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Inside this Issue

Choose Mexico

1 Introduction

Upcoming Events

2 Did You Know...

MEXICANS IN ARIZONA
Meet Eduardo Gonzalez

3 Highlights of North American Leaders' Summit

Mexico Enters the Top Ten on the Total Workforce Index

4 Mexico Often Hosts Major Int'l Sporting Events

- The AZ Cardinals in Mexico City
- World Cup 2026

Arizona Thrives

5 TRADE WITH MEXICO: Shaping Our Past and Defining Our Future

6 The Arizona-Mexico Relationship: It's Much More Than Just Bilateral Trade

7 ¡Bienvenido a Chandler!

8 ASU and Mexico Join to Expand the Semiconductor Sector

Discover Mexico

9 AMERICANS IN MEXICO
Meet Anastasio "Chito" Moya

10 It Is Easier Than Ever to Experience Monterrey

- FOOD: El Jonuco
- TOURIST MECCA: Monterrey's Paseo Santa Lucía

12 Coahuila: A State Bursting with History

- Discover Saltillo
- The Sarapes of Saltillo
- Feel the Magic
- Asado de Puerco

14 Fiestas del Pitic 2023



It's a new year and time for a slightly updated nameplate for our 15th edition of this newsletter. For 2023, we have replaced **Ricardo Flores Magón**, a trained journalist and one of the most influential thinkers of the Mexican Revolution, with **Francisco Villa**, known in popular culture as **Pancho Villa**. Villa was a general in the Mexican Revolution who was assassinated 100 years ago on July 20 in Parral in the Mexican state of Chihuahua.

In this issue, you will meet **Eduardo Gonzalez** (p. 2), the chief financial officer for Mesa-based Urbix, an Arizona company that processes graphite for use in energy storage products, and **Chito Moya** (p.9), an enthusiastic U.S. transplant to Patzcuaro in the state of Michoacán.

In **#ChooseMexico**, you will learn about *Mexico's* growing position on the world stage (p.3). In 2022, the country rose to #9 in the highest-ranking markets in the *Total Workforce Index 2022 Global Analysis* by Talent Solutions. You will also learn the encouraging news from the North American Leaders' Summit (p. 9), where Mexico's President **Andrés Manuel López Obrador**, U.S. President **Joe Biden** and Canadian Prime Minister **Justin Trudeau** have committed to six important goals that will benefit all citizens in the region.

In **#Arizona Thrives**, two of Arizona's recently elected political leaders (pp. 5 and 6)—**Adrian Fontes** (Secretary of State) and **Ben Toma** (Speaker of the Arizona House of Representatives for the 56th Legislature) offer hope for the future of our state.

In this issue's **#DiscoverMexico**, you will learn about *Nuevo León's* beautiful capital city *Monterrey* (p.10) and—since American Airlines has begun the first nonstop flights between *Phoenix* and *Monterrey* since 2014—why you have no more excuses for not visiting. You will also get a peek at the state of Coahuila (p.12), home to seven *pueblos mágicos* and 23 wineries.

Finally, start making plans to attend one of *Sonora's* most exciting cultural events: *Fiestas del Pitic* in *Hermosillo* (p.14), which offers four days of nonstop entertainment and fun in May for young and old.

Enjoy!



Jorge Mendoza Yescas
Consul General of Mexico



Upcoming Events

BUSINESS

Expo ANTAD 2023
Food
March 7–9, *Guadalajara*

Tianguis Turístico México 2023
Tourism
March 26–29, *Mexico City*

BePharma
Pharmaceutical
April 24–25, *Mexico City*
May 2–4, Virtual

FAMEX
Aerospace
April 26–29, *Santa Lucía*

TOURISM

San Marcos Fair 2023
Cultural and Music Festival
April 15–May 7, *Aguascalientes*

Fiestas del Pitic 2023
Cultural and Music Festival
May 25–28, *Hermosillo*



Did You Know...



- **Mexico** is one of the **top three trading partners** of 39 U.S. states, including *Arizona*?
- **87%** of tomatoes consumed in the U.S. **come from Mexico**?
- The **Olmecs**, an early Mexican Gulf Coast culture (1500 to 400 BC), were among the first civilizations to cultivate **cacao**?
- In 2016, **charrería**, an equestrian tradition in *Mexico*, was inscribed on the Representative List of the Intangible Cultural Heritage of Humanity by the **United Nations Educational, Scientific and Cultural Organization (UNESCO)**?



MEXICANS IN ARIZONA

Meet Eduardo Gonzalez

Q: How did you become the CFO of a multinational mining company?

Gonzalez: After completing my MBA, I worked for McKinsey & Company to gain key experience and thought it would be a good stepping stone to management of a large company. It was not my ultimate goal to be a consultant. After gaining significant professional exposure at McKinsey, I was able to secure multiple offers. I decided on Grupo México because of my affinity for large scale mining and my desire to become a top management professional at a large organization. Grupo Mexico fit that desire rather well. I connected well with the company owner and colleagues and ultimately grew the value of the organization by 27 times during my tenure. It was a great learning experience.

Q: What is the strategic relevance of a project like Urbix for the United States?

Gonzalez: The *United States*, and certainly most of the world, are moving toward a decarbonized “electrically powered” future. A key component of decarbonization is the global transition from internal combustion engine vehicles to electric vehicles (EVs). EVs, of course need an enormous amount of lithium-ion batteries to power them. As it turns out,

other than lithium, one of the irreplaceable elements inside these batteries is a special form of processed graphite. The processing of this graphite currently occurs almost entirely in *China*, with little concern over the environment, a lack of traceability, and certainly a lack of control over the domestic supply chain, all of which are inconsistent with U.S. national security objectives. Urbix offers a proprietary alternative to process graphite that is environmentally friendly and can even be competitively priced against the Chinese alternative. In essence, we at Urbix are securing the processing and manufacture of a critical material—as denoted by the U.S. government—to increase U.S. national security resilience.

Q: How did your Mexican values help you become a successful businessman?

Gonzalez: In northern *Mexico*, I spent long periods of time during the summers working at a cattle ranch and performing all of the daily duties of the cowhands. It was hard work, but I learned many valuable lessons from my colleagues. I also had the opportunity to attend excellent schools with very small class sizes. Both the cattle ranching work and schooling in *Mexico* shaped my personality and human relations skills that I use every day. ◀

Eduardo Gonzalez is the Chief Financial Officer of Urbix, Inc., an advanced lithium-ion battery grade level graphite processing company located in Mesa, AZ. He previously served as Chief Financial Officer (CFO) of Grupo México and later its subsidiary, Southern Copper Corporation, where he also served as a member of the board of directors.

With more than two decades of experience, Gonzalez has a successful track record, having served as chairman, board member, chief executive officer and CFO of multinational, multibillion-dollar publicly listed entities as well as multimillion-dollar start-up ventures.

Mexico Enters the Top Ten on the Total Workforce Index

In the Total Workforce Index 2022 Global Analysis by Talent Solutions, *Mexico* occupies the **9th position** in the highest-ranking markets. The Total Workforce Index scores each market on more than 200 unique factors, which are grouped under four categories: availability, cost efficiency, regulation and productivity.

Mexico ascended significantly from 2021, going from number 53 on the list to number 9. In April 2021, *Mexico* adopted a federal labor law reform that prohibits outsourcing in *Mexico*. It will eventually result in more balanced labor-management relations and ultimately benefit workers.

Another relevant finding of the report is that *Mexico* is now in the top 5 markets for productivity alongside the *United States*, *Singapore*, *Canada* and *China*. *Mexico* jumped from 19th on the list in 2021 to 3rd this year. ◀



More Info:
[Total Workforce Index](#)



(l-r) U.S. President Joe Biden, Mexico's President Andrés Manuel López Obrador and Canadian Prime Minister Justin Trudeau

Highlights of the North American Leaders' Summit

Mexico's President **Andrés Manuel López Obrador**, U.S. President **Joe Biden** and Canadian Prime Minister **Justin Trudeau** met in *Mexico City* on Jan. 10 for the 10th North American Leaders' Summit (NALS). These three North American leaders analyzed mechanisms to take advantage of the economic integration between *Mexico*, the *United States* and *Canada*, foster regional prosperity, promote investment, reduce inequality and poverty, and promote the well-being of all the citizens of North America.

The three dignitaries committed to take concrete actions to achieve shared goals in six areas:

- 1. Diversity, equity and inclusion:** The three countries will exchange information to share best practices and strategies to promote equality and racial justice.
- 2. Climate change and environment:** The parties will work to accelerate cooperation on energy transition policies, including the adoption of zero-emission vehicles and cleaner fuels.
- 3. Competitiveness:** The parties will coordinate semiconductor and critical mineral supply chains, mapping efforts to develop a collective understanding of unmet needs.
- 4. Migration and development:** The three countries will continue to promote safe, orderly and humane migration in the region to address irregular migration.
- 5. Health:** The parties will share information and develop public policies to protect the three countries against current and future health crises.
- 6. Safety:** *Mexico*, the *United States* and *Canada* are committed to implementing strategies to build peace and strengthen regional security against domestic, regional and global threats. ◀



More Info:
[Media Brief: The 2023 North American Leaders' Summit](#)



Mexico Often Hosts Major Int'l Sporting Events

Mexico has been home to some of the most important sporting events in the world, hosting the Soccer World Cup two times (1970 and 1986) and the Summer Olympics games once (1968). In recent years, Mexico City has been hosting Formula One races, and professional golf and tennis tournaments. In addition, all three major U.S. sports leagues—the National Football League (NFL), the National Basketball Association (NBA) and Major League Baseball (MLB)—have played games in Mexico.

Here are highlights from some of the most historic sporting events held in Mexico:

- In 1986, **Diego Armando Maradona**, the Argentinian soccer player, scored a goal with his hand during the World Cup semifinals matchup between *Argentina* and *England*. This successful goal became known as “the hand of God.”
- In 1970, **Edson Arantes do Nascimento**, better known by his nickname **Pelé**, became a **World Cup winner** for the third time, the only soccer player ever to achieve this feat.
- In 1968, *Mexico* became the first country in Latin America to host the Summer Olympics.
- The International Automobile Federation (FIA) has named the **Mexican Grand Prix** the top event of the year multiple times.◀

The AZ Cardinals in Mexico City

When the *Arizona Cardinals* defeated the *San Francisco 49ers* 31–14 at Azteca Stadium in *Mexico City* in 2005 in front of a then-NFL record crowd of 103,467, it was the first time a regular season NFL game was played outside the *U.S.* Since then, four regular season

games have been played in *Mexico City*, most recently on Nov. 21, 2022, with a rematch between the *Cardinals* and the *49ers*. In this most recent game, *San Francisco* won 38–10 in front of 87,523 fans.

The NBA and the MLB also have played regular seasons games in *Mexico*. And, to demonstrate the NBA’s commitment to basketball fans in *Mexico* and across Latin America, the NBA G League established its first team in Latin America: the *Capitanes of Mexico City*. On opening night, Arena CDMX attracted 7,391 fans, making it the highest-attended G League opening game of the 2022–2023 season.◀



World Cup 2026

Mexico, the *United States* and *Canada* have jointly assumed the organization for the 2026 World Cup. The *U.S.* will host 60 games, and *Mexico* and *Canada* will host 10 each.

FIFA, which in French is the abbreviation for the Federation International Football Association, has designated 16 host cities where the soccer matches will be held:

- **Mexico:** Mexico City (Azteca Stadium), Guadalajara (Akron Stadium), and Monterrey (BBVA Stadium).
- **United States:** Atlanta, Boston, Dallas, Houston, Kansas City, Los Angeles, Miami, New York/New Jersey, Philadelphia, San Francisco and Seattle.
- **Canada:** Vancouver and Toronto.

Mexico also will make history by becoming the first country in the world to host the World Cup on three occasions. In addition, the *Azteca Stadium* will be the only venue in history to hold three opening ceremonies for this great international sporting event.◀



More Info:
[FIFA World Cup 2026](#)



TRADE WITH MEXICO

Shaping Our Past and Defining Our Future

BY ADRIAN FONTES

My family has been in southern *Arizona* for generations. I have an ancestor who attended a Mass given by **Father Kino** in 1695. My forebears in the Spanish cavalry rode throughout the **Sonoran Desert**, the creed strength and honor undoubtedly driving them through life. This region is truly the cradle of my existence, which is why I have known for a long time how necessary it is for *Arizona's* wealth and prospects.

I grew up on a ranch just north of *Nogales, AZ*; it is a place I still consider to be the most cosmopolitan small town on the planet. Since the Gadsden Purchase in 1854, families from all over the world have lived, labored and truly prospered in this centuries old outpost that currently has approximately 20,000 residents. Many Arizonans don't realize that there is great wealth flowing through *Nogales* from one key source: *Mexico*.

Not only is *Nogales* the major port for *Arizona's* trade with *Mexico*, but it also ranks among the top three major southern ports between the *U.S., Mexico* and *Canada*. Many of our citizens do not understand this because our leaders have failed to inform them. In 2022 alone, the *Nogales* port facilitated a colossal **\$21.6 billion in trade**—and this is simply scratching the surface of what is possible.

As we consider the next chapter of trade, leaders on both sides of the border must better educate their citizens about our two nations' mutual interest in commerce. They can do so by telling the stories of places like *Nogales*. While trade does not generate as much news as shipping container fencing or illicit smuggling, we must not let political rhetoric obstruct us from the economic rewards of commerce based on our bi-national relationship.

When reckless politicians call for policies like **shutting down the U.S.–Mexico border** or imposing a 30% tax on remittances, they ignorantly threaten the livelihoods of Arizonans and our economy. As I have seen firsthand, trade with *Mexico* has shaped our past and it presents a future full of potential for both of our countries *if* effectively prioritized by our leaders and properly articulated to the public.◀



ADRIAN FONTES
*21st Secretary of State
State of Arizona*

In 2022, Adrian Fontes was elected *Arizona's* 21st Secretary of State. Secretary Fontes is a proud *Arizona* native, an honorable veteran of the *United States Marine Corps*, and the father of three daughters, who has spent a lifetime fighting for justice and defending our democracy. Secretary Fontes served on active duty from 1992 to 1996 and was nominated for a meritorious commission. His service to our country taught him the importance of dedication, discipline and sacrifice to forcefully fight for the *American dream*.

After graduating from law school, Secretary Fontes spent his career advocating for justice and fighting for those who are disadvantaged—first as a prosecutor with the *Denver District Attorney's Office* and then at the *Maricopa County Attorney's office*. He later led the *International Prosecution Unit* at the *Arizona Attorney General's Office*. He practiced law for 15 years before running for office in 2016 and becoming *Maricopa County Recorder*. As *Recorder*, Secretary Fontes revolutionized the election system by ensuring that every eligible *Arizonan* had the access they needed to vote.



More Info:

[Secretary of State](#)



BEN TOMA
Speaker of the Arizona House of Representatives for the 56th Legislature Legislative District 27

Ben Toma is the elected Speaker of the Arizona House of Representatives for the 56th Legislature. He represents Legislative District 27, which includes areas of Glendale, Peoria and Phoenix. Speaker Toma was born in communist Romania and, at the age of nine, immigrated with his family to the United States to realize the American dream.

Speaker Toma is a conservative whose pragmatic approach has helped successfully champion lower taxes, protection of property rights and support for public safety. His public service began in 2014 as a member of the Peoria City Council and he has served as an Arizona state representative since 2017.

In the Legislature, Speaker Toma has been instrumental in shaping and passing historic and consequential public policy. As House majority leader, he was the key architect of the largest tax cut package in state history and authored the nation's largest school choice expansion. He is a graduate of Arizona State University and lives in Glendale with his wife Ani and their five daughters.

The Arizona-Mexico Relationship: It's Much More Than Just Bilateral Trade

BY BEN TOMA

During the opening month of the State of *Arizona's* 2023 legislative session, the Arizona House of Representatives was honored to welcome *Mexico* Congressman **Juan Carlos Romero Hicks**. In his address to our members, Congressman Romero spoke of the long partnership that our countries have shared and highlighted the benefit of a continued cooperation between our two nations.

"We need to know each other better, and learn from each other," Congressman Romero said, "with "friendship [as] our main goal."

I couldn't agree more and, as the new *Arizona* House Speaker, I am committed to strengthening the bonds we share. I immigrated to the *United States* as a child when my family fled communist-ruled *Romania*. I've seen how free trade, more than anything, can fuel economic growth for a nation and prosperity for its people.

Our two nations' economies are woven closely together, as over one-third of *Arizona's* exports head for Mexican markets each year. With \$8.2 billion worth of *Arizona's* goods heading south, *Mexico* holds the title of *Arizona's* largest trade partner.

Our countries working hand in hand has led to greater economic prosperity, job growth and increased market efficiencies. As the legislature continues to craft public policy, I assure you that continued economic success will be at the heart of our work. To that end, I have established the new House Committee on International Trade, prioritizing our commitment to grow trade relations with our international partners.

Being such a close neighbor means that the *Arizona-Mexico* relationship is about much more than just bilateral trade and shared economic prosperity. Going beyond just being geographical neighbors, we have also worked together closely to preserve our water futures, protect transportation networks and share intelligence on potential security threats from those who would wish to harm our law-abiding citizens.

The *United States* and *Mexico* have mutually benefited from a rich history filled with growth and cooperation. We share many cultural and economic ties, many of which run through the great state of *Arizona*. I look forward to continuing our productive relationship and welcome the opportunity to further strengthen the bonds that tie our two great nations together.◀



More Info:
[Contact Ben Toma](#)

¡Bienvenido a Chandler!

BY KEVIN HARTKE

To all of our friends from *Mexico*: Welcome to our beautiful *Arizona* city. Our community is full of vibrant Mexican culture, from storefronts and restaurants to beautiful downtown murals.

Over the years, Mexican residents have established deep roots here, starting businesses, raising families and helping to shape this city into the amazing place it is today. That's why the relationship between *Mexico* and *Arizona* is so important: It paves the way for the seamless intertwining of our cultures.

Chandler is home to a unique shopping experience, with plenty of places to explore. *Chandler* Fashion Center Mall is a popular destination, filled with the best restaurants and stores, including the first *Arizona* location of SCHEELS, an all-sports retailer that opens in the mall this fall. Downtown *Chandler* also is packed with unique eateries and shops you won't find anywhere else in the Valley.

Our city is also a great place for kids, with recreational activities, museums and more. *Chandler* Center for the Arts, for example, features a wide variety of Hispanic-infused music experiences (see below).◀



KEVIN HARTKE
Mayor
City of Chandler, AZ

Kevin Hartke is the Mayor of Chandler, AZ. He previously served nine years on the City Council. He has a bachelor's degree in biochemistry from the University of Missouri, Columbia; and a master's degree in theology from Fuller Theological Seminary, Pasadena, CA.

He served as the statewide director of For Our City for nine years, which is a collaborative effort of government, business, nonprofit and faith leaders gathered to find solutions for community needs.

SPECIAL EVENTS

AT CHANDLER CENTER FOR THE ARTS

MAR 11

Los Lobos, with special guest Gabby Moreno

APR 14

Youth Program @ 10 AM

Regular performance @ 7:30 PM

**Jarabe Mexicano with
Ballet Folklorico Quetzalli-AZ**



More Info:

[Visit Chandler Arizona](#)

[Official Website of Chandler, AZ](#)

[Contact Kevin Hartke](#)



PAOLA GARCIA HIDALGO

Executive Director of Mexico Relations ASU's Office of Government and Community Engagement

Paola Hidalgo is the executive director, Mexico Relations, at ASU's Office of Government and Community Engagement. In this role, Hidalgo develops strategic collaborations with Mexican government agencies, universities, nonprofit organizations and corporations. Working with various units and across the university, she identifies mutual interests with Mexican partners, jointly shapes solution-driven initiatives, and helps with the launch and implementation of these initiatives.



More Info:

[ASU, Mexico partner to boost production of semiconductors in North America](#)

ASU and Mexico Join to Expand the Semiconductor Sector

BY PAOLA GARCIA HIDALGO

Arizona State University (ASU) is working to create a resilient microelectronics innovation ecosystem to expand *Arizona's* semiconductor sector. This effort includes education programs, world-class research and production facilities, and customized corporate services for semiconductor companies in the Valley. In addition, ASU has collaborated for more than 10 years with the **U.S. Agency for International Development (USAID)**, **Intel Corp.** and others, developing semiconductor capabilities for *Asian* countries and *Costa Rica*.

Last year, within the framework of the CHIPS Act (Creating Helpful Incentives to Produce Semiconductors and Science Act of 2022), the governments of *Mexico* and the *U.S.* recognized that nearshoring semiconductor production is a national security priority. ASU supports this bilateral goal, and understands the important economic development opportunity this sector represents for decades to come. Thus, ASU developed a collaboration with the **Government of Mexico** to boost semiconductor production. On Nov. 22, 2022, ASU President **Michael Crow** and **Esteban Moctezuma Barragán**, the Ambassador of *Mexico* to the *U.S.*, signed a memorandum of understanding (MOU) witnessed by the Sonora Governor **Alfonso Durazo**, and other corporate and government leaders.

Regarding *Mexico's* strategy, Ambassador **Moctezuma** and Gov. **Durazo** presented the "Sonora Plan," and explained that President **Andrés Manuel López Obrador's** administration is focusing its efforts in *Sonora* for strategic reasons, including the availability of lithium reserves. Accordingly, ASU is developing a joint action plan with Sonora to deploy upskilling courses, support higher education institutions, share best practices for companies, and bring forth research, design and other capabilities, as appropriate.

In support of the MOU implementation, the *Arizona-Mexico* Commission provided ASU with a timely investment. This investment enables the university's short-term activities with *Sonora*. To fulfill mid- and long-term objectives, ASU is working with partners across the border to seek funding to enable a sustained and transformational initiative. The joint vision is to create a global, robust ecosystem for semiconductors in the *Arizona-Sonora* corridor.

"We are working closely with our Mexican partners to make this happen because it's in the economic interests of the *U.S.*, *Mexico* and the state of *Arizona*," **Sally Morton**, executive vice president of the ASU Knowledge Enterprise, said.<

AMERICANS IN MEXICO

Meet Anastasio “Chito” Moya



Anastasio Moya is an American from California who fell in love with Mexico and the simplicity of its people. Thanks to his wife, Moya has had the opportunity to experience the culture and participate in the traditions of Patzcuaro, Michoacán, where he currently lives. “Chito,” his nickname for himself, shared why he has such an appreciation for Mexico and its people.

Q: Why did you decide to change your residency to Mexico?

Chito: It all started in 2000, when my wife and I decided to go to *Guanajuato*, where her mother was born. During that trip, I fell in love with the people’s passion. We agreed to buy a house in *Mexico* at some point.

Q: What was your experience with the process of settling in Mexico?

Chito: We fell in love with *Patzcuaro*, so we bought a house there 12 years ago. We were just going as tourists multiple times a year. Some weeks ago, we got an appointment at the Consulate General of Mexico in Phoenix for a residency visa. The process was simple and took about an hour.

Q: Please tell us about your best memory or experience in Mexico.

Chito: In *San Miguel de Allende*, I went to see the passion of Jesus Christ. Sitting beside me, an old lady picked up her cane to hit the Roman soldiers that were hitting Jesus. Her passion at that moment is what I believe *Mexico* is.

Q: How do you think Mexico is different from other countries you have visited?

Chito: We have also been to *Canada* and *Peru*, but I keep going back to *Mexico* for the culture, the people, the passion, the color and the food. Economically, [*Mexico*] is a place where you can go back and forth and stay there for a couple of months. A lot of Americans can afford to do that.

Q: How has your opinion of Mexico changed after visiting the country?

Chito: I grew up in *California*. People in the U.S. don’t use their

parks like Mexicans do. We love going to the plaza in the evening, having dinner, and getting an *elote* or a *taco*. [I like] just being around the people. The pace of life is slower. Everyone knows each other.

Q: Would you recommend visiting Mexico to your acquaintances? Why?

Chito: I am a big promoter of *Mexico*. I always tell my friends to go and see for themselves how beautiful this country is. I feel comfortable walking out of my house at 11 p.m. to get some *tacos*. I would never do that in the *United States*; I wouldn’t feel the same security.

Q: What do you like most about the people?

Chito: They want to make sure that people go and enjoy themselves. We have been to different villages and people invite us into their houses. They are genuine. People are living their lives, they are happy with where they are, and they want you to see the beauty of where they live.<

It Is Easier Than Ever to Experience *Monterrey*

BY MARICARMEN MARTÍNEZ VILLARREAL

The state of *Nuevo León* is a land of great natural and cultural wealth that welcomes with open arms all those who have the heart and courage to discover it. The state is consolidating its position as one of the most important air connectivity centers in *Mexico*. American Airlines added a nonstop flight between *Phoenix* and *Monterrey* beginning in January of this year. It is the first nonstop flight between the two cities since 2004 and puts the two cities only three hours apart.

In addition to our beautiful capital city of *Monterrey*, *Nuevo León* is one of the main destinations in the world for adventure tourism. Sportsmen from around the globe come to our state to experience our breathtaking canyons and mountains.

I hope all Arizonans can find the time to explore the state of *Nuevo León* and *Monterrey*, which is the third largest city in *Mexico*. Our state is full of adventure options, incredible gastronomy, rich cultural traditions, and unforgettable



Maricarmen Martínez Villarreal is the Secretary of Tourism for the Mexican state of Nuevo León.

activities, no matter what your interests are. I dare you to live your dreams and visit *Nuevo León* for the adventure of your lifetime. <



There is now an American Airlines nonstop flight between Phoenix and Monterrey.

FOOD El Jonuco

El Jonuco is a restaurant featuring urban and modern northeastern Mexican cuisine located in Apodaca, a city that is in the northeastern section of the *Monterrey* metropolitan area. **El Jonuco** means “room under the stairs.” Don’t we all have that room or spot that we no longer use? In this restaurant, they relate this definition to northeastern Mexican cuisine since they believe it is stored within the corners of our state without being fully valued or exploited.

This cuisine relies on the quality and origin of the products they use. They always focus on providing diners with the traditional flavors of *Nuevo León*, offering dishes according to the seasons of the year, and always supporting local producers. They are distinguished by using products from the local municipalities to prepare their dishes; seeking to delight diners with the traditional flavors of the area.

A few dishes in particular stand out: roasted sweetbreads, chicharrón caminero and criollo avocados. And then there are the incredible desserts: the delicious mesquite bread with dates and walnuts and the pear pie, which is a grandmother’s special recipe. <



[El Jonuco online](#)



Paseo Santa Lucía

TOURIST MECCA

Monterrey's Paseo Santa Lucía

Green areas, blue skies, esplanades, views of **Cerro de la Silla**, beauty on each side of the river, terraces, art expressed in spectacular murals, and more attractions that surround one of the most striking tourist spots in *Mexico*: the **Paseo Santa Lucía** in *Monterrey*.

The **Paseo Santa Lucía** is a 1.43-mile artificial river that connects Fundidora Park with the historic center of the city of *Monterrey*. It was inaugurated in 2007 and is one of the biggest attractions in *Nuevo León* and is also considered one of the 13 wonders of *Mexico*. Visitors can embark on a charming tour, guided by the canal that starts from Parque Fundidora to the Museum of Mexican History, next to the Macroplaza.

It is one of the most attractive and most visited sites by tourists who arrive in *Monterrey*. During the 1.43-mile journey, visitors can enjoy the magnificent landscape with



TURISMO
GABINETE DE GENERACIÓN
DE RIQUEZA SOSTENIBLE



More Info:

[Nuevo León Travel](#)

[Lonely Planet's Guide to Monterrey](#)

24 illuminated fountains, bridges, walkways, murals, green areas, terraces and esplanades. At the end of the walk, tourists can visit different restaurants that serve food typical of the region. Enjoying this site in the morning or in the afternoon is a great experience. Visiting **Paseo Santa Lucía** at night? It's pure magic. <

Coahuila: A State Bursting with History

The northern Mexican state of Coahuila is known for its vast territorial extension, extraordinary cultural diversity, traditions, natural settings and architecture. It is also recognized as an historical hotspot since it was home to two of the most influential figures of the Mexican Revolution: **Francisco I. Madero** and **Venustiano Carranza**. Moreover, this state has some iconic municipalities and gastronomy with more than 23 wineries and seven Magical Towns: **Arteaga, Candela, Cuatro Ciénegas, Guerrero, Múzquiz, Parras de la Fuente** and **Viesca**.

While *Coahuila* is also distinguished by its unique paleontological zones, it is equally popular for its modern infrastructure, high-quality services and the production of nationally and internationally renowned commercial goods.



It is a three-hour drive from the magical town of Cuatro Ciénegas to Saltillo, Coahuila's capital city.

than settle. As the current capital of *Coahuila*, *Saltillo* is a marvelous tourist destination that captivates visitors with its rich culture and natural beauty.

While visiting, don't forget to check out **Saltillo's Cathedral** in the city's Historic Center. It is one of Mexico's three tallest cathedrals. **Alameda Zaragoza Park** is also a must-see with its beautiful landscape, the Central Library, the equestrian statue of Ignacio Zaragoza, the bust of Venustiano Carranza, and the statue of Miguel Hidalgo y Costilla. An added bonus: free WIFI!

The Sarapes of Saltillo

Undoubtedly, the sarape is emblematic not only of

Discover Saltillo

Its name originates from a little waterfall that still exists. Explorers of the northern region of what was then known as *New Spain* originally chose this location to rest rather



Saltillo's Cathedral



The Sarapes of Saltillo

Saltillo, but also of *Coahuila* and really all of *Mexico*. In *Nahuatl*, the word *zarape* means “covering blanket” and can refer to garments such as the *lorongo*, *chal*, *gabán* or *poncho*. In *Saltillo*, the *sarape* has been woven on a loom with woolen threads since 1591 and has distinctive elements.

Although *Saltillo's sarapes* are unique to the area, there are similar garments that can be found in other places, such as *Guatemala*, and even in U.S. locations such as the *Rio Grande* in *New Mexico* and in the Navajo community located in the four corners region of *Colorado*, *Utah*, *Arizona* and *New Mexico*.

Feel the Magic

Cuatro Ciénegas, one of the state's magical towns, is located just three hours from *Saltillo*. Here, you will discover charming houses with antique doors; old, but well-preserved, cars; and



Cuatro Ciénegas

some of the kindest people you'll ever meet.

The city has a dry, semi-warm climate with a mean temperature of 72°F and little precipitation. During lunchtime, try the local meat cooked in a tomato, pepper and onion stew or other local dishes such as cheese with chili, machaca and pirate tacos.

Do not miss **Poza Azul**, a protected area with remarkable landscapes and a mineral-rich pond that has a unique azure blue color. This area is home to more than 200 ponds and endemic flora and fauna. You can also explore the white desert of **Yeso Dunes** or swim in **San Marcos River**, a natural spa. Here, you will also find **Casa Carranza**, the home of Mexican civil war leader **Venustiano Carranza**. Finally, don't forget to visit one of the areas wineries

to end your trip on a festive note. The wine culture here dates back 150 years and two of the most well-known wineries are **Ferriño** and **Vitali**.

FOOD

Asado de Puerco

Asado de puerco (pork roast) is one of *Coahuila's* most famous dishes. It is prepared with pork shoulder or leg cooked in an ancho, cascabel and *pasilla* pepper sauce. **Charro beans** and freshly made **flour tortillas** are usually served on the side. Since bay leaves, cumin, oregano, cinnamon and cloves are used in the sauce, the complexity of its taste is similar to that of mole. ◀



More Info:
[Visit Mexico](#)

Fiestas del Pitic 2023

The 22nd edition of the **Fiestas del Pitic**, a cultural festival that has something for everyone, will be held **May 25–28** in *Hermosillo, Sonora*. There are outstanding contemporary art exhibits, magnificent concerts, orchestra presentations, circus shows, theater plays, urban art, folkloric dance, photographic exhibitions, literary conversations, jazz encounters, music workshops—and much more.

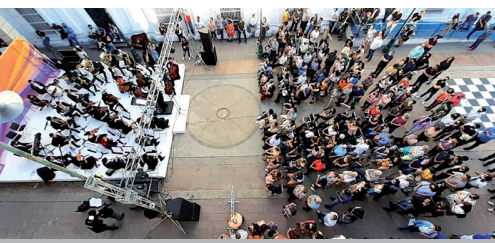
In addition to being one of the main cultural gatherings in northwestern *Mexico*, the **Fiestas del Pitic** has become a tool to promote the inclusion of local artists, while boosting economic and social development.

Adding to the festivities is the participation of the native peoples of *Sonora* (the Mayo, Yaqui, Pima, Seri Cucapá, Papago and Guarijio), who celebrate their unique cultures with dances, artistic presentations, handicrafts, regional products and ancestral gastronomy.◀



More Info:

[2023 Fiestas del Pitic](#)



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