

Mexico National Day Special

Tourism, gastronomy shine in COVID's wake

MELBA PRIA
AMBASSADOR OF MEXICO



Sept. 16 marks the 212th anniversary of the uprising for the independence of Mexico, a movement led by Miguel Hidalgo, a Catholic priest who inspired thousands of commoners to

regain their own identity.

Today we celebrate a country that despite many global challenges has seen positive change and healthy growth in many sectors. President Andres Manuel Lopez Obrador announced that in the first half of 2022 the country reached the historic figure of \$27,512,000,000 in total foreign direct investment, with Japan our fourth-largest investor.

Besides the strong ties of friendship, another bond that unites Mexico and Japan is the close commercial relationship in agricultural products. Mexico plays an important role in ensuring Japanese food security. Our sales to Japan in the first semester of this year reached \$715.5 million. Avocado exports alone reached 20,699 tons in the first six months, meaning eight out of 10 avocados consumed in Japan are from Mexico!

During the pandemic, Mexico kept its skies open to international flights and its roads open to travelers, with a daily flight maintained between Mexico City and Tokyo. Being the only direct route between Latin America and Japan, it serves as a very important bridge between the two regions.

In tourism, the adoption of sanitary

protocols designed to meet the peculiarities of the industry was vigorously promoted during the pandemic, and we can say the results have been good. According to the U.N.'s World Tourism Organization, Mexico placed seventh for most visitors during 2021.

The profile of the inbound tourist has changed. Our visitors seek greater immersion in local cultures, contact with the population and friendly experiences with culture, nature and the environment. The authenticity of tourism products is now the key to success, and we have focused on offering these experiences by launching the site www.visitmexico.com/jp in

Japanese, where people can discover destinations and plan vacations in Mexico according to their interests.

Mexican gastronomy and culinary heritage have also continued to bloom across the world. Just recently, two restaurants in Mexico City claimed fifth and ninth places on The World's 50 Best Restaurants list, but even the simplest food stand will make you want to keep coming back. Our country really is a foodie's paradise.

At the local level, we have been working with chefs at Mexican restaurants from throughout Japan by teaching them traditional techniques, resulting in more authentic meals for you to enjoy. There

are many more reasons we are proud of our country, and this year we want you to enjoy a taste of Mexico in Japan; so join and celebrate with us.

Viva Mexico!

This content was compiled in collaboration with the embassy. The views expressed here do not necessarily reflect those of the newspaper.



Mexico offers a great range of options for all kinds of travelers, like these waterfalls in the central state of San Luis Potosi. VISITMEXICO.COM



The annual Guelaguetza Festival in Oaxaca celebrates the region's indigenous culture, diversity and ancient traditions. VISITMEXICO.COM



The Angel of Independence monument in Mexico City, a vibrant cultural capital and business hub SANTIAGO ARAU

Congratulations on the Independence Day of Mexico

Yakult MEXICO
www.yakult.com.mx

Congratulations to the People of the United Mexican States on the Occasion of Their Independence Day

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Congratulations to Mexico!
Celebrating its Mexican Independence Day

KidZania Fukuoka celebrated its grand opening on July 31. Visit our facilities in Tokyo, Koshien and Fukuoka. Many English programs are available!

Congratulations on the Independence Day of Mexico and the Anniversary of Diplomatic Relations

Mitsubishi Corporation

Congratulations on the Independence Day of Mexico

Yoshihisa Morita
Yoshihisa Morita
Supreme Advisor, Kyoto University of Foreign Studies
Honorary Consul of Mexico

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