

## Embamex Sweden November December Newsletter

### Magical Towns... Loreto

**L**oreto, a town in Baja California Sur which has been named one of Mexico's Magical Towns, is considered to be the first human settlement in this state. Within it, deep in the Sierra de San Francisco, a visitor will be able to admire extraordinary rock paintings and petroglyphs dating back at least a thousand years. In fact, these murals have been named by UNESCO as a World Heritage Site deserving of special protection.

Loreto is stunning for many reasons. It retains the traditions of a fishing village and seems far removed from modern life, and yet one will be surprised by how easy it is to travel to this seemingly hidden spot. The Sea of Cortez and the Sierra de la Giganta form a picturesque backdrop that one can enjoy while resting before the crystal clear waters of its beaches, while visiting the Isla Danzante or the Isla Colorado. Visitors will also be able to go whale-watching, and can also indulge in a wide variety of numerous other activities, such as kayaking, diving, snorkeling, hiking and fishing.

Come and live a unique experience in the Magical Towns of Mexico, and visit Loreto!



Images and text credit: <https://www.visitmexico.com/es/destinos-principales/baja-california-sur/loreto>



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## Embamex Sweden November December Newsletter

### Chargée d' Affaires Attends Lebanon National Day Reception

The Chargée d'Affaires, a.i., Audrey Rivera Gómez attended the invitation made by the Ambassador of Lebanon to Sweden, Mr. Hassan Saleh, on the occasion of the National Day on November 29, 2018. In this context, she also had the opportunity to dialogue with the Minister for Foreign Affairs of Sweden, Mrs. Margot Wallström.



*Chargée d'Affaires Audrey Rivera Gómez with the Ambassador of Lebanon, Mr. Hassan Saleh.*



*During the event, the Chargée d'Affaires Audrey Rivera Gómez held an important dialogue with Sweden's Minister for Foreign Affairs, Mrs. Margot Wallström.*



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SECRETARÍA DE RELACIONES  
EXTERIORES



## Embamex Sweden November December Newsletter

### Chargée d' Affaires Audrey Rivera Gómez Attends National Day Receptions of Romania and Laos



*Chargée d' Affaires Audrey Rivera Gómez with  
Ambassador of Romania Mr. Iulian Buga.*

**T**he Chargée d' Affaires, a.i., Audrey Rivera Gómez attended the invitation made by the Ambassador of Romania to Sweden, Mr. Iulian Buga, on the occasion of the National Day on November 27, 2018.



*Chargée d' Affaires Audrey Rivera Gómez with Ambassador  
of Laos Mr. Bounpheng Saykaya.*

**T**he Chargée d' Affaires, a.i., Audrey Rivera Gómez attended the invitation made by the Ambassador of Laos to Sweden, the Hon. Mr. Bounpheng Saykaya, on the occasion of the National Day on November 30, 2018.



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## Embamex Sweden November December Newsletter

### Chargée d' Affaires Audrey Rivera Gómez Attends National Day Ceremonies of UAE and Thailand



*Chargée d' Affaires Audrey Rivera Gómez with Ambassador of the U.A.E. Mr. Sultan Rashid Sultan AlKaitoob.*

**T**he Chargée d'Affaires, a.i., Audrey Rivera Gómez attended the invitation made by the Ambassador of the United Arab Emirates to Sweden, the Hon. Mr. Sultan Rashid Sultan AlKaitoob, the occasion of the National Day on December 2, 2018.



*Chargée d' Affaires Audrey Rivera Gómez with Ambassador of Thailand Mr. Soonthorn Chaiyindeepum.*

**T**he Chargée d'Affaires, a.i., Audrey Rivera Gómez attended the invitation made by the Ambassador of Thailand to Sweden, the Hon. Mr. Soonthorn Chaiyindeepum, on the occasion of the National Day on December 5, 2018.



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SECRETARÍA DE RELACIONES  
EXTERIORES



## Embamex Sweden November December Newsletter

### Chargée d' Affaires Audrey Rivera Gómez Participates at the first Meeting of MIKTA



*Top: Ambassador of Turkey, Hon. Mr. Emre Yunt; Amb. of Indonesia, Hon. Mr. Bagas Hapsoro; Amb. of Australia, Hon. Mr. Jonathan Kenna; Chargée d'Affaires, a.i. of Mexico Audrey Rivera Gómez; and Ambassador of South Korea, Hon. Mr. Jeongkyu Lee.*



**T**he Chargée d'Affaires, a.i. Audrey Rivera Gómez participated at the First Meeting of MIKTA Ambassadors in Stockholm on December 3, 2018. Among other topics, it was highlighted that the members recognized the leadership of Indonesia as MIKTA coordinator in 2018, and it was also emphasized that this kind of cooperation will continue throughout 2019 when Mexico becomes once again MIKTA coordinator.



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## Embamex Sweden November December Newsletter

### Chargée d' Affaires Audrey Rivera Gómez dialogues with high ranking Swedish Officials at Brazil Ambassador's Farewell

**T**he Chargée d'Affaires, a.i., Audrey Rivera Gómez attended the invitation made by the Ambassador of Brazil to Sweden, the Hon. Mr. Marcos Pinta Gama, on the occasion of the conclusion of his official commission on December 3, 2018. In this context, she dialogued with the Secretary of State of the Swedish Ministry of Enterprise and Innovation, Ms. Stina Billinger, on the possibility of jointly organizing an "Innovation Week."



*Top: Chargée d'Affaires Audrey Rivera Gómez with former Ambassador of Brazil Mr. Marcos Pinta Gama.*

*Bottom: Chargée d'Affaires Audrey Rivera Gómez with the Secretary of State of the Swedish Ministry for Enterprise and Innovation, Stina Billinger.*

*Chargée d'Affaires Audrey Rivera Gómez with Head of the Swedish Armed Forces General Mats Helgesson Högqlvarteret.*



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## Embamex Sweden November December Newsletter

### Chargée d' Affaires Audrey Rivera Gómez Attends Qatar National Ceremony



*Chargée d' Affaires Audrey Rivera Gómez with Qatari Chargée d' Affaires Mr. Ali Mutlag N.F. Alhajri.*

**T**he Chargée d' Affaires, a.i., Audrey Rivera Gómez attended the invitation made by the Charge d' Affaires, a.i. of the Embassy of Qatar to Sweden, Mr. Ali Mutlag N. F. Alhajri on the occasion of the National Day on December 7, 2018.

### Embassy of Mexico expresses its condolence in memory of Amb. Mendi Msimang



*Chargée d' Affaires Audrey Rivera Gómez at the Embassy of South Africa.*

**O**n December 7, 2018, the Chargée d' Affaires, a.i., Audrey Rivera Gómez signed the Book of Condolence in memory of Ambassador Mendi Msimang at the Embassy of the Republic of South Africa in Stockholm.



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SECRETARÍA DE RELACIONES  
EXTERIORES



## Embamex Sweden November December Newsletter

### The Embassy of Mexico promotes trade and investment in Mexico



*Chargée d'Affaires Audrey Rivera Gómez, Embassy of Mexico officials, ProMéxico Commercial Counsellor Alejandra Sánchez, and the C.E.O.s of SonoraMex at the Embassy of Mexico.*

On December 10, the Embassy of Mexico in Sweden held a productive economic and trade meeting with the company SonoraMex, which is one of the main importers in Sweden of products from the Mexican agroindustrial sector. This company is planning a significant investment in Mexico in the near future.



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## Embassy of Mexico November December Newsletter

### Embassy of Mexico expresses its condolence in honour of former President George H.W. Bush



*Chargée d'Affaires Audrey Rivera Gómez at the Embassy of the United States of America.*

**O**n December 7, 2018, the Chargée d'Affaires, a.i., Audrey Rivera Gómez signed the Book of Condolence opened in honour of former President George H.W. Bush at the Embassy of the United States of America in Stockholm.

### Chargée d' Affaires Audrey Rivera Gómez Attends National Day Ceremony of Kenya



*Chargée d' Affaires Audrey Rivera Gómez with Ambassador of Kenya Mr. Joseph Kiprono Sang.*

**T**he Chargée d'Affaires, a.i. Audrey Rivera Gómez attended the invitation made by the Ambassador of Kenya to Sweden, the Hon. Dr. Joseph Kiprono Sang, on the occasion of the National Day on December 12, 2018.

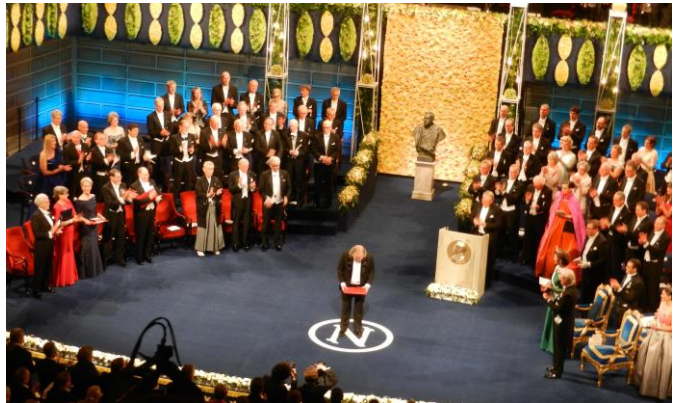
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EXTERIORES



## Embamex Sweden November December Newsletter

### Chargée d' Affaires Audrey Rivera Gómez Attends the Nobel Prize Award Ceremony



*Chargée d' Affaires Audrey Rivera Gómez at the Nobel Prize Ceremony.*

On December 10, 2018, the Chargée d' Affaires, a.i. Audrey Rivera Gómez attended the Nobel Prize award ceremony in Stockholm. The King of Sweden, Carl XVI Gustaf, awarded the Nobel Prize in Physics 2018 to Arthur Ashkin, Gérard Mourou, and Donna Strickland “for their contributions in laser in the field of physics and biology.” The Nobel Prize in Chemistry was awarded to Frances H. Arnold “for her studies on the evolution of enzymes” and to George P. Smith and Sir Gregory P. Winter “for their studies on peptides and antibodies.” The Nobel Prize in Medicine was awarded to James P. Allison and Tasuku Honjo “for their discovery of cancer therapy through the inhibition of negative immune regulation.” The Prize in Economic Sciences was awarded to William D. Nordhaus “for integrating climate change into macroeconomic analysis” and to Paul M. Romer “for integrating technological innovations in macroeconomic analysis.”



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## Embamex Sweden November December Newsletter

### Chargée d' Affaires Audrey Rivera Gómez held important dialogue with Minister for Foreign Affairs

**D**uring an event organized by the Ministry for Foreign Affairs of Sweden celebrating "St. Lucia's Day" on December 13, a holiday marking the beginning of the Christmas celebrations, the Chargée d'Affaires, a.i., Dr. Audrey Rivera Gómez recognized the leadership of Minister Margot Wallström for her success in promoting the peace negotiation talks on the conflict in Yemen. In addition, Dr. Rivera spoke briefly with the Swedish Minister for European Affairs and Trade, Ann Linde, on the importance for both countries of multilateral policies and free trade. She also talked with the Ambassador of Brazil to Sweden, the Hon. Mr. Nelson Antonio Tabajara de Oliveira, who recently took office and mentioned the importance of Sweden's trade and investment in his country.



*Chargée d' Affaires Audrey Rivera Gómez with Minister for Foreign Affairs Margot Wallström.*



*Chargée d' Affaires Audrey Rivera Gómez with Minister for European Affairs and Trade Ann Linde.*



*Chargée d' Affaires Audrey Rivera Gómez with Ambassador of Brazil Mr. Nelson Antonio Tabajara de Oliveira.*







## Embassy of Mexico November December Newsletter

### Chargée d' Affaires Audrey Rivera Gómez Attends Kazakhstan National Day Ceremony

**T**he Chargée d'Affaires, a.i. Audrey Rivera Gómez attended the invitation made by the Ambassador of the Republic of Kazakhstan to Sweden, Hon. Dr. Dastan Yeleukenov on the occasion of the National Day on December 13, 2018.



*Chargée d'Affaires Audrey Rivera Gómez with Ambassador of Kazakhstan Dr. Dastan Yeleukenov.*





## Embassy of Mexico November December Newsletter

### The Embassy of Mexico attends craft beer event



**R**epresentatives from the Embassy of Mexico were in attendance at the launch of the new craft beer “Chac –Mool” on December 13, an event which the Embassy also helped promote, held at the renowned Lådan restaurant in Stockholm. This beer is manufactured with Mexican ingredients by the Mexican brewing master Mr. Andrés Furukawa Suárez; it is classified as an “Imperial Stout” with a 7% volume of alcohol, and it also contains Mexican chocolate. The beer was presented at the official launch as “Chac-Mool - Mexican Hot Chocolate Imperial Stout.” Mr. Furukawa, the founder of the Macken brewery, explained that in the creation of the beer he used “Mayordomo” chocolate, which originates in the Mexican state of Oaxaca, as well as “Ibarra” chocolate from the state of Jalisco. He added that Chac-Mool beer was brewed at the facilities of the Nils Oscar brewery in Nyköping, Sweden.

The launch was attended by 150 visitors, including potential beer marketers, with the aim of positioning it as a Mexican-accented brand within the Swedish market. At the event, the 1968 Kubrick film “2001: A Space Odyssey” was screened in honour of the 50th anniversary of the film, which inspired the design of the Chac Mool beer’s label, and which also contains symbols from the Mayan and Toltec cultures. At the conclusion of the event, Mr. Furukawa thanked the attending Embassy staff for their accompaniment in support of their product throughout the launch.



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SECRETARÍA DE RELACIONES  
EXTERIORES



## Embamex Sweden November December Newsletter

### Embassy of Mexico Expresses its condolence in honour of Former Colombian President

On December 14, 2018, the Chargée d'Affaires, a.i., Audrey Rivera Gómez signed the Book of Condolence opened in honour of the former President of Colombia, Belisario Betancur, at the Embassy of the Republic of Colombia in Sweden.



*Chargée d'Affaires Audrey Rivera Gómez at the Embassy of Colombia in Stockholm.*



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EXTERIORES



## Embamex Sweden November December Newsletter

### Chargée d' Affaires Audrey Rivera Gómez accompanied Chinese Ambassador at a Photo Exhibition



*Chargée d' Affaires Audrey Rivera Gómez with Ambassador of China Mr. Gui Congyou.*

**T**he Chargée d' Affaires, a.i., Audrey Rivera Gómez accompanied the Hon. Ambassador of the People's Republic of China to Sweden, Mr. Gui Congyou, at the opening of the photo exhibition "Landscapes of China Viewed by Swedes," inaugurated at the Chinese Cultural Center in Stockholm on Saturday, December 15, 2018.



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## Embassy of Mexico November December Newsletter

**Chargée d' Affaires Audrey Rivera Gómez held important dialogue with senior political journalists about Swedish election**



*Photos, top from left: Chargée d' Affaires Audrey Rivera Gómez at the seminar, with Håkan Holmberg and with Inger Arenander.*

*Photos, bottom from left: Chargée d' Affaires Audrey Rivera Gómez with Anders Lindberg and with Peter Wallensteen.*

**T**he Chargée d' Affaires, a.i., Audrey Rivera Gómez discussed the election process in Sweden with political analyst Inger Arenander, from Sveriges Radio (Sweden's Radio), and on the same topic dialogued with the editor-in-chief of the political section of Uppsala Nya Tidning, Håkan Holmberg, and Anders Lindberg, senior political analyst of Aftonbladet; as well as with moderator Peter Wallensteen, researcher at the Department of Conflict and Peace at the University of Uppsala, for his keen and balanced questions to the participants during the seminar "The Political Process in Sweden after the Elections," an event organized by the Ministry for Foreign Affairs of Sweden and the University of Uppsala on December 19, 2018.

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EXTERIORES



## Embamex Sweden November December Newsletter

### Embassy of Mexico Expresses its condolence in honour of former Ethiopian President



*Chargée d'Affaires Audrey Rivera Gómez at the Embassy of Ethiopia.*

On December 19, 2018, the Chargée d'Affaires, a.i., Audrey Rivera Gómez signed the Book of Condolence opened at the Embassy of the Federal Democratic Republic of Ethiopia in Sweden in honour of former President Girma Wolde-Giorgis.



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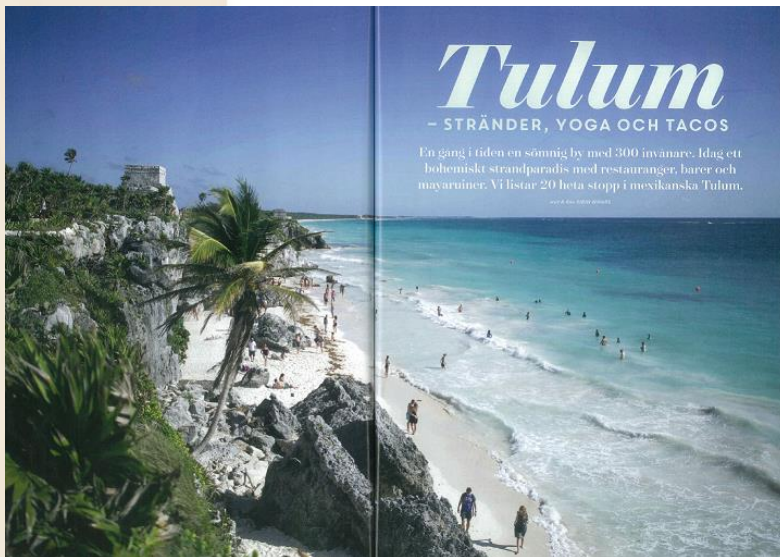
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EXTERIORES



## Embamex Sweden November December Newsletter

### Vagabond Magazine publishes article on Tulum



**T**he Scandinavian tourism magazine *Vagabond* ran an article in its December 2018 edition titled “Tulum - Beaches, yoga and tacos.” Mrs. Karin Wimark, editor, journalist and author of the article, traveled especially to Mexico from February 5 to 15, 2018 in order to visit Tulum and write about her finest recommendations about what she considers that visitors have on offer at this paradisiacal location.

*Vagabond* magazine is considered a leader in tourism in Scandinavia, with an average of 173,000 readers in Sweden and more than 107,000 readers in Norway. This magazine is sold in major national self-service stores such as Pressbyrå, 7-Eleven, Hemköp, Coop and ICA, among others. *Vagabond* was created in 1987 and is part of the Egmont publishing group, whose founder was Mr. Egmont Harald Petersen in 1878.



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EXTERIORES



## Embamex Sweden November December Newsletter

Allt om Resor Magazine publishes article on Yucatán Peninsula



An article promoting tourism to the Yucatán Peninsula in Mexico was run in the December 2018 edition of the travel magazine *Allt om Resor* (which is published by the Swedish newspaper Expressen). The text is titled “Instead of a hotel, rent a house in Mexico and enjoy your own pool,” as well as having a supplementary guide, “Guide to the Yucatán Peninsula;” both were written by Fredrik Söderling and photographed by Almog Halili.

The publication is the result of activities carried out by the Embassy of Mexico in the area of tourism promotion and attendance at tourism events, including coordinated work carried out with the members of the Association of Representatives of National Tourism Offices in Sweden (ANTOR).

It is worth mentioning that the magazine *Allt om Resor* is part of the newspaper Expressen, which is one of the Swedish newspapers with the largest circulation in the country, with an estimated circulation of around 304 thousand copies.



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