

EMBAMEX SWEDEN OCTOBER NEWSLETTER

MAGICAL TOWNS: TAXCO



Taxco is a small but charming Magical Town nestled in an area surrounded by great hills and mountains in the state of Guerrero, which has an abundance of silver deposits. A large part of the town's population makes a living from the commerce and manufacture of objects yielded by this precious metal. The beauty of this town is further enhanced by the fact that it preserves the baroque constructions raised during the mining boom of the Spanish Colonization.

Any one of the many terraces overlooking this beautiful place serves well for contemplating these jewels of the past, which must be sought among the cobbled streets that rise and fall throughout the town.



This magnificent Magical Town has the ability to transport us to another time and space; to the time of Colonial Mexico.

The picturesque cobblestone streets are characterized by their inclination, and almost all of them lead to quaint little squares where it is possible to walk, visit a kiosk or sit on a bench.

Come to live a unique experience in one of Mexico's Magical Towns and visit Taxco!

Text and image credits: <https://www.visitmexico.com/es/destinos-principales/guerrero/taxco>

EMBAMEX SWEDEN OCTOBER NEWSLETTER

AMBASSADOR GASCA PLIEGO VISITS THE UNIVERSITY OF SKÖVDE



Ambassador Gasca Pliego visited the University of Skövde on October 5th. The Ambassador met with university officials to discuss opportunities for cooperation in educational matters as well as the increasing numbers of Mexican students at Swedish universities, including at the University of Skövde.

Ambassador Gasca Pliego, Head of Consular Affairs Claudia Keller Lapayre, and officials from the University of Skövde.

The university published an article describing the Ambassador's visit on their website, quoting several remarks he made during his visit. Read the article [here](#).

AMBASSADOR GASCA WELCOMES NEW UD AME OFFICIAL FOR MEXICO

Ambassador Gasca Pliego met with Nicki Khorram-Manesh, the recently appointed official for Mexico at the Americas Department at Sweden's Ministry for Foreign Affairs, on October 9th. During this meeting, the Ambassador and Mr. Khorram-Manesh discussed the excellent bilateral relationship between Mexico and Sweden, among other topics.

Ambassador Gasca Pliego with Mr. Khorram-Manesh at the Embassy of Mexico.



EMBAMEX SWEDEN OCTOBER NEWSLETTER

ANTOR MEETING AT THE EMBASSY OF MEXICO

On November 7, the 7th monthly meeting of the Association of Representatives of National Tourism Offices of Sweden (ANTOR) was held at the Embassy of Mexico in Stockholm. The meeting was attended by representatives from Austria, Slovakia, Estonia, Iceland, Israel, Malaysia, Mexico, the Netherlands, Portugal, Spain, Poland and Malta.

Several topics were addressed during the meeting, including upcoming tourism events and fairs in the Nordic region, the 2018 Travel News Market, the coordination of ANTOR press and tourism promotional activities in Sweden, the organization of the annual ANTOR Press Breakfast and the ANTOR Award Ceremony for the best tourism article in Sweden, and the election of a new President of the ANTOR Board of Directors for next year.

Furthermore, the current President of the Board of Directors of ANTOR Sweden, Mrs. Malgorzata Hudyma (Poland), indicated that the election of a new president will be held at the next General Assembly of ANTOR Sweden on December 5, 2018. At the conclusion of the meeting, the participants expressed their gratitude to the Embassy of Mexico for their hospitality in hosting this meeting.



ANTOR representatives at the Embassy of Mexico.

AMBASSADOR GASCA PLIEGO MEETS WITH NEW DACA RESEARCHER



Ambassador Gasca Pliego met with the Mexican citizen Elisenda Balleste Buxo at the Embassy of Mexico on October 11. Ms. Balleste Buxo was recently appointed as Research Assistant at the DAPA (Democracy Assessment and Political Analysis) unit at IDEA (the Institute for Democracy and Electoral Assistance) in Stockholm, Sweden.

Ambassador Gasca Pliego with Ms. Balleste Buxo at the Embassy of Mexico.

EMBAMEX SWEDEN OCTOBER NEWSLETTER

EMBASSY OF MEXICO HONORS #SPIRITDAY



Staff at the Embassy of Mexico wore something purple on October 18th in support of #SpiritDay, an initiative by GLAAD to generate awareness and prevent bullying and harassment of LGBTQ youth.

Support Spirit Day and #TakeAStand against bullying!

AMBASSADOR GASCA PLIEGO MEETS WITH UD AME DIRECTOR

Ambassador Gasca Pliego met with the Director of the Americas Department of the Swedish Ministry for Foreign Affairs, Karin Höglund, on October 19 to discuss, among other things, the Promotion of the Intergovernmental Conference to Adopt the Global Compact for Safe, Orderly and Regular Migration, which will be held in Marrakech, Morocco on December 10 and 11, 2018. During this meeting, the Ambassador also thanked the Director for her constant support for the advancement of Mexico-Sweden relations.

EMBAMEX SWEDEN OCTOBER NEWSLETTER

AMBASSADOR INAUGURATES DAY OF THE DEAD AT GRÖNA LUND

A celebration of the Day of the Dead was held for the second time in Stockholm between October 19 and November 4, at one of the most important amusement parks in Sweden, Gröna Lund. The opening of the mega altar that the park installed was inaugurated by Ambassador Gasca Pliego, who was accompanied by Magnus Widell, the Executive Director of the park; by Johan Lotsander, the Gröna Lund events manager; by Héctor Domínguez, the Cultural Affairs Officer of the Embassy



Ambassador Gasca Pliego cuts the ribbon at the opening ceremony in the company of Gröna Lund officials, Mrs. Mayte Calderón and staff from the Embassy of Mexico.

of Mexico; and by Mrs. Mayte Calderón, a Mexican citizen, among others. Embassy staff and members of the general public were also in attendance at this occasion. In addition, the Mariachi group *Tre Killar* gave musical accompaniment to the official ceremony of the opening of the section in Gröna Lund dedicated to Day of the Dead traditions.



Mr. Lotsander reported that approximately 100,000 people attended the amusement park this year between the aforementioned dates. Thanks to the collaboration with Mrs. Mayte Calderón, an energetic promoter of these festivities in Sweden, and the Embassy of Mexico, the park was able to install the altar again this year, as well as a photographic exhibition in which the fundamental characteristics of the Mexican altars were shown to the public, thus offering them a genuine representation of this particular tradition. Mr. Lotsander praised the Embassy and the Mexican community in Stockholm for their guidance and contributions in the development of this project.

EMBAMEX SWEDEN OCTOBER NEWSLETTER

MEXICO PARTICIPATES AT THE TRAVEL NEWS MARKET 2018



David Ruiz Coronado and Jennie Aradszky, from the Embassy of Mexico, at the Mexico stand during the 2018 Travel News Market in Stockholm.

On November 8th, the Travel News Market 2018 tourism fair was held at the Waterfront Congress Center in the city of Stockholm. This is the third edition of this event, which is organized by the Swedish publication Travel News, a travel magazine aimed at industry executives with the purpose of uniting agents, operators, airline officials and representatives from various destinations. Staff from the Embassy of Mexico hosted the Mexico stand and spoke with several people interested in tourism in Mexico, including journalists specializing in tourism, editors of tourism magazines and heads of travel agencies.

On this occasion there were more than 1,200 visitors and around 210 exhibitors in attendance, among of which 31 were members of the Association of Representatives of National Tourism Offices, or ANTOR Sweden.

There was great interest at the Mexico tourism stand in obtaining information about the digital learning platform “Visit Mexico University,” which is designed to inform travel agents on the broad diversity of tourism offers in our country. In addition, Mr. Björn Hallinder, Expert Media and Marketing Director for the Nordic countries of the Thomas Cook Northern Europe AB agency, thanked the CPTM-London and the Embassy of Mexico for their continued cooperation and support in various tourism-related promotional activities.



EMBAMEX SWEDEN OCTOBER NEWSLETTER

AMBASSADOR GASCA PLIEGO MEETS WITH KING CARL XVI GUSTAF



Ambassador Gasca Pliego with King Carl XVI Gustaf on October 23.

On October 23, 2018, Ambassador Gasca Pliego attended a farewell audience with King Carl XVI Gustaf of Sweden in the protocol rooms of the Stockholm Royal Palace. During the meeting, King Carl XVI Gustaf awarded the Order of the Polar Star in the rank of Commander 1st Class to the Ambassador in recognition of the strengthened and improved bilateral relations between Mexico and Sweden throughout the Ambassador's tenure in Sweden over the last four years.