

## Mexico independence day

## Bicentennial is just the beginning

Miguel Ruiz-Cabañas  
AMBASSADOR OF MEXICO

Mexico is the result of many original civilizations that during hundreds of years shaped their own culture, beliefs, languages and artistic expressions. In spite of its millenarian past, it is only since 1810 that Mexico was born as an independent nation. This is what we celebrate this year, the foundational moment in which Mexico claimed its sovereignty and the right to decide on its form of government. Today, Mexico values the freedom conquered by a generation that offered their lives in such endeavor. It is also a dem-



ocratic nation where free elections are the norm. The respect and defense of human rights is also part of its institutional framework.

The Mexican economy is a stable one with a sound banking system and a public deficit of around 3 percent of its gross domestic product (GDP). It is recovering its dynamism after the 2009 global economic downturn and it is expected to grow around 4.6 percent this year.

Mexico is also an important and reliable international actor with active participation in the United Nations, the U.N. Security Council, the G-20, the OECD (Organization for Economic Cooperation and Development) and APEC (Asia-Pacific Economic Cooperation). It is a country with a profound pacifist tradition that works in

favor of a general and complete disarmament. In December, Mexico will host the COP16 on climate change and is working in favor of a realist outcome and to reach concrete actions that could be implemented immediately in benefit of the environment.

The history of Mexico has been linked to Japan even before it attained its independence. Our relation of friendship and trust began in 1609. Today we share common values and have important coincidences. During the successful visit of President Felipe Calderon last February, the bilateral strategic partnership was enhanced to deal also with outstanding global issues.

The Mexico-Japan Economic Partnership Agreement allowed bilateral trade

to notably increase since its entry into force five years ago. Mexico remains committed to free trade and to enhance the potential of this agreement through the revision process that is taking place in order to further increase bilateral trade and investment to the benefit of both countries.

The Mexicans that belong to the generation of the bicentenary will continue working to construct a better country for the next century. I am convinced that the friendship and trust between Mexico and Japan will become stronger in that journey and that both countries will continue seizing the opportunities and expanding the potential that our intense bilateral relations offer.



Anniversaries: President Felipe Calderon proclaims 2010 as the Year of the Nation, marking the bicentennial of its independence and centennial of its revolution. OFFICE OF THE PRESIDENT

## Despite gains, untapped opportunities remain for close trade partners

Bruno Ferrari  
SECRETARY OF ECONOMY

As Mexico marks 200 years since the beginning of the independence movement that created the modern and courageous nation that it is today, we recognize the role that trade, investment and cooperation have played in the country's development.



Today, Mexico and Japan are close trade partners. Both nations cooperate on a number of global issues and jointly advocate a successful conclusion to the Doha Development Round of the World Trade Organization. In 2005, Japan and Mexico gave a boost to their trade, investment and bilateral cooperation by implementing an Economic Partnership Agreement (EPA), which has

contributed to the doubling of two-way commerce and the expansion of Japanese investment in Mexico. In 2008, bilateral trade surpassed \$20 billion.

Despite impressive gains in trade and investment, both countries have yet to realize and expand untapped opportunities. To that end, last February in his official visit to Japan, President Felipe Calderon called for the strengthening of the bilateral economic relationship and to accelerate government-to-government negotiations in order to grant further market access, erase trade barriers and foster the improvement of the business environment in both countries.

Now, taking advantage of the global economic recovery and the reorientation of manufacturing operations in several sectors have resulted in a significant rebound of Japanese investment flows to Mexico this year. Mexico is attracting Jap-

anese company capital from high-end manufacturing to labor-intensive production, particularly in the auto parts, electronics and automotive sectors.

Moreover, interest in Mexico's infrastructure-related pro-

jects, including transport, energy and environmental projects, keeps rising among Japanese companies. In addition, a high-level mission of Japanese businessmen to Mexico will be held early next year, under the lead-

ership of the Mexico-Japan Economic Committee of the Keidanren, with the aim of fostering joint ventures and expanding business contacts in areas where both countries can maximize complementarities

in terms of technology transfer, knowhow and investment.

As Mexico seeks to consolidate its position as an ultimate center of trade and logistics between North America and East Asia, our economic partnership with Japan grows in importance. Our geographic position and our recognized strength in manufacturing, skilled labor and our growing pool of educated young people offer indisputable complementarities with Japan.

Finally, President Calderon will participate in the APEC Economic Leaders Meeting in Yokohama in November. Mexico is an active supporter of Japan's priorities, established in the Asia-Pacific Economic Cooperation's agenda for 2010: assessment of the achievement of the Bogor Goals (free and open trade and investment), Regional Economic Integration in Asia-Pacific, and the New Growth Strategy.



Samurai spirit: Since June, the Japan Plaza in Acapulco is home to a statue of Hasekura Tsunenaga, who visited Mexico in 1614 as the first Japanese envoy. EMBASSY OF MEXICO

## Taste the flavors of Mexico in its safe, high-quality foodstuffs

Francisco Javier Mayorga Castañeda  
SECRETARY OF AGRICULTURE, LIVESTOCK, RURAL DEVELOPMENT, FISHERIES AND FOOD

Dear Japanese friends, this year Mexico commemorates the bicentennial of its independence and the centennial of its revolution.

These celebrations revive the values and ideals that form our modern nation.

The agro-alimentary producers of my country, with the ideas of our independence and revolution, encourage their ethical and civil values.

On behalf of the Mexican producers of agricultural products, it is my pleasure to send a warm and cordial greeting to all of you on this special occasion.

Japan is a good friend and partner of Mexico: Our countries have history, harmonious coexistence and strength as nations.

I also invite you to enjoy Mexican food. This is a way to discover my country.

The diverse climate of Mexico and our increasing experience in foreign trade allow many of our food

products to have an important presence and acceptance in the Japanese market. Products such as pork, beef, avocados, mangoes, lemons, tomatoes, "kabocha" winter squash, coffee, beer, tequila, tuna, octopus and shrimp have successfully entered the Asian market.

More than 437 varieties of fruits and vegetables are grown by Mexican farmers, who are innovative and hardworking people. They dream of the construction of a successful sector.

The preference and confidence of Japanese consumers in Mexican products have helped increase the agro-alimentary exports of Mexico to Japan.

Each day more importers, food processing and commercial companies, distributors, restaurants and the final consumers in Japan are interested in the Mexican products.

Our products are safe, with good taste, high quality and traceability. For that reason, I invite Japanese consumers to choose them.

I wish that you could visit Mexico on the occasion of the bicentennial and centennial celebrations of our Independence and Revolution and join us in these important festivities.



## Great historical riches, culture, abundant nature await visitors

Gloria Guevara Manzo  
SECRETARY OF TOURISM

Dear friends of Japan, it is a pleasure for me to invite you to know and visit Mexico, a unique and hospitable country.

This year, Mexico celebrates the bicentennial of its independence and the centennial of the Mexican Revolution. This is an excellent opportunity for you to visit and share with us this occasion. Across the country, cultural and artistic events will take place to commemorate these important celebrations.

Mexico is a country of great historical richness due to its heritage of important Indigenous and European civilizations that has also benefited from centuries of contact with Japan and the Asia-Pacific region.

Mexico has 31 World Heritage sites as declared by UNESCO: 27 of these are cultural/historic and four are natural. You can visit more than 30,000 archaeological sites, among them the impressive Teotihuacan pyramids at the center of the country, or those of the Maya culture in the south.

You will also find a great variety of flora and fauna that includes one of the greatest reef reserves in the world.

Mexico's popularity as one of the preferred destinations for international tourists is due to its great historical and cultural richness, and the beauty of its beaches that are considered among the best in the world.

Mexico is among the 10 most popular tourist destinations in the world. It touches both the Atlantic and the Pacific oceans. It also has the Mexican Caribbean coast and the California Gulf where people can enjoy a diversity of climates, protected natural zones, and world-class hotel and tourism infrastructure.

More than 21 million tourists from all around the world visit Mexico every year and enjoy the warmth and hospitality of our people.

We are closer than ever. Since March 2010 there are three direct flights a week between Mexico and Japan, together with a great number of airlines with flights to Mexico via the United States or Canada.

The friendship between our nations is more than 400 years old and we have strengthened our bonds with celebrations across many cities in Mexico. The traditions and art from Asia have been present in our streets in a fraternal atmosphere.

We invite you to visit Mexico and to live the best of our country's history, culture, traditions and beauty.

Welcome to Mexico!

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## International forums forge bilateral cooperation

Hidenao Nakagawa  
PRESIDENT, JAPAN-MEXICO  
PARLIAMENTARY FRIENDSHIP  
FEDERATION

It is a great pleasure for me, as president of the Japan-Mexico Parliamentary Friendship Federation, to express my heartfelt congratulations to the government and people of Mexico on the 200th anniversary of their independence. This anniversary is very meaningful as it coincides with the celebration during 2009 and 2010 of the 400th anniversary of the friendship between Japan and Mexico.



Since our first encounter back in 1609, when the inhabitants of what is now Onjuku rescued the shipwrecked crew of the galleon San Francisco on its way to New Spain (present-day Mexico), both countries have shared a history characterized by friendship, trust and cooperation. From that time it became evident that there is a mutual attraction between the people of both nations that have

led to multiple personal, cultural and social exchanges.

Besides, Mexico and Japan uphold common values such as democracy, human rights, rule of law and an open and free economy. At the same time, both countries officially recognize each other as strategic partners since 2003.

During the visit of President Felipe Calderon to Japan in February 2010, the bilateral relations reached a new level with the establishment of a Global Strategic Partnership that will allow Japan and Mexico to work together in issues such as international peace and security, disarmament and nonproliferation of nuclear weapons, climate change, among others, and to promote economic growth. The cooperation between both countries has been evident also in different international forums such as the United Nations Security Council as nonpermanent members, the G-20, APEC (Asia-Pacific Economic Cooperation), FEALAC (Forum for East Asia-Latin America Cooperation) and the OECD (Organization for Economic Cooperation and Development).

Economic relations have also

expanded notably since the entry into force of the Japan-Mexico Economic Partnership Agreement five years ago. Bilateral trade is recovering its pace this year after the 2009 global economic downturn and Japanese companies have announced new investments in Mexico in a wide range of sectors. I am convinced that the bilateral EPA still offers many opportunities to increase the economic exchanges between both countries and that it is important to continue promoting new investments to contribute to economic growth in both countries.

The Japan-Mexico Parliamentary Friendship Federation shares the joy that Mexico experiences because of the bicentenary of its independence. On the occasion of the new chapter that this anniversary opens in the history of Mexico, I would like to express my enduring commitment to actively contribute to the further strengthening of our partnership. There is no doubt that our long history of friendship and trust is the best reference to explore new avenues of cooperation between our nations.

## 'Win-win' business ties continue to spur growth

Iltaru Koeda  
CHAIRMAN, JAPAN-MEXICO ECONOMIC  
COMMITTEE, NIPPON KEIDANREN

On behalf of the Japan-Mexico Economic Committee of Nippon Keidanren (Japan Business Federation), I would like to express my best wishes for the health and prosperity of H.E. President Felipe Calderon and the people of the United Mexican States on the occasion of the 200th anniversary of the independence of



Mexico.

At the same time, we are celebrating the 400th anniversary of exchange between Japan and Mexico and various commemorative events have been held in both countries since last year. I participated in the ceremony held in Onjuku Town, Chiba Prefecture, held on Sept. 26, 2009, as chairman of the Executive Committee of the 400th Anniversary of Japan-Mexico Relations to celebrate this landmark year of historical importance for both countries. I hope that these activities will facilitate people-to-people exchanges between the two

countries and help the people further deepen mutual understanding of their respective cultures and histories.

In February this year, Nippon Keidanren co-hosted with Mexico's Consejo Empresarial Mexicano de Comercio Exterior (COMCE) the 28th Japan-Mexico Businessmen's Joint Committee Meeting held in Tokyo, honored by the presence of President Calderon, who was then visiting Japan. During the meeting President Calderon said, "Trade is not about the exporting side winning and the other side losing. It should be a win-win relation with gains for both exporters and importers, with consumers enjoying more affluent lifestyles and producers gaining access to intermediate commodities at lower cost."

The president also acknowledged, in relation to the Japan-Mexico Economic Partnership Agreement (EPA), that Mexico's manufacturing industry has been reinforced in competitiveness and exporting more products to the United States, thanks to the intermediate commodities imported from Japan. The president's acknowledgment that the complementarity of the two economies has been further enhanced by the Japan-Mexico EPA is in line with our stance and was truly encouraging.

In fact, since the enforcement of the Japan-Mexico EPA in April 2005, imports from Mexico to Japan have been steadily increasing. The imported goods include beef, chicken, oranges, and other items subject to tariff quotas.

Investment from Japan has also surged. The car industry benefited in particular from the resulting reduction of tariff and zero-tariff import quotas. As car production gained momentum in Mexico along with thriving export trade, some companies have opted to move their design and development functions from the U.S. to Mexico.

Against this backdrop, the Japan-Mexico Economic Committee of Nippon Keidanren has been requested from Secretary of Economy of Mexico Bruno Ferrari to visit Mexico, which we plan to achieve in 2011. We would like to take the opportunity to exchange views with the Mexican government and business circles, with an aim to build even closer economic relations between the two countries.

Lastly, on this day celebrating the 200th anniversary of the independence of Mexico, I would like to reflect back on the history of heartwarming exchange between Japan and Mexico and sincerely wish for further prosperity of the people of both countries in the future.



400 Years: A traditional "mikoshi" (portable Shinto shrine) on show in Mexico City in November 2009 helps celebrate four centuries of Japan-Mexico relations. EMBASSY OF MEXICO

### Congratulations

to Mexico for the Bicentennial of  
Its Independence and Centennial of Its Revolution



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