

## EMBAMEX SWEDEN MARCH NEWSLETTER

### STATE BY STATE: ZACATECAS

**F**lanked by two big mountain ranges, the state of Zacatecas offers many attractions, both historical and natural. Visitors must experience the unique thrill of observing nature at a place like this state. The options are plenty: rambling, hiking, rappelling, fishing, hunting, photographing the landscape, camping and so forth. There is always a lot to do when one explores the rich natural landscape that characterizes the region.

There are also several options when it comes to ecotourism. A tourist can visit, for instance, the impressive, beautiful rock formations that stand out in the Western Sierra Madre.

Since the 18th century, the success of mining activities has made the state a wealthy place, an important commercial gateway of intense financial exchange. As a result, architecture was erected to satisfy the needs presented by such growth. The capital developed in this way a unique and unpredictable style which has now become part of the World Heritage Sites, boasting an abundant number of civil as well as religious buildings, with several traits that are particular to the area.

Many in the Zacatecas population hold deep religious customs, and are constantly celebrating their Saints. In fact, most of the state's biggest celebrations are linked to these customs. The food, the parades of allegorical floats, the fancy costumes and the representations of biblical events, overflow with joy throughout Zacatecas all year round.

The long architectural tradition expanded beyond the capital, so that today it is easy to find cities and towns in the state that are rich examples of Colonial, Baroque and Neo-classical styles. In addition, former haciendas, abandoned mines, and even "ghost towns" are also part of the attractions of this region.

*(Continued...)*



*Photo credit: [www.mexicodesconocido.com.mx](http://www.mexicodesconocido.com.mx)*



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### STATE BY STATE: ZACATECAS



*Photo credit: www.visitmexico.com*

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The nature and architecture of this state will always go hand in hand with the fascinating popular art that the locals have to offer. Be it in silver, wood, ceramic or textile, the Zacatecas imagination is manifested in beautiful ways throughout the state.

The capital city of Zacatecas has enormous beauty and unabashed Mexican pride. This fabled silver city lies 4.5 hours north of Guanajuato and is a detour into history no visitor will regret. At 8,100 feet above sea level (making it Mexico's second highest city), Zacatecas will quite literally take your breath away. The city's stunning architecture includes many religious and civil buildings from the colonial era such as the Cathedral, which clearly dominates the center.

Though inhabited in pre-Hispanic times, Zacatecas was officially founded by the Spanish following the discovery of a rich silver lode. Zacatecas reached the height of its prosperity in the 16th and 17th centuries. In the late 16th century, several religious orders (Dominicans, Jesuits, Augustinians, and Franciscans) began constructing churches with the help of local silver barons. As visitors can see, its historic center is a tight clustering of magnificent churches, abandoned convents and sturdy colonial architecture. By the early 18th century, Zacatecas was producing one-fifth of the world's silver.

Another distinguishing factor of the capital is that Zacatecas is home to one of the hemisphere's finest collections of ancient art from around the world. The city's cultural sightseeing options are a suitably eclectic mix: its museums are some of Mexico's finest, while several tranquil parks offer quiet seclusion when visitors have had enough of the city buzz. If one is in search of excitement, this colonial gem offers two of Mexico's most enjoyable touristic adventures: a trip into an underground silver mine and a bracing ride on the aerial tramway that soars above the city's streets. Regardless of the activities chosen during a visit, Zacatecas is sure to be an unforgettable experience.

*Text credit: www.visitmexico.com*





## EMBAMEX SWEDEN MARCH FEBRUARY NEWSLETTER

### MEETING AT THE MINISTRY FOR INDUSTRY AND INNOVATION

Ambassador Gasca Pliego held a productive meeting with Ms Anna Tofftén, Deputy General Director of the EU Department and International Affairs of the Ministry of Industry and Innovation of Sweden, on March 9. Ms. Tofftén is in charge of international negotiations and commodities, including the Common Fund For commodities (CFCs) and regional cooperation, among other issues.



*Deputy General Director Anna Tofftén and Ambassador Gasca Pliego at the Swedish Ministry of Industry and Innovation.*

### WORKING MEETING WITH AGUASCALIENTES STATE REPRESENTATIVES

On March 20, 21 and 22, Mr. José Barba Muñoz, a businessman from the Mexican state of Aguascalientes, and Mr. Juan Manuel Díaz Becerra, General Director of Innovation and Technological Modernization of the Mayor's Office of the Aguascalientes State Government, visited Sweden in order to find practical and sustainable solutions for the treatment of urban solid waste for energy transformation as part of a working tour in Sweden and Finland.

The work agenda was organized by the Embassy of Mexico in coordination with ProMéxico Stockholm. As part of this agenda, the contingent travelled to Tekniska Verken plant and met with representatives from two companies, Xcentur and Frenesson Consulting in Linköping; as well as meeting with the Swedish Institute of Environmental Research and the Swedish Export Credit Agency (EKN) in Stockholm. The group also visited the Mälarenergi AB plant in Västerås and Envac AB in Stockholm. During these meetings with the Swedish companies, presentations were made about the recycling problem in Aguascalientes and the new opportunities for collaboration between both countries offered by the topic of waste management.



*Ambassador Gasca Pliego with representatives from Aguascalientes, ProMéxico Commercial Counsellor Carlos Pérez Cirera and Embassy of Mexico Desk Officer David Ruiz.*

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### AMBASSADOR ATTENDS PRESENTATION OF HUMAN DEVELOPMENT REPORT



Ambassador Gasca Pliego attended the global launch of the Human Development Project 2016 in Stockholm, Sweden as the proud representative of Mexico.

This seminar, held at the Pillar Hall in Drottningatan, in Stockholm, addressed several issues, including the question of why so many people in the past decades have not benefitted from the unparalleled human progress being made in human development during this era.

The speakers at this event were Mr. Stefan Löfven, Prime Minister of Sweden; Ms. Helen Clark, United Nations Development Programme Administrator; Ms. Isabella Lövin, Deputy Prime Minister of Sweden; and Mr. Selim Jahan, Director of the Human Development Report Office and lead author of the report.

*Prime Minister of Sweden Stefan Löfven speaking at the presentation of the 2016 Human Development Report in Stockholm.*

### VAGABOND MAGAZINE ARTICLE ON PUERTO VALLARTA

An article published February 27 in the travel magazine *Vagabond*, titled “The Magical Western Coast of Mexico” and written by journalist Cenneth Sparby, describes the natural, cultural and gastronomic attractions of the state of Baja California. The article is 14 pages long, with 24 photographs by the author and photographer Michael Nolan.

The editor in chief of this publication, Tobias Bestelid, participated in a promotional event about tourism in Puerto Vallarta in Stockholm, where he said that Mexico is receiving a lot of attention in Sweden.

The magazine *Vagabond* a leader in tourism in Scandinavia, with around 173,000 readers in Sweden and more than 107,000 readers in Norway.

For more information, please visit their webpage at this [link](#).

*Image credits: Vagabond Magasin.*





## EMBAMEX SWEDEN MARCH NEWSLETTER

### FOOD AND DRINK TASTING AT THE EMBASSY OF MEXICO



*Ambassador Gasca Pliego making the welcoming remarks at the inauguration of the food and drink tasting at the Embassy.*

and beverages, such as various types of tortillas from the state of Guanajuato, spicy sauces from the states of Quintana Roo and Jalisco, canned products such as tomatillos and chipotle adobo, dried chilies, fresh flavored water, and soft drinks. The Mexican artisanal beer Cucupá, bottled by Cervecería of Baja California, was also presented and tasted, as were wines from the L.A. Cetto winery of Ensenada, Baja California. Both products are imported by the Swedish distributor Liquorama. Also, Mexican-Swedish distributor Alias Smith showed and offered a tasting of several brands of high-quality tequila from the state of Jalisco.

*(Continued...)*

On March 28th, the Embassy of Mexico hosted an event, in collaboration with Pro-México, to promote and taste high-quality Mexican products on offer in Sweden.

This meeting was a success, since it was attended by more than 80 people from the food sector, restaurants, and taco trucks, as well as from the Swedish Chamber of Commerce, members of the food industry, and members of the press and the general public with an interest in Mexican products.

At this event, a tasting of various tacos, sauces, corn dishes and desserts were offered by the chef and founder of the Mexican company Sonora, Mr. Arturo Escalante and his colleagues. This company also showcased a wide range of typical Mexican food



*A few of the Mexican dishes that were offered at the event.*

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### FOOD AND DRINK TASTING EVENT AT THE EMBASSY OF MEXICO



(Continued...)

Ambassador Gasca Pliego welcomed the attendees with a speech in which he highlighted various advantageous aspects of the Mexican food and beverage industry and its products. Mexican food has already become an important factor in Swedish culture. The Ambassador concluded his remarks by thanking the guests for their support in assisting the promotion of Mexican gastronomy and products in Sweden.

The audience was pleasantly surprised by the broad range of Mexican products available in Sweden and by the growing quantity of Mexican restaurants

*Some of the Mexican beverages offered at the event.*

and *taquerías* being established throughout Sweden, and expressed enthusiasm for the Mexican products on offer.



*Attendees at the food and drink tasting at the Embassy of Mexico on March 28.*



## EMBAMEX SWEDEN MARCH NEWSLETTER

### SCREENING OF MEXICAN FILM “HILDA” IN GOTHENBURG

On February 26th, the Mexican film “Hilda,” by Andrés Clariond, was screened in Gothenburg at the Kino Hagabion theatre. This event was organized by Mrs. Nélida Becerra, from Folketsbio, and is held throughout the year, with the exhibition of films from various Spanish-speaking countries.

The screening of this movie was attended by a large crowd of people of different nationalities. The audience expressed great enjoyment of the film, its theme and performances, and cheered when it ended. Mrs. Becerra thanked the Embassy of Mexico and all who made this presentation possible and reiterated Folketsbio’s interest in continuing to give Mexico a place in the Spanish Film Series, which will hold the second part of this film series in the fall.

**FOLKETS BIO** **HAGA BION**

**CINE EN ESPAÑOL**  
Våren 2017

**HILDA**  
Dramakomedi  
Mexico  
2014  
**26 FEBRUARI**

**NO HABRÁ PAZ PARA LOS MALVADOS**  
Thriller,  
Spanien 2011  
**12 MARS**

**AZUL Y NO TAN ROSA**  
Romantiskt drama  
Venezuela  
Spanien  
2012  
**26 MARS**

**TANTA AGUA**  
Uruguay  
Komedi 2013  
**9 APRIL**

**FELICES 140**  
Dramakomedi  
Spanien 2015  
**23 APRIL**

**LA BUENA VIDA**  
Drama,  
Chile 2008  
**MAJ 7**

**VIOLETA SE FUE A LOS CIELOS**  
Den 10 maj när vi visar *Violeta se fue a los cielos* får vi besök av skådespelerskan Francisca Gavilán kl 17  
• Charla con Francisca Gavilán a las 17  
**MAJ 10** Dramadokumentär  
Chile 2014

Biljetter 50 kr. Medlemskort 50 kr.  
www.hagabion.se  
Hagabion, Linnégatan 21, Göteborg  
Tel: 031-42 88 10

Alla filmer visas med engelsk text.  
Alla filmer börjar kl: 18.30  
utom Violeta som börjar 18.15

Göteborgs Stad, SRE, VÄSTRA GÖTALANDSREGIONEN, EUROPA CINEMAS, Svenska Filminstitutet, ABP



Audience members at the screening of the film “Hilda” at Folketsbio in Gothenburg.

The poster for 2017 Folketsbio Spanish Film Festival.



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### MEXICAN PARTICIPATION IN SWEDINT COURSES



*Ambassador Gasca Pliego, Rear Admiral Ricardo Lortia Rosas with Lieutenant José Luis Corrales Serrano and Crishell Ceballos Camacho at the Embassy of Mexico on March 24.*

### MEETING WITH SWEDISH INTERNATIONAL SCHOOL STUDENTS



*Ambassador Gasca Pliego with Professor Matt Smith and students from the Stockholm International School at the Embassy of Mexico.*

On March 23, Ambassador Gasca Pliego received Professor Matt Smith and a group of students from Stockholm International School.

This group has spent a significant amount of time studying revolution processes in Latin America; therefore, they were especially interested in the Mexican Revolution, its causes, effects and impact in Mexican society. It is always a real pleasure for the Embassy of Mexico to receive young people interested in our history.



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### 2017 TIANGUIS TURÍSTICO HELD IN ACAPULCO



The 2017 edition of the Tianguis Turístico (Tourism Outdoor Market) was held in the port of Acapulco from March 27 to 30. The Tianguis Turístico is the most important platform for marketing and promotion of tourism products and services in Mexico; it is aimed at both national and international buyers. The objective of the event is to promote the diffusion and commercialization of Mexican tourism products and services. This important

business platform for the tourism sector of Mexico had the participation of 86 countries, more than 2,600 exhibitors, and the presence of around 900 purchasing companies; it is estimated that it achieved about 37 thousand business appointments. This event was organized by the Mexican Ministry of Tourism, the Tourism Promotion Council of Mexico (CPTM), and the Government of Guerrero.

This year, the Tianguis Turístico was attended by governors, federal officials, state tourism secretaries, businessmen, and international buyers, as well as by members of the national and international media, who were treated to many examples of Mexico's creativity and ingenuity in stands from the 32 states of the country.

Mexico welcomed a record-breaking number of 35 million tourists in 2016.



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### YURI HERRERA AT KULTURHUSET STADSTEATERN

The Mexican writer Yuri Herrera is coming to Sweden in May to present the Swedish-language translation of his 2009 novel, *Señales que precederán al fin del mundo* (Signs that will precede the end of the world). This is Mr. Herrera's first novel to be translated into Swedish. The book was well received by both critics and readers, and won several awards, including The Guardian's Best Fiction Award and NBC News Latino's Ten Great Books.

Yuri Herrera will have a conversation in English with cultural journalist Ika Johannesson, from SVT, on May 11 at 19:30 at Kulturhuset Stadsteatern. Tickets can be purchased on the Kulturhuset website, [here](#).



Yuri Herrera. Photo credit: Jaume Llahona

Information about an event in Spanish will follow soon.

### CONCURSO DE ENSAYO INSTITUTO MATÍAS ROMERO

**CONCURSO  
DE ENSAYO**  
Participación de la sociedad civil  
en la agenda multilateral de México



La Secretaría de Relaciones Exteriores a través de la Dirección General de Vinculación con las Organizaciones de la Sociedad Civil y el Instituto Matías Romero convocan a participar en el concurso de ensayo "Participación de la sociedad civil en la agenda multilateral de México".

El periodo de recepción de ensayos será del 15 de marzo al 15 de junio de 2017.

La convocatoria está dirigida a personas mayores de 25 años y que sean miembros de organizaciones de la sociedad civil, estudiantes de nivel superior e investigadores.

Consulta las bases de la convocatoria [aquí](#).

