

EMBAMEX SWEDEN JUNE-JULY NEWSLETTER

MAGICAL TOWNS: MALINALCO



The town of Malinalco is a place of incomparable beauty, surrounded by mountains with peculiar shapes and lush vegetation. Malinalco is a charming Magical Town with cobblestone streets and the scent of flowers; it is a place in which one can relax in complete tranquility.

Visitors will be able to experience its traditions and customs, which are part of the great heritage of a town that day after day, charms and delights those who explore it. Malinalco boasts a former Augustinian convent and a Mexica shrine which

can be found high above the hills; the shrine has a majestic ceremonial center which was erected by the Mexica people. As one enters, a rug resembling a snake's tongue will welcome visitors into the magical pre-Hispanic world of the Eagle and Jaguar warriors, whose forms were carved directly on the hill's rocks.

There is also Cuauhtinchán, which is located in the middle of the Texcaltepec Mountains. Its living museum is home to a variety of colors expressed as tiny and strange-looking animals. In addition, there is no lack of restaurants serving fine cuisine with strong indigenous flavors. Malinalco has become the perfect escape right in the middle of the country.

Come and enjoy a unique Magical Town in the heart of the State of Mexico – visit Malinalco!



Text and images:

<https://www.visitmexico.com/es/destinos-principales/estado-de-mexico/malinalco>

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VI MEXICO-SWEDEN MEETING OF BILATERAL POLITICAL CONSULTATIONS

On June 13, the VI Meeting of the Mexico-Sweden Mechanism of Bilateral Political Consultations was held in Stockholm. This meeting was chaired jointly by the Mexican Deputy Minister of Foreign Affairs, Ambassador Carlos de Icaza, and by the Swedish Secretary of State, Annika Söder. In attendance at the meeting were Ambassador Agustín Gasca Pliego and the Deputy Head of Mission of the Embassy of Mexico, Audrey Rivera Gómez, along the Director General for Europe of the Mexican Ministry of Foreign Affairs, Ambassador Francisco del Río. Sweden was represented at the meeting, in addition to the Secretary of State, by Ambassador Teppo Tauriainen, Director General for Foreign (Continued...)



Deputy Minister Carlos de Icaza with Secretary of State Annika Söder.



Deputy Minister de Icaza at the courtesy meeting with Swedish Parliament Speaker Urban Ahlin.

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VI MEXICO-SWEDEN MEETING OF BILATERAL POLITICAL CONSULTATIONS



Trade of the Ministry for Foreign Affairs; Ms. Anika Höglund, Director General of the Department of the Americas at the Ministry for Foreign Affairs; Mr. Efraim Gomez, Deputy Director General of the Ministry for Foreign Affairs; and Mr. Per Norström, the official in charge of Mexico at the Department of the Americas at the Ministry for Foreign Affairs.

Deputy Minister de Icaza also held a courtesy meeting with the Swedish Parliament Speaker, Mr. Urban Ahlin, and with members of the Swedish Parliament's Foreign Affairs Commission.

At the courtesy meeting with the Swedish Parliament Speaker, Urban Ahlin, and members of the Foreign Affairs Commission of the Swedish Parliament.



Deputy Minister of the Ministry of Foreign Affairs Carlos de Icaza and Director General for Europe Ambassador Francisco del Río visited the Embassy of Mexico in Sweden and took a photograph with Embassy diplomats and staff.

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VISIT TO JÖNKÖPING INTERNATIONAL BUSINESS SCHOOL



Ambassador Gasca Pliego speaking at the Jönköping International Business School.

On April 15 and 16, Ambassador Gasca Pliego, accompanied by the Head of the Consular Section, of the Embassy of Mexico, Claudia Keller, the Head of Cultural Affairs, Lorelee Arias, and the Head of the ProMéxico office in Stockholm, Carlos Pérez-Cirera, visited the city of Jönköping in the municipality of the same name, about 300 kilometers southwest of Stockholm.

During this visit, which was coordinated by staff of the Office of International Affairs of the University of Jönköping (JU), there was an opportunity to meet with the Vice Rector of this institution, Mr. Mats Jägman, and with Mrs. Leticia Lökvist, Mexican citizen who works in the International Affairs

Office of this institution, and Ms. Ingrid Estrada-Magnusson, also of Mexican origin, who is in charge of Human Resources, among other academic authorities. The University is made up of the International Business School (JIBS), the School of Engineering, the School of Education and Communication, and the School of Health and Welfare.

Apart from receiving general information about this university, which has 11 thousand students, of which 2 thousand come from more than 80 different countries, the staff of JIBS and the School of Engineering presented their important achievements in the academic field and the development of strategies that promote their internationalization and offer professional experience for students from Sweden and from all over the world.

This University is affiliated with 800 private companies that offer internships or employment to students. So far, agreements have been reached with companies such as Volvo in the United States, Brazil, Thailand, Vietnam and Singapore; these efforts have also begun in Mexico with Volvo Trucks and Autoliv. JIBS is considered to be the best business school in Sweden, over institutions of great tradition such as the School of Economics of Stockholm. It is also considered to be the best in Europe and the second best in the world in the field of study of family businesses. *(Continued...)*

At the Office of International Relations of the University of Jönköping.



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VISIT TO JÖNKÖPING INTERNATIONAL BUSINESS SCHOOL

Later, a presentation was made of the Linnaeus-Palme Program, which is coordinated by the Mexican Marcela Ramírez-Pasillas, who has received several international awards for her work in this regard. This program is partially funded by the Swedish International Development Cooperation Agency (SIDA), and scholarships are awarded to encourage entrepreneurship with social responsibility for the benefit of Sweden and the participating countries through programs developed by JIBS students abroad.



The delegation from the Mexican Embassy and ProMéxico in front of the Jönköping International Business School, or JIBS.

Finally, the JU convened a conference in which approximately 50 people met the delegation, including Swedish students, Mexican citizens, and faculty members. On this occasion, the Ambassador spoke about the economic and cultural power of Mexico, while those present had the opportunity to ask questions related to Mexico. Likewise, Mr. José Jesús Escandón Bolaños, president of the Sweden Chapter of the Global Mx Network, participated in the conference to talk about the Network and the opportunities it can offer to Mexicans in Sweden who join the local Chapter.

At noon, the authorities of the Municipality of Jönköping offered a business lunch to the delegation, an opportunity that was used by the President of the Municipal Council, Mrs. Ann-Marie Nilsson, and her team to talk about the important economic activity in the region. Sven Rydell, in charge of Economy and Business in the municipality, mentioned that Jönköping has an important presence by some of the biggest companies in Sweden, such as Husqvarna, IKEA, El Giganten, as well as one of the most important logistics centers of the office of Swedish-Danish post office, Postnord. During the luncheon, contacts were established that are expected to contribute to the cultural and economic promotion of Mexico in this region.



At JIBS with administrative staff of the university and Mexican exchange students.

The working visit concluded with a visit to the company Husqvarna, founded in this city in 1689 to manufacture weapons. Currently, this company is dedicated to the sale of tools and machinery for gardening and construction. During the meeting, Mr. Pérez Cirera, of ProMéxico, presented some of the advantages of our country, emphasizing the investment potential it represents for Husqvarna.

The University of Jönköping put out a [press release](#) about the visit.

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MEXICO PARTICIPATES IN 2018 BEER FESTIVAL

On Friday, June 1, staff from the Embassy of Mexico and the ProMéxico Stockholm represented Mexico in the 17th edition of the 2018 Stockholm Beer Festival, which is organized annually by the Association of Diplomats in Stockholm (ADS) and held at the facilities of the embassy of the United Kingdom in Sweden.

The event consisted of a tasting of beers from different countries, where each of the attendees had the opportunity to vote for their favorite beer and snacks. In this edition, 16 countries participated: Germany, Austria, Belgium, Ecuador, Estonia, Greece, Hungary, Iceland, Latvia, Lithuania, Mexico, Norway, Poland, Portugal, United Kingdom and the United States. The event was attended by around 200 people, including members of the diplomatic corps in Sweden, staff of Swedish government offices, staff of multilateral organizations, representatives from non-profit organizations, entrepreneurs and distributors of alcoholic beverages.



ProMéxico Commercial Counsellor Carlos Pérez-Cirera with Martin Jämtlid, of Original Brands STHLM and Embassy of Mexico staff members David Ruiz Coronado and Santiago Cereceda at the Mexico stand.

For the first time in the contest for the best beer, there was a tie with 17 votes for each of three countries; to break the tie, an official of the host, the British embassy exerted a "quality vote." Finally, the triumph was awarded to Hungary, the second place to Belgium and the third place to Mexico. In the food category, Poland was the most outstanding, with Mexico coming in second place with their offer of guacamole and tortilla chips from the local *taquería* La Neta.

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The Mexico stand at the 2018 Beer Festival at the Embassy of the United Kingdom in Stockholm.

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MEXICO PARTICIPATES IN 2018 BEER FESTIVAL

On this occasion, Mexico participated with two variants of craft beers made and bottled by Cervecería María Bonita, from the State of Mexico. A light beer was offered, Blonde Ale (Vol. 5.0%), and a dark one, Oatmeal Stout (Vol. 5.5%).

The Swedish beer importer and distributor Original Brands STHLM recommended that brewery for participation in this edition of the Festival due to its high quality and original presentation. Mr Martin Jämtlid, one of the founders of Original Brands STHLM, expressed an interest in importing this beer to Sweden in the near future, adding that he will present the Maria Bonita beer to the local *taquería* Social Eatery in order to kick off its distribution throughout the country.

During the event, very positive comments were received regarding the products from Cervecería María Bonita for the beer's perfect balance and softness on the palate, generating very good reviews and great enthusiasm among the attendees. This event also offered an opportunity to promote Mexico as a tourist destination, particularly the metropolitan areas and the Nayarit and Maya Rivas.



Staff from the Embassy of Mexico with Mexican citizens attending the event and representatives from the Embassy of Belgium in Stockholm holding their Festival awards.

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MEXICAN RESEARCHER SUCCEEDS IN UNIVERSITY OF SKÖVDE



Pamela recording the movements of one of the participants in the workshop through the sensors.

Pamela Ruiz Castro is 29 years old and completed her Master's degree at the University of Halmstad, in Mechanical Engineering. She is now working as research assistant for the user-centered product design research group at the University of Skövde in Sweden.

Since January 2018, Pamela has also worked as a research assistant, together with project leader Lotten Svensson, an Assistant Professor in Business Administration, for the projects SIM2020 and BaltSe@nior, an EU-funded project around the Baltic Sea, with a focus on developing a virtual apartment with virtual senior humans. This is the first project which is centered on virtual senior humans and is being used to develop modern furniture and interiors specifically for the needs of elderly people.

The Innovation Camp in Herning Denmark collaborated with the BaltSe@nior project, and Pamela is working as a project partner to instruct students from six countries (Estonia, Latvia, Lithuania, Poland, Denmark and Sweden) on her virtual apartment model.

"It has been a creative environment, and all participants try to understand the seniors and the environment around them. Therefore, the students have focused not only on designing the product, but also on how to interact with others," she says.

Pamela is an industrial designer, and she has a good understanding of the design process. The tool of the virtual apartment is helpful in order to help the teams test the ideas in an accurate semblance of a workable environment.

There is still work to do with the virtual apartment, but it has already contributed to a better understanding of the needs of the elderly. The target users are in different age groups, even though they are all considered to be retired, and also represent different focus groups.



The Swedish team from the University of Skövde: Oskar Franzén, student; Lotten Svensson, project manager; Jan Sedenka, project co-worker; Rawid Adawi, student; Pamela Ruiz Castro, research assistant; Catharina Gillsjö, Virtual Health subject leader; and Runsuipar Darkhua, student.

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MEXICAN STUDENTS AT THE GLOBAL SWEDE AWARDS

On May 8, staff of the Embassy of Mexico attended the 8th edition of the Global Swede Awards ceremony, held at the facilities of the Ministry of Foreign Affairs of Sweden. This recognition is granted by the Swedish government to foreign students who carry out postgraduate studies in this country and who have excelled in areas of innovation or social aspects.

Ms. Ann Linde, Minister of Commerce and European Affairs, together with the Director of the Swedish Institute, Mrs. Annika Rembe, hosted this ceremony, during which two Mexican students, Lourdes González and Alberto Amador, were part of the group of 23 foreign students receiving the recognition. Mrs. Christina Jönsson, of the company SWEREA IVF, which works with textiles and the search for sustainable and environmentally responsible alternatives, also participated in the event.

Lourdes González, a student at Konstfack University of Art, Crafts and Design, is from Mexico City. She studied at UNAM and is currently concluding the CRAFT! program with a focus on Textiles. She mentioned that Sweden was one of the few places in the world where she could find the specialty she was looking for: visual arts in



Lourdes González with the General Director of the Swedish Institute, Annika Rembe.



textiles, with a focus on materials and their traditional meaning.

Another award recipient, Alberto Amador, is a student at the University of Gothenburg. He studied International Trade and is currently completing a joint Master's program in Political Science from Gothenburg University and Fudan University in China. Alberto Amador returned to China in June in order to finish his thesis and defend it before officials from both universities.

In addition, on May 9, both Mexican students visited the Embassy to meet with Ambassador Gasca Pliego and discuss the journey that led them to pursue a postgraduate course in Sweden, as well as their future plans. The Ambassador expressed his appreciation for their achievements and added that it was a valuable asset for our country to have outstanding young people like them all over the world.

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Alberto Amador receiving his diploma from Camilla Mellander, Director of the Department of Promotion, Image and Corporate Responsibility at the Ministry for Foreign Affairs.

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MEXICAN STUDENTS AT THE GLOBAL SWEDE AWARDS



Ambassador Agustín Gasca Pliego with Lourdes González, Alberto Amador and Lorelee Arias Vázquez, Third Secretary of the Embassy of Mexico.

The Global Swede program is part of a long-term vision to build and strengthen relations with international students in Sweden, with the aim of creating a platform to promote Swedish trade and benefit international and multicultural cooperation. The Swedish Institute and its alumni network collaborate in this agenda. This network has currently more than 13,000 people from 140 countries; this recognition seeks that these students become “ambassadors” for Sweden.

Both students are close to concluding their stays in this country and expressed their desire to return to Mexico to continue working in their chosen fields, though they both considered that they had experienced important months of learning in Sweden, a country from which they believe there is much to learn.

COURTESY VISIT FROM NEW AMBASSADOR OF CHILE TO SWEDEN



On July 3, Ambassador Gasca Pliego received a courtesy visit from the new Ambassador of Chile to Sweden, Hernán Bascuñán.

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MEXICO HAS 3 OF THE TOP 15 CITIES IN THE WORLD

"In 2018, Mexico reigns supreme." For the second year in a row, a Mexican city, San Miguel de Allende, has earned the first place in Travel + Leisure magazine's list of the World's Top 15 Cities. In fact, three of the cities in the top 15 list are in Mexico! The city of Oaxaca is number 2 and Mexico City is number 11.

Read the full list [here](#).



San Miguel de Allende, Travel + Leisure's number one city in the world for the second year in a row. Photo credit: Travel + Leisure magazine.



Mexico City, Travel + Leisure's 11th best city in the world. Photo credit: Travel + Leisure magazine.



Oaxaca city, Travel + Leisure's second best city in the world. Photo credit: Travel + Leisure magazine.

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VALERIA LUISELLI EN SUECIA

La reconocida autora mexicana Valeria Luiselli viene a Suecia. El 3 de septiembre se presentará en Kulturhuset en Estocolmo para sostener una charla sobre su trabajo con Judith Kiros (en inglés).

Para más información y compra de boletos, visita la [página de Kulturhuset](#).



BACHILLERATO A DISTANCIA B@UNAM



La Universidad Nacional Autónoma de México (UNAM) desea informar a las personas hispanoparlantes radicadas en el extranjero que la Convocatoria para el "Programa de Bachillerato a Distancia B@UNAM en el Extranjero" estará abierta del 06 al 21 de agosto del 2018.

Para más información, haz clic [aquí](#).



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