



CONSULAR NEWSLETTER

2022 Año de Ricardo Flores Magón
PRECURSOR DE LA REVOLUCIÓN MEXICANA

ECONOMIC & TOURISM AFFAIRS

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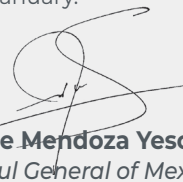


We enter 2022 with much hope for the future—and a refreshed look for this newsletter. Do you like it? Since the Government of Mexico has dedicated this year to Ricardo Flores Magón, a trained journalist who is considered one of the most influential thinkers of the Mexican Revolution, we have included his image on our nameplate for this year. The main sections will remain the same and will continue to bring you relevant information in three sections: **#Choose Mexico**, **#Arizona Thrives** and **#Discover Mexico**.

For 2022, we also have added two short Q&A features that will introduce you to successful Mexicans living in Arizona and people from around the world who have chosen Mexico, either for relocation or just a visit. In **#Choose Mexico**, you will get to know Carlos Sugich, a lawyer living in Phoenix who is originally from Ciudad Obregón in Sonora. In **#Discover Mexico**, you will meet Summer Mwaura, a successful businesswoman from Washington state, who fell in love with La Paz, Mexico, after a vacation and decided to relocate there.

In **#ChooseMexico**, you also will learn what it takes to invest in Mexico (p.3), and discover that there are more than 200 aerospace companies in 18 Mexican states producing aeronautical components for the world's leading aircraft manufacturers (p.4). In **#ArizonaThrives**, the mayors of the Arizona cities of Peoria, Prescott Valley and Page will convince you that their cities should be in your upcoming travel plans. Finally, in **#DiscoverMexico**, you will virtually visit two beautiful Mexican cities: Alamos (p. 10) in the state of Sonora and Leon (p.13), located in the northwestern region of Guanajuato. After reading about Alfonso Ortiz Tirado, one of Alamos' most famous natives, you might just want to book a trip to be there for the annual festival that honors him every year in January.

Happy New Year!


Jorge Mendoza Yescas
Consul General of Mexico



Upcoming Events

TOURISM EVENTS

- [Mexican Tennis Open Tennis Tournament](#)
February 21–26, Acapulco
- [Carnaval Mazatlán '22 Culture and Music Festival](#)
February 24–March 1, Mazatlán
- [EDC Mexico 2022 Electronic Music Festival](#)
February 25–27, Mexico City

BUSINESS EVENTS

- [7th America Digital Tech & Business Congress, Mexico 2022 Technology](#)
March 9–10, virtual
- [FABTECH Mexico 2022 Metalworking](#)
May 3–5, Monterrey
- [Expo Pack Mexico 2022 Packaging](#)
June 14–17, Mexico City



Did You Know...

- According to the World Innovation Index 2020, **Mexico ranks second** among the **most innovative countries** in Latin America?
- Mexico is one of the **largest producers of papaya** in the world?
- The Mexican writer **Octavio Paz** won the **Nobel Prize in Literature** in 1990? He is famous for his nine-part book-length essay, “El Laberinto de la Soledad” (The Labyrinth of Solitude), that was written in 1950.
- According to ForwardKeys, a provider of comprehensive travel data, **Cancun** was the **second most visited destination in 2021**?

MEXICANS IN ARIZONA: Meet Carlos Sugich



Carlos Sugich was born in Ciudad Obregón, Sonora. He has a distinguished career as a lawyer and is a member of the Expanded Executive Committee of Snell & Wilmer, a full-service law firm based in Phoenix. He became the first Mexican to serve as the chairman of the PGA tournament, the Waste Management Phoenix Open in 2018.

Q: Why did you move to Arizona?

Sugich: I went to New York City first to study International Law.

After I graduated, I moved to Arizona because of its proximity to my home state Sonora and because as a border state, I saw the opportunity to practice everything related to cross-border transactions. My original plan was to practice in Phoenix for 10 years and then return to Sonora to open my own law firm. That didn't happen.

Q: How did you persuade your partners at Snell & Wilmer to open an office in Los Cabos?

Sugich: It wasn't easy. Nobody thinks of Los Cabos as great legal market, but I saw an opportunity to represent U.S. developers and resorts in the Baja. The real estate market in Los Cabos has been incredible over the years with predominantly American visitors and investors and we have been lucky to be able to ride that wave.

Q: You were the first Mexican to preside over a PGA tournament in the United States when you became chairman of the

Waste Management Phoenix Open. Please tell us about that experience.

Sugich: It was amazing year and a great opportunity for me to leave my mark on this Tournament, also referred as the Greatest Show on Grass. I was able to take advantage of my background to help grow the game in the Mexican and Hispanic markets in Phoenix. As chairman, I had the tournament's website translated into Spanish for the first time and promoted the event and the work of my fellow Thunderbirds in Spanish-speaking TV networks such as Univision and Telemundo and also in Mexico directly.

Q: What message you want to send to Mexicans that currently live or want to move to Arizona?

Sugich: I love Phoenix. I love Arizona. It's an incredible state to visit, come to college or to do business. Lots of great places, things to do and opportunities. <

U.S.–Mexico High-Level Economic Dialogue

In a joint effort to enhance the region’s competitiveness, the Mexican and U.S. governments presented the work plan derived from the High-Level Economic Dialogue (HLED), which was relaunched Sept. 9, 2021. This mechanism includes, for now, more than 10 concrete projects based on four pillars:

1) Building back together

- Strengthening supply chains and coordinating their management in crisis situations.
- Improving border conditions to facilitate legal bilateral trade and the transit of people.

2) Promoting sustainable economic and social development in Southern Mexico and Central America

- Forging a U.S.–Mexico partnership to address the causes of irregular migration in southern Mexico and northern Central America.

3) Securing the tools for future prosperity

- Strengthening cooperation in cybersecurity.

4) Investing in our people

- Fostering an inclusive recovery through initiatives that invest in entrepreneurs and small and mid-size enterprises (SMEs).

The Mexican government remains committed to cooperating with the United States to strengthen the region’s competitiveness and to overcome supply chain challenges. The government also has prioritized the sustainable economic development of the region by supporting SMEs. <

THINKING ABOUT INVESTING IN MEXICO? The Invest in Mexico Platform Has All the Answers



U.S. Vice President Kamala Harris chats with Marcelo Ebrard, Minister of Foreign Affairs for Mexico. Photo courtesy of Government of Mexico

In December 2021, the Mexican Ministry of Economy unveiled its new online investment platform, *Invest in Mexico*. It is a digital platform that aids investors through executive content and strategic statistical information, specialized advice and links with institutions responsible for the necessary procedures for investment. It also serves as a direct contact to the agencies responsible for promoting and attracting investment. Here are the three main sections:

● Choose Mexico

Learn about the reasons that position Mexico as an attractive destination for foreign direct investment projects.

● Planning to invest?

Submit your inquiry regarding a potential investment project.

● How to invest

Get a step-to-step guide on how to invest in Mexico.

Monica Duhem, head of the Global Economic Intelligence Unity of the Ministry of Economy, says that this platform will be constantly updated and verified by federal government agencies. *Invest in Mexico* is currently available in English and Spanish. <



More Info:
[Invest in Mexico](#)

Aerospace Industry Takes Flight in Mexico



The aerospace industry is a strategic sector for Mexico's development that has experienced strong growth in recent years. Mexico manufactures aeronautical components and aerostructure assembly for suppliers and the world's leading aircraft and helicopter manufacturers.

In recent years, exports have grown 179.4%; the trade surplus doubled; the GDP grew 145% in real terms; and employment grew 2.3%. Between 2009 and 2019, the accumulated aerospace FDI exceeded US\$2.7 billion, of which 86% has been for the manufacture of aerospace equipment and 14% for maintenance and repair activities.

In 2018, Mexico was positioned as the sixth largest supplier of aerospace parts to the United States, and the twelfth largest exporter and the fifteenth largest producer worldwide.

Aerospace Clusters

The aerospace industry is one of the main manufacturing sectors in Mexico. To attract more aerospace projects, multiple clusters have been developed in Mexico. In fact, there are aerospace clusters with more than 200 firms in 18 states. The state of Queretaro is home to one of the most advanced clusters in Latin America. However, there also

are industry clusters in Baja California, Sonora, Chihuahua and Nuevo Leon, which are closer to the U. S. border.

Here is a brief description of each cluster:

- **Queretaro:** There are more than 80 aerospace companies in the state, including two original equipment manufacturers (OEMs) and five maintenance and repair operations (MROs).
- **Chihuahua:** There are six OEMs in the state, handling aerostructures, harnesses, aero parts and sheet metal.
- **Nuevo Leon:** A total of 22 companies are producing the MROs of aircrafts, manufacturing aerospace components and services to the industry, among others.
- **Sonora:** It has 60 companies in the capital city, Hermosillo, in addition to Guaymas and Empalme, covering foundry, machining and secondary processes, aerostructures and aerostructures.
- **Baja California:** The aerospace industry in the state is made up of more than 110 companies. In 2017 alone, they generated \$2 billion dollars in exports and provided more than 35,000 direct jobs.

Competitive Advantages

U.S. and international aerospace companies, including Honeywell, Bombardier, Boeing and Airbus, have been increasingly locating their production facilities in Mexico.

The four main reasons for the growing activity in the aeronautical sector are the strategic advantages Mexico offers:

1. **Geographical location:** Being close to the important U.S. market implies lower production costs, especially for companies operating in Europe.
2. **An experienced local workforce:** The experience and level of competitiveness achieved in other sectors, such as the automotive and electronics, has created a base of personnel and companies that can be easily oriented to the aeronautical sector.
3. **Free trade agreements:** These agreements allow access under preferential conditions to the aerospace market players.
4. **Costs:** Suppliers in Mexico enjoy a significant cost advantage over their U.S. counterparts. ◀

Peoria: A Strong Arts Culture and Much More

BY CATHY CARLAT

Peoria was named the Best Place to Live, Work and Play by AZ Big Media in 2021. Located in the Phoenix metro area's northwest valley, the city of Peoria, AZ, is home to more than 191,000 residents who enjoy an exceptional quality of life, beautiful Sonoran Desert vistas, chef-driven restaurants, and an abundance of recreation opportunities.

If the outdoors is your passion, you will find plenty of options in Peoria. It is home to Lake Pleasant, the second largest lake in Arizona. The lake offers fishing, boating and scuba diving as well as unique classes like paddleboard yoga and moonlight scorpion hunting. Lake Pleasant Regional Park also offers camping and miles of trails for hiking enthusiasts.

Peoria also is home to award-winning parks and recreational amenities, including Paloma Community Park, an 85-acre park that includes multipurpose fields, a fishing lake, inclusive playgrounds and more. If golf is your passion, Peoria has some of the most picturesque courses in Arizona, including Quintero Golf Club, Blackstone Country Club and Trilogy

Golf Club, just to name a few.

Thanks to our mild winters with cool breezes and warm sunshine, spring training baseball attracts visitors from around the world. Located in the heart of the P83 Sports and Entertainment District, the Peoria Sports Complex is home to both the San Diego Padres and Seattle Mariners, where thousands of fans flock to watch 15 Cactus League professional baseball teams play America's favorite pastime.

Through a diverse and vibrant collection of public art, lively theatre and festival offerings, Peoria is proud to foster a strong arts culture. With its signature copper roof, the Peoria Center for the Performing Arts offers outstanding community programming aimed to inspire and enrich. For professional musical theater productions, Peoria's Arizona Broadway Theatre is Arizona's premier destination. <



Cathy Carlat
Mayor of Peoria
2015–2022

Cathy Carlat took office as Peoria's first female mayor in January 2015, and was reelected in 2018 to serve a second four-year term. She has served on Peoria City Council since 2005, where she was elected three times to represent Peoria's largest and fastest-growing district.



More Info:
[visitpeoriaaz.com](https://www.visitpeoriaaz.com)

[Peoria Visitor's Guide \(.pdf\)](#)

¡SOMOS PEORIA!

A multicultural celebration during Hispanic Heritage Month in September



Kell Palguta
Mayor
Prescott Valley

Mayor Kell Palguta of Prescott Valley, AZ, was elected Mayor in August of 2018 and was sworn in on January 10, 2019. Prior to becoming mayor, Palguta was a Prescott Valley police officer who received many distinguished awards. He takes great pride in being the youngest mayor in Yavapai County and recognizes that the mayor and the Town Council work for the good citizens of Prescott Valley. His goal is to ensure every citizen is heard and can be a part of the solution to any problem, including strengthening the relationship with the local Latino community.

More Info:
pvaz.net

Prescott Valley Celebrates Hispanic Culture

BY KELL PALGUTA

Prescott Valley is located in beautiful northern Arizona only four hours from the Nogales, Sonora border. It is surrounded by wildlife, nature trails and breathtaking scenery.

Every year, with the help of the Chamber of Commerce, Prescott Valley hosts two main events that celebrate Latino heritage. Our *Fiesta del Pueblo* (in May) supports local artists and businesses by hosting music from multiple bands, taco carts, beer gardens and folkloric dancers. Similarly, *Puente de la Comunidad*, or Bridge to the Community, is an annual event sponsored by the Prescott Valley Police Department. This event brings the Hispanic community, Central Arizona Fire and Medical Authority, the Police Department and others together to forge partnerships

through sports, games, music, dance and food. The goal of both events is to recognize the diversity in the community and provide opportunities to strengthen relationships with our Hispanic residents.

Likewise, events and concerts are held in our Findlay Toyota Center venue, where regional Mexican artists who appeal to the community and surrounding areas perform. Artists such as El Dasa, Los Rojos, Jovanny Cadena y Su Estilo Privado, Banda La Costeña and Sonora Tropicana are among the musicians who have visited the venue. It is the number one spot for live concerts in the northern region. The Prescott Valley Town Council is focused on showing support through the annual Hispanic Heritage Month Proclamation and through creating initiatives that strengthen not just the relationship but the economic and tourism impact between Mexico and Arizona. ◀

Surrounded by Natural Beauty

BY WILLIAM R. DIAK

Page is an Arizona city located in Coconino County on the Arizona/Utah border. It is in the heart of what is known as the Grand Circle, a cluster of 10 National Parks: Grand Canyon, Bryce Canyon, Zion, Arches, Monument Valley, Canyonlands, Capital Reef, Petrified Forest, Black Canyon of the Gunnison and Mesa Verde. Page is home to Horseshoe Bend, Antelope Canyon, Lake Powell and the Colorado River below the Glen Canyon Dam.

With so much natural beauty, Page attracts 3 million visitors annually. We are home to limitless outdoor adventures such as all-terrain vehicle

excursions, boating, hiking, photography, kayaking, fishing, river rafting, our Balloon Regatta, house-boating, camping, or just marveling at the stunning landscape that is unique to our area.

When thinking about visiting Arizona, pass through the big cities and head north to where incredible beauty meets your next adventure. Experience Page's hospitality and surround yourself with amazing sunrises and sunsets, slot canyons and majestic views. Page definitely should be on your bucket list. <



William R. Diak
Mayor
City of Page

William R. Diak is the mayor of the city of Page, AZ. He is the 20th and 22nd mayor and is one of the longest seated mayors to serve the city of Page. He worked for Salt River Project (SRP) and retired in 2004. While working for SRP, he volunteered with the Page Fire and Emergency Medical Services and worked part-time for Page Banner Hospital in the Emergency Room. Since his retirement, he still remains very active in the community and enjoys serving the citizens of Page.



Horseshoe Bend on the Colorado River. Image by izanbar via depositphotos.com



More Info:
cityofpage.org



Paola Garcia Hidalgo
*Senior Director,
Mexico Relations
ASU Office of
Government
and Community
Engagement*

In this role, she develops strategic collaborations with Mexican government agencies, universities, nonprofit organizations and corporations. Garcia Hidalgo served as the first program manager of ASU’s Spirit of Service Scholars. This initiative honors and prepares outstanding students interested in public service. She developed the programming, operations and evaluation.



More Info:

governmentaffairs.asu.edu

udi.asu.edu

tiafoundation.org

anuies.mx

[Michael Crow’s Book](#)

ASU Partners with the Mexican Government

BY PAOLA GARCIA HIDALGO

Arizona State University (ASU) was honored to host Ambassador Esteban Moctezuma, Consul General of Mexico in Phoenix Jorge Mendoza Yescas, and members of their offices last October. During meetings with ASU President Michael Crow, senior university leaders and staff, Ambassador Moctezuma discussed his priorities for an alliance with ASU. Ambassador Moctezuma had four main goals:

- to increase work with Sonora,
- to support to the Yaqui Nation in Sonora,
- to support Mexican universities in their efforts to become entrepreneurial, and
- to work with Mexico’s National Association of Universities and Higher Education Institutions (ANUIES), a nongovernmental organization of 191 public and private higher education institutions

ASU is proud to report progress in meeting these goals. ASU partnered with the state of Sonora, The Tia Foundation and others to carry out a

healthcare brigade Feb. 14–18 for members of the Yaqui Nation in Vícam, Sonora. The brigade was able to serve as many as 14,000 people and educate up to 20 community health promoters who are now prepared to provide basic care.

Regarding support to universities to become entrepreneurial, ASU’s University Design Institute, a catalyst for transformation in higher education, has documented ASU’s entrepreneurial strategies and has additional resources available to interested universities. As part of these resources, ASU has developed a base model for university leaders to explore scenarios to generate income and shape their own entrepreneurial strategy. ASU has reached out to ANUIES to collaborate, and Dr. Minu Ipe did a presentation on this topic at ANUIES’s annual international conference last November.

ASU’s transformation to be ranked #1 in innovation for the last seven years in the U.S., has been enabled, in part, by President Crow’s successful series of public–private partnerships. He elaborates on the topic in his book, “The Fifth Wave: The Evolution of American Higher Education.” ASU looks forward to working with Mexican universities that are interested in beginning their own transformation. <

AMERICANS IN MEXICO

Meet Summer Mwaura

Summer Mwaura is an activist and owner of a small home health and hospital care business for the elderly in Washington state. Although some of her businesses are in Seattle, she moved to La Paz, Mexico, the capital of Baja California Sur on the Baja California peninsula, after vacationing in the area. She is a conservationist who loves to dive in her spare time. She also loves whales and is interested in embracing other cultures.

Q: Why did you decide to travel to Mexico?

Mwaura: I was able to come to Mexico very easily because of my job. My friend wanted to go to La Paz. We swam with the whales, and I think I snorkeled for 15 hours. It was crazy! We also went on a tour to Isla Espíritu Santo. It was the most beautiful place. When I went home, I wasn't happy. I drove straight back to La Paz. I decided I wasn't going back [to the United States]. I fell in love with Mexico.

Q: What do you think about the visa procedures at the Consulate?

Mwaura: When I got there, I was greeted by someone who spoke English. I waited about an hour. Somebody came to me and said that I had the wrong documents, but another lady helped me. She was nice and the experience was simple. The information given to me at the Consulate was vital.

Q: Please tell us about the best experience you had in Mexico.

Mwaura: We swam with the sea lions, we saw manta rays and the whale sharks tried to kiss me like three times! It was crazy! It was adrenaline and we felt nothing but love for these animals. I then went home and slept 15 hours.

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

Mwaura: When you go to other places and you don't speak the language or you're not from there, you stand out. In Mexico, they don't make you feel that way. La Paz means peace. I've learned to slow it down, to quiet it down. In all



the places we've stopped, everybody has been so kind and welcoming. Everyone wants to help. It is beautiful, it is kind, and it is a treasure.

Q: Would you recommend that your acquaintances visit Mexico?

Mwaura: Absolutely. I already have. [At first] my thought of Mexico was Tijuana, but my opinion has changed so much that I'm willing to change my status of residency. In July, my company is hosting an event in La Paz. Also, my husband is African, so I have some sisters that will be coming here from Kenya. <



Alamos: The City of Portals

Alamos was founded on Dec. 8, 1684, in the state of Sonora in northwestern Mexico and was built by architects from the city of Andalusia, Spain. It is known as “The City of Portals,” and has been considered a Historical Monument Zone since 2000. In 2005, the city was designated as one of Mexico’s *Pueblos Mágicos* (magic towns) by the Government of Mexico. It also is currently on the list to be named a World Heritage Site by The United Nations Educational, Scientific and Cultural Organization (UNESCO).

The cobbled streets, the colonial architecture and the atmosphere of tranquility is very appealing to tourists. Moreover, the kindness of its inhabitants and its delicious gastronomy add to the charm of the city.

Alamos has a wide variety of international events and festivals throughout the year that include the Alfonso Ortiz Tirado Festival (FAOT) (see p. 12), the Exhibition of Antique and Classic Cars, the Jazz Festival, the Alamos Carnival, the Alamos Magico International Film Festival and the La Calaca Festival.

Wander Around

There is a lot to see and do in this magical city, but here are three special places to start your journey in Alamos.

Home of María Félix.

María Félix (1914–2002) was a famous Sonoran and star of the Mexican National Golden Cinema. She spent part of her childhood in Alamos and her childhood home is now a hotel, restaurant and museum. Inside, you will discover some of the items and objects she used, plus photographs and



magazines dating back to those times.

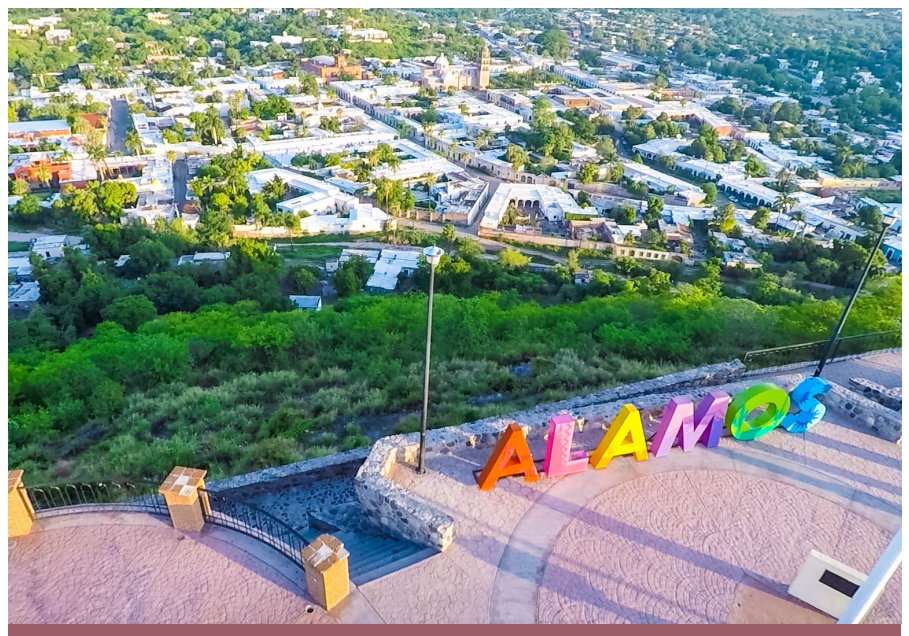
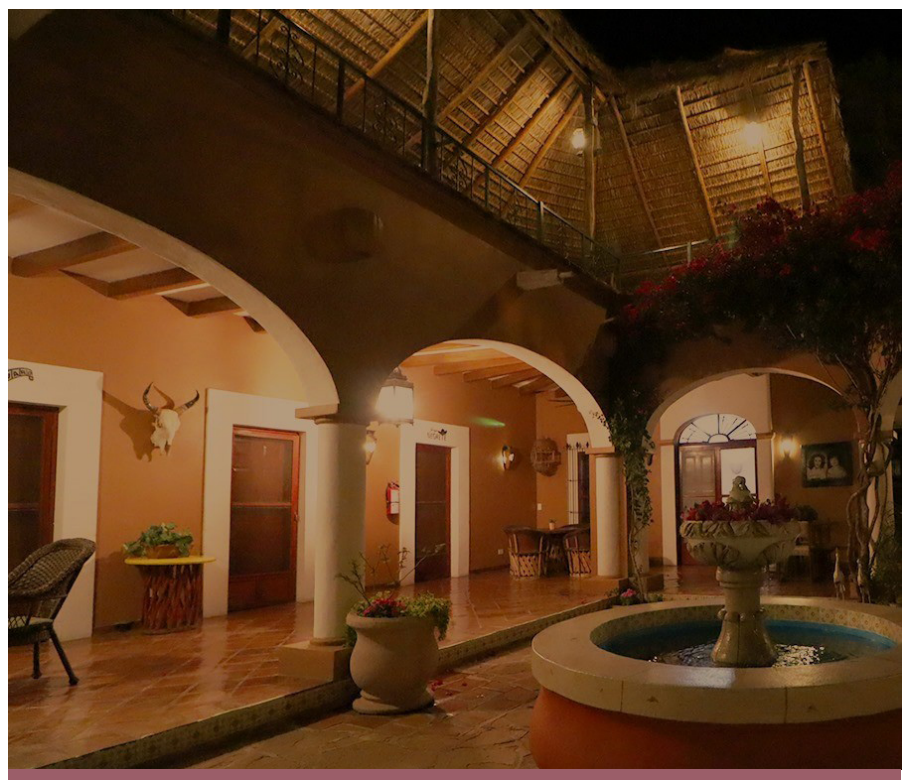
The hotel has seven rooms named after different actors with whom María Félix worked and the movies she was in.

El Callejón del Beso. *El Callejón del Beso*, or Alley of the Kiss, had some of the first structures built in the city. There were two balconies close to each other in this alley that, because of the short distance between the balconies, allowed a romance to blossom between a young man and a young lady who used to live in the two houses.

Because of this legend, it is said that couples who visit Alamos and pass by this alley must seal their love with a kiss so their love prospers and becomes eternal. (NOTE: The city of

Guanajuato also claims to have *El Callejón del Beso*, with a more tragic ending to the story.)

El Mirador. At the top of *El Perico* hill, you will find *El Mirador*, where you can see the whole valley, including a beautiful panoramic view of Alamos. You can get to the top of the hill by either car or foot. It has a cobbled street sloping toward the top of the hill, revealing a series of images enchanting everyone as they pass. The most romantic sunsets on these esplanades will take your breath away and the stunning sunrises will be perfect way to start your day. Tourists and residents of Alamos enjoy this place every day with its 360-degree view of the surrounding area. <



More Info:

alamosmexico.com

Meet Alfonso Ortiz Tirado

Not only was he Frida Kahlo's doctor, he also was one of the great Mexican vocalists



Alfonso Ortiz Tirado (1893–1960), originally from Alamos, Sonora, was one of the greatest voices of popular song. He was both a doctor and a humanist who dedicated himself to medicine, and became one of the main specialists in orthopedics in Mexico. In addition, he was the family doctor for artist Frida Kahlo's family, and once performed surgery on singer Agustín Lara, the one-time husband of María Félix.

As a tenor, he recorded the first songs of María Grever, Guty Cárdenas, Jorge del Moral and Agustín Lara, among other composers. Ortiz Tirado also was part of the XEW cast, where he collaborated with composers including Gonzalo Curiel and José Saber Marroquin.

In 1936, he toured South and Central America, traveling through Brazil, Chile, Colombia, Venezuela, Costa Rica and Guatemala, culminating his journey with a series of performances in Buenos Aires. From then on, Mexican music became popular throughout Latin America. In each country he visited, he recorded local songs and he introduced composers from various countries.

In 1984, a simple literary and musical evening was held in Alamos to celebrate the anniversary of his birth on Jan. 24, 1893. Since 1985, to recognize the legacy of this great tenor and doctor, the Alfonso Ortiz Tirado Festival (FAOT) began as a three-day festival, but later was extended to five and then finally to nine days beginning in 1994.

This great effort to promote the arts has brought together performers, creators, lecturers and workshop leaders as well as various activities ranging from orchestral music, chamber music, jazz, trova, bolero and bossa nova, to ballroom dancing, theater performances, cinema, literature, artistic workshops, and folk and contemporary dance.

In 2009, artists from Cuba, Chile, Argentina, Uruguay,

Canada, United States, Norway, Cyprus, Spain, Bulgaria, and Latvia also attended the event.

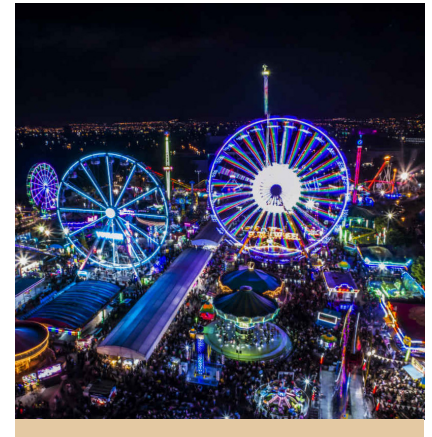
The 37th annual festival was just held Jan. 21–29, with 360 artists in attendance. Guest artists come primarily from Hermosillo and the neighboring town of Navojoa. Beginning this year, according to Beatriz Aldaco, director of Sonoran Institute of Culture, the festival was reconceptualized to make it more inclusive by encouraging the participation of native peoples. In addition, the festival will no longer promote commercial artists and will focus on lyrical singing. This year, Mexican tenor Javier Camarena was honored at FOAT and performed the closing concert.◀



More Info:

isc.gob.mx

Leon: There's Always a Party Goin' On



Here are just three reasons Leon is special:

The Leon State Fair is held every year between January and February. It is a tradition that has been perpetuated not only in the state of Guanajuato, but in all of Mexico.

The fair receives more than 6 million visitors from Mexico and overseas, and is classified, because of its size, number of shows and visitors, as one of the most important fairs in Mexico along with the National Fair of San Marcos, the National Fair of Durango and the Tabasco Fair.

This great event includes craft, trade exhibitions, livestock shows, contemporary artists presentations, bullfighting festivals, rides, fireworks, and musical performances that are open to the public for 26 days.

International Balloon Festival. This International Balloon Festival takes place yearly during the month of November and is currently recognized as one of the top most important balloon festivals worldwide after the Albuquerque (N.M.) International Balloon Fiesta in the U.S., which features

León de los Aldama, is a municipality located in the Mexican Bajío in the northwest region of Guanajuato, Mexico. It is considered an important city for its dynamic industries and high human development index.

Here you can find options that will amaze you, entertain you and teach you about Mexico's colorful history.

The climate is blissful most of the year with hot, sunny and clear skies. The best time to visit is between mid-April and mid-June. From Dec. 1 through Feb. 6, the temperatures rarely go above 76 degrees and can go as low as 44.

You can definitely spend a weekend exploring the colonial vestiges of the historic center, falling in love with the unique local gastronomy, flying in a hot air balloon, doing business or simply soaking up the traditional culture while walking around the small streets and modern pedestrian corridors.

The fame of León, Guanajuato, is also due to its international fairs and the know-how of its shoemakers, traditional family factories who keep manufacturing and exporting millions of pairs of shoes of all kinds.





more than 500 balloons. It has positioned Guanajuato as one of the most important destinations in the world of ballooning and the most important and biggest balloon festival in Latin America.

In 2002, the first festival featured only 25 hot air balloons. After multiple editions, the number of balloons has increased: Today, there are more than 200 balloons.

Thousands of spectators arrive from dozens of countries worldwide to witness this four-day fairytale show that features hot air balloons of different shapes, sizes and well-known characters floating in the sky.

Every year, the International Balloon Festival has a new theme and involves national and international artists. The tentative dates for 2022 are Nov. 18–21. Check the festival website for updates.



Las Guacamayas. The most distinctive dish of Leon is undoubtedly the delicious and colorful *guacamaya*, a torta filled with pork rinds, which is pork skin browned in butter inside copper saucepans, accompanied by pickled lemons, sauce, lemon and salt. The *guacamaya* can be enjoyed either as a snack, an appetizer or munchies in the morning to “kill hunger.”

In some corners of Leon, it is common to see *carritos* (tricycles) *de guacamayas* equipped with a display case where pork rind sheets and bolillo rolls are kept, as well as a container filled with sauce.

The *guacamaya* must be enjoyed with a refreshing *cebadina*, the typical drink of the city that is usually made from a base of barley water or fermented pineapple (*tepache*), tamarind, and red hibiscus flowers.

There are some variants, such as *la guacamaya* with avocado, or you can order it *la bautizada*, with pure chile de arbol sauce, or with a golden *taquito de aire*, with minced meat or cottage cheese in the middle. ◀

MÉXICO
CONSULADO GENERAL EN PHOENIX



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