

Mexican president's visit

Moving Mexico forward

Enrique Peña Nieto
PRESIDENT OF MEXICO

Mexico has entered a new stage. By the vote of Mexicans on Dec. 1, 2012, I assumed the position of president of the United Mexican States. That day, at the National Palace, a symbol of the history and republican life of Mexico, I offered my first message to the nation. I presented the five main goals of my administration for the transformation of Mexico.

The first goal of my administration is to achieve peace in Mexico and to place its citizens and their families at the center of our national security policy. We shall achieve this with a state policy for security and justice for Mexicans, in which authorities of every type and level shall work in tight coordination.

The second goal is to work to attain an inclusive Mexico that combats poverty and closes the gap of inequality that divides Mexicans.

The third goal is to achieve quality in education for all Mexicans. We want to form individuals with the aptitude, knowledge and innovative capacity that can successfully compete in a global context.



The fourth goal consists of achieving a prosperous Mexico where competition is fostered in all areas, credit levels are increased to finance strategic areas, and where a formal economy is promoted, in addition to exploiting resources in a sustainable manner, adding value to domestic products and

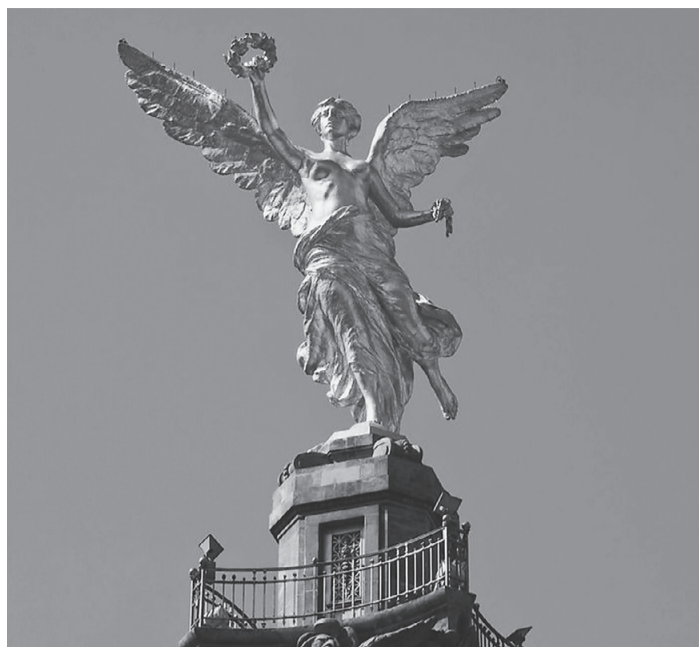
putting them within reach of all Mexicans.

The fifth goal is to assume a role of global responsibility with a proactive role and broad leadership in the world. In this manner, freedom will be defended, promoting justice and a more sustainable world in the 21st century.

As the president of Mexico, I am committed to do my part. I shall favor meetings, unity and constructive and purposeful dialogue. The collective good compels us to build now, without delay, basic agreements to undertake the transformation of Mexico. For these reasons, I celebrate that, together with the executive branch, the principal political forces of Mexico have executed an agreement that provides stability, certainty and direction to our nation, motivating unity within the plurality.

The Pact for Mexico includes five essential agreements. First, to transform Mexico into a society based on legal rights. This implies that all Mexicans exercise the rights granted by the constitution. Second, foster economic growth, employment and competition. Third, achieve security and justice. That is, make the desire and right of all Mexicans to live in a peaceful and tranquil environment a reality. Fourth, increase and guarantee transparency, accountability and the fight against corruption. And fifth, perfect the conditions for democratic governance.

I believe that with these steps, we shall begin as a country to generate the conditions neces-



El Angel: The Monument of Independence of Mexico is a victory column located in the center of a traffic circle of a major avenue in downtown Mexico City. EMBASSY OF MEXICO

sary to realign Mexico's path to achieve an integral and positive transformation of our country.

It is time to move Mexico forward. I invite all Mexicans to be a part of this great evolution of

our country. Today we have the historic opportunity to project a different Mexico, to convert it into the power it deserves to be and that it has decided to become.

This is Mexico's moment on the global stage

José Antonio Meade Kuribreña
SECRETARY OF FOREIGN AFFAIRS OF MEXICO



This is Mexico's moment. Macroeconomic stability and a low level of debt are part of our strength as one among the top 15 economies in

the world, with a (gross domestic product) GDP per capita of over \$10,000. We are a free-market economy with a broad social perspective and a trading power that exchanges goods and services of over \$700 billion every year. We provide a safe and reliable environment for foreign investment. Our political institutions and our democracy show strength and vitality. Our country has abundant natural resources and our nation takes pride in sharing a centuries-old cultural legacy. This moment in our history is also a promising start for Congress and the executive power, marked by a consensus among the main political forces that will help clear the way for important structural reforms in key areas for the country's development.

In his inaugural address,

President Enrique Peña Nieto pledged to lead the country to achieve concrete results that will benefit all Mexicans. As president of Mexico he took up the challenge not only to administer the country, but also to move it forward.

Centered on five major national objectives, this administration is transforming Mexico in the right direction: to achieve long-lasting peace for all, to attain prosperity by fighting poverty and inequality, to provide quality education nationwide, and to consolidate the country as a globally responsible and purposeful player.

To fulfill all these goals, during the next six years we will make sure our foreign policy contributes to Mexico's national development as never before. At the same time, Mexico will consolidate its position as a staunch defender of international law, as an advocate of global free trade, as a friendly and safe destination for foreign investment, and as a supportive, responsible nation that champions peace and defends human rights.

We are determined to strengthen Mexico's global presence by enhancing our international cooperation, promoting

Mexico's value and protecting the interests of Mexicans abroad. These are the pillars of our foreign policy and they will serve as guideposts as we identify specific priorities and concrete actions in every region and in every country.

No other part of the world can match the growth and dynamism of the Asia-Pacific region. Mexico is fully aware of this fact. This is why we have formally joined the Trans-Pacific Partnership negotiations, noting that Japan has expressed its desire to become a negotiating partner. We have also created the Alliance of the Pacific with Chile, Colombia and Peru, an organization that will strengthen economic links between our countries in Latin America and other countries in the Asia-Pacific. Gradually but firmly, we will become part of this new global powerhouse of growth, development and innovation. The economic outlook on both sides of the Pacific is promising. Our countries have a very special opportunity to quickly transform their current ties into solid, productive and mutually beneficial exchanges in the areas of strategic and political dialogue, trade, investment, education, science,

technology and culture.

Mexico and Japan enjoy a solid and diversified relationship. However, while our ties have deepened, there is still plenty of room for growth. We want to strengthen our political dialogue, key to our participation in multilateral forums on issues such as disarmament, non-proliferation, climate change and human security. We want to trade more with Japan, currently the main destination for our exports in Asia, while Mexico is Japan's main market in Latin America. We want more Japanese firms to make Mexico their preferred target for investment and tourism, partnering with our companies in projects to increase innovation and competitiveness. Finally, we want to promote further scientific, technical and cultural cooperation with Japan, to take advantage of their knowledge and sophistication, and to learn from their valuable experience. Mexico and Japan stand to gain sizeable benefits from their partnership.

We are determined to move Mexico forward, with the participation of our friends and partners in the world. This is Mexico's moment and we want everyone to know it.

Mexico, Japan take further step in our longtime, friendly relations

Claude Heller
AMBASSADOR OF MEXICO

The visit of the President of Mexico Enrique Peña Nieto to Japan is the first official one to an Asian country since the inauguration of his administration on Dec. 1, 2012. This fact enlightens the importance of the relations between our two countries.

In 2013 and 2014 we com-

memorate the 400th anniversary of the Hasekura Mission, which departed on its long journey to the Americas and Europe from the Sendai feudal domain and arrived at Acapulco, Mexico, in its first stop. The mission became a main reference in the development of our historical links and long friendship. This celebration is the occasion to renew once more the will of our governments to strengthen the bilateral exchanges in all fields and also, as active members of the international community, to express our disposal to contribute to a

positive response to the greatest challenges of our time.

Today Mexico and Japan share a common perspective on many international issues and a vast agenda that includes a fruitful cooperation in the main multilateral forums, a growing trade and major investments based on the economic partnership agreement, as well relevant academic and cultural exchanges. Furthermore, sectors of civil society are increasingly involved in an interactive dialogue with an open mind in the era of globalization.

Mexico and Japan are living in

new times. President Peña Nieto and Prime Minister Shinzo Abe initiated their respective mandates almost simultaneously, just a few days apart, and both with the energy and decision to move forward our countries, carrying out the indispensable reforms for a better future of the people in a peaceful world.

With this vision, the present circumstances bring new opportunities to intensify the relations between Mexico and Japan on a common ground. This official visit represents a further step in this direction.

Our Heartiest Greetings

to His Excellency Enrique Peña Nieto,

President of Mexico,

on the Occasion of

His Official Working Visit to Japan



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Claudia Ruiz Massieu
SECRETARY OF TOURISM OF MEXICO

Mexico is one of the world's pre-eminent tourist destinations, known for its quality of service, hospitable people, beautiful beaches, exquisite gastronomy, rich culture, heritage and history. The Japanese tourist is highly educated and sophisticated, looking for destinations and products that

could deliver cultural experiences, particularly the UNESCO World Heritage sites, where Mexico is the leading destination in the Americas and the sixth in the world. We have a wide variety of products, including some of the most luxurious beach resorts in the world, as well as world renowned archeological sites such as Chichen Itza, Cholula, Uxmal, Coba, and Teotihuacan; biodiversity; adventure sports such as rafting, snorkeling, mountaineering and scuba diving, all of which can be offered to Japanese travelers.



Beach resort: Japan is one of the leading markets for Mexico's tourism industry, representing 35 percent of the total arrivals from Asia to Mexico. EMBASSY OF MEXICO

The government of President Enrique Peña Nieto recognizes tourism as a priority and a strategic sector for our national development; it is a vehicle that

moves us toward a more prosperous and inclusive Mexico. Moreover, Mexico's economy and tourism are inextricably **CONTINUED ON PAGE 5**

Our Heartiest Greetings
to His Excellency Enrique Peña Nieto,
President of Mexico,
on the Occasion of His Official Working Visit to Japan

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Mexican president's visit

The road ahead for bilateral economic ties

Ildefonso Guajardo Villareal
SECRETARY OF ECONOMY OF MEXICO

The economic partnership agreement (EPA) signed by Mexico and Japan in 2005 has opened the door to expanding reciprocal trade and investment between the two countries. The EPA was the first trans-Pacific agreement that included liberalization of trade ever signed by Japan, thus it set a milestone in Mexico's trade strategy in Asia, as it has encouraged Mexican entrepreneurs to explore business opportunities, not only in Japan, but also in other Asian markets. A similar effect occurs for Japanese exporters and investors that use Mexico as a platform to do business across the Americas thanks to this visionary free trade agreement.

It is now time, however, to look further and devise smart public policies to keep fostering economic linkages for the well-being of all citizens in the two countries. Spreading the successful business model of



Capital: Mexico City, with its modern buildings, is a symbol of the country's recent, rapid economic growth. EMBASSY OF MEXICO

bilateral trade in the automotive industry could be a possibility to be explored by Mexico and Japan; with the right incentives and governmental programs, the achievements of this industry could be expanded and rep-

licated in other segments of the manufacturing sector in which both countries have proven capacity and solid supply chains.

Deepening cooperation by intensifying the bilateral dialogue within the framework of the EPA and other trade mechanisms where Mexico and Japan converge is also feasible and advantageous. In this regard, Mexico welcomes Japan's interest to join the Trans-Pacific Partnership (TPP). This initiative could represent an opportunity for Mexico and Japan to expand business ties and promote joint production and export processes toward our trading partners.

Mexico is perhaps one of the most open economies in the world. Today, Mexico is at the center of one of the world's most extensive networks of free trade agreements, encompassing 44 countries and sound public policies — implemented domestically — have resulted in unprecedented macroeconomic stability, the expansion of the middle class and a considerable increase in domestic consumption. It is also true that Mexico now enjoys the demographic bonus experienced by Asia in the last 20 years. When investing in Mexico, Japanese entrepreneurs capitalize on all these favorable elements of the business environment.

To further foster Mexico's competitiveness and productivity, President Enrique Peña Nieto, along with all relevant forces in the country, launched the Pact for Mexico to set in motion reforms that will strengthen Mexico's productivity and international competitiveness by, for instance, improving education standards and encouraging competition in key sectors such as telecommunications and energy.

In the international arena, the current administration aims at complementing the view of Mexico as a platform for worldwide exports, with the perception of a country that constitutes an important market in which consumers increasingly demand goods of the highest quality. As stated by President Peña Nieto, this new government has arrived to transform Mexico into a giant player in the world economy. I would like to invite Japan to be a part of this important transformation process. Similar to the time when Japan and Mexico envisioned their relationship in a free trade environment, today there is still the opportunity to continue strengthening our bilateral relations by supporting, within the framework of the EPA, Mexico's and Japan's relations in Asia and the Americas, respectively.

Promoting international trade and foreign direct investment in Mexico

Ernesto de Lucas Hopkins
CEO, PROMÉXICO

ProMéxico, created on June 13, 2007, is the federal government's agency in charge of strengthening Mexico's participation in the international economy.

To that end, it supports the export and internationalization activities of companies established in Mexico and coordinates actions to attract foreign investment to national territory. Since its creation, ProMéxico has matured significantly. Currently, it has 36 offices abroad located in 24 leading economies, which in turn represent over 70 percent of the global gross domestic product (GDP). Moreover, ProMéxico has 29 offices in 23 states where several services can be provided.

ProMéxico has become a strategic partner to promote the country overseas in investment-related areas. Since 2008 until February 2013, it has confirmed 423 investment projects by foreign companies in Mexico for multi-annual investments reaching \$52.45 billion; these have gone into sectors such as automotive, electric-electronics, aerospace and renewable energy, and have come from trade partners such as Japan, Spain, the United States and Germany, to name only a few.

The flow of productive foreign investment and international trade are key components for the Mexican economy. Foreign direct investment (FDI) brings economic benefits, strengthening local production chains as well as technology development and specialization in the domestic industry. Exports and internationalization support productivity and contribute to the creation of more and better jobs for Mexicans.

Therefore, ProMéxico has assumed its key leadership in the attraction of productive investment, coordinating the efforts of several entities and offices — both at the federal and state levels — as well as private organizations, chambers and associations for the integral development of the country's productive sectors. In addition, ProMéxico, through its support and services for exporting and internationalizing companies, has boosted their presence in the global arena, resulting in market diversification.

The Mexican government has a very clear vision of where it is heading and what the country needs to accelerate its development, which is why President Enrique Peña Nieto has set five major goals for his administration. First: to build a peaceful Mexico; second: to promote an inclusive Mexico with less poverty; third: to achieve quality of education for all; fourth: to promote Mexico as a responsible global actor; and fifth: to achieve a more prosperous Mexico.

ProMéxico is hard at work, particularly on these last two goals, by attracting foreign investment and aiding Mexican companies in their efforts to successfully enter international markets. Furthermore, ProMéxico is committed to leverage Mexico's value by promoting the many advantages it offers to the world.



Welcoming Japanese visitors

CONTINUED FROM PAGE 4
linked; the industry is responsible for 9 percent of the country's gross domestic product (GDP) and generates 2.5 million direct jobs.

Mexico has consolidated its presence across a variety of geographical markets. Japan is a hugely important market for Mexico's tourism industry as well as being the one of the leading markets in Asia, representing 35 percent of the total arrivals from Asia to Mexico. The most important outbound markets for Mexico are Tokyo and the Kanto region, currently representing a market share of 23 percent of the overall arrivals.

During the last years, business travel has increased between Mexico and Japan, as a result of important Japanese investment

and factories opening, diversifying the profile of the travelers and creating new opportunities. Our marketing and promotion strategy in the region has grown our tourist arrivals in excess of 20 percent over the past year. The year 2013 will see that number grow yet again.

The years 2013 and 2014 mark the 400th anniversary of the Hasekura Mission, where a diplomatic mission from Japan arrived in January 1614 to Acapulco, visiting Mexico City and Veracruz. As a result of this, Acapulco became the sister city of Sendai. This anniversary provides one of the best opportunities to increase the presence of Mexico and its destinations in Japan.

We look forward to seeing you in Mexico soon!

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Our heartiest greetings
to His Excellency Enrique Peña Nieto,
President of Mexico, on the occasion of
his Official Working Visit to Japan.


Yoshikazu Morita

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