



CONSULAR NEWSLETTER

ECONOMIC & TOURISM AFFAIRS

CONSULMEX PHOENIX | APRIL 2021

Inside this Issue

CHOOSE MEXICO

- 1 Welcome Letter
Upcoming Events
- 2 Did You Know...
Consular IDs: A Valid Form of ID in Arizona
- 3 DataMéxico: Learning About Mexico's Business Environment
Helping Women Go Digital
- 4 Small and Medium Enterprises
 - Latino Entrepreneurship in the U.S.
 - USMCA: An Opportunity for SMEs
 - Developing Entrepreneurial Skills
- 5 The Desert Jewels Are Coming!

ARIZONA THRIVES

- 6 OPINION: Russell Bowers
- 7 Three Keys to Successful Bilateral Trade: The Supply Chain, Water and Immigration
- 8 Thunderbird Plans Satellite Office in Mexico
- 10 Breaking Down Borders: The Surprise AZ TechCelerator

DISCOVER MEXICO

- 11 Mexico: A Perfect Place for Ecotourism
Tennis Comes to Los Cabos
- 12 Acapulco: A Historic Escape
- 13 Travel Safety ALWAYS Comes First
- 14 Mexico City is a Foodie Heaven
- 15 Mexico: Culture in Paradise
- 16 Baja California Sur: Sun and Sand in All Directions
 - Balandra
 - Whale Watching
 - Gastronomy
 - Los Cabos



It is a pleasure to welcome you to the April 2021 edition of our Consular Newsletter on Economic and Tourism Affairs. We are encouraged by the growing number of business and political leaders from both sides of the border who have become subscribers.

This month, the **#ChooseMexico** section has a variety of interesting articles that focus on current business topics relevant to both Mexico and Arizona. One in particular, from **Consul Alejandro Martínez**, who heads the Consulate General of Mexico in Nogales, highlights something we look forward to each year in Arizona: the arrival of the high-quality Sonoran grapes exported to the U.S. through Nogales, one of the important ports of entry between the U.S. and Mexico.


In the **#ArizonaThrives** section, where Arizona's political and business leaders voice their opinions, we are honored this month to feature **Russell "Rusty" Bowers**, speaker of the Arizona House of Representatives, who shares his beautiful memories of his experience in the *Sierra Tarahumara* in the state of Chihuahua.

In this section, we also have contributions from:

- **Chris Camacho**, president and CEO of the Greater Phoenix Economic Council (GPEC), who discusses the key elements for a successful bilateral relationship;
- **Dr. Sanjeev Khagram**, CEO, director general and dean of Thunderbird School of Global Management at Arizona State University, who describes the continued global expansion of this prestigious school, including its new state-of-the-art headquarters on ASU's downtown Phoenix campus; and
- **Jeanine Jerkovic**, economic development director of the city of Surprise and a great friend of our Consulate General. She shares information about city's innovative business accelerator, which I recently had the pleasure of visiting.

Last, but not least, in the **#DiscoverMexico** section, we are pleased to offer more reasons to visit Mexico, no matter what your vacation style. Ecotourists will love *Huasteca Potosina* and the imposing *Pico de Orizaba* volcano; foodies will find a culinary wonderland on the streets of Mexico City; and sports fans might just want to be in Los Cabos in July for the Tennis Open. Our special collaborators this month are **Brian Krupski**, founder and CEO of the *GrinGO* app, and **Ali Madrazo**, an editor for the luxury travel magazine, *InMexico*.

Enjoy!


Jorge Mendoza Yescas
Consul General of Mexico



Upcoming Events

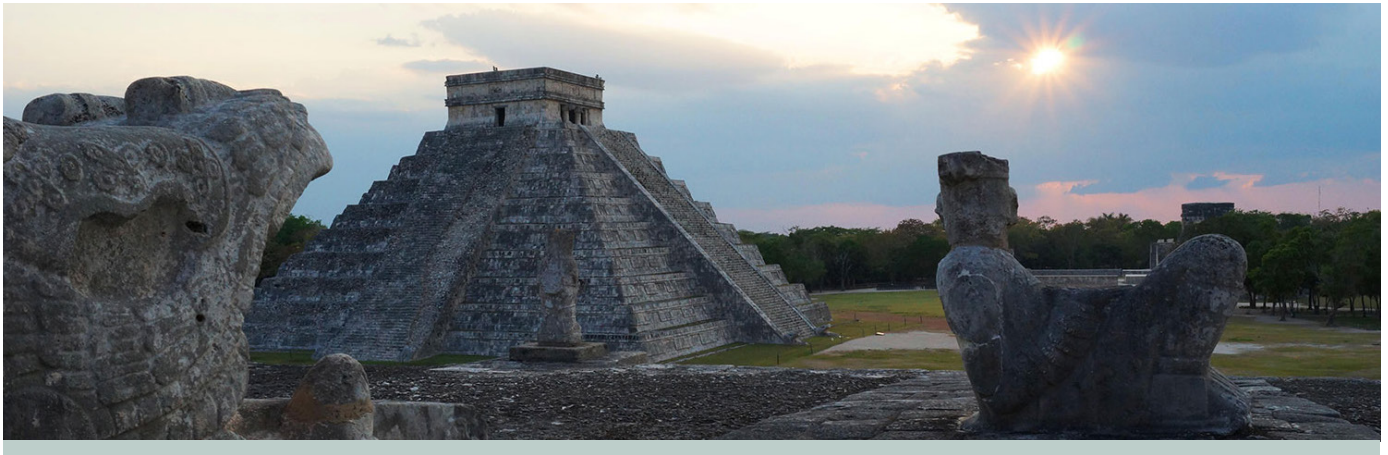
Los Cabos Tennis Open
Tennis Tournament
July 19-24, Los Cabos

Transportation Providers Expo
Transportation
August 4-6, Monterrey

Expo ElectriB
Electromechanical
August 19-20, Zacatecas and Virtual

EXITEP
Energy
September 13-15, Tampico and Virtual

ExpHotel
Tourism and hospitality industry
November 9-11, Cancún



Did You Know...

- The National Autonomous University of Mexico is the largest institution in Latin America with more than **200,000 college students**?
- In 2019, Mexico was the **fourth largest exporter of automobiles** in the world?
- Mexico has a workforce of **54.7** million people?
- Mexico's Yucatan Peninsula is home to **Chichén Itzá**, the Mayan ruins that are one of the Seven Wonders of the World?

Consular IDs: A Valid Form of ID in Arizona



identification card issued by the Mexican consular network.

This measure will have a positive impact on public safety and on the local economy because it will allow law enforcement agencies to precisely identify individuals with whom they interact, and bearers will be able to prove their identity to open a bank account or request a loan.

Foreign-owned businesses are surging in Arizona, generating economic opportunities for all the residents in the state. The acceptance of consular IDs is a win-win situation and confirms the commitment of the Arizona government to strengthen its important relationship with Mexico, its main trading partner.

On March 5, 2021, Arizona Gov. Doug Ducey signed Senate Bill 1420 into law. The bill, which was sponsored by state Sen. Paul Boyer (R-District 20) and state Rep. David Cook (R-District

8), reforms the state law to allow Arizona authorities to accept consular identification cards that use biometric identification techniques such as the Matrícula Consular de Alta Seguridad (MCAS), a high-security consular

Helping Women Go Digital

In March 2021, Mexico formalized the initiative, “Women in the digital transformation,” a collaboration between the public and private sectors, the Ministry of Finance and Public Credit, the Ministry of Economy and the National Institute of Women. This initiative seeks to promote the digital transformation of microenterprises operated by women.

The objective is to develop digital and financial skills in entrepreneurs and microentrepreneurs, promoting the efficient use of innovation and the digital commerce infrastructure. It is expected that by 2022, at least 20,000 women entrepreneurs will have participated in this innovative program.

A pilot test, conducted by the Ministry of Finance and Public Credit, found that women who participated in the courses increased their digital sales by 270%, and 39% of them turned their businesses into their main source of income.



DataMéxico: Learning About Mexico’s Business Environment



DataMéxico is a useful tool that offers information about the Mexican economy, providing an opportunity to analyze, integrate and visualize diverse data. It was introduced by the Consulate General of Mexico in Phoenix in January 2021 during a webinar that included the participation of two representatives of the Mexican Ministry of Economy: Sergio Silva, head of the Global Economic Intelligence Unit, and Luis Godoy, director general at the Global Economic Intelligence Unit.

“The platform provides relevant information for better public policies, it helps businesspeople and academics to know the business environment in Mexico, and it facilitates access to relevant data for individuals,” Godoy said.

Why does Mexico need a data platform?

Tools that help integrate information from various sources and turn that data into articulated narratives are needed to transform data into knowledge and knowledge into strategic

decisions. It is difficult on many current open data sites to find and combine different sources of information, and then visualize and process the information to make the right decisions.

DataMéxico integrates a diverse range of databases on trade, production, employment, education and demography, among others, for the entire country.

The DataMéxico website is divided into five sections:

- Cities and places,
- Industries,
- Occupations,
- Products and
- Institutions.

Approximately 16,000 users visit the platform every week. This year, the goal is to incorporate more data and make the tool even more useful. Public and private instances will be incorporated to share information and facilitate the arrival of investments.



More Info:
[DataMéxico](#)

Small and Medium Businesses

Latino Entrepreneurship in the U.S.

Latinos in the United States are launching businesses at an unprecedented rate, becoming a bigger part of the U.S. economy every year. This demographic segment is expected to represent 29% of the country's population by 2050.

As a matter of fact, between 2009 and 2019, the number of Latino business owners grew by 34%, which is more than any other demographic segment in the country. Despite their entrepreneurial spirit, on average, their companies generate significantly less profit than white-owned enterprises.

According to the *2020 State of Latino Entrepreneurship*, a report from the Stanford Graduate School of Business, if Latino-owned businesses generated, on average, the same annual revenues as non-Latino-owned businesses, they could contribute an additional \$1.5 trillion to the gross domestic product of the U.S.

Latino-owned businesses grew most rapidly in these industries between 2012 and 2017:

1. Construction (32%),
2. Finance and insurance (27%),
3. Transportation and warehousing (25%),
4. Real estate (22%) and
5. Administrative support and Waste management service (22%).



More Info: [2020 State of Latino Entrepreneurship report](#)

USMCA: An Opportunity for SMEs

Small and medium-sized enterprises (SMEs) are important for the economies of the three member countries of the United States–Mexico–Canada Agreement (USMCA). They are important, not only because they contribute to the production and marketing processes, but also because they generate a large number of jobs.

The USMCA will benefit SMEs because it aims to create the necessary conditions for them to have similar opportunities to participate in international

trade as multinationals. Mexico is working to generate trade and investment opportunities for startups and SMEs through the development of infrastructure that includes incubators, work centers and accelerators.

To facilitate the exports of SMEs, the Mexican Ministry of Economy recently launched the MIPYMES MX platform, which offers “practical tools to learn, undertake, sell, grow and export.” This platform is currently only available in Spanish.



More Info:
[MIPYMES MX](#)
[USMA online](#)
[USMCA \(Chapter 25\)](#)



Developing Entrepreneurial Skills

In January 2021, the Consulate General of Mexico in Phoenix launched the Consular Entrepreneurship Program for Women of Mexican Origin in Arizona. The objective of this initiative, provided in partnership with ASU's Thunderbird School of Global Management, is to provide Mexican women with the necessary tools to start or grow their businesses. The program is offered in English and Spanish.

Program participants completed DreamBuilder, a free online learning course developed for women who want to start or grow a small business. In addition to completing the DreamBuilder course, the women attended virtual conferences with experts on entrepreneurship topics, participated in a pitch competition and obtained a list of useful resources for small businesses. Beginning this month and continuing through July, they will take part in a mentoring program.

Claudia Nevarez is one of the 16 participants in the entrepreneurship initiative. Her dream is to start a business selling party supplies and crafts.

“This program is providing me with the tools to accomplish my dream of starting my own company,” Nevarez said. “I learned how to create my first business plan.”



More Info:
[Consular Entrepreneurship Program](#)
dreambuilder.org
[Thunderbird for Good](#)

The Desert Jewels are Coming!

BY ALEJANDRO MARTÍNEZ



The months of May and June are especially sweet because the table grapes of the Sonoran Desert arrive on the shelves of Arizona grocery stores.

Favorite grape varieties such as white seedless, red seedless, black seedless, red globes and Cotton Candy are harvested every year in the Mexican fields, particularly in the U.S. border state of Sonora, which is the main Mexican producer of this sweet treat.

For 2021, the Sonoran fields are estimated to yield 21.5 million 18-pound cartons. Starting in May, the farms of Hermosillo and Caborca will kick off their harvest, which

will be sorted, packed and sent to the U.S. The process is a logistical marvel that includes precise coordination between the distributors and customs brokers, and the Mexican Customs Authority (*Aduanas de Mexico*) and the U.S. Customs and Border Protection (CBP) so these desert jewels arrive fresh on consumers' tables.

The Sonoran Association of Table Grape Producers (AALPUM), which is located in Hermosillo, works hard to comply with the highest standards related to product quality, environmental sustainability and labor rights. Thanks to their efforts, U.S. residents can enjoy the fruits of their labor every summer.



Alejandro Martínez
*Consul in Charge,
Consulate General
of Mexico in Nogales*

Alejandro Martínez is currently Consul in Charge at the Consulate General of Mexico in Nogales. As part of his official duties, he is directly responsible for the promotional efforts of Mexico's Secretariat of Foreign Affairs in Santa Cruz County, which includes tourism, cultural, economic and commercial activities.

Consul Martínez was born and raised in Sonora, Mexico, and has been a career diplomat since 2013.

He was posted in Guyana, South America, before becoming Deputy Consul General in Nogales in 2015.



More Info:
[Consulate General of Mexico in Nogales](#)

aalpum.org

RECIPES
[33 Grape Recipes](#)
from Epicurious

[Mexican Chicken with Grapes](#)
Adapted from a
Diana Kennedy recipe



Russell "Rusty" Bowers *Speaker of the Arizona House of Representatives*

He is a fourth-generation Arizonan who graduated from Mesa High School with honors, and went on to attend Mesa Community College, Arizona State University (ASU) and Brigham Young University. In 1992, Bowers did post-graduate work at ASU. He also did a two-year mission in Mexico. Bowers has had an active career in construction, education and the state legislature, and also is a talented professional artist well-known for his diverse artistic ability. Many of his drawings, paintings and sculptures are on display throughout the United States. He also is musically talented and is an accomplished instrumentalist and singer. Bowers and his wife are the parents of seven children.



More Info:

rbowers@azleg.gov
[Fundación Tarahumara](#)
[Matrícula Consular](#)



Valuable Lessons Learned

BY RUSSELL BOWERS

She was bedridden, and had been for many years, when I first met Anita Garcia Narro in the small village of Bawinocachi, Chihuahua, in 1984. Responding to a measles epidemic during a terrible storm, she had been dropped from her carrying litter in a rain-swollen stream and broke her neck, leaving her quadriplegic with limited use of fingers on her left hand.

She originally came to the area from Monterrey as a dedicated nurse. Even though she was paraplegic when she arrived, she insisted on serving the indigenous Tarahumara people in the region—with or without the permission of local mission leadership.

It was just two years before her death when my daughters and I met Narro. Her young assistants and adopted children cared for others, wheeled her into her classroom and followed her instructions as she directed her clinic and school. We brought supplies from the Fundación Tarahumara, led by Dr. Ozuna of Cuauhtémoc. What my family received during our face-to-face interview with Narro was an invaluable lesson in courage and tenacity from an extraordinary human being.

My memory is poor, but I believe she ultimately educated more than 700 young students from the surrounding region through her little school, and personally adopted more than 100 of these same children, from babies on up, organizing and directing older children with younger "siblings." Her life was truly an example of a life to be admired for all the right reasons.

Why am I writing this story? A large portion of my life has been spent with my Spanish-speaking neighbors in Arizona. An artist by training, I have chosen the variety of themes for numerous paintings and sculptures taken from the richness of landscape and people across the breadth of a marvelous and enriching country. In my public service, I have been blessed over the decades to come to know even more of the depth of histories and cultures with an innumerable horizon yet to understand.

Mexico has blessed my life in so many ways. We are now making history again. U.S. citizens realize that we, enjoying differing historical visions and challenges, nevertheless have been placed side by side with our Mexican neighbors, and we must interact with each other with kindness and respect.

I appreciate Consul General Jorge Mendoza Yescas' kindness and professionalism, and the wonderful treatment I have received at the Consulate as I learned about the process of the Matrícula Consular, a public document that proves nationality and identity. I applaud any measures that will help both countries advance in harmony. With gratitude, I wish you all the very best.

Speaker Bowers (l) presents Consul General Yescas with one of his beautiful paintings, a portrait of the Virgin Mary eating a mango as her cousin Elizabeth, mother of John the Baptist, sits nearby. In the background, Joseph is working in the fields. Speaker Bowers was inspired by the time he spent with the indigenous Tarahumara people in the Mexican state of Chihuahua.

Three Keys to Successful Bilateral Trade: The Supply Chain, Water and Immigration

BY CHRIS CAMACHO

Strengthening the relationship between the U.S. and Mexico is critical to long-term economic prosperity and opportunity for both countries. It is something that the Greater Phoenix Economic Council (GPEC), which represents 4.8 million people, takes seriously and works hard to attract and grow quality businesses. We believe in the exponential economic power of collaboration on critical initiatives that will advance domestic and international industries.

BILATERAL TRADE AND COMMERCE

Sound, strategic bilateral efforts to solidify connected supply chains between Northern Mexico states such as Baja California and Sonora, and the U.S. states of Arizona and California, position Greater Phoenix as a competitive market for the advanced manufacturing sector as COVID-19 increases global companies' desire to be closer to its end customers.

GPEC's latest report, *Industry Insights Report: Manufacturing*, reveals that in the last decade, 238 manufacturing operations relocated or expanded to Greater Phoenix; and 90 of those were in 2018 and 2019 alone. Greater Phoenix's competitive position is expected to net more than 5,400 new manufacturing jobs by 2025, significantly outpacing the growth in major western markets.

Recently, ElectraMeccanica, a Canadian electric vehicle (EV) manufacturer and designer

based in Vancouver, announced it would build its U.S.-based assembly facility and engineering technical center in Mesa. The EV space is burgeoning within Greater Phoenix. As the market becomes a global leader in the production of electric vehicles, developing a sound supply chain and commerce triangle between Arizona, California and Mexico provides the requisite infrastructure that will bring investment, export capital potential and job opportunities for both countries.

WATER

The availability of natural resources such as water is paramount to Greater Phoenix's ability to attract continued investment from semiconductor and advanced manufacturing firms. While Arizona leads the nation with rigorous water conservation efforts and current water usage is below 1957 levels, it is important that Mexico and Arizona work collaboratively on a 100-year water plan using the Sea of Cortez and desalination processes as a catalyst to strengthen the manufacturing and commerce relationship by meeting the demands of current and future industry through planned growth methods tied to sustainability.



Chris Camacho
President & CEO
Greater Phoenix
Economic Council
(GPEC)

Chris Camacho is president and CEO of the Greater Phoenix Economic Council (GPEC). During his tenure, GPEC has helped to attract more than 414 companies to the area, creating 74,000+ jobs and \$11 billion in capital investment.



More Info:

ccamacho@gpec.org

www.gpec.org

IMMIGRATION

At the end of the day, economic development is about a simple concept: One business, one job, one life at a time. The situation taking place at Arizona's southern border is about people, families and a desire for better opportunities. For the U.S. and Mexico to thrive as commerce partners, we must address the humanitarian aspects of our relationship to provide benefits for both countries. By working together to create viable humane solutions, both countries will reap economic benefits that include easy transport of goods, workforce expansion and new opportunities for people on both sides of the border.

Thunderbird Plans Satellite Office in Mexico

BY DR. SANJEEV KHAGRAM

Thunderbird School of Global Management is a unit of the Arizona State University Knowledge Enterprise. For 75 years, Thunderbird has been the vanguard of global management, leadership and business education, creating inclusive and sustainable prosperity worldwide by educating future-ready global leaders. Thunderbird is now home to more than 1,200 undergraduate and graduate students, half of them from outside the U.S.

At Thunderbird, our goal is to be the most global and digital school in the world. Pursuing that goal means we are ready to manage the Fourth Industrial Revolution, the tectonic changes brought about by artificial intelligence, blockchain, genetic engineering, and other breakthroughs. This preparation requires both unique skills and a shift in outlook, adopting a digital mindset.

Thunderbird leverages its worldwide presence to offer students and learners cutting-edge educational experiences in international

locations around the world. Capacity-building partnerships and regional centers of excellence in global cities are critical to Thunderbird's future-readiness initiatives.

The school currently is working closely with its alumni chapter in Mexico to create a satellite office (regional center of excellence) in Mexico City to help our institutional and business partners in Mexico and attract, retain and catalyze future-ready talent in target markets and influence regional policy during this time of transformation.

To date, Thunderbird has graduated more than 46,000 students. With learning courses and degree programs from entrepreneurship at the bottom of the pyramid to the undergraduate, graduate and executive levels, and an internship rate that tops 95 percent, the school produces graduates who work worldwide.



Dr. Sanjeev Khagram, PhD
CEO, Director General & Dean of Thunderbird School of Global Management at Arizona State University

Dr. Khagram is a world-renowned scholar and practitioner in globalization, the Fourth Industrial Revolution, transnationalism, leadership, strategic management, entrepreneurship, social enterprise, cross-sector innovation, public-private partnerships, inter-organizational networks, good governance, transparency, the global political economy, sustainable development, human security and the data revolution. He holds a B.A. in development studies/engineering, an M.A. and PhD minor in economics, and a PhD in political economy, all from Stanford University.



More Info:

thunderbird.asu.edu

www.consulmex.sre.gob.mx/phoenix/

Key Facts and Figures

In an analysis of master's degree programs in management in 2019, *Times Higher Education* and *The Wall Street Journal* ranked Thunderbird's Master of Global Management degree No. 1 in the world.

In 2019, Thunderbird was granted a five-year reaccreditation extension by The Association to Advance Collegiate Schools of Business (AACSB International), the premier accrediting agency for bachelor, master and doctoral degree programs in business-related fields. Thunderbird has been AACSB International accredited since 1994.

CURRENT GRADUATE DEGREES

Master of Global Management
(Full-time MGM, Executive MGM and Accelerated 4+1 option)
with 17 concentrations

Executive Master of Arts in Global Affairs & Management
(Executive MAGAM)

Master of Applied Leadership and Management
(Online MALM).

NEW DEGREES

Master of Arts in Global Affairs and Management:
Creative Industries and Executive Master of Global
Leadership & Strategy (EMGLAS)

Bachelor of Global Management
(Full-time BGM and Online BGM)

Bachelor of Science in International Trade
(Full-time BSIT and Online BSIT)

CERTIFICATE PROGRAM

Graduate Certificate of Global Management

ALUMNI

184 chapters meet regularly in more than 100 countries

LOCATIONS

Headquarters:

Downtown Phoenix

These offices represent the school for executive education clients as well as facilitate recruiting, alumni services and communications:

Amsterdam
Dubai, UAE
Geneva
Jakarta, Indonesia
Los Angeles*
Moscow
Nairobi, Kenya
Seoul, Korea
Shanghai
Tokyo
Washington, D.C.

*** NOTE:** The Los Angeles office, which will be located at the new ASU California Center in Santa Monica, is scheduled to be open for fall 2021 programs, including the new Master of Arts in Global Creative Industries. The location will also offer a new master's degree in space sector management, with a yet-to-be-determined launch date.

Thunderbird's new state-of-the-art global headquarters on ASU's Downtown Phoenix campus is in the final phases of construction and on track to welcome its first students in August 2021 to celebrate the 75th anniversary of the founding of the school. This cutting-edge facility will allow Thunderbird to deliver exceptional leadership and management education for generations to come.



Breaking Down Borders: The Surprise AZ TechCelerator

BY JEANINE JERKOVIC

There are many barriers to starting a business, but borders should never be one of them. For that reason, we're excited to welcome businesses from all over the world to the AZ TechCelerator in Surprise, a northwestern suburb of Phoenix.

This innovation center launched the first certified global "soft landing" program in Arizona in 2017. The TechCelerator program was recognized by the International Business Incubation Association (InBIA) as having the experience and programming to welcome international companies into the local market. The center helps international companies establish their U.S. corporations in a safe, secure, government-owned space that can help provide knowledgeable mentors and resources so businesses can hit the ground running.

The time has never been better to consider Arizona for business growth or expansion. Arizona is a rising top-tier market welcoming business expansions and investment from around the world in a variety of sectors, including advanced manufacturing, healthcare, distribution and technology. Taiwan Semiconductor Manufacturing Co. (TSMC) recently announced plans to build a new \$12 billion U.S. semiconductor factory in the West Valley, near Interstate 17 between the Loop 303 and Carefree Highway. According to *Reuters*, factory production is expected to begin in 2024 and will bring 1,900 new full-time jobs

to the area over a five-year period.

What makes the AZ TechCelerator unique is that it's not just a place to start a business, it is a community. The center has local onsite experts and mentors in a variety of disciplines, including marketing, accounting and legal services. A good example is Gabriela Castro Cardoza. Castro, who is originally from Mexico City, is the CEO of Trade in Motion, a business development consulting firm that assists and supports small and medium-sized enterprises (SMEs) entering or expanding into Mexico, the U.S. or Canada.

For businesses interested in growing beyond their U.S. footprint into Canada or Europe, the AZ TechCelerator offers reciprocal innovation hub partnerships with Sherbrooke Innopole in Sherbrooke, Quebec, Canada, and the Digital Hub Initiative in Berlin, which is run by Germany's Federal Ministry for Economic Affairs and Energy.

Entrepreneurship is always risky. Even the most sophisticated global companies face enormous challenges when they expand into the ever-complicated U.S. market. To limit risks, costs and time-to-market, it helps



Jeanine Jerkovic
CEcD, Economic Development Director, City of Surprise, AZ

Jeanine Jerkovic, CEcD, has been the economic development director for the city of Surprise, AZ, since December 2014. She was recognized as Economic Developer of the Year in May 2019 by the Arizona Association for Economic Development. Her career in economic development has included roles in the city of Glendale (AZ), the Canadian Consulate of Phoenix, the Greater Phoenix Economic Council and the Arizona Department of Commerce. Jerkovic has a B.A. from Barrett, The Honors College at Arizona State University, and a master's degree from the London School of Economics in the U.K. She lives with her husband and their two children in Surprise.



More Info:

- [AZ TechCelerator](#)
- [Trade in Motion](#)
- [Sherbrooke Innopole](#)
- [Digital Hub Initiative](#)

to find a good landing spot to quickly figure out the next steps to success.

Mexico: A Perfect Place for Ecotourism

Mexico offers everything an ecotourist could ever want: beautiful forests, exotic national reserves, steamy tropical jungles and clear lagoons. Its diversity makes Mexico the perfect place for visitors looking to explore nature in its most pristine state.

Here are four great options for an eco-vacation:

HUASTECA POTOSINA

Huasteca Potosina, in the state of San Luis Potosi, is approximately five hours northeast of Mexico City. It is an area filled with gorgeous waterfalls, canyons, natural pools and caves to explore.

YUCATÁN PENINSULA

The Mexican part of the peninsula, which lies between the Caribbean Sea and the Gulf of Mexico, includes the states of Campeche, Quintana Roo and Yucatán. The vast majority of Mexico's more than 6,000 cenotes are located on this peninsula. One of the more unique ones is Dos Ojos, located between Playa del Carmen and Tulum. Dos Ojos (two eyes) is a system of caverns that extends at least 38 miles and offers two main attractions: the Blue Eye, where you can swim into a bat cave (requires a guide), and the Black Eye, which has no visibility so you need portable lights.

You also can visit the Underwater Museum of Art (MUSA) in the waters near Cancun to see the more than 500 underwater statues. The exhibition is 28



feet from the surface and can be viewed either by snorkeling, diving or even a glass-bottom boat tour.

PICO DE ORIZABA VOLCANO

Pico de Orizaba is an inactive stratovolcano that is the highest mountain in Mexico, and the third highest in North America (after Denali in Alaska and Mt. Logan in Canada). It is more than 5,600 meters (18,491 ft.) above sea level and located in a protected area shared by Veracruz and Puebla in southeastern Mexico. Pico de Orizaba is just one of many breathtaking mountains and volcanos in Mexico that provide a great opportunity for those who love rappelling, mountain climbing, alpinism or just moderate hiking.

SUMIDERO CANYON (CAÑÓN DEL SUMIDERO)

The canyon is part of the Parque Nacional Cañón del Sumidero, a 50,000 acre national park in Chiapas that is home to several endangered species, such as river crocodiles, ocelots and spider monkeys.



More Info:

- [Huasteca Potosina](#)
- [Dos Ojos](#)
- [Pico de Orizaba](#)
- [Sumidero Canyon](#)

Tennis Comes to Los Cabos

The 2021 Los Cabos Tennis Open, which will take place July 19–24 at the Cabo Sports Complex, showcases the unique natural beauty of the Los Cabos area.

The location at the sports complex is new and is near the Solaz Los Cabos hotel, which will serve as the host hotel. The sports complex includes one grandstand, one stadium, an area designated for players and five tennis courts. It also will incorporate a forecourt in front of the building that is designed to host entertainment events.

This year's tournament will feature top-ranked players, including John Isner from the U.S. and Grigor Dimitrov from Bulgaria. In terms of safety, The Los Cabos Open will follow the norms established by the Association of Tennis Professionals (ATP) and the local authorities.

Photo by Paha_L © Depositphotos.com



More Info:

- [Los Cabos Open](#)
- [Solaz Los Cabos hotel](#)

Acapulco: A Historic Escape

Acapulco is Mexico’s original beach destination. Since the 1920s, Hollywood celebrities have chosen Acapulco as a vacation destination—and the rest of the world followed.

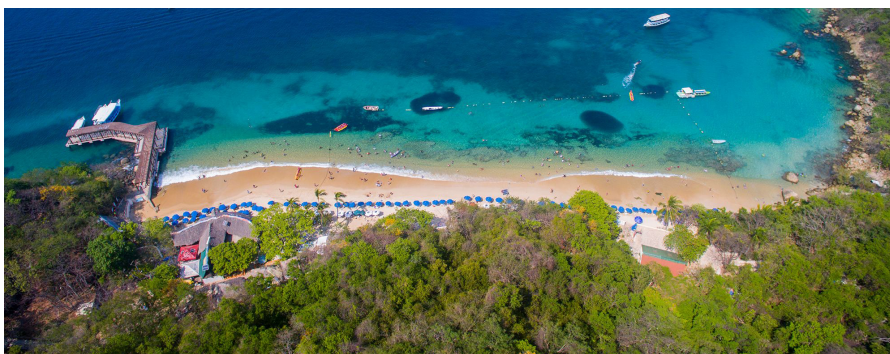
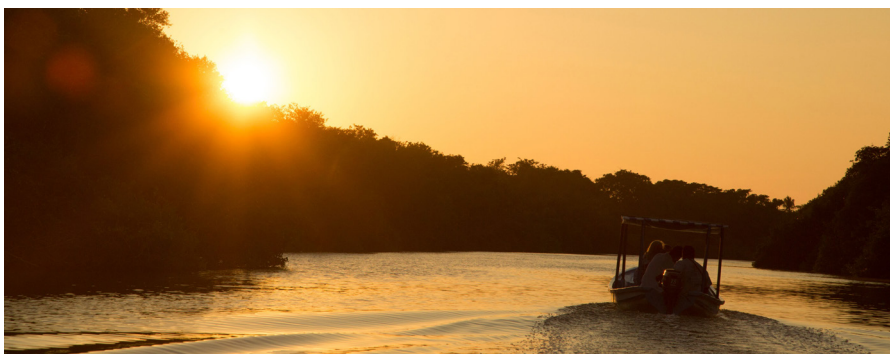
The destination has recently undergone extensive renovations to keep up with the times. Whether you are an adrenaline junkie, a hopeless romantic, a sports aficionado or simply looking to reconnect with friends or family, Acapulco has something for everyone.

Nature enthusiasts can enjoy Laguna de Tres Palos, an enormous lagoon located southeast of Acapulco that is known as one of the state of Guerrero’s best birdwatching areas. A guided boat tour will take you through the lagoon. It even stops to allow passengers to get a skin revitalizing mask made from the special black mud in the area. Adventure seekers can try out XTASEA, which extends more than a mile over Puerto Marques Bay, which is one of the longest ziplines over water in the world. Water sports fanatics should consider trying surfing at one of the area’s famous beaches like Revolcadero or Bonfil, or explore other water sports on Isla Roqueta.

And then there is the city’s most famous historic attraction: The La Quebrada cliff divers. The divers, immortalized in movies like the 1963 Elvis Presley movie, *Fun in Acapulco*, is a must-see for all first-time visitors. The dives first began—informally—in the 1930s. Now, skilled professional divers catapult themselves over the 136-foot cliff into the glistening water below.

Acapulco is a dream destination for couples. They can enjoy a romantic horseback ride, pamper themselves afterward with a relaxing spa treatment followed by a romantic dinner at one of the many top-notch restaurants around town, and end their perfect day watching one of Acapulco’s magical sunsets.

Like most cities today, Acapulco has strict hygiene protocols. Visitors are asked to wear masks in public spaces, wash their hands frequently and follow specific instructions from local authorities and tourism providers to keep everyone safe.



**ACAPULCO
TOURISM BOARD**



More Info:

- [Beaches in Acapulco](#)
- [Acapulco Travel Guide](#)
- VisitMexico.com

Travel Safety ALWAYS Comes First

BY BRIAN KRUPSKI

After more than a year at home, many Americans have had enough of the COVID quarantine and are ready to hit the road. The pandemic has forced the travel industry to adjust their business models or operations significantly to the new norms and challenges.

In August 2020, many of Mexico's beaches opened up when the Mexican government termed tourism "essential." The country, known globally for its world-class hospitality industry, has followed the World Tourism Council's guidelines and applied that same world-class approach to its safety standards, establishing a nationwide traffic light rating system to monitor the local COVID risk. (See the [January 2021 edition](#) of this newsletter for more information.)

All-inclusive properties in tourist hotspots such as Cancún and Cabo San Lucas immediately experienced a strong tourism demand. Since the Labor Day weekend in 2020, the border region also saw a boom, as many American tourists flocked to nearby Puerto Peñasco and Rosarito, selling out reduced hotel capacities.

As winter storms started to batter the northern parts of the U.S., relaxed entry requirements and perfect tropical weather drove almost 1 million visitors to Cancun and the Mexican Caribbean during the Dec. 22–Jan. 6 Christmas holiday season. Spring Break also saw huge tourist numbers, despite a ban on large music festivals.

Mexico is one of the few places left in the world where travelers can go without the worry of pre-travel testing or a quarantine on arrival. On Jan. 21, 2021, newly elected U.S. President Joe Biden immediately implemented a

Centers for Disease Control and Protection (CDC) order that became effective Jan. 26 to further encourage travel to Mexico. Travelers were, however, now required to have a negative COVID test to return to the U.S. by plane. Land crossings remained closed to foreigners, yet U.S. citizens now can travel back and forth to Mexico without any COVID testing required.

The "new normal" in travel poses its own travel risks. Testing positive in a foreign country will prevent you from leaving and you will become dependent on the local healthcare system. Most people also don't realize that their travel insurance may exclude COVID until they are presented with a medical bill due upon receipt. And, although older U.S. citizens have been among the first to receive the COVID-19 vaccination, Medicare limits coverage abroad for issues such as hospitalization and/or COVID.

To address the new travel challenges we now face, our GrinGO travel app has been significantly upgraded to better deliver tourist communications, in partnership with the Mexican government, to eliminate confusion and mixed messaging and to offer travelers the accurate information and resources they need to comply with local COVID protocols.

Some additional new GrinGo features include the ability to upload your COVID test results or find state-approved COVID testing sites. The enhanced ICE Card (In case of emergency) allows you to put your health record and emergency contact on your cell phone's lock screen, so it is easily visible. The directory systems are programmed to be almost type-less. For example, the hospital nearest you will display and you just need to click on the directions link to be routed directly to the hospital in an emergency.



Brian Krupski Founder & CEO of GrinGo and AMMEX

Brian Krupski is the founder and CEO of GrinGo, a travel app for travel to Mexico that offers travel services and safety resources for U.S. and Canada residents. In 2008, Krupski also founded AMMEX, an e-commerce provider of Mexican insurance services. He has a degree from Arizona State University and did his post-graduate studies at Tecnológico de Monterrey in Guadalajara, Mexico. When he returned to Arizona, he worked on cross-border issues at the Arizona–Mexico Commission for Arizona Govs. Jane Dee Hull and Janet Napolitano. He recently spent five years at the Arizona Technology Council, helping Arizona becoming one of the top tech hubs in the nation.



More Info:

[GrinGo](#)
[AMMEX](#)

Tourism should continue to rebound in strong numbers in 2021 and beyond. Just remember these four important rules:

1. Get a travel insurance policy that includes COVID when traveling by air;
2. Follow all local COVID protocols;
3. Be aware of your surroundings at all times; and
4. Tip extra when you can.

¡Buen viaje!

Mexico City Is a Foodie Heaven

If your perfect travel destination is a vibrant, fun place rich in history that also has great food and amazing people, consider a trip to Mexico City.

Mexican food—like the country itself—is rich and diverse. Vegans, vegetarians and meat lovers will all find mouthwatering options. To make the most of your visit, do your homework, contact local food experts, join a food tour or take a cooking class.



Tuna Tostada



Nopal Ceviche

Here are five reasons why your next culinary vacation should be to Mexico City:

A Foodie Heaven. Mexico's food has been shaped by centuries of history, culture and customs. Food is a lifestyle in Mexico and is part of the Mexican identity. Several ingredients in particular are key to what makes Mexican food so special: tomatoes, chocolate, pure vanilla and avocados.

All roads lead to CDMX. Chefs from all of Mexico's 32 states and countries around the world have migrated to Mexico City, bringing with them their unique culinary traditions.

Traditional and contemporary. You can start your day with an authentic breakfast, grab some street food, choose a contemporary spot for lunch, have snacks and drinks at a mom and pop place, and end with a fine dining dinner. Then, if you are still out and about at midnight, have tacos at a local hole in the wall.

Farm to table experiences. Mexico City is an enormous, congested urban stew, but there are still

farming areas nearby. Most city restaurants use local organic produce because of the great quality, intense flavors and brilliant colors.

Love is the extra ingredient. Having the right ingredients is always important, but what elevates a meal to unforgettable are the people involved: the farmers, the chefs, the waiters and the restaurant owners, who are all doing something they love.



More Info:

[Sabores México Food Tours](#)

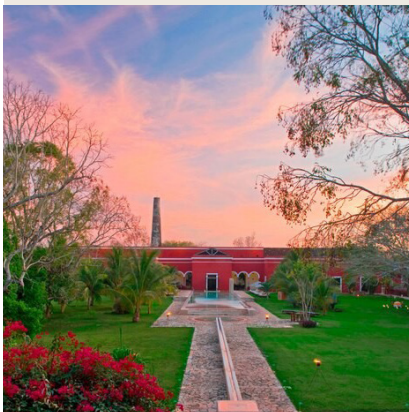
[Dining in Mexico City](#)

Mexico: Culture in Paradise

BY ALI MADRAZO

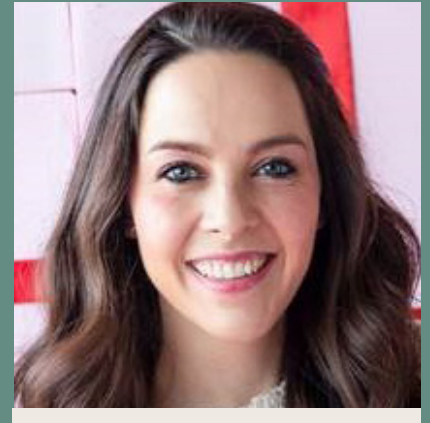
Mexico has it all: beautiful beaches, excellent service and hospitality, a diverse culture and unparalleled gastronomy. Thanks to its paradise of colors, flavors and landscapes, tourists cannot help but falling quickly under its spell.

One of the areas popular with tourists for its rich cultural history



is the Yucatán Peninsula. Its magic comes from the fact that approximately 1,300 years ago, the Mayan civilization thrived there. To this day, the Mayan culture and its traditions remain, making this area a unique place.

When the Spanish colonized the region 800 years later, they brought a strong European influence to the area, which can be seen in the beautiful architecture throughout the region and in cities such as Mérida, the capital of the state of Yucatán and Playa del Carmen, a cosmopolitan playground in the state of Quintana Roo that is very popular with European tourists. Today, the Yucatán Peninsula is considered one of the shining jewels of Mexico, because it has successfully managed to combine the richness of its history with current technology and modernity.



Ali Madrazo
*Industrial Designer
& Editor for
InMexico.com*

Ali Madrazo is an industrial designer and editor for InMexico.com. She is a proud Mexican woman who is passionate about creativity, color, textures and everything that is made in Mexico, from the beautiful crafts to the amazing buildings.



More Info:

www.inmexico.com

A FEW FACTS

QUINTANA ROO

This state is home to the area's most famous—and touristed—cities: Cancún, Playa del Carmen and Tulum.

YUCATÁN

It's beautiful capital city, Mérida, offers stunning colonial architecture and a restaurant for every taste in a relaxed, but bustling urban environment. Valladolid, part of the Pueblo Mágico initiative, is definitely worth a side trip on your way to Mérida or the Mayan ruins at Chichén Itzá.

CAMPECHE

This state is home to many Mayan ruins such as the beautiful Uxmal or Dzibilchaltún, which was occupied for nearly 3000 years and has more than 8400 structures, many of which have not yet been excavated.



MÉXICO
CONSULADO GENERAL EN PHOENIX



320 E. McDowell Rd. Ste. 320
Phoenix, AZ 85004
(602) 688-3692
consulmex.sre.gob.mx/phoenix/

Economic Affairs
Tourism Affairs

Jorge Mendoza Yescas
Consul General of Mexico
jmendozay@sre.gob.mx

Ximena Sotres Brito
Consul for Political,
Economic and
Tourist Affairs
xsotres@sre.gob.mx

Ricardo Reyes Pesqueira
Economic Affairs Advisor
economicospho@sre.gob.mx

Alma Ballot
Political Affairs Advisor
politicospho@sre.gob.mx

Production Team

Jorge Mendoza Yescas
Editor in Chief

Ximena Sotres Brito
Editor

Carmen G. Martínez
Creative Director

Karen Murphy
Copy Editor

Ricardo Reyes Pesqueira
Researcher

Alma Ballot
Researcher

Daniela Zambrano
Researcher

Luigi Alán Gonzalez
Circulation Assistant

Follow us!



Baja California Sur: Sun and Sand in All Directions

The state of Baja California Sur is breathtaking. It is filled with beautiful beaches, expansive deserts and spectacular mountain ranges dotted with gold, copper and tungsten mines. The area has more than 300 days of sunshine a year and abundant flora and fauna.

These are a just few reasons that Baja California Sur is an amazing destination:



Balandra

Balandra, located approximately 10 minutes by car from La Paz, the state's capital, is a dazzling, peaceful beach. It is the perfect place to connect with nature because it is home to many marine and bird species. At Balandra, you can practice snorkeling, kayaking or paddleboarding.



Whale Watching

Whale watching is big business in Baja California Sur because both gray whales and humpback whales travel to the area every year between December and April.



Gastronomy

Exotic and delicious fish and seafood dishes are the stars here. Lobster, sole, tripe, clams and shrimp dishes are featured throughout the area. Look for fish and shrimp tacos, ceviche and butter lobster. For dessert, try pitahaya (cactus flower) ice cream.

Los Cabos

Los Cabos is a world-famous destination located at the southern tip of the Baja California peninsula that includes both the towns of Cabo San Lucas and San José del Cabo and the stretch in between filled with fancy oceanfront resorts. Its famous natural granite arch is the most photographed attraction in the area.

The area, originally most famous for deep sea fishing, also now has several renowned golf courses, exclusive malls, and an endless amount of fun bars to enjoy a shot or two of tequila.



More Info:

[VisitMexico](http://VisitMexico.com)