



N. 03 V. 2 March 2023

Mexico-Singapur Strategic Alliance



Message from the Ambassador

Mexico's Feminist Foreign Policy occupied a special place in the celebrations commemorating International Women's Day. The Embassy of Mexico joined efforts with the Singapore-Mexico Chamber of Commerce, bringing together prominent business, intellectual and public sector leaders, both Mexican and Singaporean, to reflect on how to access leadership positions in international markets, on a level of equality and effective recognition of rights and opportunities. Three years after its implementation, the Feminist Foreign Policy is among the three best in the world, behind Sweden and Norway, and the first in the Global South, prioritizing the gender perspective on issues of environment, peace and security, health and economic development.

The Francophone Festival, dedicated on this occasion to the theme of sport and its values, brought together local organizations and embassies, in which Mexico had a distinguished participation in the Walkathon, zumba classes, gastronomy and the screening of *El Gran Salto*, an inspiring documentary about Luis Rivera, a Mexican athlete who seeks Olympic glory with discipline, perseverance and respect for his family values.

In the areas of cooperation, economic promotion and investment, they highlighted: the publication of a message from the undersigned in the Directory of the Singapore Fruit and Vegetable Importers and Exporters Association, in which it is pointed out that Mexico is one of the main trading partners in the supply of fresh food, occupying fifth place in the horticultural industry and seventh place in agri-food exports in the world; support for the Mamami company for the import of organic products from Mexico; participation in the Seminar on Business Opportunities in Southeast Asia for the Mexican Poultry Sector (HALAL) and in the Third Global Connect Networking Meeting of the Singapore Business Federation (SBF); the screening of the play *Like Water for Chocolate*, written by Laura Esquivel, by the Royal Opera House Ballet, under the direction and musical consultancy of Alondra de la Parra; and assistance and guidance to the Durango Economic Development office to help position Durango in the Asia-Pacific region as an attractive entity for business development and investment.

Agustín García-López Loaeza



Women's Day

Women's Day Panel Discussion. In commemoration of International Women's Day and in line with Mexico's feminist foreign policy, a panel discussion with women leaders in Singapore was held with great success on March 10 at the Tower Club. The event was organized in coordination with the Singapore-Mexico Chamber of Commerce and was attended by prominent women from the business, economic, commercial and diplomatic spheres in this city-state.

The event was attended by the Executive Director of Asia Pacific Economic Cooperation (APEC) Dra. Rebecca Sta Maria, Laura Garza, Chief People Officer of Dyson, Luz Mariana Espinoza, Head of the Consular Section at the Embassy of Mexico, Jocelyn Soon, CFO of Interplex, Sandra Perez Rauda, Chief Technology Officer at GSK, Bianca Cheo, COO of Mewah Group, Ker Shin Wong, Global Project Director of Mundipharma, Yong Hsin Yue, Managing Director of Kuok (SG) Limited, and Eliza Jiang, Director of Pointer LLC.

The event allowed for a free exchange of views on the challenges faced by women in the Asia-Pacific region in accessing positions of power in the business world and in government, as well as strategies to be followed to promote their empowerment and encourage their greater inclusion in all areas of economic activity and advance gender equality.



Mexico at the Francophonie Festival Singapore 2023.

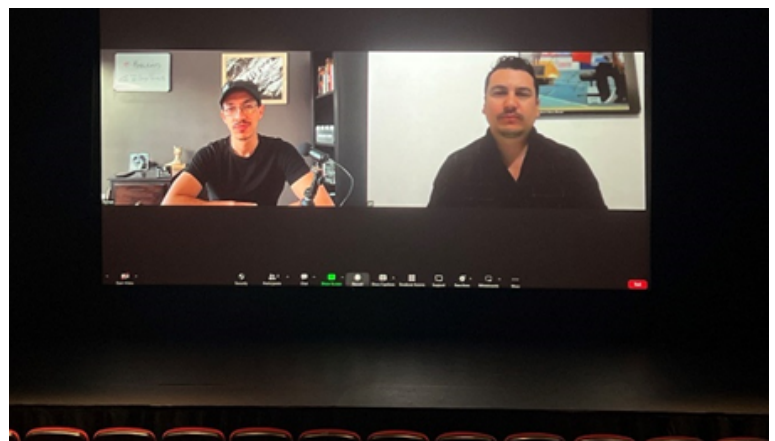
The Singapore Francophonie Festival took place from March 18 to 30 at various cultural venues in Singapore. The Francophonie Ambassadors Group in Singapore, of which Ambassador Agustín García-López Loaeza has been the president since 2020, decided that the central theme of this year's festival would be sports.

The opening of the Festival took place at the International French School (IFS) on Saturday, March 18, with a "Walkathon". Every year the IFS organizes this sporting event to raise funds for humanitarian causes. The community is invited to run as many laps as possible around the running track and their efforts are subsequently rewarded with donations to Singapore charities.



Francophonie Film Festival

The Embassy presented the documentary "The Great Leap", directed by Jorge Porras and starring Olympic athlete Luis Rivera, at the Alliance Française de Singapore on Saturday, March 18. The screening took place with the authorization of IMCINE and the director himself. At the end of the screening, there was a question and answer session with the director and the protagonist of the film, which was very well received by the audience.



Francophone-EAT

On Saturday, March 25, a gastronomic bazaar was held at the Alliance Française. The Embassy participated in the event through the Mexican products store "La Mexicana", with the support of the Singapore-Mexico Chamber of Commerce.



Tan Sri Dr Runme Shaw Challenge Cup Award Ceremony

The Alliance Française of Singapore awarded Singapore's best French language students in the company of the French Ambassador to the City-State and New Caledonia's Minister for Development, Planning and Cohesion, Ambassador Garcia Lopez opened the Alliance Française awards ceremony, which featured the French Language Student Awards, as well as the "Jenny Sim" scholarship to the most loyal French language student.



Durango: investment opportunities

On March 6, the Economic Promotion area of this Embassy held a virtual meeting with the Secretary of Economic Development of the State of Durango.

Its head, Ms. Ana Sofia Leyva, presented the strategic value of the state and the competitive advantages that position it as an ideal destination for business opportunities in Mexico.

The Embassy provided a vision of the business opportunities with Singapore, highlighting the projects promoted by this Representation in terms of economic and commercial promotion. SEDECO Durango described the meeting as very favorable for the State, since it allowed them to identify projects and areas of opportunity.

The Embassy committed to link SEDECO Durango with the Singapore Business Federation and the Singapore Mining Association, as well as to share information about Durango with textile companies, potential mezcal importers and tourism service associations interested in investing abroad.

Sofia Leyva SEDECO está presentando



EMPRESAS MANUFACTURERAS

CIUDAD DE DURANGO

- APTIV
- DAWS
- LEONI
- Prysmian Group
- COFICAB
- YAZAKI
- ECOCABLE
- COFICAB
- KyungshinLear
- Johnson Controls
- GRUPO ARMAS
- Draka
- ARAUCO
- PAPPEL
- Automotive Compounding Industry
- SAMAS
- LS e-Mobility Solutions
- COFAT

REGIÓN LAGUNA

- Sumitomo
- CooperStandard
- APTIV
- ZE
- JOHN DEERE
- MONTUPET
- HENNIGS
- LINAMAR
- PIE
- Johnson Controls
- Wrangler
- IRVIN
- LEAR
- Maxxam

Participants:

- Sofia Leyva SEDECO
- Oscar Solbes
- Angel Sida SEDECO DURANGO
- Mario CH

Seminar on Commercial Opportunities for the Mexican Poultry Sector (HALAL)

The Mexican Embassies in Singapore, Indonesia and Malaysia participated in the Seminar on Commercial Opportunities in Southeast Asia for the poultry sector with a presentation on trends, opportunities and Halal certification, as well as an explanation of the sanitary context and current protocols, aimed at members of the National Union of Poultry Farmers, in response to a call from SENASICA and the General Directorate of International Affairs of SADER.



La Unión Nacional de Avicultores y la
Coordinación General de Asuntos Internacionales
de la SADER presentan

SEMINARIO WEB

**"OPORTUNIDADES
COMERCIALES PARA
EL SECTOR AVÍCOLA
MEXICANO"**



9:00 - 09:10
Resumen del segundo día y presentación
del tercero
UNA / CGAI

09:10 - 9:55
Oportunidades para carne de ave y
subproductos de huevo en mercados de
Asia-Pacífico y Certificaciones aceptadas
Embajadas de México en: INDONESIA,
MALASIA y SINGAPUR
9:55 - 10:10
• Preguntas y respuestas

10:20 - 11:05
Oportunidades para carne de ave en
mercados de Medio Oriente y Norte de
África y Certificaciones aceptadas
Embajadas de México en: EGIPTO, ARABIA

Meeting with Shoppe company

On March 10, the Head of the Foreign Ministry, Minister Rodolfo Quilantán, and Mario Calderón, Assistant of the Economic Promotion and Liaison Department of the Foreign Ministry, held a meeting with representatives of the Malaysian company Mamami Shoppe, which is seeking to open a subsidiary in Singapore to facilitate trade in healthy organic products from various countries, including Mexico.

The Director of Business Development, Patricia Vázquez, informed us that the company currently imports chia from Mexico and is in negotiations to import pecan nuts.

During the meeting, the Embassy was asked to identify Mexican suppliers for products such as quinoa, and various types of beans, among others.



Networking Global Connect

The Embassy of Mexico and the Singapore-Mexico Chamber of Commerce participated in the 3rd networking meeting organized by the Global Connect unit of the Singapore Business Federation. The event took place on March 15 and was attended by more than 100 entrepreneurs, executives, business owners, consultants, and representatives of Embassies and Promotion Agencies from Latin America, North America, and Europe accredited to the government of Singapore.



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