

EMBAMEX SWEDEN JANUARY/FEBRUARY NEWSLETTER

STATE BY STATE: YUCATAN

Yucatan is renowned in Mexico and the world through stories of ancient travelers who discovered an extraordinary civilization, with remarkable knowledge, amazing archeological sites and exuberant nature: the Mayans. Currently, many countries study the great Mayan civilization, but few people know that many of their cities, customs and traditions can be still admired and enjoyed today. Nowadays, Yucatan has a variety of tourist and travel services that are ready to receive all types of travelers who want to see unique and authentic places and enormous cultural wealth. Yucatan is the place to discover true wonders in a quiet and friendly atmosphere.

Yucatan's history dates back to around 1000 BC, when the Mayan civilization was born, evolved and finally disappeared, swallowed by the jungle. Some Mayan cities have been restored, such as Uxmal, Chichen Itza, Mayapan, Ek Balam and others of the Puuc Route. Upon the arrival of the Spaniards in the 16th century, they found that the Mayan indigenous people were disorganized, so it was not overly difficult to subject them; the Spaniards then founded colonial cities, among of which are Merida, Valladolid and Izamal.

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Chichén Itzá, Yucatán. Photo and text credits: www.visitmexico.com



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Between the 16th and 19th centuries Yucatan was involved in various armed conflicts, such as pirate attacks off the coast and indigenous uprisings against the Spaniards. At the same time, the people of Yucatan produced and exported the plant known as *henequen* or sisal, which triggered the growth of the capital city of Merida; during this period, the Paseo de Montejo Avenue was founded, with European-style residences and many haciendas built around the state, where the sisal plant was processed.



*One of the famous cenotes of Yucatan.
Photo credit: www.mexicodesconocido.com.mx*

Currently, the colonial city of Merida is the most developed city of the southeast part of Mexico and is a leader in services, as well as academically and culturally; it has spaces for all types of travelers, from Bed and Breakfasts and authentic boutique hotels to luxurious

haciendas, as well as restaurants, travel agents, car rental companies, and much more.



*Yucatan's capital city, Mérida. Photo credit: www.visitmexico.com
Text credit: www.yucatansecrets.com*



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PUERTO VALLARTA: A DREAM TRAVEL DESTINATION

A tourism promotion event with the theme of “Puerto Vallarta” was hosted by the Mexican Embassy, in cooperation with the regional office of the Mexico Tourism Board in London and the Puerto Vallarta Tourism Trust on January 17 in Stockholm, Sweden.

During the event, the *Chargée d’Affaires*, a.i. Audrey Rivera Gómez mentioned in her welcome speech that Mexico is one of the most important tourist destinations in the world, with more than 35 million visitors per year; she remarked that in 2016, more than 45 thousand Swedish tourists visited beaches, archaeological sites, “Magical” towns, museums and tasted the rich gastronomy of various Mexican tourist destinations. Vicente Salas, the Regional Director of the Mexico Tourism Board, said that forecasts for tourism growth in the Nordic countries (*Continued...*)



Chargée d’Affaires Audrey Rivera Gomez giving the welcoming speech at the Puerto Vallarta Tourism Promotion event.



The Embassy of Mexico’s promotional team with Luis Villaseñor, Director of Promotion and Public Relations of Puerto Vallarta, and Vicente Salas, Director of the Regional Office of the Mexico Tourism Board in London.

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averaged between 1.0 and 2.0 percent per year, so “the goal to come to Sweden is to affect this trend and achieve a substantial increase” by promoting tourist attractions of the Pacific like Puerto Vallarta. Luis Villaseñor, Director of Tourism and Public Relations of the Puerto Vallarta Trust, noted that Puerto Vallarta receives four million foreign visitors per year and that tourism to this area increased significantly after the production of the film “La noche de la iguana,” released in 1964, starring Richard Burton and Elizabeth Taylor.

At this very successful meeting, representatives from the most important agencies and tour operators of Sweden were in attendance, such as TUI and Ving, which are currently the only operators established in Stockholm that offer charter flights to Mexico. Also present were members of important media publications, such as the magazines RES and Vagabond, the two main publications specialising in tourism in Sweden. In addition, representatives of other travel agencies with interest in Mexico and their new destinations, as well as important independent journalists and bloggers, also participated.



Tour operators, agents and journalists at the Puerto Vallarta tourism event organised by the Embassy of Mexico.

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WORKING MEETING WITH DIRECTOR OF AMEXCID AT MFA SWEDEN

Ms. María Eugenia (Gina) Casar, Executive Director of AMEXCID (the Mexican Agency of International Cooperation for Development), accompanied by Chargée d’Affaires of the Embassy of Mexico, Audrey Rivera Gómez, held working meetings with Johannes Oljelund, General Director of Cooperation for Development; and Karl Backéus, Section Chief of Multilateral Banks for Development, at the Ministry for Foreign Affairs of Sweden on January 23rd of this year.



Executive Director of AMEXCID María Eugenia (Gina) Casar and Chargée d’Affaires Audrey Rivera Gómez with Section Chief Karl Backéus at the Ministry for Foreign Affairs of Sweden.

INTERNATIONAL HOLOCAUST REMEMBRANCE DAY IN PARLIAMENT



The Chargé d’Affaires, a.i. of the Embassy of Mexico, Audrey Rivera Gomez, and Swedish Parliament Speaker Urban Ahlin during the “International Holocaust Remembrance Day” held at the Swedish Parliament on January 26.

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WORKING MEETINGS WITH SWEDISH ENTERPRISE

Ms. Susana Duque, General Coordinator of Advisors (Ministry of Economy-ProMéxico), accompanied by the Chargée d’Affaires Audrey Rivera Gómez and the Representative of ProMéxico-Stockholm, Carlos Pérez-Cirera, held working meetings with officials of Business Sweden, Vinnova and the Swedish Chamber of Commerce on January 24.



General Coordinator Susana Duque, Chamber of Trade CEO Charlotte Kalin, Chargée d’Affaires Audrey Rivera Gómez and Proméxico Commercial Counsellor Carlos Pérez-Cirera on January 24.

MEXICO’S CHARGÉE D’AFFAIRES ATTENDS INDIA’S NATIONAL DAY

Chargée d’Affaires of the Embassy of Mexico Audrey Rivera Gómez attended the ceremony in Stockholm celebrating India’s National Day on January 27 in response to the invitation extended by Ambassador of India to Sweden and Latvia, Monika Kapil Mohta.



Ambassador Monika Kapil Mohta with Chargée d’Affaires Audrey Rivera Gómez at the celebration of India’s National Day on January 27.

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MEETING WITH MINISTER FOR HOUSING AND DIGITAL DEVELOPMENT

The Chargée d'Affaires of the Embassy of Mexico, Audrey Rivera Gómez, held a working meeting on January 19 with the Swedish Minister for Housing and Digital Development (from the Ministry of Industry), Mr. Alf Karlsson, to address the issue of sustainable urban development.



Minister Alf Karlsson with Chargée d'Affaires Audrey Rivera Gómez.

NEW FLIGHT FROM HELSINKI TO PUERTO VALLARTA ANNOUNCED

This winter, the Finnish airline Finnair announced the launch of a series of new flights from Helsinki in 2017: Havana, Goa, Puerto Plata, and Puerto Vallarta, the latter in Mexico.

The new route to Puerto Vallarta was opened after two years of negotiations and is the first regular flight to Mexico from a Nordic country which flies to a destination other than Mexico City or Cancún.

The flight will be operated with Airbus 350 equipment with a 251-seat capacity in Coach and 46 seats in Business Class, which comes to a total of around 5,000 flights this winter season.

For more information on this new offer, please visit the Finnair website [here](#).

FINNAIR



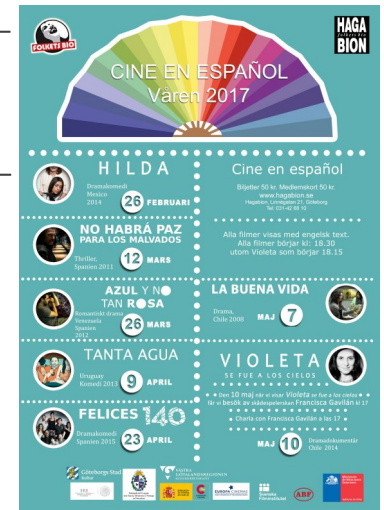
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GOTHENBURG FILM FESTIVAL 2017

Hagabion in Gothenburg is showing a series of Spanish-language films this spring, from February 26 to May 10.

Mexico will be present with the film “Hilda,” a 2015 production by Andres Clariond.

For more information and tickets, please visit their [website](#).



2017 TEQUILA FESTIVAL

At the request of the National Chamber for the Tequila Industry (CNIT), it is our privilege to extend an invitation to the general public to participate in the 4th Tequila Festival to take place on March 25 – 26, 2017, in Zapopan, State of Jalisco, Mexico.

During the event, 200 brands of tequila will be exhibited and attendees will have the opportunity to learn about new concepts and traditional ways to drink tequila, and to get acquainted with the culture revolving around the production of this distilled beverage. Within this framework, business meetings will be held with international buyers from around the world.



For further information please visit the following website: <http://tequileros.org/festivaltequila/> or contact CNIT at: camara@tequileros.org or call +52 (33) 31 21 5021.

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SCREENING OF OCTAVIO PAZ DOCUMENTARY AT CERVANTES INSTITUTE



The Director of the Cervantes Institute in Stockholm, Julio Martínez Mesanza, thanked attendees for their interest in the Institute's events and invited them to enjoy the screening of the documentary "El Laberinto de Octavio Paz" (The Labyrinth of Octavio Paz) on January 30, 2017.



Participation with a speech on the trajectory of Octavio Paz by the Chargée d'Affaires, a.i., of the Embassy of Mexico, Audrey Rivera Gómez, during the presentation of the documentary "The Labyrinth of Octavio Paz" organized by the Cervantes Institute of Stockholm, the Embassy of Spain and the Embassy of Mexico in Sweden. (30.I.2017)



The Director of the Cervantes Institute, Julio Martínez Mesanza, the Embassy of Mexico's Chargée d'Affaires, a.i., Audrey Rivera Gómez, and the Ambassador of Spain to Sweden, Francisco Javier Jiménez-Ugarte Jiménez during the presentation of the documentary "The Labyrinth of Octavio Paz" at the Cervantes Institute in Stockholm. (30.I.2017)

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GO GLOBAL SEMINAR IN JONKÖPING

Chargée d’Affaires Audrey Rivera Gómez and ProMexico-Stockholm Representative Carlos Pérez-Cirera participated in the Go Global Mexico Seminar 2017 in Gnosjö, Jonköping, Sweden on February 1st. The event was organized by the Scandinavian Association of Auto Parts (FKG) and addressed the business opportunities and strengths offered by the Mexican automotive cluster.



*Chargée d’Affaires Audrey Rivera Gómez and Proméxico-Stockholm Representative Carlos Pérez-Cirera speak at the Go Global Seminar in Jonköping.
Right: Chargée d’Affaires Audrey Rivera Gómez with FKG President Mr. Fredrik Sidahl.*

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CHARGÉE D'AFFAIRES ATTENDS RIKSDAG DEBATE



Chargée d'Affaires, a.i., Audrey Rivera Gómez and Swedish Parliament Speaker Urban Ahlin during the reception offered on the occasion of the foreign policy debate between the political party leaders at the Riksdag (the Swedish Parliament) (15.II.2017).

NATIONAL DAY CELEBRATION AT EMBASSY OF IRAN

The Chargée d'Affaires, a.i., Audrey Rivera Gómez, accepted the invitation extended by the Iranian Ambassador to Sweden, Mr. Sayed Rasool Mohajer, on the occasion of the ceremony for the National Day of the country on February 3rd.



NATIONAL DAY OF LITHUANIA CELEBRATION



Chargée d'Affaires, a.i., Audrey Rivera Gómez, accepted the invitation made by the Lithuanian Ambassador to Sweden, Mr. Algimantas Rimkūnas, on the occasion of the celebration of the National Day of his country on February 16th.

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MEETING OF MEXICAN AMBASSADORS AND CONSULS TO EUROPE

Mexico's Minister of Foreign Affairs, Dr. Luis Videgaray, held a meeting with Ambassadors and Consuls of Mexico in Europe in the city of Frankfurt, Germany. The Chargée d'Affaires, a.i., Audrey Rivera Gómez participated in this event. (February 18, 2017.)



Top: Minister for Foreign Affairs Dr. Luis Videgaray with the group of Mexico's Ambassadors and Consuls to Europe in Frankfurt.

Right: Minister Luis Videgaray with Chargée d'Affaires Audrey Rivera Gómez.



MEETING WITH LATVIAN STUDENTS TO DISCUSS PREVENTIVE PROTECTION

The Chargée d'Affaires, a.i., Audrey Rivera Gomez and the Honorary Consul of Mexico in Riga, Latvia, Carlos Arredondo, discussed preventive protection with Mexican students from the Academic Exchange Program at the Technical University of Riga (9.II.2017).

Photo: Chargée d'Affaires, Audrey Rivera Gomez, the Vice-Rector of the Technical University of Riga, Prof. Igors Tipans and the Honorary Consul of Mexico in Riga, Carlos Arredondo with Mexican students in Riga, Latvia.

