



México Down Under



Embassy of Mexico in Australia

| Bulletin No. 12

Letter from the Ambassador

Fruitful Results of Mexico's Economic Reforms

At the beginning of January 2015, President Enrique Peña Nieto delivered his New Year Message to the people of Mexico, in which he stressed that, during 2014, Mexico dared to change, approving eleven structural reforms aimed at accelerating the development of the country.

At the same time, major infrastructure plans, and improved and expanded social programs were launched. On the other hand, President Peña Nieto recognized that during 2014 legitimate demands for justice were made too.



President Peña Nieto said the good and the bad experiences of 2014 left us with lesson: Mexico will NOT remain the same; the country must continue to change for the better. 2015 demands the best of us all. This year, requires unity and generosity; teamwork and perseverance. It's time to renew our spirits; to rebuild confidence and hope.

He declared that during 2015, the top priority of his administration will be that Mexican families do well. Therefore, in his message to the Nation, President Peña Nieto announced seven important results in favour of the economy of households:

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1. Thanks to the Energy Reform the cost of electricity bills paid by families has decreased across the country.
 2. Thanks to the Telecommunications Reform, for the first time, the fees for interstate long distance calls will disappear, and every call will be considered as a local call. This will help Mexican families to keep closer.
 3. During 2015 more than 10 million poor families will receive a free digital television.
 4. Thanks to the Financial Reform, in 2015 the largest program to promote young entrepreneurs in Mexico will be launched. Mexicans, aged 18 to 30, who want to start a business or grow the one they already have, will have financial support.
 5. The construction of decent housing will speed up during 2015, allowing more families to own a home. A package of Fiscal and Financial Measures will be launched to promote the development of Housing.



6. From the first day of 2015 agricultural activities in Chiapas, Guerrero, and Oaxaca shall have preferential tax treatment, with the aim of promoting the development of the southern states.

President Peña Nieto promised to continue working with determination, firmness and clarity, putting all reforms into action. He also reiterated his commitment to combat corruption and impunity, and to strengthen transparency. With unity and renewed enthusiasm, we will demonstrate the strength and greatness of Mexicans, he concluded.

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In 2015, the top priority of my administration is that Mexican families do well: @EPN
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Mexican Landscape

MEXICO AND THE UNITED STATES OF AMERICA: A COMMITMENT FOR JOINT PROSPERITY



The month of January 2015 served as framework for the first official visit of the President of Mexico, Enrique Peña Nieto, to Washington DC, during which the substantive issues of the bilateral agenda were reviewed, and the strategic sense of cooperation between both countries was strengthened.

During his meeting with the President of the United States of America, Barack Obama, President Peña Nieto discussed priority issues regarding security, justice and migration. They also addressed issues concerning the economy, competitiveness, and education. The commitment by both governments to build increasingly robust relations, with a strategic vision to meet the challenges of the region in the future through concrete progress, was reaffirmed.

A series of accompanying and coordination actions were agreed regarding the announcement of executive action regarding migration, which will enable the greatest number of Mexicans to

benefit. President Peña reiterated the position of respect for internal migration processes in the U.S.A. and confirmed that the Mexican consular network is ready to assist and meet the challenges that may arise in this context. Both leaders agreed that the border constitutes a meeting point and a source of opportunities, and pledged to promote a new border narrative that will highlight constructive aspects and turn it into an epicentre of shared prosperity.

A letter of intent was signed to create the Mexico-United States of America Internship Program, which will increase the number of students doing internships at companies with a strategic presence in the two countries. Its signing reflects the renewed commitment of the two presidents to promote academic exchanges and student mobility, by allowing links with the private sector.

During the meeting, the commitment to promote greater development in Central America was reinforced by following the principles of shared responsibility advocated by both countries. They confirmed their interest in advancing the implementation of the Plan for the Alliance for Prosperity for the Northern Triangle with El Salvador, Guatemala and Honduras. They pledged to increase the creation of opportunities for the development of the societies of these three countries through investments in infrastructure.

President Peña hailed the leadership of President of Cuba, Raúl Castro and President Barack Obama in normalizing diplomatic relations between Mexico's two sister countries. He added that the measures taken will contribute to the prosperity, strengthening of democracy and promotion of human rights throughout the region. President Obama praised the Mexican government's commitment to facilitating and opening up additional channels that will contribute to the normalization of diplomatic relations.

These concrete achievements in promoting an increasingly competitive and dynamic North America reflect the commitment by both countries to prospering jointly and building an increasingly solid relationship with a strategic vision that will make it possible to address the challenges of the future.



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In his message to the Nation, President @EPN announces 7 actions in favour of the economy of households. presidencia.gob.mx

Global Mexico

MEXICO JOINS MILA

Mexico has fully joined the Mercado Integrado Latinoamericano (MILA), which originally integrated the stock markets of Colombia, Chile and Peru. These three markets began their integration in November 2010, making it Latin America's largest market according to number of issuers, the second by market capitalization, and the third by turnover.



The Mexican Stock Exchange (Bolsa Mexicana de Valores, BMV) initiated the process of incorporation into MILA in 2014. Mexico announced the first trade made as part of MILA on 2 December 2014. The trade on MILA was a \$1,415 purchase of 200 shares in Chilean retailer Falabella, executed by GBM Mexico through GBM Chile.

With the entry of Mexico into MILA, the integrated stock market now counts 780 issuers among the four countries, making it the biggest market by number of listed companies in Latin America, and the biggest in terms of market capitalization, according to the World Federation of Exchanges. The joint capitalization of the four bourses tops US\$1.25 trillion, making it larger than the US\$1.22 trillion, Brazil's BM&F Bovespa.

According to the Deputy Minister of Finance of Mexico this will enhance competition among businesses and it will support job creation, directly benefiting Mexican families. Also, this alliance, having increased the number of securities available, means enlarged opportunities for companies and investors.

Latin American Integrated Market: It is the result of an agreement signed by the Santiago Stock Exchange, the Colombia Stock Exchange and the Lima Stock Exchange, along with the CSDs Deceval, DCV and Cavali, who in 2009 started the process of setting up a regional market to trade equities from the three countries.

After several months of working together, in which the main actors from all three markets and government authorities of each country played an important role, MILA began operating on May 30th, 2011; thereby opening up a world of opportunities for investors and brokers from Chile, Colombia and Peru, who could purchase and sell shares from the three stock markets through a local broker.



MILA is the first cross border initiative to integrate equities markets, without any sort of merger or global corporate integration, using only technological tools along with the adaptation and standardization of the regulations on trading in capital markets and the custody of securities in the three countries.

Thus, the examination of securities from each country was made possible along with the free trading of shares by order routing through the brokers of Chile, Colombia and Peru to the original markets.

One of the most important characteristics of MILA is the fact that not one market sacrifices their independence or their regulatory autonomy; however they have, as a premise, the growth of the joint market, since they complement each other. Likewise, all MILA transactions are performed in the respective local currency without the need to leave the country, and with book-entry through the local broker; thereby providing easier international transactions with this tool.



The Mexican Stock Exchange: It is a public institution that operates under a concession granted by the Ministry of Finance, observing the Mexican Securities Law. It is a forum in Mexico where the organized securities market transactions are held, as its main objective, to facilitate the securities transaction process as well as the market development, fostering its expansion and competitiveness.

The corporations that require monetary resources to finance their operations or expansion projects, might find it at the securities market, by issuing securities (stocks, bonds, commercial paper, etc.) which are offered to the investors (issued) and traded (bought and sold) at the Mexican Stock Exchange, in a transparent and free competitive market with equal opportunities for all participants.

To underwrite an initial public offering, the company turns to a brokerage firm which offers them (primary market) to the investors through the BMV. By this means, issuers receive the corresponding monetary resources of the securities acquired by the investors.

Once the securities are placed among investors, they can be bought and sold (secondary market) at the Mexican Stock Exchange, through a brokerage firm.

The Mexican Stock Exchange is the physical place where the trades made by the brokerage firms are executed and registered. Investors buy and sell stocks and debt securities through intermediaries, called brokerage firms. It is very important to state that the Mexican Stock Exchange does not buy or sell securities directly.



The investors send their orders through an account executive employed by a brokerage firm. These account executives are registered specialists that have received training and are authorized by the Mexican regulator. The buy and sell orders are transmitted from the brokerage firm to the market through a sophisticated Negotiation, Transaction, Registry and Assignment Electronic System (BMV – SENTRA Captales) where they will wait to find and equal but opposite order and thus perfect the operation.

The Mexican Stock Exchange has supported Mexico's economic development, along with the financial sector institutions. It has contributed to channel savings towards productive investments, a source of economic growth and job creation in the country.

A dash of history: In 1850 the first mining stocks transactions took place. By 1867 the First Brokerage Securities Law was enacted and in 1886 the Bolsa Mercantil de México was founded. In 1933 Mexico's modern securities markets activity starts. The First Regulatory Exchange Law is passed and the *Bolsa de Valores de México, S.A.* is incorporated and supervised by the National Securities Commission. In 1975 a revised Mexican Securities Law is passed and the Stock Exchange is renamed as Bolsa Mexicana de Valores (BMV), taking over Guadalajara and Monterrey Stock Exchanges. On 11 January 1990, all stocks are traded electronically through the system BMV-SENTRA Captales. On 17 May 2001, there is a record as the most active trading day at the BMV.

GLOBAL MEXICO



Tortilla triumph in Buenos Aires

Buenos Aires.- Adal Díaz, who arrived in Buenos Aires to study a specialty in sports journalism, found success as a small entrepreneur by selling tortillas to the local Mexican community.

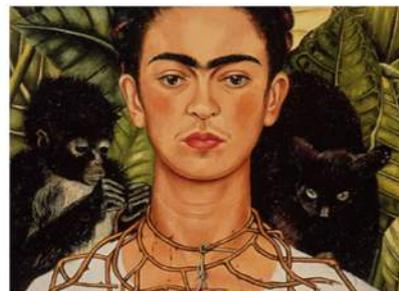
With the help of his traditional machine and a comal, or tortilla pan, the 38 year-old journalist spends his afternoons working in his kitchen at home to meet the orders of his ever-growing number of customers, most of whom are young students studying postgraduate degrees.



Mexican singer raises funds for children

New York.- Mexican soprano Mónica Ábrego, having starred in New York's outstanding venues, is now concentrating on raising funds to help poor children with music in her native state of Baja California.

Ábrego is the director of the Baja Musical Arts Initiative in New York. She helps to finance a series of concerts throughout her home state. Some 1,600 students take part in concerts every week in Baja California.



Frida Kahlo's wardrobe arrives in London

London.- The colorful wardrobe of the Mexican painter Frida Kahlo (1907-1954) is arriving in London by means of a photographic exhibition by Japan's Ishiuchi Miyako, the first person to photograph the artist's personal belongings.

The clothes were taken from the "Casa Azul" in Mexico City where they were held under lock and key for half a century after Kahlo died in 1954. The exhibition is the first documentation of the dresses and other belongings of the artist.

After her death, her husband Diego Rivera (1886-1957) ordered Kahlo's personal effects to be kept in the bathroom of the Casa Azul, where the couple lived in Coyoacán. Now the house is the Frida Kahlo museum.

Magic of Mexico

THE MEXICAN GENTLE GIANTS: THE GRAY WHALES



The Mexican State of Baja California Sur is known for its natural beauties, among which are the towns of Cabo San Lucas and San José del Cabo, popularly known as “Los Cabos”, as well as the coastal town of La Paz.

Besides being one of the most popular beach destinations in Mexico, Baja California Sur is also known for being a favourite spot among gray whales, who year after year migrate from the cold waters of Alaska to the Sea of Cortes to breed, in a 12 thousand mile trip.

Gray whales can grow up to 15 meters in length, and weight between 30 to 40 tonnes, while younger specimens are born with a length of 4 meters and weigh an average of 750 kilos. They feed on small crustaceans, and are very important players in keeping a healthy marine ecosystem. Since the mid-forties this gorgeous animal was declared a protected species, and its wild population, once critically decimated by hunting, has experienced a steady recovery.

During the past twenty years, Mexico has undertaken a huge effort and commitment to protect gray whales that reach our coasts. During the 2014-2015 watching season, an estimated 520 whales have been spotted in the coasts of Baja California Sur.





Whale watching is a memorable experience for any traveller. These intelligent animals often get close to greet their spectators and follow their boats. Starting early in December and until April, many tourist companies in Baja California Sur offer whale watching tours, transporting thousands of tourists that want to have a unique and heart warming experience. Tour operators are certified to comply with the most rigorous standards to protect both the visitors and the natural resources.

In the State of Baja California Sur, there are main four spots that are ideal for this endeavour: the Lagoons of Ojo de Liebre and San Ignacio, Guerrero Negro and Magdalena Bay. All of them are located inside the Vizcaíno Ecological Park, which was declared in 1988 a protected area because of the large amount of gray whales that it hosts, and because its waters provide safe shelter for hundreds of animal and plant species, many of which are unique to the area. The Sea of Cortés alone, which borders the Vizcaíno Ecological Park, hosts an approximated three thousand species of sea animals, which earned it the nickname of “the largest aquarium in the world” that was given to it by the famous undersea explorer Jacques Cousteau.

Whether to do whale watching or just indulging in its fresh waters, the coasts of Baja California Sur are a natural wonder that must not be missed by anyone visiting Mexico.

To find more about whale watching and travel planning to Baja, please visit:

<http://www.visitmexico.com/es/migracion-de-la-ballena-gris-en-la-paz>

<http://visitbajasur.travel/en/activitis/gray-whale/>

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In 2015 we will accelerate the construction of decent #Housing, so that more families can own a home: @EPN

Culture: Bridges of Understanding among Australia and Mexico



Culture is a powerful tool to build bridges of understanding among people, communities and nations. Culture is a vehicle through which we can perceive and appreciate a country's realities and transformations.

Because art is universally human, and one of the highest forms of individual and political expression, the exchange of art and culture is a powerful tool in finding common ground and building stable relationships.

Australia had recently had the opportunity to explore Mexico's ancient culture with the Aztec's exhibition at the Melbourne Museum and the Australian Museum, visited by thousands of people.



For this 2015 we have a wide array of cultural events in Australia.



From participation in film, culinary, and multicultural festivals, to musical performances, exhibits and displays of our traditions. For example, the Day of the Dead and *Pastorelas* (a traditional Christmas play). We are honoured to share this with you, your family, and friends of all nationalities.

Stay informed of these events through this newsletter.

COMING SOON



Rotoplas aims for US growth

Mexico City.- Rotoplas, a Mexican leader in water storage systems, aims to invest \$100 million in the construction of treatment plants in the United States, as part of an expansion strategy that also includes Latin America.

Carlos Rojas Mota Velasco, chairman of the board of Rotoplas, says that six or seven plants are to be built in the US in areas of water shortage.



Construction on new Mexican City airport to begin in February

Mexico City.- Work on the \$1.36 billion construction of the new Mexico City airport is to begin in February. Conclusion of the project is due in 2018.

Raúl González Apaolaza, a senior executive of the constructors, GACM, said that the first priority is earth-moving and the preparation of foundations for the basic access roads from the nearby Peñón-Texcoco freeway and the Mexico State ring road.

The cost of the new terminal will be about \$8.57 billion.



Seventy years of diplomatic relations with Switzerland

Geneva.- Mexico and Switzerland celebrate the 70th anniversary of the establishment of diplomatic relations this year. The celebrations will include literary, cinema, gastronomic and other cultural events, as well as exhibitions by Mexican creative artists in Switzerland.

The activities will begin in the second half of 2015 and run through the first half of 2016, said Jorge Castro-Valle, Mexico's ambassador to Switzerland.

Mexicans Down Under

MEXICO LINDO



The idea of forming a group to show the Mexican culture arose in 2010. The first festival in Canberra Rocio went there was only one show with three dancers that performed a couple of most known Mexican dances. Rocio thought Canberra needed a group to share the Mexican rhythms and colours and she started together with Margarita Dominguez, and Viva Mexico started in 2011 with four more female dancers (Neri, Maria, Marcela, and Sofia). During that year they had a few performances (Spanish Club,

Lyons Early Childhood School, and *Dia de muertos* party).

In 2012 the group is reorganized and a new name is given; Mexico Lindo. The group is a non-for-profit organisation relying solely on volunteers and donations. Its members are all very enthusiastic amateur dancers. The core of Mexico Lindo is formed by Rocio, Mari, Elias, Sofi, Maria, and Neri from Mexico, and Carlos from Colombia. These dancers are settled in Canberra. However, the group includes many other dancers from different nationalities that are in Canberra for a shorter period. Thus the group changes in size and composition greatly through time, as the group is always open for new enthusiastic and curious volunteers. To join the group only willingness to dance is required.



Since 2012 Mexico Lindo has performed in Canberra and adjacent regions (Cooma, Goulburn, and Queanbeyan) in festivals (such as the Multicultural festival and Floriade), childcares, schools, universities, conferences, nursing homes, Latin-American parties. The goal is to share the different regional dances with their traditional and colourful costumes to promote Mexican culture in Canberra.



Dear friends,

If you have any question or comments regarding this publication please feel free to contact us at embaaustralia@sre.gob.mx

Se invita a los mexicanos a compartir sus historias de éxito en Australia, mandándolas en no más de una cuartilla arial 12 y con fotografías a vtrevino@sre.gob.mx.

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