

# MEXICO IN AUSTRIA, SLOVAKIA AND SLOVENIA



Newsletter of the Embassy of Mexico and Permanent Mission to the International Organizations in Vienna

SRE  
EMBAJADA DE MEXICO  
EN AUSTRIA

Newsletter No. 8  
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## The Embassy

### Ambassador Alicia Buenrostro presented Letter of Credence to the President of Slovenia, Borut Pahor

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Ambassador Alicia Buenrostro presented on November 28th the Letter of Credence to the President of Slovenia, Borut Pahor, to be accredited as Extraordinary and Plenipotentiary Ambassador of Mexico to the Republic of Slovenia. During the ceremony at the Presidential Palace in Ljubljana, Pahor and Buenrostro agreed to work together to strengthen the relationship between Mexico and Slovenia and to use the huge potential in the cultural, economic and political sectors and regarding common topics of the multilateral agenda.



President Pahor expressed his interest in realizing an official visit to Mexico.

### UNESCO declares Mexican *Charrería* Intangible Cultural Heritage of Humanity



The Mexican *Charrería* was declared UNESCO Intangible Cultural Heritage of Humanity on December 1st for "transmitting important social values to the next generations" and for being an important element of Mexican identity. The *Charrería* -Mexico's national sport- derives from the traditional practice of performing horse riding skills dressed in typical robes of cattle drovers. The Embassy of Mexico in Austria mediated before Austrian authorities in order to obtain Austria's support for Mexico's candidature for inclusion of Mexican *Charrería* on the UNESCO List of Intangible Cultural Heritage of Humanity.

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## Permanent Mission to the international organizations

### Mexico's active participation in the Follow-Up to UNGASS 2016



*“Our efforts must result in actions that offer better opportunities and living conditions for the entire population, both rural communities engaged in illicit drug cultivation and the population of cities where drugs are being produced and commercialized.”*

Ambassador Alicia Buenrostro participated on November 30th in the special segment of the Commission on Narcotic Drugs (CND) for the Follow-Up to the UN General Assembly Special Session on Drugs (UNGASS) 2016. She highlighted the importance of a paradigm shift in the international debate on drugs, which now includes a comprehensive prevention perspective and a more balanced, equitable and humane vision. The Ambassador stated that as a part of Mexico's commitment to the Follow-Up to UNGASS, the country has organized several national dialogue sessions to promote an honest reflection on how to enhance drug poli-

tics, maintain efforts to combat organized crime, and simultaneously take actions to prevent violence. She expressed Mexico's intention of involving all Member States of the United Nations in future discussions on the world drug problem, and pointed out that UNGASS is not the end of a process, but the beginning of a profounder debate.

[Read full speech in Spanish >>>](#)

### Celebration of the 50th anniversary of the United Nations Industrial Development Organization



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

The United Nations Industrial Development Organization (UNIDO) celebrated its 50th anniversary from November 21st to 25th, 2016, with several high-level events, round tables, presentations and exhibitions focused on topics such as the 2030 Agenda for Sustainable Development, the achievement of the Sustainable Development Goals, development financing, job creation, climate change and economic empowerment of women. Approximately 700 participants from Member States, UN organizations, financial institutions, private and academic sector attended the inaugural ceremony "Together for a Sustainable Future" and conveyed congratulations to the UNIDO, highlighting the achievements in these last 50 years and the important role of UNIDO in the fulfilment of the 2030 Agenda.

States were invited to present their traditional music. On November 25th, Mexico participated with a Mexican concert for flute and violin, interpreted by the young Mexican musicians **Erika Cano and Nayelli Huitzil**.



In the framework of the EXPO "Together for a Sustainable Future", a cultural festival took place, where Member [Continue reading on page 3 >>>](#)





In the framework of UNIDO's 50th anniversary, **Mauricio de María y Campos**, UNIDO Director General from 1993 to 1997, participated on November 25 in the conference "*UNIDO's Past, Present and Future*" and shared

his experience at the head of the Organization, together with the former Directors General Kandeh Yumkella and Carlos Alfredo Magariños. He claimed that UNIDO must adapt to the present global situation in order to be able to face the new challenges of inclusive and sustainable industrialization, and he recognized the important role of the UNIDO in the achievement of the 2030 Agenda, in particular, of the Sustainable Development Goal No. 9. Mauricio de María y Campos also met with staff of the Embassy to talk about the importance of effectively promoting Mexican candidacies for posts in multilateral organizations.

In addition to the events organized on the occasion of UNIDO's 50th anniversary, the 44th period of sessions of the Industrial Development Board took place. The Embassy's staff represented Mexico in negotiations regarding issues such as budget, auditory proceedings, monitoring of the progress in achieving the SDGs and 2030 Agenda, risks strategy and restructuring of the external offices. Presently, Mexico is one of the 53 members of the Industrial Development Board and its membership has lasted for 28 years.

With the objective of advertising Mexican cuisine internationally and promoting the initiative "**VEN A COMER**", Mexico participated on November 25th in the gastronomic festival organized on the occasion of UNIDO's 50th anniversary, offering Mexican food prepared and coordinated by **Chef Juan Miguel Prada**. Together with Mexico, Cuba, Peru and Ecuador also participated in the event. In total, 450 Mexican menus were offered

to the visitors from the international community, integrated by diplomats, UN staff members and representatives from all over the world.



## Mexico: 50 years of cooperation with UNIDO

Mexico's cooperation with the UNIDO began in the early 80s. At that time, it was centred on increasing the productive capacities of industrial sectors (for example, metal industry). Although there are still activities for strengthening the productive capacity, the main focus centres presently on sustainable industrial development.

Mexico has been a UNIDO member since the Organization's establishment in 1966. From 1993 to 1997, the Ambassador and member of the Mexican Foreign Service, Mauricio de María y Campos, acted as Director General of the UNIDO.

Presently, Mexico is a member of the Industrial Development Board (IDB) and of the Programme and Budget Committee (PBC), a continuous membership since 1985. These normative organs monitor the implementation of the working programme and of the ordinary and operative budgets. They also formulate recommendations to the General Conference regarding normative matters.

UNIDO has a Regional Office in Mexico, which coordinates the Organization's activities in Mexico, Central America and the Caribbean.



## Mexico leads first joint event in Vienna on gender perspectives and drugs

Having been elected first Vice-President of the Commission on Narcotic Drugs (CND) in 2017, Ambassador Alicia Buenrostro presided on December 2nd over the event ***“Promoting the inclusion of gender perspectives in the implementation of Agenda 2030 for Sustainable Development”***. This is the first joint initiative of the CND and the Commission on the Status of Women (CSW), which is headquartered in New York. The event was also attended by representatives of the United Nations Office on Drugs and Crime (UNODC), the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) and the NGO “Centre for Legal and Social Studies”. The participants agreed on the importance of promoting a closer cooperation and coordination among the United Nations specialized organizations in the achievement of the Sustainable Development Goals and, regarding that particular event, especially the achievement of gender equality and empowerment of all women and girls. It was pointed out that the resolution presented last March to the CND by Mexico, together with Brazil and Costa Rica, on the ***“Inclusion of gender perspectives in drug related policies and programmes”*** has set a precedent. Ambassador Buenrostro called for working together on actions that recognize the causes and differentiated impact of the

world drug problem on women and men depending on their age and gender related needs. She reiterated Mexico's willingness to continue promoting drug policies aimed at the specific needs of women and girls and to integrate them more into the elaboration and implementation of drug policies.



## Tourism

### ***“Big Data and Turismo”*** for creating smart travel destinations



The Minister of Tourism of Mexico, Enrique de la Madrid, participated on November 29th in the presentation of the results on ***“bank transactionality in tourism destinations and regions”***, a joint study of the financial group BBVA Bancomer and the Ministry of Tourism (Sectur). On October 22nd, 2015, Sectur and BBVA signed the cooperation agreement ***“Big Data and Tourism”***, which has allowed the statistic processing and classification of consumer patterns of millions of transactions realized in the main tourism centres in the country. “The use of *Big Data* tech-

nologies in the tourism sector is essential for elaborating pioneer instruments that create smart travel destinations and systems, which, in turn, increases regional economic growth”, the Minister of Tourism pointed out. He noted that the strategic partnership with BBVA is in line with Sectur's goals to examine touristic tendencies, evaluate the productivity of touristic regions and strengthen the development of public politics for encouraging the tourism activity in Mexico. During the presentation of the study's results, the Minister of Tourism highlighted BBVA's commitment to promote Mexico's tourism sector. Eduardo Osuna, Vice President and CEO of BBVA, stated that the tourism sector has an important role as a solid source of jobs and economic growth, since it contributed 8.7% to Mexico's Gross Domestic Product in 2015.

[Read full article \(in Spanish\) >>>](#)

## Consular Section

### Attention! New address of the Honorary Consulate of Mexico in Bratislava!

In addition to the information provided in our Newsletter No. 7 from November 16th, 2016, we kindly request you to take note of the following **change of address** of the Honorary Consulate of Mexico in Bratislava, Slovakia:

Rigeleho 1  
811 02 Bratislava  
Phone: +421 2 2075 9859  
Cell phone: +421 904 466 588  
[info@mexico-consulate.sk](mailto:info@mexico-consulate.sk)

Honorary Consul: Mr. Václav Mika  
Assistant: Mrs. Sona Fernandes  
Office hours:  
Monday-Friday 10:00a.m.-13:00p.m. with appointment

### Consular information - Useful tips for fire prevention

**¿QUÉ HACER EN CASO DE INCENDIO?**

1. Conserva la calma y si es posible, abandona tu vivienda rápidamente.
2. Si estás en una habitación con la puerta cerrada y sale humo por debajo o está caliente, **NO la abras**. Si no sale humo por debajo de la puerta, ábrela; si hay demasiado humo, o hay fuego en el pasillo ciérrala inmediatamente y si es seguro, busca una salida.
3. Si no hay forma de salir, abre una ventana exterior para pedir auxilio.
4. Si buscas la salida, **tápate la boca con un trapo húmedo**, ello evitará que inhales humo y gases tóxicos.
5. Si el humo es muy denso **arrástrate por el suelo** y busca una salida; el humo y los gases tóxicos tienden a subir con el calor. No utilices elevadores.
6. Si tu ropa se prende con fuego, no corras, tírate al piso, tápate la cara con las manos y rueda para apagar las llamas.

SRE  
SECRETARÍA DE  
RELACIONES EXTERIORES

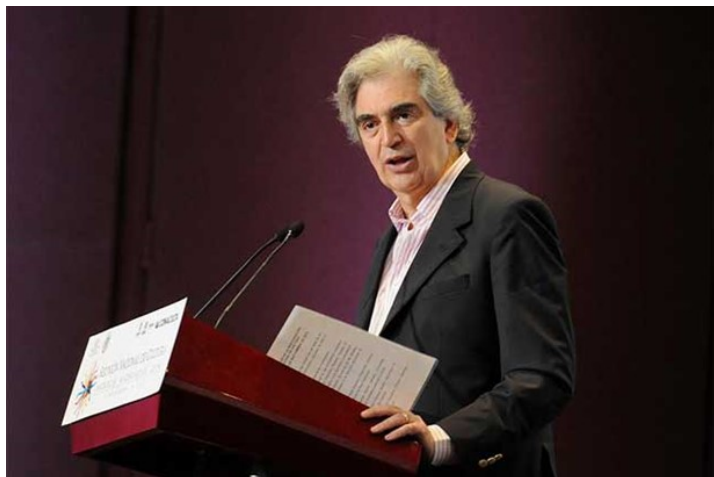
The Consular Section of the Embassy of Mexico would like to share some graphics with useful tips for fire prevention at home and recommendations for the case of fire.

The complete graphics (in Spanish) are available on the link:

[Que hacer en caso de incendio.pdf](#)

## Culture

### Death of the Minister of Culture, Rafael Tovar y de Teresa



© Photo: nuevolaredo.tv

On December 10th, the Mexican Minister of Culture, Rafael Tovar y de Teresa (1954-2016), died in Mexico City. A great and undisputed cultural leader has left us. We extend our condolences to his family and to the cultural community. We will remember him as a great man and architect of Mexican culture.

On Monday, December 12th, the President of Mexico, Enrique Peña Nieto, presided over the national ceremony in honour of the late first Minister of Culture of Mexico at the Centro Nacional de las Artes in Mexico City.

[Watch video >>>](#)



## Viva Mexico!

### Mexican *Charrería* declared Intangible Cultural Heritage of Humanity by UNESCO



*Charrería* is the traditional riding practice of Mexican cattle drovers. In the beginning, it was part of the communal life among the different livestock-raising regions of the country. The riding techniques were passed onto the next generations. Today, *Charrería* clubs and schools train community members and organize competitions. These public contests -also known as *Charreadas*- allow visitors to observe the skills of *Charros* in cattle driving and riding mares and bulls. Dressed in traditional robes –with wide-brimmed hats for men and colourful scarves for women– the *Charros* present their skills on foot or horseback.

The clothes, equipment, saddles and spurs –typical for this traditional riding art– are produced by local craftsmen. *Charrería* is an important element of Mexican identity and a cultural heritage of the practitioners of this traditional sport, who consider it to be an instrument to transmit important social values like respect and equal rights of every community member to the next generations.



[Watch video - Mexican \*Charrería\* \(in Spanish\) >>>](#)

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"La piñata" - Diego Rivera

*The Embassy of Mexico in Austria, concurrent to Slovenia and Slovakia, wishes you a Merry Christmas and a Happy New Year 2017!*

The Embassy and the Consulate of Mexico will be open during the usual working hours (9:00a.m.-13:00p.m. and 14:30-18:00p.m., Consular Section open to the public from 9:00a.m. to 13:00p.m.), except on official holidays in Austria (Thursday, December 8th; Monday, December 26th; Friday, January 6th, 2017).

Phone: +43 1 310 7383

Fax: +43 1 310 7387

Email: [embaustria@sre.gob.mx](mailto:embaustria@sre.gob.mx)



This newsletter is also available on the Embassy's Website:

<https://embamex2.sre.gob.mx/austria>