

EMBAMEX OCTOBER NEWSLETTER

STATE BY STATE: NAYARIT

Nestled on the imposing Western Sierra Madre, and washed by the waters of the Pacific Ocean, the Nayarit Riviera is rapidly becoming one of Mexico's most attractive tourist destinations. The area consists of a 192 mile stretch of coastline backed by jungle-clad mountains and facing off-shore islands. There is plenty of remote backcountry for those looking to explore a more rustic side of rural Mexico.



A bay in Nayarit.

Photo credit: www.riveranayarit.com

Text source: www.visitmexico.com

Along Nayarit's coast, visitors will find beaches for all tastes: some with exclusive hotel complexes for those in search of luxury; others with few visitors, for those looking to relax; some with strong waves for surfers... and to the enchantments of this region, one can add islands, swamps and picturesque towns.

Banderas Bay, on the southern section of the Nayarit Riviera, is famous for being a popular destination for thousands of humpback whales, who offer an unmatched spectacle. Here, visitors will find several points of interest, such as Nuevo Vallarta and Punta Mita, the home of luxury golf courses, marinas, shopping centers and hotels. In addition, Nuevo Vallarta is famous for its long seafront walkway and its vibrant nightlife.

The Nayarit Riviera is also home to solitary beaches and towns with extraordinary natural richness. Such is the case of Flamingos, where people can enjoy three beautiful lakes: Bucerias, with a long beach and cobblestone streets; La Cruz de Huanacastle, a picturesque fishing town; Destiladeras, a paradise for surfers; Islas Marieta, an ecological preserve; and Sayulita, a bohemian town ideal for camping.

In the middle of the corridor, one can find Rincon de Guayabitos, whose beaches with crystal-clear waters and calm waves emulate a large swimming pool. Nearby, visitors will find the pre-Hispanic sanctuary of Altavista and the semi-virgin beach of Chacala—the perfect site to be astounded by nature.

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EMBAMEX SWEDEN OCTOBER NEWSLETTER

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The municipality of San Blas, located in the Riviera's northern section, is home to a great biodiversity as well as archeological remains. Here, visitors can tour the Tovara swamps, take a tour to Isla Isabel, do some bird watching in Singayta, surf at Matanchen's bay, visit the ruins of the San Basilio fort, explore Mexcaltitlan Island, and visit the archeological site of Los Toriles.

There are many culinary options at the Nayarit Riviera; luxury hotels and restaurants serve gourmet dishes prepared with fresh seafood with a pre-Hispanic touch. Both at the beach and in town, visitors can sample exquisite delicacies, such as shrimp meatballs, the traditional grilled fish, aguachile (seafood served with a spicy lemon mix), fish rinds, shrimp tamales, marlin tacos or chalupas, and many more.

The Huichol Indians are the most famous ethnic group in the region. They are characterized by their eye-catching clothing, hats adorned with feathers and their colorful handcrafts, such as masks and animal figurines made of beads, pictures, purses and jewelry.



*Top: Divers in Nayarit.
Photo credit: www.riveranayarit.com*

EMBAMEX SWEDEN OCTOBER NEWSLETTER

AMB. GASCA PLIEGO AWARDS PIONEERS IN WATER PROCESSES

On Monday, September 28, Ambassador Agustín Gasca Pliego handed out awards to the winners of the 2015 National Award for Innovative Processes in Drinking Water and Sanitation Services, by request of the President of the Nordic Chamber, Mr. Oscar Rossbach Vacca.

This prize recognizes the efforts of operating organisms who search for innovative processes which foster the improvement of these types of services. This year, the following organizations received the prize: The Intermunicipal System for Drinking Water and Sanitation (SIAPA, for its initials in Spanish); the System for Drinking Water and Sanitation of Guanajuato (SIMAPAG); the System for Drinking Water, Drainage and Sanitation of Puerto Vallarta, Jalisco (SEAPAL).

Representatives from these organizations, in addition to receiving the awards at the Embassy of Mexico in Stockholm, also travelled to Helsinki and Copenhagen to meet with local officials.



Ambassador Gasca Pliego with some of the 2015 recipients of the National Award for Innovative Processes in Drinking Water and Sanitation Services.

EMBAMEX SWEDEN AUGUST/SEPTEMBER NEWSLETTER

“PANORÁMICA” LATIN AMERICAN FILM FESTIVAL IN STOCKHOLM



From September 25 to the 27, the first edition of the “Panorámica” Latin American Film Festival took place in Stockholm. The program included 18 movies produced in 11 Latin American countries: Argentina, Brasil, Chile, Colombia, Ecuador, Guatemala, Mexico, Panama, Paraguay, Peru, and Uruguay. In total, around 1,500 people attended the various screenings and activities of the festival.

Four of the films were from Mexico: “La jaula de oro” (*The Golden Cage*), “La revolución de los aclatraces” (*Eufrosina’s Revolution*), “Güeros” (*Blondes*), and “No quiero dormir sola” (*I Don’t Want to Sleep Alone*).



In addition to these four screenings, the Festival included the presence of Mexican director Luciana Kaplan, who presented her film “*Eufrosina’s Revolution*” and took part in a seminar dedicated to the role of women in the film industry in Latin America. A chief distributor of the Mexican production company Canana Presenta, Carlos Muñoz, was also present; he participated in a seminar on the challenges of distributing Latin American films in Sweden.



Luciana Kaplan with Ana Endara Mislov, Catalina Donoso, and moderator Daniela Dahl.

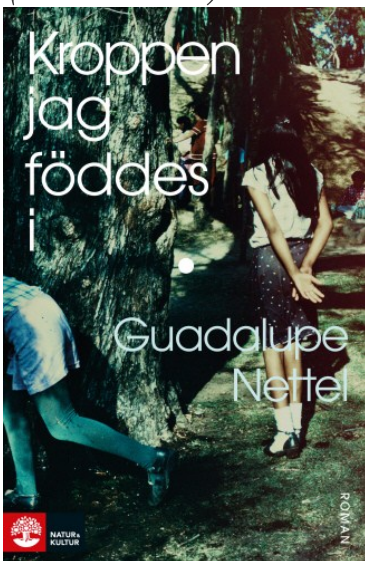
EMBAMEX SWEDEN OCTOBER NEWSLETTER

GUADALUPE NETTEL AT THE GÖTEBORG BOKMASSAN

Mexican author Guadalupe Nettel travelled to Gothenburg in September to participate in this year's edition of "Göteborg Bokmassan" to promote the Swedish edition of her latest novel, "The Body I was Born In" ("Kroppen jag föddes i," published by Natur och Kultur in Sweden), a confessional, fictionalized account about her childhood in a dysfunctional family. The Gothenburg Book Fair took place this year between September 23 and the 26; some 800 exhibitors from all over the world participated, and it received more than 110 thousand visitors throughout the weekend. Ms. Nettel took part in two of the fair's seminars, as well as in several book signings.

Ms. Nettel's first participation in the fair was during the seminar "Mexico, Violence and Literature" on September 25. During this discussion with former DN journalist Erik de la Reguera, the author spoke about the origins of her novel and about different aspects of her home country.

The author also joined a second seminar, this one on September 26, titled "How Close Can One Get to Oneself?" This talk was moderated by Sonja Schwarzenberger and also included Catalan author Milena Busquets. Since both authors have recently
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Cover for Swedish language publication of Ms. Nettel's new novel.
Photo credit: Natur och Kultur.



Guadalupe Nettel with Sonja Schwarzenberger and Milena Busquets.

EMBAMEX SWEDEN AUGUST/SEPTEMBER NEWSLETTER

GUADALUPE NETTEL AT THE GÖTEBORG BOOK FAIR



Recording of the Swedish TV show "Babel" with Jessika Gedin, with guests Guadalupe Nettel, Ian McEwan and Jonas Jonasson.

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produced introspective novels, the discussion centered on the creative processes necessary for the creation of their works.

In addition, Ms. Nettel participated in one of the highest-rated Sunday talk shows on Swedish national television: Babel, hosted by Jessika Gedin, who invites authors from various countries onto the show to discuss their books. This particular

edition of the show included, along with Ms. Nettel, the British author Ian McEwan and the Swede Jonas Jonasson, both of whom are known throughout the world for their works of literature.

Watch the Babel episode [here](#).



Guadalupe Nettel signing Swedish language editions of her novel.



Author Guadalupe Nettel.
Photo credit: Lisbeth Salas

EMBAMEX SWEDEN OCTOBER NEWSLETTER

“TASTE MEXICO” IN GOTHENBURG

This past September 12, at the Gothia Towers Hotel in Gothenburg, locals were treated to a Mexican cultural event called “Taste Mexico,” organized by Mexican residents. Within this frame, the Mexican wrestling film “Santo en el museo de cera” (*Santo at the Wax Museum*) was screened. Also on offer throughout the day was an art exhibit by a Swedish-Mexican artist, Loana Ibarra; a display of traditional Mexican folkloric dance by the group “Mexicas”; and a sampling of Mexican gastronomy. The city of Gothenburg seems increasingly interested in Mexican culture, and the various cultural components of this event met with great success with their audience. Indeed, the positive reception of this event may have paved the way for a cycle of Mexican films in the coming year.



Top: Works by Swedish-Mexican artist Loana Ibarra.

Top right: Mexicas dance company.

Right: Visitors at the exhibition.

