



Embamex Sweden January-February Newsletter

Magical Towns... Cadereyta



The Magical Town of Cadereyta is the entrance to the Sierra Gorda of Queretaro, and a place where the semi-desert meets the water. This area has the privilege of having a huge variety of ecosystems, with multicolored flowers, vineyards and botanic gardens framed by the red walls of the Queretaro mountains. Visitors can hike, fish, go rock climbing and admire its churches, as well as visiting two of the most diverse cacti greenhouses in the Americas. When you visit Cadereyta, be sure to go to its impressive caves, in addition to the Las Ranas and Toluquilla archeological sites.



Come and experience live a unique adventure in one of Mexico's Magical Towns; visit Cadereyta!

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



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Embamex Sweden January-February Newsletter

Chargée d'Affaires Audrey Rivera Gómez Attends New Year's Celebration at Stockholm City Hall



Chargée d'Affaires, a.i., Audrey Rivera Gómez with City of Stockholm First Vice President Rana Carlstedt.

On January 1st, the Chargée d'Affaires, a.i., Audrey Rivera Gómez attended the invitation made by the City Council of Stockholm on the occasion of its 2019 New Year's celebrations. In this context, she dialogued with City of Stockholm First Vice President Rana Carlstedt on town twinning (between Stockholm and a Mexican city), on local politics and about environmental issues.



Chargée d'Affaires, a.i., Audrey Rivera Gómez greeted the Ambassadors of Switzerland, Thailand and Albania.

As part of the 2019 New Year festivities at Stockholm City Hall on January 1st, the Chargée d'Affaires, a.i., Audrey Rivera Gómez greeted the ambassadors of Switzerland, Thailand and Albania, and took this opportunity to exchange with them some ideas on important issues mainly challenges that nations will face in 2019, on climate change, new techniques for glacier recovery in Antarctica where Switzerland and India are very proactive.



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Chargée d'Affaires Audrey Rivera Gómez Attends National Day Reception of Bolivia



Chargée d'Affaires, a.i., Audrey Rivera Gómez with the Chargée d'Affaires, a.i. of Bolivia, Mrs. Isidora Coria Nina and the Head of the Ministry of Foreign Affairs of Brazil, Mr. Alexandre Henrique Scultori de Azevedo Silva.



Chargée d'Affaires, a.i., Audrey Rivera Gómez with the Head of the Ministry of Foreign Affairs of Brazil, Mr. Alexandre Henrique Scultori de Azevedo Silva.



Chargée d'Affaires, a.i., Audrey Rivera Gómez with the Ambassador of El Salvador, Mrs. Anita Escher Echeverría.



Chargée d'Affaires, a.i., Audrey Rivera Gómez with the Chargé d'Affaires, a.i. of Estonia, Mrs. Kristel Engman.

The Chargée d'Affaires, a.i., Audrey Rivera attended the National Day of Bolivia on January 14, and took the opportunity to talk with the diplomatic representatives of Estonia and Brazil, as well as congratulate for this important occasion the Bolivian Chargée d'Affaires, a.i., Mrs. Isidora Coria Nina. In this framework, the Chargé d'Affaires, a.i. Audrey Rivera Gómez dialogued with the Latin American and Caribbean diplomatic dean, Ambassador of El Salvador, Mrs. Anita Escher Echeverría, on some topics referring to 2019 GRULAC agenda.



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Chargée d'Affaires Audrey Rivera Gómez Attends Reception for National Day of Vietnam



Chargée d'Affaires, a.i., Audrey Rivera Gómez with the Ambassador of Vietnam, Mrs. Doan Thi Phuong Dung.



Chargée d'Affaires, a.i., Audrey Rivera Gómez with Swedish Secretary of State of the Ministry for Foreign Affairs, Annika Söder.



Minister Margot Wallström and the Ambassador of Vietnam, Mrs. Doan Thi Phuong Dung.



Chargée d'Affaires, a.i., Audrey Rivera Gómez with the group of Vietnamese artists.

On January 15, the Chargée d'Affaires, a.i. Audrey Rivera Gómez accompanied Ambassador Doan Thi Phuong Dung at the celebrations commemorating the National Day of Vietnam and the 50th Anniversary of the Vietnam-Sweden diplomatic relationship. In this context, she spoke with Swedish Secretary of State of the Ministry of Foreign Affairs, Annika Söder. At the event, Foreign Minister Margot Wallström highlighted in her speech that "Sweden was the first Western country to recognize and establish diplomatic relations with Vietnam." Dr. Rivera Gómez greeted and congratulated each of the Vietnamese artists who entertained attendees with typical regional dances, popular songs and music performed with ancestral instruments.



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Chargée d'Affaires Audrey Rivera Gómez attended the invitation made by the Ambassador of the Republic of India to Sweden.

The Chargée d'Affaires, a.i., Audrey Rivera attended the invitation made by the Ambassador of the Republic of India to Sweden, Monika Kapil Mohta, for the celebration of the National Day of the country (28 January 2019). In this frame, greeted and spoke with the Minister for European Union Affairs Hans Dahlgren. Ambassador Kapil emphasized that in February a Swedish delegation headed by Minister Lena Hallengren of the Ministry of Health and Social Affairs will travel to New Delhi to commemorate the tenth anniversary of the cooperation mechanisms between India and Sweden in the Health sector and the third meeting of the Binational Roundtable of Business Leaders.



Ambassador of the Republic of India Monika Kapil Mohta



Chargée d'Affaires, a.i., Audrey Rivera Gómez with the Head of Chancery of the Embassy of India Anita Shukla



Chargée d'Affaires, a.i., Audrey Rivera Gómez with the Minister for European Union Affairs Hans Dahlgren.



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Chargée d'Affaires Audrey Rivera Gómez Attends Dialogue Forum at the Parliament



Chargée d'Affaires, a.i., Audrey Rivera Gómez with the President of the Swedish Parliament, Mr. Andreas Norlén.



Chargée d'Affaires, a.i., Audrey Rivera Gómez during her participation in the Swedish Parliament.



The Speaker of Sweden's Parliament, Mr. Andreas Norlén.



Chargée d'Affaires, a.i., Audrey Rivera Gómez with the Vice President of Parliament, Mrs. Lotta Johnsson Fornarve.



The Chargée d'Affaires, a.i., Audrey Rivera Gómez with parliamentary Member Mr. Håkan Svenneling.

The Chargée d'Affaires, a.i., Audrey Rivera Gómez participated on February 13, 2019 in a welcome reception and a dialogue forum convened by the Speaker of the Swedish Parliament, Andreas Norlén, who explained the details of the formation of the new government in Sweden. In this context, Dr. Rivera was briefed by Mr. Svenneling, leader of Left Party parliamentarians, on the future of Swedish politics and the current government.



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Embassy of Mexico Expresses its Condolence in Memory of Former President
Sibghatullah Mojaddedi



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

On February 15, the Chargée d'Affaires, a.i., Audrey Rivera Gómez signed the Book of Condolences opened in honour of the former acting President, Mr. Hazrat Sibghatullah Mojaddedi at the Embassy of the Islamic Republic of Afghanistan before Sweden.



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Embassy of Mexico Attends National Day of Kuwait



Chargée d'Affaires, a.i., Audrey Rivera Gómez with the Ambassador of Kuwait, Mr. Nabeel R. Kh. Aldakheel.

The Chargée d'Affaires, a.i., Audrey Rivera Gómez, attended, on February 15, 2019, the invitation made by the Ambassador of Kuwait Nabeel R. Kh. Aldakheel on the occasion of the National Day. The Kuwaiti Ambassador during his speech highlighted some direct investments made in Sweden, especially in opening many gas stations throughout the country.





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Embassy of Mexico Attends Welcome Reception for New Ambassador of Brazil



Chargée d'Affaires, a.i., Audrey Rivera Gómez with the Ambassador of Brazil, Mr. Nelson Antonio Tabajara De Oliveira.



Chargée d'Affaires, a.i., Audrey Rivera Gómez with Mr. Robert Eirfjell, Director of Cashless Society.

The Chargée d'Affaires, a.i., Audrey Rivera Gómez attended the welcome reception for the Brazilian Ambassador, Mr. Nelson Antonio Tabajara De Oliveira on February 14. In this context, she spoke with the David Josefsson, Member of Parliament of the Moderate party from Gothenburg and President of the Brazil-Sweden Parliamentarians Association, who recognized the leadership of Mexico and Brazil in Latin America. She also spoke with Robert Eirfjell, Director of Cashless Society, which developed the Swish program, a mobile payment system in Sweden launched by six large Swedish banks in cooperation with the Central Bank of Sweden. In September 2018 it had 6.5 million users. Swish has been downloaded by more than half of the Swedish population, and according to him this program could be useful in Mexico, and expressed his interest in talking with Mexican financiers about the benefits of a cashless society.



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Chargée d'Affaires Audrey Rivera Gómez Attends National Day of Dominican Republic



Chargée d'Affaires Audrey Rivera Gómez with Ambassador of the Dominican Republic Mrs. Laura Faxas.



Ambassador of the Dominican Republic Mrs. Laura Faxas.



Chargée d'Affaires Audrey Rivera Gómez with the Deputy Director General of the Protocol Department of the Swedish MFA, Mr. Hilding Lundkvist

The Chargée d'Affaires, a.i., Dr. Audrey Rivera Gómez attended, on February 27, the invitation made by the Ambassador of the Dominican Republic to Sweden, Mrs. Laura Faxas, on the occasion of the commemoration of the National Day. In this context, Ambassador Faxas during her speech highlighted that the Dominican Republic has some of the most important economic growth in Latin America and that during the last two decades, their annual growth averaged 5.3%. In 2018, the economy reached a growth of 6.7%, "due to the expansion of the tourism sector, which generated a large number of jobs." During the event, the Chargée d'Affaires, a.i. Dr. Rivera Gómez dialogued with the Deputy Director General of the Department of Protocol of the Swedish Ministry of Foreign Affairs, Mr. Hilding Lundkvist, about his frequent visits to several Mexican tourist destinations; he also pointed out "the cultural importance" of the film *Roma*, which in his opinion is the best film he has seen for quite some time; and especially, he said, that "it was admirable the role played by Yalitza Aparicio."

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Chargée d'Affaires Audrey Rivera Gómez Attends National Day of the Republic of Serbia

The Chargée d'Affaires, a.i., Dr. Audrey Rivera Gomez attended the ceremony commemorating the National Day of the Republic of Serbia (28 Feb 2019). In this context Dr. Rivera talked to Ambassador Dragan Momčilović who highlighted the role played by Swedish authorities in supporting the adherence of its country to the European Union, a matter that he considered should be important since "Serbia has fulfilled all the adherence requirements". During the reception, Dr. Audrey Rivera chatted with the Serbian writer Zorica Salijevec, author of history books, poetry and cooking recipes, who expressed her desire to include in her next recipe book some traditional Mexican dishes.



*Chargée d'Affaires Audrey Rivera Gómez with
Serbian writer Zorica Salijevec*



*Chargée d'Affaires Audrey Rivera Gómez with
Ambassador of the Republic of Serbia Dragan
Momčilović*

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Embassy of Mexico holds working meeting with automotive sector representative



Chargée d'Affaires Audrey Rivera Gómez with Mr. Fredrik Sidahl, of FKG, Head of Economic, Political and Commercial Affairs Aldo Viggiano Austria and Desk Officer David Ruiz Coronado.

The Embassy of Mexico in Sweden strengthens economic, commercial and investment promotion activities. On January 23, Chargée d'Affaires, Audrey Rivera Gómez and Embassy staff held a working meeting with Mr. Fredrik Sidahl, of FKG (Automobile Suppliers of Scandinavia). The Mexican Embassy officials made and coordinate the business agenda so this upcoming visit to Mexico will be a successful one. This Swedish business delegation to several Mexican states is headed by Mr. Sidahl and will take place in March 2019.

Economic-Commercial & Investment Promotion Activities



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Embassy of Mexico Attends Restaurangexpo



Within the framework of the economic-commercial and investment promotion activities several Mexican Embassy officials attended the biannual fair Restaurangexpo 2019, which took place in Stockholm on the 30th and 31st of January. The high ranking officials made contacts with some of the main import and distribution management companies in the agrifood sector in order to promote the export of Mexican products to the Swedish market.

Mexican Embassy representatives met with food industry and agribusiness promoters from important companies, such as: Mr. Filip Stefan Wisnander from Ambrozia; Ms. Sussie Persson from Lindvalls Kafe; Mr. Hans Dahlqvist, from Kaffeexperter; Mr. Jocke Hübner, from Greenfood/Ewerman AB; and Mr. Mats Lundren, from Lundgrens Primörer.

The next Restaurangexpo fair will take place on February 3 and 4, 2021 in Stockholm.

According to international CEOs this fair is considered an important platform for the restaurant industry for making business contacts, and learn about new products and services. This fair attracts important businessmen of the restaurant sector and thousands of visitors and more than 300 exhibitors.





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Embassy of Mexico Promotes Tourism to Mexico



Chargée d'Affaires Audrey Rivera Gómez and Desk Officer David Ruiz Coronado meet with Mr. Dariusz Pieta and Mrs. Cristina Danielsson.

A strategy has been implemented within the framework of the tourism promotion activities carried out by the Embassy of Mexico regarding the promotion of national tourist destinations with the aim of attracting Swedish tourists and consolidating its presence in this sector. This promotion activity is centered on “tourist destination niches,” which today’s predominance of Thailand and Spain is important but limited in scope; so this limitation will meet an innovative strategy of promotion, specifically on sustainable and ecological tourism, archaeological sites, sun and beaches destinations, folk and ancient culture, food and drinks, and adventure tourism not only to compete but to target Sweden and the Nordic market. In this regard, on January 23, a meeting was held at the Embassy coordinated by Chargée d’Affaires, a.i. Audrey Rivera Gómez and the tourism and trade promotion staff to provide relevant tourist information to Mr. Dariusz Pieta and Mrs. Cristina Danielsson so they can plan their upcoming vacation in the fall of 2019.

The Chargée d’Affaires, a.i. Audrey Rivera Gómez welcomed the guests and thanked them for their interest in getting to know and enjoy national tourism destinations. She gave them information on beach destinations in the different Mexican states, as well as on their gastronomy, museums, traditions, hotels and transportation options, among other topics. For his part, Mr. David Coronado, from the Embassy’s tourism promotion area , was in charge of

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Tourism Promotion Activities



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Embassy of Mexico Promotes Tourism to Mexico



Chargée d'Affaires Audrey Rivera Gómez and Desk Officer David Ruiz Coronado speaking to Mr. Dariusz Pieta and Mrs. Cristina Danielsson.

(Continued...) screening some videos, including one of Puerto Vallarta, and highlighted the tourist attractions from the state of Jalisco, such as *mariachi*, tequila, *charrería* and local gastronomy. The Embassy staff recommended to visitors that they visit the Magical Towns in this beautiful state.

The visitors appreciated the attention and information provided and expressed being pleasantly surprised by all the tourist attractions that they still had to explore and enjoy in our country. They mentioned their decision to travel to Puerto Vallarta in the company of their family in November 2019. They also showed great interest in the ecotourism, gastronomy and culture offered by the region and were pleased to have this tourism option, considering that the region of the Riviera Maya is currently the most popular destination. They added that after visiting Puerto Vallarta, they will take a tour of the States of Nayarit, Colima and Michoacán and conclude their trip in Mexico City. Furthermore, they indicated that their trip will last two months. Mrs. Danielsson expressed her desire to retire in our country, since "Mexico is the friendliest tourist destination in the world and I recommend to all Swedes to visit it."

The visitors were provided with printed information regarding this and other national destinations. The Pieta Danielsson family thanked the Embassy staff for the attention provided, as well as for the information and recommendations of places and things to enjoy at the tourist destinations that they will include in their next trip.



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Embassy of Mexico Promotes Sustainable Tourism Project



Chargée d'Affaires Audrey Rivera Gómez with the President of PGBC Investment, Mr. Andres Järbrink, PGBC Investor Relations Manager Mr. Pär Johansson, Head of Economic, Political and Commercial Affairs of the Embassy of Mexico, Aldo Jesús Viggiano Austria, and Embassy of Mexico Desk Officer David Ruiz Coronado.

The Chargée d'Affaires, a.i., Audrey Rivera Gómez attended the request made by Mr. Andres Järbrink, president and founder of the Swedish company PGBC Investment AB to promote an investment project of sustainable tourism development in La Gringa, Baja California. Therefore, Dr. Rivera held a meeting at the Embassy on February 14 with Mr. Järbrink and Mr. Pär Johansson, Financial Planning and Investor Relations Manager at PGBC Investment AB. At this meeting, Embassy officials: Mr. Aldo Jesus Viggiano Austria, Head of Economic and Commercial Affairs, and Mr. David Ruiz Coronado, from the area of Tourist, Economic and Commercial Affairs, also participated.

During the meeting, Mr. Järbrink explained PGBC Investment AB's interest in a future investment in Mexico and talked in great detail about his sustainable tourism project.



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Economic commercial promotion and investment meeting with officials of the Ministry for Foreign Affairs and Embassy of Sweden in Mexico



Participants (left to right): Chargée d'Affaires, a.i., Dr. Audrey Rivera Gómez; Mr. Aldo Jesús Viggiano Austria, Head of Economic and Commercial promotion; Mr. Nicki Khorram-Manesh, Head of Affairs for Mexico of the Department of the Americas of the Swedish Ministry for Foreign Affairs; Ms. Andrea Herrera Sotelo, Commercial Advisor to the Embassy of Sweden in Mexico; and Mr. David Ruiz Coronado, from the Tourism and Economic-Commercial promotion area of the Embassy of Mexico.

In the context of the activities centered on economic and trade promotion, investment, cultural affairs, tourism and cooperation carried out by the Embassy of Mexico in Sweden, on February 18, the Chargée d'Affaires, a.i., Audrey Rivera Gómez received Ms. Andrea Herrera Sotelo, Commercial Advisor to the Embassy of Sweden in Mexico, and Mr. Nicki Khorram-Manesh, Head of Affairs for Mexico of the Department of the Americas at the Ministry of Foreign Affairs, for a courtesy call. Also in attendance at the meeting were Mr. Aldo Jesús Viggiano Austria, Head of the Economic and Commercial area, and Mr. David Ruiz Coronado, from the area of Tourism and Economic-Commercial promotion of the Embassy.

The Chargée d'Affaires, a.i., Rivera Gómez thanked Mrs. Herrera Sotelo and Mr. Khorram-Manesh for their visit and answered all their questions regarding economic-commercial, investment, cultural and tourism promotion matters. They were told that Mexico has an economy that provides multiple investment opportunities in the manufacturing industry of household appliances, auto parts, aeronautics, public infrastructure and tourism. In addition, our country has increased its organic agricultural production (fruits and vegetables), agave

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Economic commercial promotion and investment meeting with officials of the Ministry for Foreign Affairs and Embassy of Sweden in Mexico

(Continued) honey (widely consumed in Sweden) and meat. They were also given a brief outline of tourism promotion strategies, not only in terms of beach and sun destinations, but also with regard to archaeological sites, Magical Towns, and cultural festivities that take place throughout the year in Mexico. It was also remarked that a Maya train will soon be built in this region and will reach tourist destinations in the area that are beyond the traditional ones of Playa del Carmen and Cancun. This train will travel through the states of Tabasco, Chiapas, Yucatan, Campeche and Quintana Roo, which includes Palenque, with two routes spanning 1,500 kilometers through the east and west coasts of the Yucatan Peninsula. It was also mentioned that opportunities have opened up for foreign investment not only in infrastructure as Maya train but also in the Northern and Southern part of the territory where there are and will be free zones, less corporate taxes in those places, better opportunities for skilled workers, and open opportunities for young trainees paid by government.

The Swedish officials expressed their interest in strengthening contact and communication with this Embassy in order to strengthen collaboration on issues of mutual interest, among of which are: 1) Following up to the Memorandum of Understanding on Sustainable Mining Cooperation; 2) Renewable energy and smart cities; 3) Sustainable mobility, transportation and auto parts; 4) Digitalization, with a special emphasis on the Swedish national digital validation system known as Bank ID, which works as an electronic identification for government and banking institutions; 5) Corporate social responsibility and gender equality; and 6) the organization of the call for the National Youth Water Prize 2019, in collaboration with the Water Center for Latin America and the Caribbean of the Tecnológico de Monterrey, within the framework of World Water Week in Stockholm.

Mrs. Herrera Sotelo and Mr. Khorram-Manesh thanked the Chargée d’Affaires, a.i. Audrey Rivera and her working team for the courtesies extended to them, and reiterated their willingness to collaborate and remain in permanent communication with the Embassy in order to promote the issues that best contribute to the strengthening of the bilateral relationship.



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Touristic Reportage, Expressen's travelling supplement "Allt om resor" January 2019, about Yucatan, written by Helene Lundgren.

Yucatan's best 12 attractions



1. Sea and tranquility in Isla Mujeres

The small city in the island has a street that goes all the way to the beach (Playa Norte), surrounded by restaurants and traditional clothing stores, tequila, chili, ceramics, Mexican hats and hammocks. Playa Norte is a beautiful beach with white sand, turquoise water and palm trees. The island's area is 8 kms and it is common to rent golf karts in order to explore it. Garrifon de Castillo offers the opportunity to practice scuba diving; Hostel Casa Sirena has a nice terrace where people can enjoy the sunset by the beach and the frozen margaritas.

Web page: www.isla-mujeres.net, www.thejointisla.com, www.casasirenamexico.com

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Touristic Reportage, Expressen's travelling supplement "Allt om resor" January 2019, about Yucatan, written by Helene Lundgren.

2. Pastel colors in Valladolid.

Valladolid is a pastel colored city founded in 1543 which had a historical role in the Caste War (Guerra de Castas) in 1847, between the Mayan Indigenous and the European descendants, as well as in the 1910 Mexican Revolution.

Old colonial buildings can be found, along with a small market and restaurants with Yucatan's traditional food and San Bernardino de Siena Convent which was built by the Franciscan Missionaries in the XVI century. Zaci cenote is located in the middle of the city.

The city of Ek Balam is 25 kilómetros away from Valladolid, it has a high pyramid and 45 Mayan ruins. Web Page: www.visitmexico.com



3. Diving in Cozumel.

Cozumel is one of Mexico's biggest islands, surrounded by 56 coral reefs and famous for its great diving opportunities.

It is very common to rent a buggy to discover the island. During the weekends people dance to the live music on the beach next to the restaurants. To get to Punta Molas, a wilder area, one needs to walk, cycle or travel with a 4WD.

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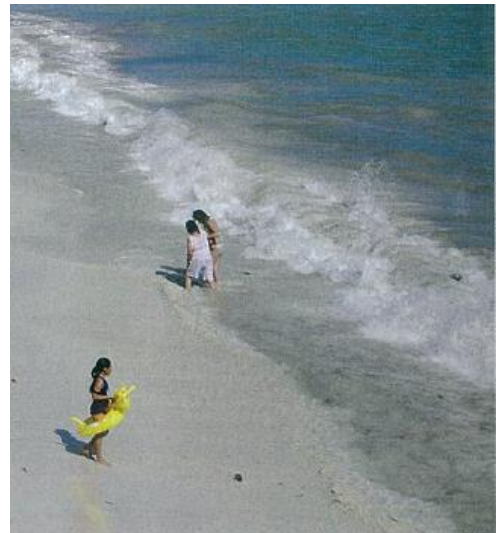
Touristic Reportage, Expressen's travelling supplement "Allt om resor" January 2019, about Yucatan, written by Helene Lundgren.

4. Swim in the crystal-clear water cenotes.

It is being said that there are more than 6,000 cenotes through the jungle of Yucatan's Peninsula, although just 2,400 have been registered. Cenotes were the only fresh water source for the Mayans. Nowadays, they are located under private areas and have stairs to go down to the water and sometimes showers and dressing rooms as well.

The Gran Cenote, outside Tulum es very popular, there are turtles and one can swim through the caves.

Webpage: www.divecenotesmexico.com, www.annaeverywhere.com



5. Live the life of Playa del Carmen.

Playa del Carmen used to be a fishermen town and now it has developed into a great touristic city with lots of hotels and restaurants. It has a white sand beach with turquoise water in the middle of the city. The street Avenida Quinta, is full with stores selling hammocks, wooden handcrafts, ceramics, hats, cigars, honey, clothes and souvenirs. It also has a great and diverse night life.



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Touristic Reportage, Expressen's travelling supplement "Allt om resor" January 2019, about Yucatan, written by Helene Lundgren.

6. Visita a hacienda in Sotuta de Péon.

Sotuta de Péon in Tecoh town has guided tours through the properties. It is the only hacienda that still produces sisal. The golden age for the sisal, which was called the green gold, was between 1840 and 1940. After nylon's arrival, sisal is not used for handcrafting as much.

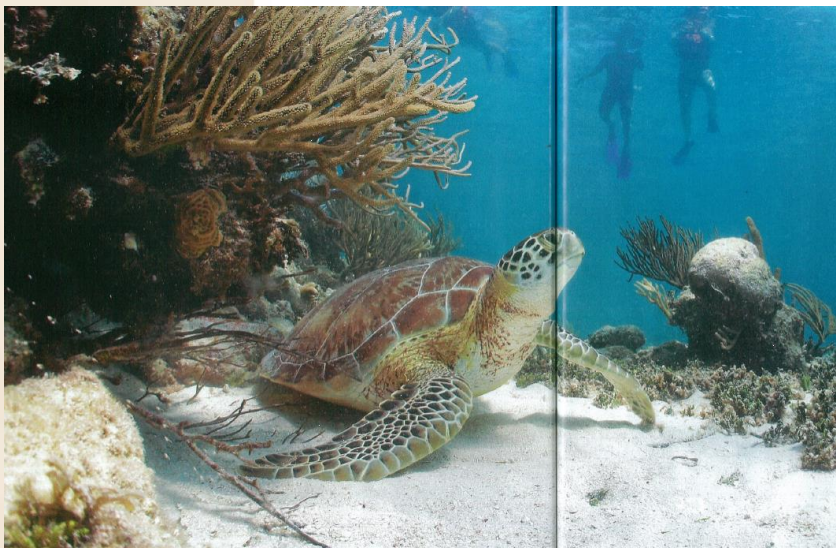
The agave fields can be seen by carriages in the 3,000 acres properties. The tour finishes in a cenote.

Webpage: www.haciendaviva.com

7. Scubba diving with turtles.

Akumal is a small municipality with a protected bay between Playa del Carmen and Tulum. The beach is 5 kilometers long and here one can rent diving equipment. A lot of tourists come from Cancún, Playa del Carmen and Tulum to swim with turtles, rays and other fish. Some restaurants and shops can also be found on the beach.

Web Page: www.annaeverywhere.com





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Touristic Reportage, Expressen's travelling supplement "Allt om resor" January 2019, about Yucatan, written by Helene Lundgren.

8. Mérida – a city full of culture.

Mérida was the culture capital in 2017. There are a lot of museums, theaters and galleries. The city was built on top of an old Mayan city which had five pyramids.

Here one can find some beautiful white limestone buildings around the heart of the city, traditional clothing shops, hammocks and hats. Surrounding Santa Lucía Plaza there are a lot of restaurants and on Thursdays one can enjoy shows with traditional songs and dances from Yucatan.

Paseo de Montejo and Santiago are other nice areas to visit.

Web Page: www.visitmexico.com



9. To live in exclusive haciendas.

In the XIX century there were many exclusive haciendas around Mérida where sisal (a kind of agave cactus) was produced. When nylon arrived to the market, sisal disappeared and many of the haciendas were abandoned. In the last years many of these haciendas have been renovated: Hacienda Petac: Offers a luxurious stay. In its beautiful gardens one can enjoy a drink along with all the tropical sounds. Hacienda Ticum was renovated in 2010 and it is a historical hotel/hacienda that offers Good food and relaxation by the pool.

Web page: www.haciendapetac.com, www.hotelhaciendaticum.com



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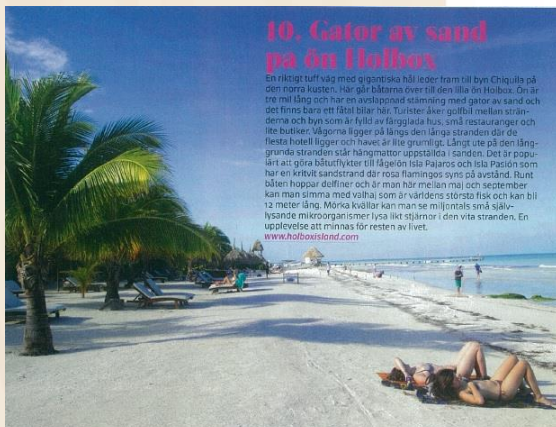
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10. Sand streets in Holbox Island

The island has a 30 kilometers area and offers a relaxing environment with sand streets and very few cars. Tourists use golf karts as transportation. The waves are big along the beach, where most of the hotels are located. Popular tours are done to Isla Pájaros and Isla Pasi6n with their white sand and pink flamingos. Between May and September, it is possible to swim with whale sharks.

Web page: www.holboxisland.com



10. Gator av sand på 6n Holbox

En riktigt tuff väg med gigantiska hål leder fram till byn Chigula på den norra kusten. Här går båtarna över till den lilla ön Holbox. Ön är tre mil lång och har en avslappnad stämning med gator av sand och det finns bara ett fåtal bilar här. Turister åker golfbil mellan stranderna och byn som är fylld av färgglada hus, små restauranger och lilla butiker. Allt ligger på långa den långa stranden där de flesta hotell ligger och havet är lite grunt. Långt ut på den långsträckta stranden står hängmattor uppställda i sanden. Det är populärt att göra bådflykter till lågen Isla Pájaros och Isla Pasi6n som har en krevligt sandstrand där rosa flamingos syns på avstånd. Runt båten hoppar delfiner och är man här mellan maj och september kan man simma med valhaj som är världens största fisk och kan bli 12 meter lång. Mörka kvällar kan man se miljontals små självlysande mikroorganismer lysa ikt stjärnor i den vita stranden. En upplevelse att minnas för resten av livet.
www.holboxisland.com

11. Izamal – the yellow city.

Izamal is a small quiet city in yellow tones with colonial houses and cobbled streets. It is one of Yucatan's oldest cities and it was built when the Spaniards were trying to convert the Mayans into the Catholicism

On top of a Mayan pyramid, the great yellow Franciscan convent, San Antonio de Padua, was built. In the middle of the city, the ruins of another pyramid can be found. Kinich restaurant serves traditional Yucatan dishes. Between Thursday and Saturdays, there are light shows at 20:00 in different Mayan buildings. Webpage: www.yucatanoday.com



11. Den gula staden – Izamal

Izamal är en lugn liten stad i gula toner med koloniala hus som kantar de kullerstensbelagda gatorna. Staden är en av de äldsta i Yucatan och byggdes när spanjorerna försökte omvända maya-indianerna till katolicismen. Övanpå en mayapyramid byggdes det stora gula Franciscanerklostret, San Antonio de Padua. I klostrets kyrka tänder folk ljus till Our Lady of Izamals ära och vid stora festligheter är det konserter framför kyrkan. Mitt i staden finns ruinerna av en pyramid och det går att klättra upp på toppen där man får en vidsträckt utsikt över hela staden. Med häst och vagn kan man åka runt på stadens kullerstensgator och på den berömda restaurangen Kinich serveras typiska maträtter från Yucatan. Torsdags- och lördag är det en ljus och ljusshow klockan 20.00 på olika byggnader med en inblick i mayakulturen. I stadens butiker visar lokala konstnärer upp sitt hantverk av träskulpturer, papper, maché, askar, hängmattor och smycken gjorda av fröer.
www.yucatanoday.com



Embamex Sweden January-February Newsletter

Touristic Reportage, Expressen's travelling supplement "Allt om resor" January 2019, about Yucatan, written by Helene Lundgren.



12. White sand beaches in Tulum.

Tulum was the only Mayan city located in the coast. On its very top, on a limestone rock, El Castillo, dedicated to Venus goddess, can be found, along with other temple ruins which were protected by a wall.

17 years ago, there were just jungle and some simple cabins for fishermen on the beach.

Nowadays, the street is full with restaurants and on the beach, there are hotels and bungalows that blend perfectly with the environment. It is hard to find a better beach with whiter sand. In the natural reserve nearby, Sian Ka'an, jaguars and birds can be found.

Web page: www.tourbymexico.com



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