

Mexico is Called to be One of the Most Competitive Countries in Manufacturing Production: President Calderón

Thursday, August 6, 2009 | Special Events/Communications



Altamira, Tamaulipas.- President Felipe Calderón declared that investment, whether public or private, national or global, is a key factor in ensuring the growth of the economy and employment.

He said that despite the economic environment of world recession, the Federal Government has made an extraordinary effort to promote public investment through the construction of major infrastructure works, including freeways and flyovers, as well as international bridges. "What we are doing in Federal Government is to promote investment and public investment, hence the enormous commitment to public works, which have increased by 85% over what were already record levels in 2008."

During the inauguration of the South Korean firm POSCO's manufacturing plant to produce galvanized steel sheets in Altamira, Tamaulipas, the President said that private investment is being strongly promoted, from micro-businesses to major investments by the world's most important firms. The President declared that through its \$270 million USD investment, POSCO will become one of the main providers for the automobile and electrical household appliance sectors by producing galvanized steel sheets in Mexico. This in turn will permit the anchoring of new production linked to the steel sector and reinforce the steel and automobile sectors nationwide. He added that Mexico is currently the second largest steel producer in Latin America and the fifteenth worldwide, meaning that this sector accounts for 12% of manufacturing GDP and records exports of over \$6.8 million USD.

He said that due to the crisis, major automobile firms are engaged in a process of restructuring, area in which Mexico plays a key role, given the enormous opportunities and favorable investment conditions it offers and which we should take advantage of. "Mexico is currently becoming one of the world's most competitive countries for producing manufacturing. It is an advantage that Mexicans must take advantage of and consolidate," he said. Accompanied by the Governor of Tamaulipas, Eugenio Hernández Flores, the Economy Secretary, Gerardo Ruiz Mateos, and Joon-Yang Chung, President of POSCO, the President said that the economy shows clear signs of recovery following the nearly 9% drop during the first half of the year. Proof of this is the drop in the unemployment rate, since over 30,000 formal jobs were registered in June and July, coupled with the rise in the Consumer Confidence Index, the growth of exports and the recovery of the Mexican Stock Exchange.

Referring to the actions taken by his administration, the President said that public investment in infrastructure, the drop in electricity rates for industry, the freezing of gasoline prices, the reduction of the price of LP and natural gas for domestic use, the implementation of the Job Preservation and Temporary Employment Programs as well as the constant flow of credits for micro, small and large businessmen, has made it possible to cope with the crisis, meaning that Mexico will soon have a new economic outlook.

President Calderón Announces Creation of 32,000 Jobs during June-July Bimester

Monday, August 3, 2009 | Special Events/Communications Office of the Presidency



Mexico City. President Felipe Calderón declared that Mexico will overcome the international economic crisis through the unity and efforts of Mexicans, as borne out by the creation of 32,000 new jobs registered in the Mexican Social Security Institute during the June-July bimester.

During the launching of the “My Firm” Portal, the Mexican president highlighted the Federal Government’s timely actions in the current conjuncture, which have made it possible to reduce the impact on Mexicans’ employment and income. He reported that over \$232 billion pesos have been invested during the first semester of the year, an 85% increase over 2008. He added that programs such as the one for Temporary Employment created 460,000 jobs while the Employment Preservation Program had prevented the dismissal of over 440,000 workers.

“I know that by combining efforts, we will manage to overcome the international economic crisis and construct the Mexico we want, which should be a strong, competitive Mexico, a truly successful country,” he said. In the Treasury Hall at the National Palace, accompanied by Secretaries of the Economy, Gerardo Ruiz; Labor and Social Welfare, Javier Lozano, and Finance and Public Credit, Agustín Carstens, President Calderón explained that the www.tuempresa.gob.mx web site is a tool for setting up business more easily and quickly, since businessmen will be able to complete the process in two days from start to finish.

Through this system, he said, the country will be able to achieve the highest international standards to facilitate a business environment. It will also reduce acts of a discretionary nature, abuse and the possibility of acts of corruption, enabling thousands of businesses to become incorporated into the formal sector. “This idea is one of government's fundamental criteria. It will enable citizens to waste as little time as possible, by facilitating rather than hampering business activity,” he said. The President said that Federal Government has implemented this system in order to help rather than hinder citizens’ initiative.



VOLKSWAGEN ANNOUNCED THE MANUFACTURE OF A NEW VEHICLE IN OUR COUNTRY CALLED “THE BICENTENARY CAR 2010”

Press Release General Communication and Image Department ProMéxico July 20, 2009

Mexico City. - The German based company Volkswagen Mexico announced an investment of 1 billion dollars destined to manufacturing its new model which will be called the *Bicentenary Car 2010* and which will be out for sale during the first quarter of next year.

This investment considers a new production line in a 34 hectare area inside its facility in Puebla, 9.4 of which will be destined to host all the production processes required to manufacture the car. This expansion will allow Volkswagen to increase its production to 550,000 vehicles a year. It is also expected to represent a strong boost to employment in the region and to Mexican auto-parts suppliers of this highly integrated vehicle in our country.

Volkswagen Mexico is one of the 48 plants of the Volkswagen group around the world, which includes 9 different brands: Volkswagen, Volkswagen Commercial Vehicles, Audi, Seat, Skoda, Bentley, Lamborghini, Bugatti, and Scania. In 2008 VW registered worldwide sales of 6.2 million vehicles, positioning itself as the third most important automobile company in the world.

Volkswagen employs almost 15,000 people in our country in its plant in Puebla. In 2008 it registered sales for approximately 10 billion dollars and it currently produces 5 models exclusively for the whole world: the New Beetle Cabrio, Bora, Jetta and Sportwagen.

The brands from the Volkswagen Group in Mexico represent a great asset for the national automobile and auto-parts industry, for its 327 dealerships throughout the country generate approximately more than 10,000 jobs and by hiring 200 supplying companies, they will generate 50,000 additional jobs. In 2008 the company located in Puebla produced 450,000 vehicles thereby breaking its own historical record.

Volkswagen Mexico was established in 1964 and operates in Puebla since 1967. The assembly plant has a current production capacity of 450,000 vehicles a year and is one of the largest in our country.



The Foreign Affairs Secretary meets with the Bicentennial Group

Mexico City. August 6, 2009- The Foreign Ministry reports that Foreign Secretary Patricia Espinosa Cantellano and Guanajuato Governor Juan Manuel Oliva met with the ambassadors of the countries that comprise the Bicentennial Group. Mexico is the Pro Tempore Secretary of this group for the second semester of 2009. During the meeting, Foreign Secretary Espinosa and Governor Oliva presented the plans for the Bicentennial Expo Park that is being built in Guanajuato to the ambassadors of Argentina, Bolivia, Chile, Colombia, Ecuador, El Salvador, Paraguay, Venezuela and Spain (which is accompanying the Latin American commemorative activities). The park will include various pavilions showcasing Mexico's past and present, as well as the prospects for sustainable development based on effective environmental management.

In addition to discussing the pavilion entitled "Iberoamerica and its Bicentennials," Foreign Secretary Espinosa and Governor Oliva invited the diplomats of the nine countries to be represented in the exposition and to celebrate their independence movements together. The expo will be open to the public from June-November 2010. The Foreign Secretary said that in order to present the project—in which all three levels of the Mexican government will be involved—and interest their countries in participating, Governor Juan Manuel Oliva will travel to each of the countries in turn. In addition, she said that the next meeting of the Bicentennial Group will be held in Guanajuato in late September, and that officials and scholars from all of the countries in the group will participate.

The Director General of the National Institute of Historical Studies of the Mexican Revolution (INEHRM) and Executive Coordinator of the Organizing Committee of the 2010 Commemorations, José Manuel Villalpando, and the representatives of the Iberoamerican Secretary General, Manuel Guedán Menéndez, and the Organization of Iberoamerican States, Karen Kovacs, also attended the meeting. Also present were the ambassadors of Argentina, Jorge Raúl Yoma; Bolivia, Jorge Mansilla Torres; Colombia, Luis Camilo Osorio Isaza; Chile, Germán Guerrero Pavez; Ecuador, Galo Galarza Dávila; El Salvador, Hugo Roberto Carrillo Corleto; Paraguay, Carlos Heriberto Riveros Salcedo; and Spain, Carmelo Angulo Barturen.

The UN Security Council Passes a Resolution presented by Mexico on Protecting Children in Armed Conflicts

Tuesday, August 4, 2009 | Press Release Secretariat of Foreign Affairs

New York.- As part of the effort to protect one of the most vulnerable groups during an armed conflict, and fulfilling the commitment acquired during Mexico's presidency of the Security Council last April, today the UN Security Council unanimously passed a resolution presented by Mexico as president of the Working Group on Children and Armed Conflict on the situation of children in these conflicts.

Resolution 1882 was adopted after much work by Mexico to reconcile positions, given the highly sensitive nature of the issue. The resolution was co-sponsored by ten members of the Security Council and by 36 other member States of the United Nations. It creates a sturdier framework to strengthen and follow up on the protection of children in armed conflict. In April 2009, Mexico held the rotating presidency of the Security Council. Under Mexico's presidency, a thematic debate was held on Children and Armed Conflict and a presidential statement was adopted in which the Security Council committed to taking measures to address the assassination, maiming, rape and other types of sexual violence against children.

The resolution that was adopted requires the Secretary-General to trigger the mechanism of monitoring and reporting in a situation where parties to armed conflict engage in killing and maiming, raping of children and other violence against children. Previously, only the recruitment of children led the United Nations to take action. In addition, the resolution includes an element of transparency in that it asks that the criteria used to determine if a party to the conflict is engaging in these activities be made public. It also requires the Secretary-General to follow up systematically on the recommendations of the Security Council on children and armed conflicts.

During the Mexican presidency of the working group, it examined the situation of children in armed conflicts in the Democratic Republic of the Congo, the Central African Republic, Sudan and Afghanistan. As a result, recommendations have been issued to the governments of these countries, to regional organizations and to the United Nations organs on ways to improve the protection of children who suffer the consequences of living in the area of an armed conflict. The resolution that was passed today represents a substantial contribution from Mexico during its participation on the Security Council from 2009-2010 to the work of the Council and, above all, to protecting children around the globe.

Cross Border Climate and Renewable Energy: Opportunities for Trade and Investment

August 13, 2009

Institute of the Americas – La Jolla, CA



On August 13th, the Institute of the Americas will host a one-day discussion of the evolving landscape for energy and climate issues along the California-Mexico border. The event will convene policy makers from Mexico and the United States, renewable energy project developers, suppliers, analysts, NGO representatives and others for several panels. The focus will be on the significant opportunities that exist in the Cross Border region for renewable energy projects, as well as how to best work together to confront the critical challenges the issues of energy and climate present for us all.

The overarching framework is in place: During an April visit to Mexico City, Presidents Obama and Calderon announced a new effort focused on energy and climate with the goal of deepening the bilateral relationship. As the presidents stated, the new chapter in the relationship was aimed at building “upon cooperation in the border region...to strengthen the reliability and flow of cross border electricity grids and by facilitating the ability of neighboring border states to work together to strengthen energy trade.”

The event’s goal is to support these renewed bi-national efforts and further expand the awareness and possibilities for economic development in our shared border region.

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