

## MEXICO AND UK FOREIGN SECRETARIES MEET IN LONDON

# A friendship that does the math



Numbers speak louder than words: between 1999 and March 2011, the United Kingdom has invested almost 8 billion USD in Mexico. Moreover, in 2010, Mexico-UK trade totalled nearly 4 billion USD. These numbers indicate that both countries are finding in each other a profitable and trustworthy friend; this discovery is perhaps more clearly demonstrated by the fact that **the UK is now Mexico's third largest source of foreign tourists.** This was the underlying feeling during Mexico's Secretary of Foreign Affairs, Patricia Espinosa's official visit to the United Kingdom during the last week of June.

Secretary Espinosa met with her British counterpart, William Hague, with whom she emphasised the excellent degree of cooperation reached between the two countries in both bilateral and multilateral issues. The two officials discussed **Deputy Prime Minister Nick Clegg's visit to Mexico in March** as well as the agreements reached by President Felipe Calderón and Prime Minister David Cameron during their recent meeting at the World Economic Forum in Davos. Matters given special attention included free trade, financing for development, security and justice, human rights, the G20, as well as the reform of international financial institutions and the United Nations.

On economic matters, both diplomats agreed to implement national strategies to promote further trade and investment between their respective nations in the automotive, energy, biotechnology, nanotechnology and financial services sectors. To build on these strengths and develop the flourishing UK- Mexico dynamic, a Mexican Chamber of Commerce was opened in London on 23 June. This new organisation will assist with the identification of business opportunities in both countries (see page 5).

Also central to Secretary Espinosa's stay was the challenge of climate change. In both her talks with Secretary Hague and a separate meeting with the Secretary of State for Energy and **Climate Change, Chris Huhne, her hosts praised Mexico's handling of the COP16 held in its southern city of Cancun in 2011.** More importantly, both parties agreed that it is crucial to strengthen the accords reached in said summit so that they serve as a precedent for the next meeting in Durban, South Africa. Secretary Espinosa further stressed this point in the keynote speech she gave for a conference at Chatham House titled "From Cancun to Durban: Implications for Climate and Multilateral Diplomacy".

Talk is indeed easy. However, when Mexico and the UK state that they are becoming ever closer partners, as was made **evident during Secretary Espinosa's visit, they have the shared vision, mutual admiration and numbers to prove it.**

Read Secretary Espinosa's keynote speech at Chatham House by visiting:



[www.chathamhouse.orh.uk](http://www.chathamhouse.orh.uk)

## INSIDE

Standing ovation for Mexican Tenor at the Embassy's premier showcase



> page. 3

## HISTORIAS

Our brand new section



> page. 7

Missing Mexico? We might have a solution



> page. 13

## Ambassador Medina Mora's conferences: "Mexico's key strength is openness"

From April to June, Ambassador Eduardo Medina Mora gave a series of conferences to British and foreign students at different universities. For example, on 6 April he spoke at a meeting organized by the Mexican Society of the University of Cambridge and Claire Hall College, which was attended by several **distinguished academics with an interest in Mexico's past, present and future**. In addition, on 5 May, Ambassador Medina Mora participated in a seminar at Kings College titled "Violence and drug-trafficking in Latin America: Implications for the UK"; and more recently on 14 June, he addressed executives from the City of London and students at the conference "Mexico, What it takes to succeed?" which was held at the Cass Business School.

Each event centered on a particular theme; however, in hindsight it is clear that all of the Ambassador's addresses had a common denominator; that in order to comprehend Mexico's current challenges, it is necessary to first understand their roots and even more importantly, to set them within the broader context of one of Mexico's key strengths: openness.

It is to this bigger picture that Ambassador Medina Mora appealed when he pointed out that after having learnt the hard way in the last decades of the 20<sup>th</sup> Century, Mexico is now an exemplarily disciplined, yet business friendly economy. These virtues are now driving Mexico's ever growing high-value exports and boosting domestic consumption. The statistics speak for themselves: Mexico is today the world's 11<sup>th</sup> largest economy, and is projected to climb to the number five rank by 2050.



Finally, as Ambassador Medina Mora pointed out in Cambridge, the soul of Mexico's foreign policy has been an unwavering commitment to multilateralism. A multilateralism grounded on the conviction that as the world becomes increasingly globalized and interconnected, global problems will have to be solved by international cooperation. Equally important to Mexico's foreign policy outlook is a renewed concept of power; global strength resides not in imposition, but in the ability to open all parties to negotiation and to work with them to forge a common solution. This cooperative approach was demonstrated to great effect during the last COP 16 on Climate Change held in Cancun during 2010.



Eminent historian David Brading (above) at the event the Mexican Cambridge Society (left) organized with Claire Hall college in Cambridge. Ambassador Medina Mora was also present at Cass Business School (right) and Kings College (top).



## Standing ovation for Mexican tenor Jesus Leon at the Embassy's premier cultural showcase

The standing ovation after the encore of Jesus León's recital summed up the mood at the second edition of "Mexico Through Your Senses". The up and coming Mexican tenor – alongside British pianist Jeremy Cooke- captivated the audience at the most recent installment of the series of events organized by Laura Pérez de Medina Mora, wife of Ambassador Eduardo Medina Mora, which took place at the Official Residence on 8<sup>th</sup> of June.

After stimulating the sense of sight with a catalogue of pieces by Mexican artists earlier this year, "Mexico Through Your Senses" continued to show –this time with a repertoire of classic Mexican songs- the true breadth of Mexican culture. With songs such as *Te Quiero Dijiste* and *Granada*, listeners were drawn deeper into the spirit of Mexico's musical tradition; a universally eloquent one that draws on values such as beauty and love. This appeal, together with the quality of León's performance caused guests to request he continue serenading them during the cocktail gathering that followed the actual concert - during which some could not resist the temptation to dance.

Even though the central theme of "Mexico Through Your Senses" is clear, one of its founding concepts is actually of British descent. It was empiricist philosophers who first said that the original material from which we derive our knowledge proceeds from the senses. Thus, it seems fitting for the United Kingdom to rid itself of preconceived ideas and begin learning about all the unknown opportunities that lie within Mexico, through events that made guests see, hear, taste, smell or feel sophisticated products they had never enjoyed before. It is also worth noting that a country's culture is always a symbol of its people; these events are therefore not simply promoting art, but demonstrating the fact that Mexico is a diverse country with a longstanding tradition of creativity waiting to be discovered by the world.



For more information on MTYS visit:  
[www.youtube.com/user/embamexru](http://www.youtube.com/user/embamexru)

## Unearthing Mexico's treasures: An insight into the mining industry of the world's number one silver producer



Mexican mining production reached the value of £6.23 billion in 2009, according to the Mexican Geological Service. The mineral production industry's importance to the national economy cannot be underestimated; in 2009 it accounted for 3.6% of Mexico's Gross Domestic Product and 4% of total Mexican exports. The sector also employs around 300,000 workers.

As can be seen from the table above, Mexico exports a wide range of important minerals. The foreign currency earned from these sales is also significant as Mexico imports large quantities of aluminum, coal, copper, sodium and iron. Of particular note is the large revenue accounted for by Gold exports, despite their small tonnage (see statistics above). This is due to the increased market value of this commodity; international investors consider gold not only as a safe investment in times of uncertainty, but also as a useful way to diversify their asset portfolios at a time when the dollar is depreciating against other currencies. **Mexico's gold production has risen in response to this demand.**

The profitability and potential of mineral extraction in Mexico was duly noted by the 2010 report of the prestigious mining sector consultancy Behre Dolbear, which named Mexico as the fourth best market for investment amongst the 25 top mining nations.

Mexico has also been ranked first in Latin-American for mineral exploration. As a result, foreign direct investment in **Mexico's mining sector reached £429.53 million in 2010.** The qualities behind this success are myriad; they span the exceptional quality of Mexico's mineral deposits, the openness of Mexico's to FDI and the low labor costs of the Mexican mining sector, which are 60% to 80% lower than those of Brazil, Turkey, South Korea, Germany and the United States.

As of March 2010, 279 foreign companies ranging from 14 different countries held investments in Mexico's mining industry. Amongst the most renowned foreign firms which have made successful investments in Mexico are Goldcorp, Pan American Silver, Farallon Mining, Alamos Gold, Hecla Mining, Vane Minerals, Arian Silver, Indo Gold and Kings Minerals. The majority of recent investments by such companies have been for the extraction of precious metals, particularly gold and silver.

Ultimately, the volume of foreign investment, the diversity of the companies involved and favorable market trends all indicate that the Mexican mining industry is well-positioned to prosper and enrich Mexico's economy for the foreseeable future.

Position	Product	Metric tons	Share in world production. %
1	Silver*	3,999.00	17.47%
3	Bismuth	854.00	12.37%
5	Cadmium	1,510.00	8.06%
5	Molybdenum	10,166.50	4.94%
5	Lead	144.00	3.70%
8	Zinc	490.00	4.42%
12	Gold	62.40	2.65%

Source: \* data 2010 and tons. Mexican Geological Service.

## Playing Catch-Up: Mexican Chamber of Commerce in the UK opens to boost bilateral business ties

Mexico and the UK are great trading nations; the UK is the **world's second largest exporter of commercial services and is a key member of the EU**. Mexico is not only the largest trading nation in Latin America, but also its most business friendly, according to the World Bank's "Doing Business" report for 2011. It is to capitalise on these strengths that the Embassy of Mexico in the United Kingdom, together with a wide range of partners from the worlds of diplomacy, business and civil society launched the Mexican Chamber of Commerce in the UK on 23<sup>rd</sup> June 2011. The MCC will offer businesses in the UK and Mexico a range of services including analysis of investment trends, special marketing programmes and networking opportunities in Britain and Mexico.

These activities are intended to boost bilateral trade between the two countries, which despite recent growth still lags behind Mexico's commerce with Canada, France and the Netherlands. This is in part due to misconceptions and inertia; as The Rt Hon Lord Brittan of Spennithorne pointed out on a recent visit to Mexico, "British companies think of an outdated image of Mexico that it is so easy to blame on Hollywood, the news headlines or Top Gear". It is therefore vital to inform British businesses of the Mexican economy's myriad qualities which span mining, automobile production, telecommunications and aerospace. Greater UK investment in these sectors would further the creation of high value-adding activity and employment in Mexico.

Additionally, deepened trading ties would also benefit the UK; at a time when their domestic market remains relatively stagnant, British companies would do well to hitch a ride on **Mexico's rising star**. As Ambassador Eduardo Medina Mora pointed out during the inauguration of the MCC, Mexico is a mature economy with a steady high growth rate of between 4-5%, a higher GDP per capita than China, India, and Brazil as well as a skilled labour force- with 90 thousand engineers and technicians graduating every year.

Ultimately, reliable partners which can offer the trinity of economic stability, openness to foreign exchange and cooperative governance are very hard to come by. It is in recognition of this mutual find that Mexico and the United Kingdom have decided to revitalise their ties. The Mexican Chamber of Commerce in the UK constitutes one part of this sustained effort; nonetheless, it is set to play a significant role in aiding both nations to build on one another's strengths and fulfil their great potentials.

Contact the Mexican Chamber of Commerce at:  
[contact@mcc-org-uk.com](mailto:contact@mcc-org-uk.com)



From left to right.

Charles Goodson Wickes - General Manager Canning House, Lord Brennan - member of Matrix Chambers, Yves Hayaux-du-Tilly – MCC Chairman, Carlos Guzman – CEO ProMexico, Ambassador Eduardo Medina Mora.



## IMO members elect new Secretary-General



During the last week of June, the International Maritime Organization held the 106<sup>th</sup> session of its Council at its headquarters in Albert Embankment, London, in which Mr Koji Sekimizu -the candidate from Japan- was chosen as its new Secretary General.

It fell upon the 40 Council members to vote for the best qualified successor for this important multilateral position, due to the fact that the current Secretary General, Mr. E Mitropoulos from Greece, will finish his second term in office at the end of this year. It is worth noting that Mr. Sekimizu won with 23 votes in favour.

The six candidates came from across the world (Cyprus, Japan, Korea, Philippines, Spain and the United States) but shared a common passion: shipping, safety at sea and the welfare of seafarers.

### What is the IMO?

The International Maritime Organization is a specialized agency of the United Nations which is responsible for measures to improve the safety and security of international shipping and to prevent marine pollution from ships. It is also involved in legal matters, including liability and compensation issues and the facilitation of international maritime traffic. It was established by means of a Convention adopted under the auspices of the United Nations in Geneva on 17 March 1948 and met for the first time in January 1959. It currently has 169 Member States. IMO's governing body is the Assembly which is made up of all 169 Member States and meets normally once every two years. It adopts the budget for the next biennium together with technical resolutions and recommendations prepared by subsidiary bodies during the previous two years. The Council acts as governing body in between Assembly sessions. It prepares the budget and work programme for the Assembly. The main technical work is carried out by the Maritime Safety, Marine Environment Protection, Legal, Technical Co-operation and Facilitation Committees and a number of sub-committees. \*Source: IMO webpage.

## Mexican doctor named fellow of the Royal College of Physicians



On 29 June, Dr. Manuel Ruiz de Chavez, former president of the Mexican National Academy of Medicine, was named a Fellow of the Royal College of Physicians. **The Fellowship is the College's highest distinction; it is awarded to doctors who in addition to leading outstanding careers have also made important scientific and academic contributions to their fields of specialisation.**

**Dr. Ruiz Chavez's Fellowship** is an important recognition of his valuable contribution to the field of genomic medicine, which also will contribute to the promotion of scientific cooperation between the Royal College of Physicians' and Mexican institutions.

The majority of doctors which have been named Fellows of the College have either been British or citizens of the British Commonwealth. Dr Ruiz Chavez is the first Mexican to receive this prestigious award; his success is therefore a personal triumph as well as a milestone in the history of Mexican medicine.



# HISTORIAS

## How about an old Mexican dish that you don't know?



“You carry your past with you” smiles Marcela Flores, as she recounts the long winding path that led her to her most recent adventure: trying to make *tamales* -a staple of *authentic* Mexican food- part of the UK’s mainstream diet. It goes without saying that the challenge she faces is no easy feat. However, considering that *tamales* -which were first cooked by Pre-Hispanic cultures thousands of years ago- have survived throughout Mexico’s complex multicultural past, one could also say that, at least, the odds of history are in her favour.

After studying music in Monterrey, Marcela moved to Hungary where she studied a postgraduate degree in the Kodály method –an approach of musical education that specializes in children.

Like anyone who is far from home, she started missing the food she had been brought up with. In fact, she missed it so much that when she visited Mexico she would load her bags with basic ingredients, in order to cook for her friends and introduce them to a whole new culinary world. What began as a remedy for homesickness soon developed into a passion, which is how she perfected the art of cooking *tamales* –a nutritious and delicious dish made out of a corn based dough, that is normally stuffed with chicken, meat or vegetables and is seasoned with green or

It is quite telling that before she could put on her engagement ring -when her now husband proposed to her- Marcela first had to wipe off the dough of the tamales she was preparing. For after moving with him to Birmingham, where she first worked in sustainability projects, she decided to launch her own brand of **Mexican culinary products**. “Rico” -a Spanish word for “delicious”, that her children would constantly use to judge her abilities in the kitchen- has been producing, since 2008, a range of salsas and *tamales* that can now be found in retailers such as Wholefoods, and will soon be sold at Selfridges, Waitrose and Harrods. **The steady growth that “Rico” has shown during the past three years is due to the fact**, according to Marcela, that year on year more Britons visit Mexico and taste real Mexican food. Hence, the same nostalgia that first pushed Marcela to cook *tamales* in Hungary is now creating a demand in the UK for authentic



**Mexican cuisine. It is worth pointing out that “Rico” locally sources its ingredients and is thoroughly committed to free range farming.**

From music to sustainability and finally cooking; from Mexico to Hungary and then Birmingham, Marcela Flores is proof, not only that we carry our past with us, but also that opportunities lie ahead for those who mix boldness with the ability to distinguish local traditions that are, in fact, universal.



### Tamales Workshop for Kids

On occasional Sundays, Marcela Flores teaches children at Wholefoods the technique behind tamales at that there is much more to food than just taste.

## Renowned Mexican and British intellectuals discuss our literature

This panel discussion, which took place on 18 May at King's College London, centred on the recent anthology of living Mexican writers *Mexico sabe Mexico* put together by the author and academic Concepcion Zayas.

During the exchange, Mexican author Margo Glantz discussed 20<sup>th</sup> Century Mexican literature with the renowned academics John King and Gerald Martin, the former from the University of Warwick and the latter based at the University of Pittsburg. **These two scholars are considered to be amongst the world's highest authorities on Mexican literature.** The group analysed the importance of authors such as Sergio Pitlor and Mario Bellatin as icons of Mexican literature's international influence.



### Book Launch: *Mexico knows Mexico*

The Embassy of Mexico in the United Kingdom, in collaboration with the Instituto Cervantes in London organised the launch of "Mexico knows Mexico", an anthology of the 50 most important Mexican writers of the 20th Century. The event included conferences given by the Mexican writers Ana Clavel, Concepción Zayas, Agustín Cadena and Angelica Muñoz-Huberman. The topics discussed spanned the diverse and rich works of numerous authors such as Valeria Luicelli, Yuri Herrera, Cristina Rivera, Ana Garcia Bergua and Rosa Beltran.



### Yesterday's songs in today's voices

After its successful concert in 2006, the Kantorei Cedros-UP Choir returned to London this year to delight audiences with a repertoire of Mexican songs. The choir's London concert was held at St. Gabriel's Church on Friday 6 May and marked the end of the group's 2011 European Tour.

Kantorei is comprised of 35 Mexican children and young men between the ages of 8 and 20, the choir's performances span 15 different countries and have included appearances at Mexico's most prestigious concert halls.

### Mexican academic talks about Cyber-Literature in our country

The School of Cultures, Languages and Area Studies at the University of Liverpool in collaboration with the Mexican Embassy presented the talk *Bird's flight: digital creation in Mexico* by the renowned Mexican academic Dr. Héctor Perea at the International Conference on Latin American Cyber-Cultural Studies on 19 and 20 May.

Dr. Perea, a specialist on digital literary creation and new technologies, analysed the growth of cyber-culture in Mexico. The talk focused on new literary trends such as literary blogs, digital storytelling, digital poetry, hypertext novels, hypermedia fiction, net.art and online performance art.

### Monsters and Prodigies at the Brighton Festival



The Anglo-Mexican Foundation in collaboration with the Mexican Embassy proudly presented "Monsters and Prodigies" by Jorge Kuri, a play intended to tell the tale of falsetto-voiced boys or "castrati" whose lives were changed forever in the name of art in Baroque-era Italy.

The play was staged by Mexican director Claudio Valdés Kuri and his theatre company *Ciertos habitantes* at the Brighton Festival 2011. It was presented at the Corn Exchange theatre in Brighton on 24 and 25 May.

## Hay Festival stays in Mexico, now in Xalapa

The Ambassador of Mexico in the United Kingdom, Eduardo Medina Mora, took part in the inauguration of the Mexican edition of the Hay Festival: Hay Xalapa. The Ambassador was accompanied by Hay Festivals' President Revel Guest and Director Peter Florence. Also in attendance were representatives of the University of Veracruz, as well as local government officials including the Secretary of Tourism, Culture and Cinema of Veracruz, Leticia Perlasca. Ambassador Medina Mora highlighted the importance of events which allow for dialogue and the exchange of ideas, as they facilitate the strengthening of bilateral ties as well as being drivers for innovation in myriad important fields.

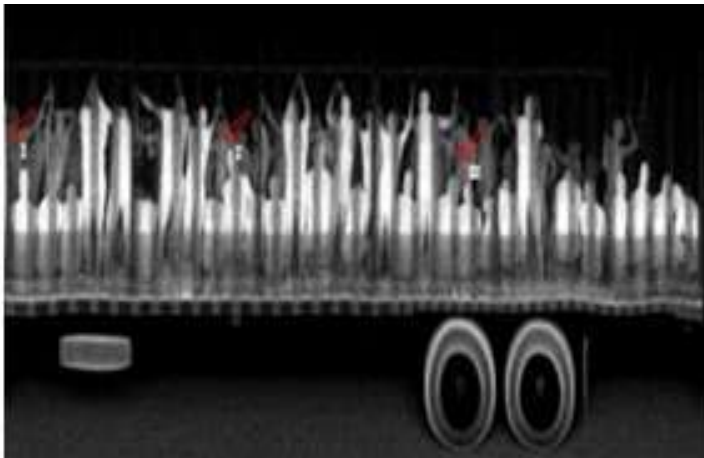
"Hay Festival Xalapa" will run from the 6-9 October. In keeping with the main festival from which it is derived, this event will be a forum for the discussion of themes such as literature, cinema, the environment, visual arts and music.



### Dr. Luis Rubio at the Hay-on-Wye Festival

On 28th May, Dr. Luis Rubio, Head of the Centre of Research for Development (CIDAC), gave the conference "Mexico Beyond the Headlines" at the 2011 Hay-on-Wye Festival. Rubio addressed Mexico's political, economic and social circumstances, placing special emphasis on the role of Mexico's middle classes.

### "Borders, Clashes and Cultural Encounters: Mexico and the United States of America" A talk by Minister Alejandro Estivill at Instituto Cervantes



The Instituto Cervantes in London hosted the talk "Borders, Clashes and Cultural Encounters: Mexico and the United States of America" by Minister Alejandro Estivill on Tuesday 31<sup>st</sup> May. During the talk, Minister Estivill presented a post-structuralist analysis of the Mexico- US border as a space of cultural interaction and divergence. Minister Estivill used a compelling mixture of facts and anecdotes to illustrate the unique nature of the border region as the most dynamic and active frontier in the world.

A frontier which, on the other hand, embodies many of the great social and economic issues of modern times: migration, business, economic and military inequality, infrastructure development, relative security, diversity in artistic expression and legality as well as the competition for and use of shared resources.



### Revolution on Paper: Mexican Prints 1910

On 22 June the Hatton Gallery in Newcastle opened the impressive exhibition *Revolution on Paper: Mexican Prints 1910 – 1920*. Many have already appreciated the works on display at previous exhibitions held at the British Museum in 2010 and at the Lakeside Arts Centre in Nottingham.

The prints exhibited include works by Diego Rivera, Jose Clemente Orozco, Alfredo Salce and Leopoldo Mendez, who produced excellent pieces concerning the pressing issues of post-Revolutionary Mexico. The exhibition will run until 24 August.



**pinta**

## The Latin American Art Fair in London

Following its great success in 2010, the second edition of PINTA, the Modern and Contemporary Latin American art fair, opened its doors to the public from 6 – 9 June at the Earls Court Exhibition Centre in London. The exhibit featured an exciting range of works by established as well as emerging Latin American artists from over fifty art galleries across the Americas and Europe.

**Mexico had a strong presence at this year's fair thanks to the participation of numerous Mexican and Mexico-based international artists.** Of particular note was the Mexican curator Pablo Leon de la Barra, who was in charge of the special projects section for the second time. In addition, Mexican artist Felipe Ehrenberg attended the exhibit as a special guest in recognition of his outstanding artistic career. In order to maximise the benefits of this important cultural event, the Mexico Tourism Board used sponsorship to show-case the Mexico Brand at PINTA to tour operators and representatives from the British travel industry. **The Board also detailed the exhibit's Mexican influences on its website and in its catalogue.** These steps constitute part of the Mexico Tourism Board's strategy of promoting Mexico as a must-see cultural destination for the discerning European traveller.

As part of the PINTA programme, Ambassador Eduardo Medina Mora held a special brunch at his official residence for gallery-owners, collectors, artists, art critics and promoters. The guests enjoyed a traditional Mexican breakfast and had the opportunity to view together works by some of the artists which participated in PINTA such as Felipe Ehrenberg, Alejandro Pintado, Alejandro Almanza, Dulce Pinzon, Emilio Chapela, Pablo Helguera and Ariel Orozco. This small exhibition was held in collaboration with the following galleries: Edel Assanti Gallery, London; Post Box Gallery, London; Baro Gallery, Sao Paulo; Enrique Guerrero, DF; Henrique Farias Fine Art, New York; Fundacion Magnolia, Mexico/Rove Gallery, London and Selma Feriani Gallery, London.

PINTA presented the public with a unique opportunity to experience the best of Latin America's highly sophisticated and international visual art scene. **The fair's broad range of museum-quality works** spanned the worlds of representative, abstract, concrete, neo-concrete, kinetic and conceptual art.



<http://pintaart.com/london/index.php?>

## Thumbs up in the UK for the Mexican wrestlers



The Mexico Tourism Board in the UK and *Como No* bring you “Lucha Future”, a selection of sixteen of the best Mexican wrestlers including legends such as Blue Demon Jr., Cassandro and Magno.

For a third year running, the Mexico Tourism Board in the UK is supporting the ultimate Mexican sport which has sparked the imagination of audiences of all ages across the world. Mexican wrestling is back in the UK in force and for 2011 “Lucha Future” is joined by the Mexican band Nortec Collective. The scene is set for night after night of exhilarating moves and high-flying acrobatics. In celebration of this special occasion, the Mexico Tourism Board in the UK is organising a competition to win a holiday for two to the beautiful beaches of the Mexican Caribbean. To enter, please send the name of your favourite Mexican dish to [uk@visitmexico.com](mailto:uk@visitmexico.com)

For the first time ever and due to previous success, Lucha Future will not only feature at the Round House (24-26 June) in London but will also make special appearances at The Sage Gateshead (28 June) and at the Brighton Dome (1-2 July). According to The Guardian: “The audience goes wild... has to be seen to be believed”, the Daily Star has commented “Pure masters of the art... high-flying excitement”, for BBC Radio Lucha Future is “The best show in town” and GQ has described it as “Hugely successful... astonishing”.

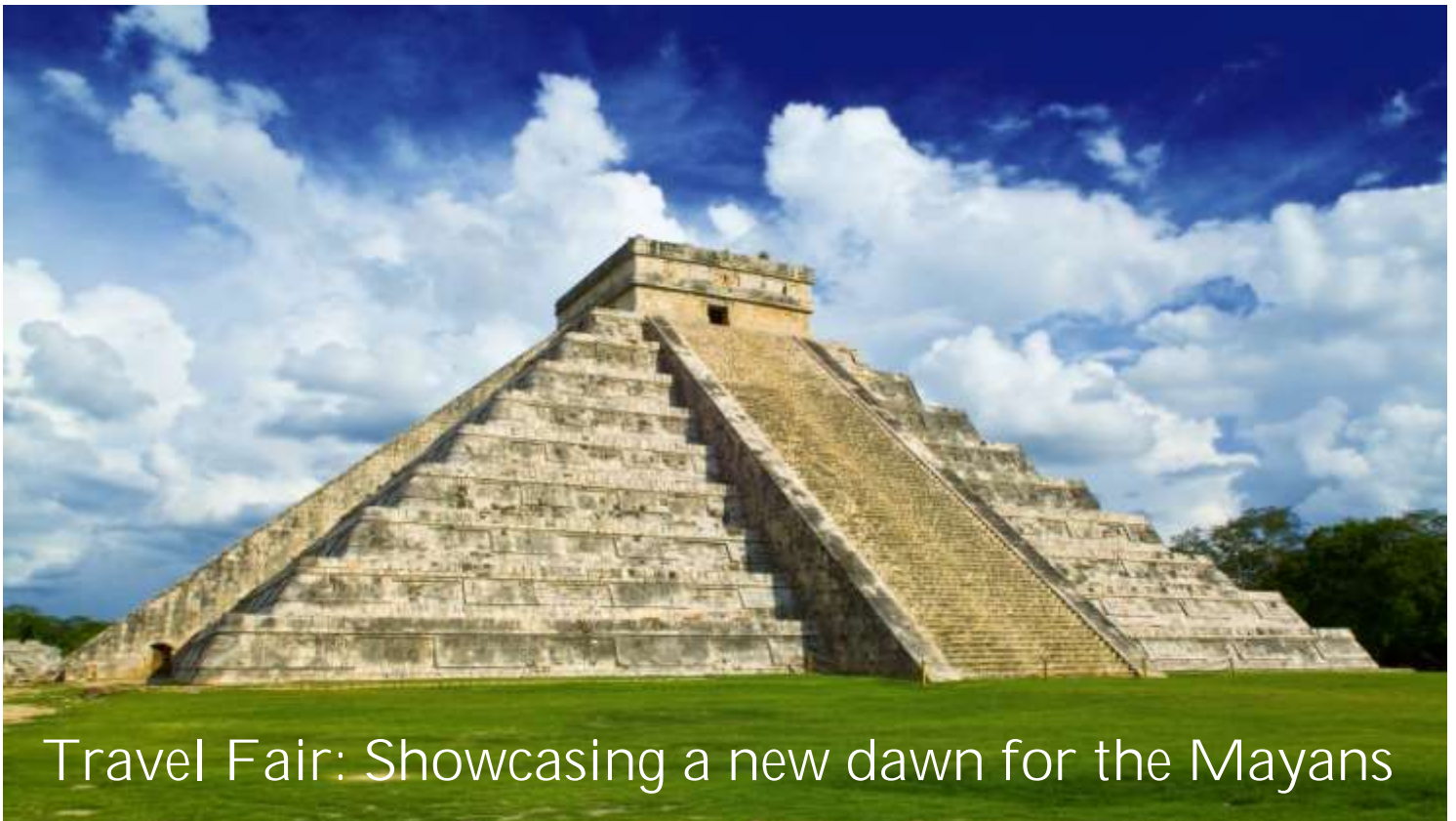


## Thomas Cook agents celebrate the Royal Wedding in the Mexican Caribbean

The Mexico Tourism Board worked together with *Mexican Caribbean*, Cancun and *Riviera Maya* as well as Thomas Cook- the second largest tour operator in the U.K., to host "The Thomas Cook A Performers Conference" for the second time. The conference was attended by 130 of Thomas Cook's top sales agents and consisted of seminars, visits to sites of interest and theme parks, dinners, a "hen and stag party" and even a "wedding celebration" in tune with the Royal Wedding back in London. The event was a huge success; 97.60% of the participants rated the experience as excellent and nearly 88% thought it was better than expected. According to one of the attendants:



To quote the theme song from a James Bond film, "Nobody does it better". Mexico is truly a world-class destination, with the best beaches in the world, the best hotels with the best gourmet dining in the world, the best attractions in the world and finally the most beautiful people you could find anywhere! Thank you very much. See you hopefully in August this year'.



## Travel Fair: Showcasing a new dawn for the Mayans

This fair is dedicated to the promotion of tourism in Mexico's southern Mundo Maya region. The fair's third instalment will last for two days and will aim to bring new commercial opportunities to the area by forging links between the local tourist industry and its global counterparts. The Mayan world will also celebrate the beginning of a new Katun (Maya Calendar period), with various events running from now until December 2012.

Contrary to popular belief, far from predicting the end of the World, Mayans anticipated the beginning of a new era. Join us to celebrate the occasion and explore the vast Mayan World

The authorities of the States which constitute the Mayan World area, Mexico's Ministry of Tourism and the National Institute of History and Archaeology have allocated over £7.5 million to launch the Mundo Maya initiative worldwide. Moreover, the scheme's organisers have unveiled a list of ten iconic archaeological sites which they hope will become the region's honey pot attractions. These sites are:

Campeche: Edzná and Calakmul

Chiapas: Palenque and Izapa

Quintana Roo: Cobá and Tulúm

Tabasco: Comalcalco and Pomoná

Yucatan: Chichen Itza and Uxmal

# I PIC MEXICO! COMPETITION

CALL FOR ENTRIES

Share with us a favourite photo from your trip to Mexico and you might win the chance to return there! **How simple is that?**

Mexico is one of the UK's favourite tourist destinations



*What it is about our culture, landscape, Mayan legacy and hospitality that make you want to go back?*

**The answer will be in your photo!**

## 1st prize

Two economy return flight tickets to Mexico City (*Terms and Conditions Apply*)

## 2nd prize

Mexican meal for four at Santos in Portobello Road

## 3rd prize

Mexican meal for two at Wahaca Restaurants, London.

**> Go to** [www.sre.gob.mx/reinounido](http://www.sre.gob.mx/reinounido) for further details and registration.

Become a **Facebook** friend of **Embamex Reino Unido** to see the pics and vote. **The photo with the most "likes", wins.** So get your friends on board!

The competition begins on **July 1st** and ends on **December 5th 2011** when the winners will be officially announced.

Sponsored by



# Virgin Atlantic Launches flights to Cancun for 2012

After years of lobbying by the Mexico Tourism Board in the UK, Virgin Atlantic announced on June 16 the launch of a new route between London and Cancun, Mexico starting in summer 2012. The twice weekly service will begin on 14 June and will see around 100,000 Virgin Atlantic customers travelling to its new destination each year.

Mexico packages in the new brochure dedicated exclusively to Mexico for the first time, will start at £799 for a seven night all-inclusive break. Virgin Holidays has sold Mexico as part of its Caribbean brochure for over 10 years, and currently features 14 hotels.

Virgin Atlantic estimates that the new route will deliver around \$25million of tourism revenue to the Cancun market each year. The twice weekly service will be operated by an Boeing 747-400, which will be configured with 14 Upper Class Suites, 59 Premium Economy seats and 379 Economy seats.



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**Virgin** HOLIDAYS

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