

Mexico national day

A partnership based on trust, friendship

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CHARGÉ D'AFFAIRES A.I.,
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Since our first contact in 1609, the bilateral relationship between Mexico and Japan has been based on friendship and cooperation. This year, as we commemorate the 400th anniversary of the arrival to Acapulco of the diplomatic mission headed by samurai Tsunenaga Hasekura, the ties between our two countries have strengthened even more.



In April 2013, President Enrique Peña Nieto paid an official visit to Japan. Responding to an invitation from President Peña Nieto in that occasion, Prime Minister Shinzo Abe last July visited Mexico, where both

leaders discussed ways to further deepen the cooperation between our countries in all fields, and welcomed the signing of 14 documents that will contribute to building a strong and mutually beneficial relationship.

This month marks the 10th anniversary of the signing of the Japan-Mexico Economic Partnership Agreement. The partnership has had remarkable results; however, there is still a lot of potential for bilateral investment and trade growth. In this respect, President Peña Nieto and Prime Minister Abe agreed to begin negotiations on agricultural products based on the Japan-Mexico EPA and other themes of mutual interest, and to coordinate in order to hold the first round of negotiations in October.

Mexico is clearly going through a process of structural

transformation. To this date, reforms have been enacted in a wide variety of fields such as education, tax and electoral systems, transparency, telecommunications and energy. Of these, the energy reforms have attracted the most attention worldwide since it is revolutionary in the way it modernizes the constitutional framework to open the energy sector to investment, technology and competition, both for export and domestic, with the aim of generating more energy at a lower cost. Undoubtedly, this sector represents a great opportunity for a larger, more diversified Japanese investment in Mexico.

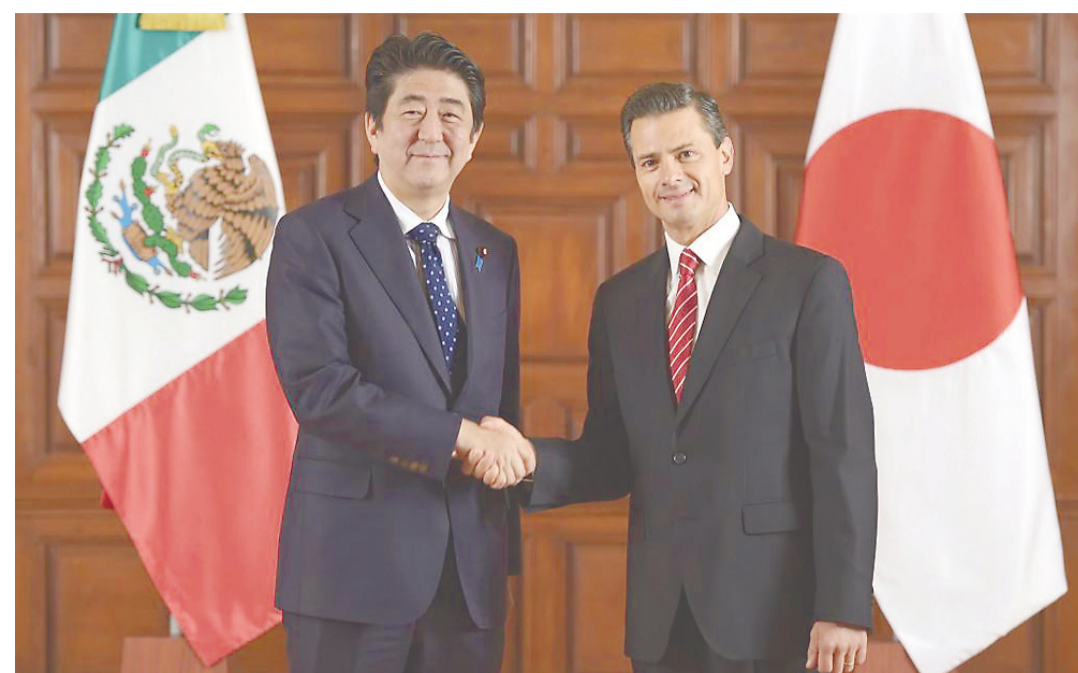
Mexico is considered not only an excellent choice for investors, but also a global base for production. It is one of the top countries according to the World Investment Report 2013 released by the United Nations

Conference on Trade and Development (UNCTAD), and among the most attractive nations to investors from all over the world according to global management consulting firm AT Kearney. This is a result of the wide network of free-trade agreements that provide access to 45 countries and more than a billion potential consumers. Likewise, Mexico has a young, skilled and talented population with an average age of 27. Each year, around 110,000 engineers graduate in Mexico, making it a leader in high-technology manufacturing exports. It also has a world-class modern infrastructure and a business-friendly environment. All of this has not gone unnoticed by investors from around the world.

With over 3,000 years of history and more than 45,000 archaeological sites, the cultural richness Mexico has to offer is

difficult to match. It ranks as the world's top six countries for the number of World Heritage sites. Nor should it be forgotten that Mexican cuisine is one of the four cuisines that have been designated by UNESCO as an Intangible Cultural Heritage of Humanity. In the same way, its natural wealth — it is home to 10 percent of the global diversity of species — makes it a great option for tourists. Just to name a few examples, it has the second-largest coral reef in the world and more than 176 natural protected areas. All these elements make of Mexico a unique tourist destination.

The relations between Mexico and Japan show a renewed dynamic based on the trust and friendship that prevail between them. Our vibrant exchanges include active parliamentary exchanges, but also fluid contacts between



Mexican President Enrique Peña Nieto meets with Prime Minister Shinzo Abe in Mexico City on July 25 during Abe's official visit to Mexico. MINISTRY OF FOREIGN AFFAIRS, MEXICO

local governments and at the human level. At the same time, there are new opportunities to deepen our exchanges not only in the political and economic

fields, but also in science and technology, triangular cooperation, health, transportation, agricultural research and in the field of aero-

space among others. This is definitely the time of Mexico and Japan, and a time to continue moving our bilateral relationship forward.

Bonds stretch back 400 years

Hirofumi Nakasone
PRESIDENT, JAPAN-MEXICO
PARLIAMENTARY FRIENDSHIP
FEDERATION

It gives me great pleasure to convey on behalf of the Japan-Mexico Parliamentary Friendship Federation my heartfelt congratulations to the people and the government of Mexico on the 204th anniversary of Mexico's independence.



The bilateral relationship between Japan and Mexico is characterized by a singular bond that stretches back over 400 years. This unique bond has been further reinforced by the "Global Strategic Partnership." In the international

arena, the two countries are responsible members of the international community, committed to maintaining peace and security, and share universal values such as democracy, human rights and the rule of law. In particular, the bilateral economic relationship has been expanding in a remarkable manner based on the Japan-Mexico Economic Partnership Agreement signed in 2004. The volume of bilateral trade has increased by 70 percent from 2004, and the number of Japanese companies in Mexico has reached approximately 680, an increase of more than 130 since 2012.

I take great pleasure in having witnessed our bilateral relationship strengthen considerably in the last two years, and in now commemo-

rating the 400th anniversary of the Hasekura Mission, a mission sent to Mexico by Date Masamune, feudal lord of the Sendai region back in 1613 and 1614.

In April 2013 we had the pleasure of welcoming Mexican President Peña Nieto to Japan. Prime Minister Abe and President Nieto held a fruitful summit meeting and issued a joint statement which reaffirmed the significance of the Japan-Mexico Global Strategic Partnership. During the visit, it was my great honor to receive the Order of the Aztec Eagle directly from President Nieto.

In July 2014, Prime Minister Abe paid an official visit to Mexico accompanied by important government and business leaders. In their summit meeting, the two leaders wel-



The ancient Mayan City and protected tropical forest of Calakmul, recognized by UNESCO as a mixed property on the World Heritage List, symbolizes the natural and cultural wealth of Mexico. MINISTRY OF TOURISM, MEXICO

comed the important progress made in light of the joint statement issued the previous year.

I myself visited Mexico in January 2014 to attend the annual assembly of the Asia Pa-

cific Parliamentary Forum in Puerto Vallarta as head of the Japanese delegation. The meeting was a great success — carefully prepared and wonderfully carried off by the Mexican Parliament. In May, I made another visit to Mexico to attend the 12th national Convention of Nikkei (Japanese descendants) 2014 in Mazatlán as President of Japan-Mexico Parliamentary Friendship Federation.

I would like, on this auspicious day, to renew my wish that with the long amicable history, the exchange and friendship between the people of our two countries will be strengthened further and that the two nations will contribute to the peace and prosperity of the international community. To this end, I vow to do my utmost as president of Japan-Mexico Parliamentary Friendship Federation.

Structural reforms open Mexico to investment as production base

Toshiyuki Shiga
CHAIRMAN, JAPAN-MEXICO
ECONOMIC COMMITTEE OF
KEIDANREN

On behalf of the Japan-Mexico Economic Committee of Keidanren (the Japan Business Federation), I would like to congratulate the United Mexican States on the occasion of the anniversary of its independence,



and also express my sincerest best wishes for the prosperity of all of its people.

Structural reforms in Mexico, which are making steady progress under the distinguished leadership of His Excellency President Enrique Peña Nieto, are opening up a broad range of new possibilities for bilateral cooperation. Japanese enterprises have come to place greater emphasis on Mexico not only as a market, but also as a global production base. In July, Prime Minister Shinzo Abe visited Mexico accompanied by many Japanese business leaders, including Keidanren chairman Sadayuki Sakakibara. This visit clearly demonstrated to the world the importance that the Japanese public and private sectors place on working together to strengthen economic relations with Mexico.

During the visit, I chaired



Above: Energy reforms in Mexico have opened the sector to private investment, creating a competitive and efficient energy market. Below: Mexico's automotive industry, a main sector for foreign investment, exemplifies a robust economy. PEMEX/ MINISTRY OF ECONOMY, MEXICO

the 31st Japan-Mexico Businessmen's Joint Committee Meeting, which was hosted in Mexico City through the collaborative efforts of Keidanren and the Mexican Business Council for Foreign Trade, Investment and Technology (COMCE). At this meeting, the Mexican government and business community expressed their high hopes for greater cooperation with Japan in trade, investment and personnel exchange. We were delighted that President Peña Nieto attended the meeting, noted that increased investment in Mexico by Japanese companies has made a significant contribution to job creation and technological innovation in Mexico, and stat-

ed his desire for Mexico to continue growing together with Japan.

The Japanese business community will strive to fulfill these expectations by forging even deeper ties between our two economies through the activities of the Japan-Mexico Economic Committee of Keidanren. Above and beyond bilateral relations, the business communities of both Japan and Mexico should endeavor to further bolster their collaborations to strengthen the bonds that link Asia and Latin America.

Let me conclude with the sincere wish that Mexico and its people continue to prosper, and that the relationship between our two countries flourishes.

Congratulations to Mexico!

Celebrating its
Mexican Independence Day



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