



CONSULAR NEWSLETTER

ECONOMIC & TOURISM AFFAIRS

CONSULMEX PHOENIX | ISSUE NO. 13 | 2022

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As I write this letter, we have just recently finished celebrating another Hispanic Heritage Month. Of course, in our world, we celebrate and promote Hispanic culture every month of the year—and this issue of the *Consular Newsletter* will give you many reasons to celebrate.

One big reason to celebrate is the announcement that **Mónica S. Villalobos**, president and CEO of the Arizona Hispanic Chamber of Commerce, will receive the prestigious **Ohtli Award** at the **Ambassadors' Ball** on Nov. 19 in Phoenix (p.8).

In this issue, you also will meet **Martha Maurer**, a proud Latina who is the news director at KTAR News in Phoenix (p.2), and **the McKay family**, who moved to Mexico after Tamarr McKay retired from the U.S. military (p.10).

In **#ChooseMexico**, you will learn about the **Mexico Projects Hub**, a Mexican government initiative that helps investors find long-term infrastructure projects (p. 3), read about how the **textile industry** in Mexico is thriving (p.4) and discover how the Mexican government is guaranteeing that Mexico is at the forefront of **global gender parity initiatives** (p.3).

In **#Arizona Thrives**, you will get an update on the **Arizona-Sonora border infrastructure** improvements from the Arizona-Mexico Commission Senior Advisor **Luis E. Ramírez Thomas** of Ramirez Advisors Inter-National (p.5). You also will learn that Northern Arizona University was designated last year as a Hispanic-Serving Institution and meet its newest president, **Jose Luis Rivera** (p.7). You will meet **Todd Sanders**, president and CEO of The Greater Phoenix Chamber of Commerce, who knows that being a good neighbor is simply good business (p.8).

This month's **#DiscoverMexico** will give you three reasons to explore the northeastern state of Nuevo León—the beautiful *pueblos mágicos* of **Santiago, Linares** and **Bustamante** (p.14)—and meet Eugenio Garza Sada, one of its most accomplished citizens (p.15).

November will bring a lot of activity in both the political and economic sectors from organizations relevant to the relationship between Arizona and Mexico. Our last newsletter of 2022 will give readers the highlights from the past year and look at what we can expect in 2023.

Jorge Mendoza Yescas
Consul General of Mexico



Upcoming Events

TOURISM

International Balloon Festival
November 18–21, León

Guadalajara International Book Fair
November 26–Dec 4, Guadalajara

Tianguis Turístico 2023
March 26–29, Mexico City

BUSINESS

Expo Agro Guanajuato Agribusiness
November 8–11, Irapuato

Expo Hidrógeno Energy
February 7–8, 2023, Monterrey

Expo Manufactura Manufacturing
February 7–9, 2023, Monterrey

Did You Know...



- Mexican engineer **Guillermo Gonzalez Camarena** received a patent at the age of **23** for his “**chromoscopic adapter for television equipment,**” an early color television transmission system?
- **Mexico** is among the **top exporters of mangos** in the world?
- The **golden eagle** is considered the **national bird of Mexico**?
- One of the **largest lithium deposits** in the world is located in the **state of Sonora**?



MEXICANS IN ARIZONA Meet Martha Maurer

Martha Maurer is the News Director at KTAR News. She oversees the operation of Arizona’s largest radio newsroom. Maurer, a graduate of Arizona State University’s Cronkite School of Journalism and Mass Communications, joined the KTAR newsroom in 2012. She can be reached at mmaurer@ktar.com.

Q: How did you discover your passion for journalism?

Maurer: I was in high school during the terrorist attacks of 9/11. For the entire day, we watched the news and I was thrilled to

discover a job that was about telling the people what was happening. Shortly after, I got involved in a high school club, where I was responsible for delivering news about school activities.

Q: How did you start your career?

Maurer: My internship at Univision Arizona solidified my passion for news. After graduation I worked at the station in various behind-the-scenes jobs. After college, I moved to Mexicali, Mexico, and [got] a marketing and public relations job, while freelancing for a small news station. After a couple years in Mexicali, I moved back to Arizona and I could not immediately find a job in TV news. Instead, I decided to take an entry level job at a radio station. That is how I started my career at KTAR News.

Q: How did you become the news director?

Maurer: I worked for a few years as news editor, an entry level role. I was promoted to breaking news editor and subsequently

to assistant news director, where I had leadership opportunities, and was able to develop our news team. In 2018, I became the news director at KTAR, and the first Latina (and Mexican) to hold such title in the then 96-year history of the radio station.

Q: What has been the impact of the Mexican culture in your life?

Maurer: I feel that most Latino families, especially Mexican families, have a very hard-working mom. My mom was always my role model and I learned from her that you are nothing unless you work hard. She inspired me to work hard.

Q: What is your message for anyone in the Mexican community who wants to start a journalism career in Arizona?

Maurer: You need to identify the people that are willing to help you. Connections are really important. If you came from Mexico to study journalism at Arizona State University, reach out to people like me or to your professors and ask them to help you connect with fellow Mexicans that work in this industry. <

Mexico Pushes Gender Equality

The Mexican Government through the Ministry of Economy and the Ministry of Tourism has partnered with the World Economic Forum and the Inter-American Development Bank (IDB) to implement a Gender Parity Initiative.

There are four main objectives:

- Identify and reduce barriers that prevent women from accessing equal employment opportunities;
- Increase the participation of women in the labor force;
- Reduce the pay gap; and
- Promote the participation of women in leadership positions.

This initiative represents an excellent opportunity to continue advancing the sustainable development goals and to contribute to the Mexican government's objective to have a more egalitarian country. <



More Info:
[World Economic Forum](#)




Infrastructure and energy projects open to private equity

177 New Projects
342 Projects in Operation
108 Investment Vehicles

Sustainable Infrastructure Strategic projects Custom alerts Latest updates

SUSTAINABLE DEVELOPMENT GOALS
Digital tool for project sustainability analysis and its alignment to the SDGs

This New Platform Helps Investors Find Investment Opportunities

The Mexico Projects Hub is an initiative of the Mexican Government promoted by the Ministry of Finance and operated by Banobras, the National Bank of Public Works and Services. It concentrates, manages and publishes information on long-term infrastructure investment projects, seeking to expand private financing alternatives online.

Investors can select from four options: new projects, projects in operation, macro projects or investment vehicles. Here are some of the characteristics of the projects:

- require long-term private financing under public-private participation schemes;
- are promoted by

federal, state or municipal government entities, as well as investment vehicles in the stock market;

- are developed in various infrastructure sectors and have an impact on the country's development; and
- are technically and financially feasible, offer viable financing conditions and are attractive to the market.

Although the Mexico Projects Hub is an open platform with free access, the information contained in it is intended specifically for investors, developers, consultants and equipment and service suppliers who are part of the infrastructure investment cycle.<



More Info:
[Mexico Projects Hub](#)

Textile Industry in Mexico

Experiences Significant Growth

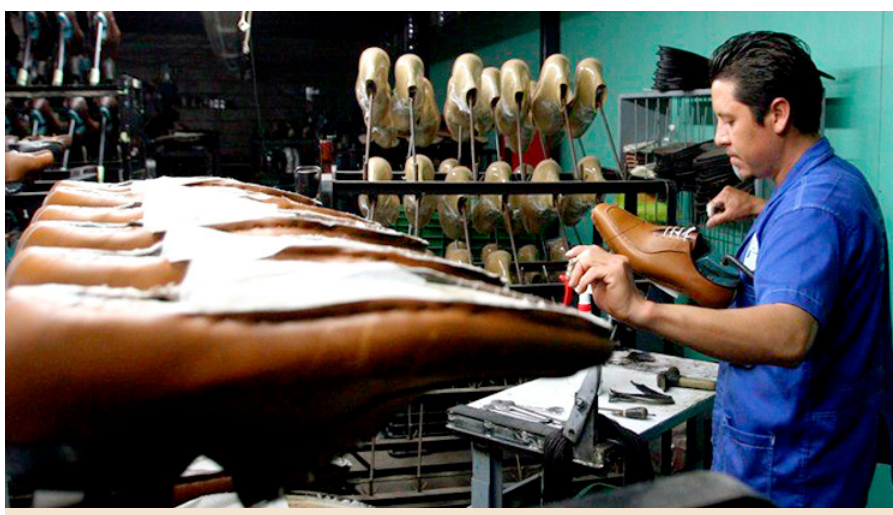
The importance of the textile and apparel industry in Mexico cannot be overstated: It accounted for 3.2% of the country's manufactured gross domestic product in the fourth quarter of 2021. Furthermore, compared to 2020, the export of these products increased by 29% in 2021.

In this sense, the United States plays a critical role in this Mexican market. In 2021, the U.S. was not only the primary international importer of these products, but is also Mexico's second largest supplier of textiles. From 2020 to 2021, the U.S. increased its textile sales and purchases from Mexico by 26.6% and 20.7%, respectively.

Textile Hubs in Mexico

Even though the industry is widespread throughout the country, the cotton agroindustry and the clothing subsector are more commonly found in Mexico's northern region. This provides an opportunity to invest and build a vertically integrated industry. In other words, ownership of various stages of the manufacturing process is feasible in the area.

In 2019, there were 37,932 economic units of the apparel industry in Mexico. The states with the highest total gross output that year were the state of Mexico and Mexico City. In 2019, there also were 36,441 economic units in the textile



sector (excluding clothes). In this sector, Michoacán and the state of Mexico had the highest overall gross production that year.

Quality Footwear

Mexico is the ninth largest producer of footwear in the world with a vibrating industry hub in the state of Guanajuato. The footwear industry has consolidated primarily in the city of León, driving the economy of the state and the city. In 2020, 165 million pairs of shoes were produced throughout the country and 80% of those shoes, or 132 million, were produced in Guanajuato. In other words, 8 out of every 10 pairs of shoes produced in Mexico come from Guanajuato.

According to estimates, the footwear sector provides direct and indirect employment along the entire production chain to approximately 141,000 people in the state. Guanajuato's footwear items, which are produced by 207 different companies located in eight different cities, are exported to 33 countries around the world.<

Arizona–Sonora Border Infrastructure Update

BY LUIS E. RAMÍREZ THOMAS

In 2021, Arizona’s trade with Mexico reached more than \$17 billion, with more than 460,000 trucks and 679 trains crossing into Arizona through three principal gateways: Douglas, Nogales and Yuma–San Luis. These three ports of entry were also the gateways for 7.3 million cars and 16.9 million people. According to the data collected for the first four months of 2022, car traffic is up 43% and the total amount of people crossing the border is up by almost 53%.

It is important to remember that these trade and border crossing volumes depend on efficient, effective border crossing facilities. Through the dedicated combined efforts of the border communities, Arizona Gov. Doug Ducey and our congressional delegation, funding has been secured to make generational investments in our ports of entry.

In Yuma–San Luis, more than \$267 million is being spent on the modernization of the San Luis 1 port of entry. The



LUIS E. RAMÍREZ THOMAS
President
Ramirez Advisors
Inter-National, LLC

Luis E. Ramírez Thomas is the President of Ramirez Advisors Inter-National, LLC, a highly specialized firm dedicated to creating and implementing innovative solutions for cross-border business opportunities and improving the ability for goods and people to cross the border. He currently is also serving as the Arizona-Mexico Commission Senior Advisor. ramirezadvisors.com

San Luis I LPOE - Alignment Confirmation Requested



Mexico - please confirm these alignments:

*All points are diagrammatic and approximate.

Southbound Pedestrian

Proposed southbound pedestrian crossing (east of southbound POV to avoid pedestrian/POV conflict).

Northbound Pedestrian

Proposed northbound pedestrian crossing.

Return to Mexico

Proposed return to Mexico adjacent to proposed northbound POV.

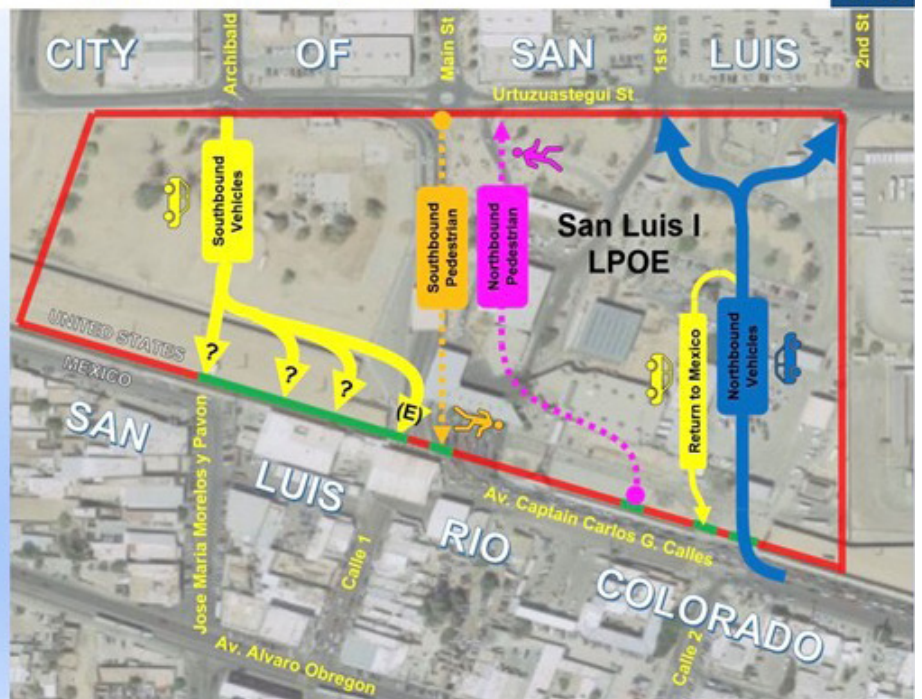
Northbound POV

Proposed northbound POV at old truck.

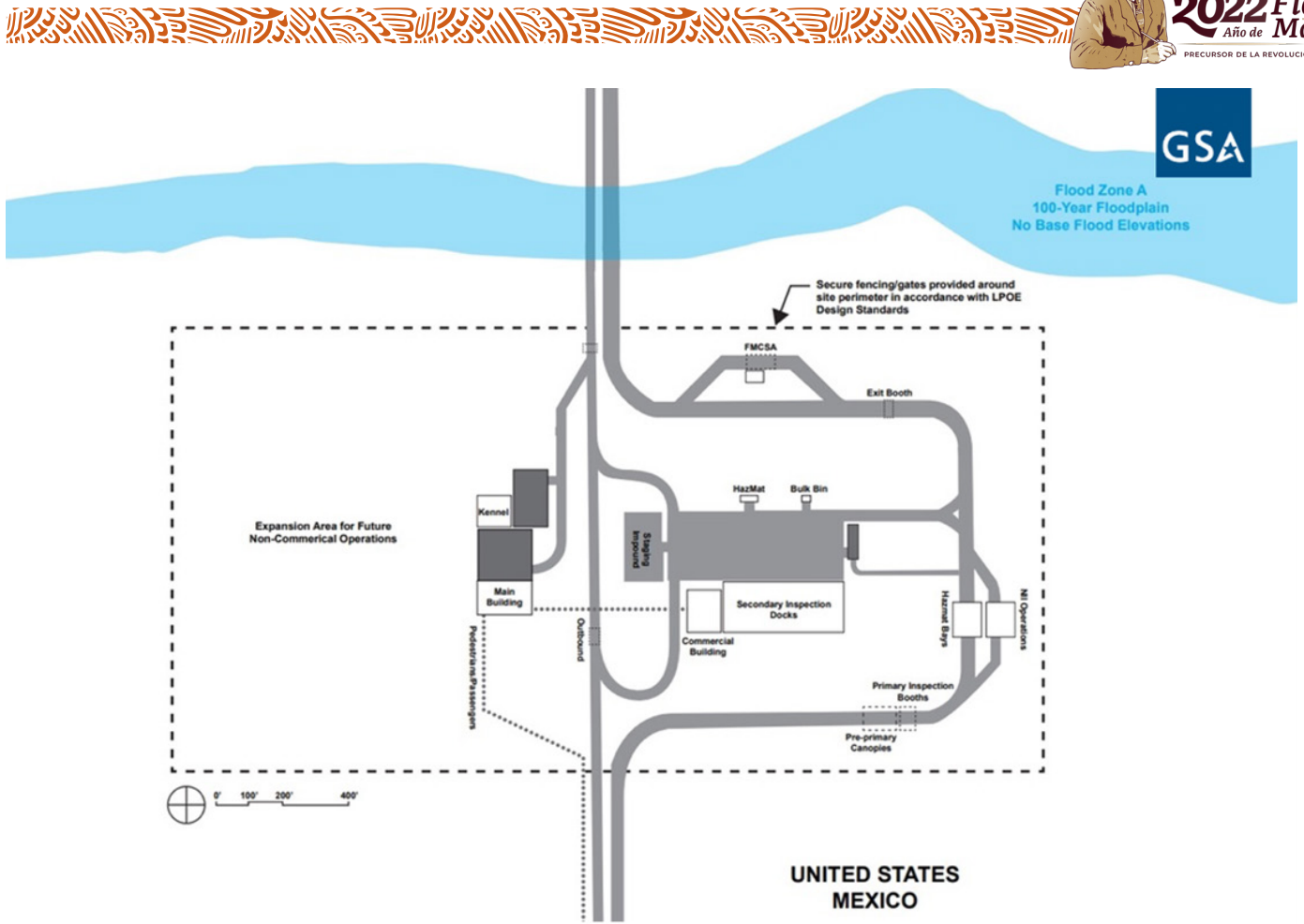
Mexico - please propose the SB alignment:

Southbound POV

The U.S. asks that Mexico propose a new southbound vehicle crossing point. Absent a commitment, the U.S. will build to the existing (E) southbound POV crossing at Calle 1.



New traffic flow patterns for the San Luis 1 Port of Entry. A \$267 million project on the U.S. side. Image courtesy of Ramirez Advisors Inter-National, LLC



Conceptual design for the new commercial port of entry at Douglas, part of a \$400 million investment on the U.S. side. Image courtesy of Ramirez Advisors Inter-National, LLC

renovations will increase northbound vehicular inspection lanes from eight to 16, reroute southbound vehicular traffic to eliminate the intermingling of pedestrians that must traverse through lines of cars to get to the border and offer a state-of-the-art facility for the customs and border protection (CBP) officers that operate this facility.

In Douglas, more than \$400 million will be spent on what is referred to as the two-port solution. This investment will take truck traffic out of the downtown area to a new facility five miles to the west, where the city of Douglas is donating 80 acres of land to the federal government for the construction of new facilities. This will allow the modernization of the existing port downtown to convert it to noncommercial operations only: just cars, pedestrians and buses. This strategy promotes both industrial growth and job creation in the region while also supporting the retail and tourism sectors in the heart of downtown Douglas.

In Nogales, the General Services Administration (GSA) is starting the planning process for the modernization of the DeConcini port of entry in the heart of downtown Nogales. The retail sector in the city has been severely affected by the long waits for both pedestrians and car traffic that depend on this very outdated, overburdened facility.

These major investments require significant work on both sides of the border. We are fortunate to have great partnerships with the Sonoran municipalities in Agua Prieta, Nogales and San Luis Rio Colorado, as well as with the Sonoran Department of Infrastructure and Urban Development. Working with our partners in Sonora, we are advocating for the Mexican federal government to make sure that the necessary investments are made on the Mexican side to ensure the success of these modernization projects. The very future of the Arizona–Sonora binational region depends on it. ◀

NAU is Committed to the Success of Its Diverse Student Body

BY JOSÉ LUIS CRUZ RIVERA

I have spent my life working to eradicate disparities in educational access and attainment, seeking to facilitate and drive the generational change that higher education can provide. I am privileged to have become president of Northern Arizona University (NAU) last year. It is an institution committed to helping its diverse student body and the communities of Arizona and beyond succeed economically and socially.

As a first-generation student as well as a student and long-time administrator in Hispanic-Serving Institutions (HSIs), I will continue to advocate for NAU's bold mission to expand access to higher education, increase affordability and close achievement gaps. Over the past year, we have been working to remove barriers to access, broaden participation, improve retention and momentum, and spur lifelong success through high-value postsecondary credentials.

Some of our most recent actions include a new admissions pilot program that guarantees admission to NAU for all talented, hard-working high school students in Arizona with a 3.0 grade point average (GPA) or above. We also recently announced that, beginning in the fall of 2023, a tuition-free college education will be accessible for every Arizona resident with a household income of \$65,000 or below, assuring tuition is fully covered by scholarships and financial aid. Approximately 50% of Arizona households, including many Mexican households, currently meet this financial threshold.

Over a year ago, our university was officially designated an HSI, with at least 25% of our students identifying as Hispanic/Latino. This designation has helped us secure additional resources and support to foster a community that empowers our Hispanic/Latino students and their families. We are doing so in a way that meets students where they live, with more than 20 sites throughout the state, in locations that include Flagstaff, Yuma and Phoenix.

By creating a true college-going culture, eliminating financial hurdles and expanding educational opportunities,



JOSÉ LUIS CRUZ RIVERA
President
Northern Arizona University (NAU)

José Luis Cruz Rivera began his tenure as the 17th president of Northern Arizona University (NAU) on June 14, 2021. Prior to joining NAU, Dr. Cruz Rivera served as president of Herbert H. Lehman College in the Bronx, a campus of The City University of New York (CUNY), and as executive vice chancellor and university provost of the 25-campus, 500,000 student CUNY system, which is the world's largest urban university.
928.523.3232
president@nau.edu

we are determined to help Hispanic/Latino students—and all of Arizona's residents—reach their full potential, participate in the state's booming economy and live healthy, prosperous lives.

I am excited to continue this work going forward as we further expand access and empower students to succeed.<

**RELACIONES EXTERIORES**

SECRETARÍA DE RELACIONES EXTERIORES

MÉXICO

CONSULADO GENERAL EN PHOENIX



AZHCC's Mónica S. Villalobos to receive prestigious Ohtli Award

The Institute of Mexicans Abroad (IME), through the Consulate General of Mexico in Phoenix, will present the *Ohtli* Award to Mónica S. Villalobos, president and CEO of the Arizona Hispanic Chamber of Commerce (AZHCC) at the the Ambassadors' Ball on Nov. 19, 2022, in Phoenix.

The Ambassadors' Ball is organized each year by the Diplomatic Corps of Arizona to bring together the state's international community and celebrate all 42 member countries. This year, Mexico and its well-established bilateral relation with the state of Arizona have been selected to be honored at this event.

Mónica S. Villalobos promotes the empowerment of the Mexican community in Arizona and has spearheaded numerous activities in support of our fellow citizens, on issues ranging from financial literacy and entrepreneurship, to access to health services. Her leadership at the AZHCC has promoted the contributions of the Hispanic community in Arizona and developed comprehensive solutions to the main challenges facing our community.

She has played a fundamental role in the creation and implementation of the Consular Entrepreneurship Program for Mexican Women Abroad, an initiative that began at the Consulate General of Mexico in Phoenix and is currently being implemented by the Mexican Consular Network in the United States and Canada. This program has positively impacted the lives of women of Mexican origin who reside in central and northern Arizona.

Mónica also is the editor of the annual *DATOS* publication, which presents economic, academic, health, and demographic indicators on the Hispanic community residing in the United States, with an emphasis on Arizona.

To recognize her work for the benefit of our nationals abroad, the Government of Mexico will give her this recognition. The *Ohtli* Award, which consists of a diploma, a medal and a silver rosette, is awarded to people who have dedicated most of their lives and professional activities to the empowerment of the Mexican community residing abroad.



THUNDERBIRD
SCHOOL OF GLOBAL MANAGEMENT

A unit of the Arizona State University Enterprise

The Diplomatic Corps of Arizona

cordially invites you to the

32nd Annual Ambassadors' Ball

IN HONOR OF MEXICO

Ambassador Esteban Moctezuma Barragán



November 19, 2022 at 6 pm

Omni Scottsdale Resort & Spa at Montelucia

4949 E Lincoln Dr, Scottsdale, AZ



HOSTED BY CHAIRS

Jorge Mendoza Yescas, Consul General of Mexico

Alfredo J. Molina, Honorary Consul for the Kingdom of Spain

Dinner Chairman: Steve Chucri, Honorary Consul of Estonia

BENEFITING

The Diplomatic Corps of Arizona Scholarship Fund

and the Students at Thunderbird School of Global Management at ASU

Ambassador of the Year for 2022

Douglas Jackson, Ph.D.

President & CEO of Project C.U.R.E.

Black Tie or Formal National Dress

Details & RSVP at *ambassadorsball.us*



TODD SANDERS
*President and CEO
The Greater Phoenix
Chamber of Commerce*

Todd Sanders is the president and CEO of the Greater Phoenix Chamber of Commerce, Arizona's largest business organization. He previously represented the interests of the business community at the state legislature as vice president of public affairs and economic development for the Phoenix Chamber of Commerce. He also has been a policy analyst for the Arizona House of Representatives in the areas of taxation, environment, political subdivisions and international trade.



More Info:
The Greater Phoenix Chamber of Commerce
2575 E. Camelback Road,
Suite 410
Phoenix, AZ 85016
602.495.2195
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phoenixchamber.com

Being a Good Neighbor Is Good Business

BY TODD SANDERS

Arizona committed to diversifying its economy after the Great Recession of the early 2000s, when Arizona was impacted longer and harder than most states in the country. As part of the state's plan to diversify, the city of Phoenix opened trade offices in Mexico in 2014, allowing Phoenix and the state of Arizona to further position themselves as trailblazers for international trade.

Through the U.S–Mexico–Canada Agreement (USMCA), Arizona has been able to look forward to positive signs of progress, such as 228,300 net Arizona jobs supported by trade with Mexico and Canada, \$20.4 billion in total trade with USMCA markets and \$800 million in annual agricultural exports to Canada and Mexico by Arizona farmers.

Being the leader of one of the largest chambers in the country, I know firsthand how important our relationship with Mexico is for local businesses.

There is no question that without a strong partnership, Phoenix and Arizona business owners would not have the exposure and resources that Mexico, one of the world's largest markets, provides. For Arizona's small and medium-sized business owners, this relationship has provided them with the resources they need to break into foreign markets such as Mexico.

Mexico is Arizona's strongest trade partner, which means that Mexico's growth is also an opportunity for businesses on both sides of the border to grow. Therefore, it is imperative for all local business owners to continue to work together to ensure our combined success. By continuing to be good neighbors, we also can do great business. ◀

ASTA's 17th Fiesta in the Desert Brings Travel Vendors to Arizona

BY LAURA C. RODRÍGUEZ

Even though the temperatures in Arizona in July can be brutal, local travel advisors know that every year at this time the Arizona Chapter of the American Society of Travel Advisors (ASTA) has the biggest travel show in Arizona: The Fiesta in the Desert.

For the 17th year, more than 100 vendors from all over the United States, Mexico, the Caribbean and Europe came to Arizona July 15–16 to educate travel advisors and promote their destinations, hotels, tour packages, cruises, travel insurance and many other travel industry products to Arizona's travel advisors. The event was held at the Doubletree Resort by Hilton in Scottsdale and featured Zane Kerby, ASTA president and CEO as the keynote speaker.

Education is key benefit ASTA offers its members. At this recent event, members not only got the opportunity to learn, the advisors/agents also had the opportunity to be among their peers after a two-year absence due to the pandemic. Agents returned to their places of business fully recharged with the knowledge, inspiration and encouragement that will enhance the customer service they offer to their clients.

Representatives from the Consulate of Mexico in Phoenix attended the event along with vendors representing the Mexico destinations of Puerto Vallarta, Mazatlán, Cabo San Lucas, Nayarit, Cancun and Mexico City. <



LAURA C. RODRÍGUEZ
President
Marina Tours and Travel

Laura C. Rodríguez is President of Marina Tours and Travel, a full-service travel agency she founded in Phoenix in 1990. Rodríguez started her travel industry career in Guadalajara, Mexico, where she worked in the hotel industry for 10 years. She served on the ASTA Board of Directors for two terms (four years each) and as regional director for the western region for four years. She currently serves as treasurer for the Arizona Chapter. 602.268.0030 lrodriguez@marinatours.com marinatours.com



More Info:

ASTA Arizona Chapter
azasta.org



AMERICANS IN MEXICO

Meet *Kelly and Tamarr McKay*



Kelly and Tamarr McKay are the parents of the full-time traveling McKay family. Tamarr is a United States military retiree and Kelly is a homemaker. They have 1 child. In 2021, they journeyed across the U.S. in their RV. They are currently expats living in Baja California, Mexico, who enjoy video blogging about their travel experiences.

Q: Why did you change your residency to Mexico?

McKay family: We went to Mexico in our RV and fell in love. Also, before COVID, we were about to retire from the military. We talked about different places where we wanted to live. Mexico was close to the U.S., and we wanted to be near our family. We also wanted to find a place where [we would not] need to work. So, it was a proximity and an economic reason.

Q: When processing your Mexican temporary residency application, did you find the consulate helpful?

McKay family: The consulate was very responsive to our questions even though we asked too many. The official that aided us was very professional, courteous and helpful. We could not be happier.

Q: When you arrived in Mexico, what made your transition into Mexican life easier?

McKay family: We used different Facebook expat groups to help us find housing. We've acquired information and relied on many networks to assimilate into the local culture.

Q: Did your opinion of Mexico change when you started living there?

McKay family: Yes. When we made our first trip to Mexico, it was [nerve-racking] to some degree. But the further you get away from the border, the more those worries start to dissipate. You start to realize that a lot of your reservations were fabricated by other entities. We've come to wash ourselves mentally of all these beliefs and enjoy where we are.

Q: Do you encourage friends to visit Mexico?

McKay family: We definitely do. We really enjoy eating the local food and everybody is very kind. It's a different way of life and we love it. There's more beyond the border than most Americans believe.<



International *Cervantino* Festival 2022

This year, the Cervantino International Festival, which is the largest cultural event in Mexico and Latin America, began its 50th edition on October 12. The festival ends this week on Oct. 30. With the governments of Korea and Mexico City as guests of honor, the festival offered more than 150 shows and 90 literary, cinematographic and artistic events. The host city, Guanajuato, received more than 2,500 artists from 33 different countries. As an initiative promoted by the Mexican federal government, 50% of the presentations were free and open to the public.

The origins of the Cervantino Festival date back to 1953, when a cultural promoter named Enrique Ruelas organized the “Entremeses Cervantinos” in Guanajuato. This open meeting was organized to pay tribute to Miguel de Cervantes Saavedra, the author of Don Quixote, one of the

most important literary works in Spanish.

In accordance with its original intention, this cultural event aims to engage diverse audiences and provide them with a variety of artistic expressions. In this sense, it seeks to promote the development of a society characterized by empathy and plurality. Additionally, it intends to spread cultural wealth and promote national creativity.

Plan to attend this special festival in 2023.◀



More Info:

[International Cervantino Festival 2022](#)

Nuevo León offers visitors three magical towns



Santiago



Linares



Nuevo León is home to three *pueblos mágicos*: Santiago, Linares and Bustamante. **Santiago** was the first town to ever receive the designation of *pueblo mágico* in Nuevo León. This beautiful town, nestled in the Cumbres de Monterrey National Park, is known for its *Cola de Caballo* waterfall and a 230 ft. high bungee jumping platform, which is the highest in the country and is perfect for adrenaline lovers.

The town offers a wonderful escape from big city life. Consider staying in one of its many cabins and villas. If you are up for the challenge, canyoning is a popular activity in the area for adventurers. The Matacanes route takes approximately 10 hours and is the most challenging of the options. It includes slides, waterfalls where you rappel down, pools that require swimming, caverns and even a subway river. Other routes include Hidrofobia, Chipitin, and Salto and Laberinto.

Another *pueblo mágico* is **Linares**, a town rich in history and mystery that is located in southern Nuevo León. Visitors can learn about its heritage in the Linares Museum, where some of the legends of the famous *Petaca* are told. La Petaca is a town located in the municipality of Linares known for the mystical stories of witches and wizards that have passed from generation to generation.

The third—and newest—*pueblo mágico* is **Bustamante**, which is known as the oasis of the north. While in town, visit the Bustamante Caves, which are more than 150 million years old and still continue to grow, or the *Ojo de Agua San Lorenzo*, a park where you can rent a cabin or take a dip in the crystal-clear water in the park.

Sweet Flavors

Linares is famous for its orange production, but is also home to a well-known local burnt milk candy called Glorias that was invented in 1930 by Mrs. Natalia Medina Núñez. Linares currently has about 15 companies that produce these traditional delicacies. Only one of the companies, however, manufactures the candy at an industrial level: Marquetería La Guadalupana, which was established in the early 1950s.

Glorias are made from raw cow and goat milk, white sugar, chopped or whole walnut kernels from Chihuahua and baking soda. Depending on the varieties, vanilla or cinnamon may also be added.



More Info:

[Nuevo León Canyoneering](#)

NOTE: At press time, this link was not working, but the website should be back online soon.



Eugenio Garza Sada: Business Leader and Paragon of Social commitment

Eugenio Garza Sada was born in 1892 in Monterrey, a time of heightened industrialization and economic growth for the state of Nuevo León. He then migrated to the United States and completed a bachelor's degree in civil engineering at the Massachusetts Institute of Technology (MIT).

Garza firmly believed that the most effective means to advance the country's social welfare was through

education. Hence, in 1943, he founded the Technological Institute of Monterrey, which has since become a prestigious educational institution nationally and internationally.

In 1917, he took over the company his father had established: the Cuauhtémoc brewery, which thrived under his masterful leadership.

Not only was Garza a visionary, but he also was a philanthropist. He was convinced that "respect for human dignity is above any economic consideration." He co-founded the Cuauhtémoc and Famosa Society, which gave health care, housing assistance and social benefits to the brewery's workforce.

To honor his achievements, the "Eugenio Garza Sada Prize" is awarded every year to recognize those who contribute to the development of Mexico through actions that improve the living standard and well-being of vulnerable communities.<

Guerrero: Jewel of the Pacific

The state of Guerrero is a popular international and local vacation destination in the southwestern coastal region of Mexico, near Puebla and Oaxaca. Its capital city is Chilpancingo and its largest city is the internationally known resort town of Acapulco.

Its connection with the central region of the country makes it the perfect destination for tourists arriving through Mexico City. Guerrero is known for its dazzling landscapes, especially its seaside, grottoes and archaeological zones. Its top-notch resorts provide tourists with the chance to have an unforgettable, relaxing vacation.

Tourists can expect constant warm and humid weather throughout the year, with an average annual temperature of 78°F.

Hit the Beach

Acapulco is approximately 235 miles from Mexico City. It was the first Mexican beach to become internationally famous because in the 1950s it was a favorite getaway spot for Hollywood celebrities and even members of the British monarchy. Today, it is divided into three different zones: the Traditional, the Golden, and the Diamond.



Acapulco



Ixtapa



Taxco

The best, all-inclusive hotels and resorts, the world's longest zip line above the ocean, plus high-end shopping malls and lively nightclubs can all be found here.

Ixtapa and Zihuatanejo

are four hours from Acapulco by car—or a roughly three-hour nonstop flight from Phoenix to Ixtapa. The area is brimming with possibilities: Unwind on its beaches, such as *Playa El Palmar* and *Playa Las Gatas*, snorkel in the crystal-clear water and try the delicious local seafood. Golfers must visit the Palma Real Golf Course, which is known for its breathtaking views, flora and fauna.

Taxco de Alarcón

is approximately two and a half hours from Mexico City by car. Here, you can visit the baroque-style Santa Prisca Cathedral, which was built more than 250 years ago. Because one of the main economic activities in the city is mining, the locals are experts in handling silver and creating beautiful jewelry. Visit the Taxco silver *tianguis*, an open-air marketplace, to purchase wonderful works made by local artisans.



More Info:
visitmexico.com/en/guerrero/guerrero.travel

NOTE: At press time, this link was not working, but the website should be back online soon.

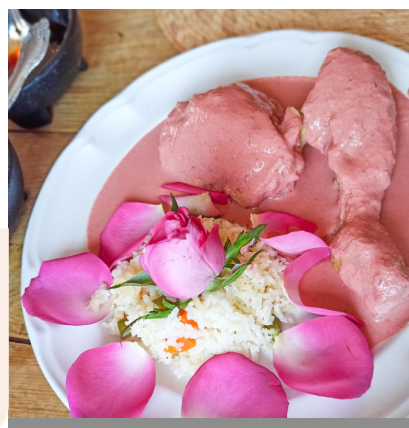
Time to Eat

The state of Guerrero has some of the most creative dishes in Mexico. Two of the most interesting are *pozole verde* and *mole rosa*.

Pozole verde is a traditional, delectable soup with tomatillos, green chilies, hominy and chicken as its base ingredients. It is typically served with cilantro, radishes, avocados, and red onions on top.



Mole rosa is a dish created in Taxco that is mainly served at weddings and religious celebrations. The sweet sauce gets its distinct color from ingredients like beetroot, red onions, and pine nuts. It comes with a piece of chicken, and it is garnished with rose petals. ◀



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