$1,783 million dollars, according to Statistics Canada.

The majority of the companies at the pavilion were avocado producers. Avocado exports to Canada grew 227% from 2006-2012, according to SAGARPA. In 2006, Mexico avocado exports to Canada totaled \$29,823,398, while by 2012, the number had risen to \$97,612,344, making Mexico the largest exporter of avocados to Canada with 80% of the market share, followed by the United States, Peru and Chile.



Bernadette Hamel, Jim DiMenna and the Consul General Mauricio Toussaint

Mexican Artists Participated in FAT 2013

Several Mexican designers met with great success at FAT (Fashion Art Toronto), a famous fashion event which took place April 23-27 in Toronto, and featured Mexico as this year's guest country.

The event drew hundreds of people, including specialized media representatives.

The Mexican artists included Belinda Isabel Visag Castillo, Rodrigo Anguas, Francisco J. Saldaña Reyes and Víctor H. Hernández Ramos (Malafacha), Anairam and Iván Aguirre.

This was the first time in the festival's eight years that a Latin American country has been chosen as a central theme.

A special program entitled "Focus Mexico" took place on April 26 as part of FAT. Support for "Focus Mexico" was provided by the Consulate General and the Mexico Tourism Board in Toronto.

The session featured a Mexican program combining runway designs by the artists with a photography exhibit, as well as film projections that captivated the audience.

The photography of Anairam, Iván Aguirre and Rodrigo Anguas was on exhibit continuously throughout the festival, drawing attention with its contemporary, sober and nationalist perspective.



Consul General Mauricio Toussaint and Rodrigo Esponda from the Mexico Tourism Board with designer Belinda Visag

Consul General Mauricio Toussaint and the Director of the Mexico Tourism Board for Canada, Rodrigo Esponda, were present for the day of the event dedicated to Mexico.

The Mexico Tourism Board hosted an exhibit with information on tourist destinations and cultural sites in Mexico, as well as details about shops dedicated to fashion in Mexico City. As part of the "Focus Mexico" program, the MTB also presented high definition videos promoting tourism to Mexico, whose vivid imagery surprised and impressed the audience.

Jordi Mariscal's "Cinnamon" triumphs at TIFF Kids 2013

Mexican filmmaker Jordi Mariscal's "Cinnamon" (Canela), which is part of the Consulate's Cultural Promotion Program, won the Young People's Jury Award for 8-10 year olds at the prestigious 2013 TIFF Kids International Film Festival.

The young jury said that "Cinnamon" deserved the honour because "the main character was independent and determined and showed us that kids can do stuff when they put their minds to it."

At the film's screening on Saturday April 20 at the TIFF Bell Lightbox, which was attended by the Consul General Mauricio Toussaint, the audience of close to 200 children responded to "Cinnamon" with delight, understanding and admiration.

"Cinnamon" tells the story of María, a girl whose mother passed away and whose father abandoned her afterwards. Her maternal grandmother, Tere, was the chef at El Molcajete restaurant. She stopped cooking after the death of her daughter, and was replaced at the restaurant by Rosi, who has a different cooking style and a difficult personality.

María urges her grandmother to start cooking again. She says "If you have a talent, you have to use it and share it, so get to it." Her grandmother returns to the kitchen because of her granddaughter, who comes



Scenes of "Cinnamon"

with her. The two cooks' culinary styles meet and challenge one another, demonstrating the passion and vibrancy of Mexican gastronomy. María joins both her grandmother and Rosi, practicing and sharing her own talent. Delighted by Tere's return, the neighbourhood fills the restaurant once more.

"Cinnamon is a story about family tradition, the richness of the flavours and colours of Mexican cooking, the beautiful visual imagery that fills Mexico City, the city's architecture and cultural heritage, as well as its inhabitants, their colloquial turns of phrase, and their customs.

Watch the film's trailer [here](#), and read the TIFF press release [here](#).

Donation of Textbooks and Children's Literature

On April 19, as part of the 7th Annual Spanish Writing Contest which was coordinated by St. Francis de Sales Primary School in Toronto, the Consulate General



donated textbooks and children's literature to contest participants. The award ceremony was conducted by the school's principal, Cecilia Vitorio, and Spanish teachers Jorge Bonilla and Yolanda Castro.

The event was attended by Toronto City Councillors César Palacio (Davenport-Ward 17) and Anthony Perruzza (York West-Ward 8), Toronto District School Board trustees, as well as Judy Sgro, Ontario Member of Parliament for York West, who presented each of the contest winners with a diploma of participation from the Government of Canada. Also attending the contest was the Consulate's Coordinator of Community Affairs, Adriana Becerra.

The aim of the contest is to promote the Spanish language within the student community, and among teachers who speak English. To help achieve this goal, and to promote our culture, the Consulate made a donation of textbooks which will be added to the "Spanish Corner" at the school library.

PASO President Mario Vázquez Raña visits Toronto

The president of the Pan American Sports Organization (PASO), Mario Vázquez Raña, visited Toronto April 17-19 to meet with the Organizing Committee for the Pan American Games, taking place in Toronto in July 2015. Mr. Vázquez Raña and his delegation toured the facilities where the games will be held.

8,400 athletes, coaches and officials from 41 nations from the Americas are expected to participate in the Toronto Games. The athletes will compete in 36 sports, including 28 olympic sports, such as track and field, swimming, basketball, soccer and volleyball; as well as non-olympic sports such as baseball, bowling and water skiing. Over half of the competitions will be elimination events leading up to the Olympic Games in Río de Janeiro in 2016.

The Organizing Committee hosted a dinner for the PASO delegation which was attended by various public figures; representatives from the governments



Mario Vazquez Raña (left) with the members of the Organizing Committee for the Toronto Pan American Games 2015

of Ontario and the City of Toronto including the Ontario Minister of Finance Charles Sousa; President of the Organizing Committee, Roger Garland; Executive President of the Organizing Committee, Ian Troop; and Consul General Mauricio Toussaint.

In speeches made throughout his visit, Mr. Vázquez Raña said that the Toronto Pan American Games in 2015 will be the best in the Games' history, and will be an example for the olympic organization to follow in the future.

Positive response for Mexican Documentaries at Hot Docs

The Hot Docs documentary film festival, held in Toronto from April 25-May 5, presented two Mexican films: "The Convict Patient," by Alejandro Solar; and "Eufrosina's Revolution," by Luciana Kaplan. Both films received enthusiastic responses from their audiences.



Consul General Mauricio Toussaint attended the screening of "The Convict Patient" and spoke with Alejandro Solar. The film describes the life of Carlos Castañeda de la Fuente, who made a failed attempt on the life of then President Gustavo Díaz Ordaz. "Eufrosina's Revolution," a film about the life of the indigenous Oaxacan woman Eufrosina Cruz, received an invitation to be shown in Vancouver.

Presentation of the film "Frida"

The Consulate General invites you to a screening of the film "Frida" (Mexico, 1983), by Paul Leduc, in Spanish with English subtitles, at The Revue Cinema, 400 Roncesvalles Ave. on **May 16 at 7pm.**

"Frida" is the first film about Diego Rivera and Frida Kahlo directed by a Mexican filmmaker. The film stars Ofelia Medina and Juan José Gurrola, and the artistic director, Alejandro Luna, won Mexico's Premio Nacional de Ciencias y Artes in 2001. "Frida" will be introduced by Dr. Berenice Villagómez, Coordinator of Latin American Studies at the University of Toronto.



"This is my Mexico" Contest

The Ministry of Foreign Affairs invites children to participate in the XVII Children's drawing contest "This is my Mexico," which aims to promote knowledge about and interest in Mexican culture among Mexican children and children with Mexican roots who live in other countries.

This year's theme is "Wings of Mexico...Bringing Borders Together," alluding to the work of Jorge Marín, one of the leading figures of contemporary figurative art in Mexico, who was chosen as the "mentor" of this year's contest.



The contest is open from **April 26-July 15**. Children of all nationalities between the ages of 7-11 years who identify with Mexico are invited to submit their drawings through Mexican embassies and consulates around the world.

Selected artists will receive a package of Mexican children's books and, for first prize, an original work by Jorge Marín. The results of the contest will be announced on August 23, 2013.

For more information, visit: www.redesmexico.mx.

Jalisco: Academic Destination

The Ministry of Education of Jalisco is promoting the program "Jalisco: Your Academic Destination" to solidify the state's international standing as an educational destination in Mexico.

Jalisco is the second most popular destination for international students travelling to Mexico on

academic exchanges and for professional training. The state receives close to 7,000 students each year.

For more information on Jalisco's 30 universities providing educational excellence in more than 900 academic programs, visit: <http://edu.jalisco.mx>.

Sympathy for the United Kingdom

Consul General Mauricio Toussaint visited the British Consulate General in Toronto where he expressed his sympathies for the passing of the former Prime Minister Margaret Thatcher to the British Consul General, Jonathan Dart, and signed the book of condolences.

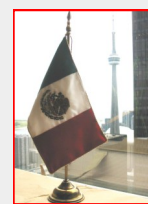
On behalf of the Mexican government, the Consulate General of Mexico in Toronto expresses its regret for the death of Margaret Thatcher, who visited Mexico in 1981 for the North-South Summit held in Cancun, and who subsequently expressed her appreciation for the "fascinating his-

tory and cultural diversity" of Mexico. Towards the end of her term, the United Kingdom became the third-largest investor in Mexico.

Mexico recognizes Prime Minister Thatcher's legacy of economic modernization and structural transformation in the United Kingdom, as well as the progress and achievements accomplished in the relationship between the United Kingdom and Mexico.



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