SRE
SECRETARÍA DE RELACIONES EXTERIORES

CONSUL...TING

Monthly Publication of the Consulate General of Mexico
October 2024

"Consul...ting" **is the monthly publication of the Consulate General of Mexico in Toronto.**

consulmex.sre.gob.mx/Toronto

11 King Street West, Suite 350 Toronto, ON M5H 4C7
(416) 368-2875

CONTENTS

Independence cry in Toronto	1
Niagara Falls illuminated with the colours of the Mexican flag	1
Flag-raising ceremony at the Ontario Legislative Assembly.	2
Organized Mexican Business Community	2
The president commemorates the Mexican cry of Independence	2
Sixth state of the Nation	3
Empowering women in business from emerging economies	4
Closure of the 5th edition of PCEME, 2024	5
Toronto International Film Festival 49th edition	5
Interviews with mexicans: Saul Navarro	5
Upcoming events	6

INDEPENDENCE CRY IN TORONTO

On September 14, the Mexican community gathered in Nathan Phillips Square in downtown Toronto to celebrate Mexican Independence Day with the traditional *Grito* ("Cry") of Independence.



Mayor Olivia Chow, who accompanied Consul General Porfirio Thierry Muñoz Ledo at the ceremony of the *Grito*, offered best wishes to the government and people of Mexico, recognizing the valuable contribution made by Mexicans to the city's economic and cultural growth.

Also taking part in the event was federal MP for Davenport Julie Dzerowicz, the only Canadian member of parliament of Mexican descent and the acting co-chair of the Mexico-Canada Friendship Group in the House of Commons.



The Independence Day celebrations featured an extensive cultural program with a range of Mexican artists and musicians performing in the largest public square in Canada.

The Consulate General set up an information booth in the square to offer guidance for Mexican new arrivals, seasonal agricultural workers and students.

In the presence of more than 12,000 people gathered in Nathan Phillips Square, the official ceremony began with the Mexican national anthem, which was sung by all the Mexicans present at the event.

On September 14, the Mexican flag was raised at Toronto City Hall, in a ceremony traditionally held for all countries represented by a significant migrant population in the city's metropolitan area.



At the flag-raising ceremony, Deputy Consul Atanacio Campos, accompanied by other members of the Mexican Foreign Service, spoke about the ideals of the independence movement and the birth of the nation.

He noted that every year on September 15, Mexicans all over the world proudly celebrate their independence and the heroes who fought for the nation's freedom.

2024 NATIONAL CELEBRATIONS

NIAGARA FALLS ILLUMINATED WITH THE COLOURS OF THE MEXICAN FLAG



To mark the beginning of the Mexican independence celebrations in Ontario, on Saturday, September 7, Niagara Falls was lit up with the colours of the Mexican flag.

Through its Secretariat of Tourism (SECTUR), the government of the Mexican state of Sonora participated in the "Week of Mexico in Canada" artistic program in Niagara Falls, promoting Sonora's wonders and the richness of the state's culture, music and cuisine.

Niagara Falls also played host that Saturday evening to outstanding performances of the traditional Danza del Venado ("Dance of the Deer") by Ballet Aztlán and classic mariachi songs by the band Mariachi Aztlán, enlivening the atmosphere for all those in attendance.

FLAG-RAISING CEREMONY AT THE ONTARIO LEGISLATIVE ASSEMBLY

On Monday, September 16, the Mexican flag was raised at the Ontario Legislative Assembly.

To mark the beginning of the 214th anniversary of Mexican independence, the Speaker of the Legislative Assembly, Ted Arnott (Progressive Conservative Party, PC), offered a message of warmest wishes to the Mexican community in Ontario. Best wishes for the occasion were also offered by Ontario Premier Doug Ford, the Official Opposition and the Green Party.

Consul General Porfirio Thierry Muñoz Ledo delivered a moving speech highlighting the significance of this date for Mexico and for all Mexicans, and stressing the importance of Mexico's political, economic, social and cultural ties with Ontario, as well as the major contribution that Mexicans make to the province.



MEXICAN BUSINESS COMMUNITY COMES TOGETHER



On Monday, September 16, the Mexican business community hosted an official reception in Ontario to commemorate the 214th anniversary of Mexican independence, bringing together prominent members of the provincial government, representatives of the Mexican business community and community leaders.

MPP Will Bouma attended on behalf of Ontario Premier Doug Ford, delivering a message that referred to the growing presence of Mexicans in Ontario and the strength of trade and financial relations between Mexico and the province.

Ambassador Porfirio Thierry Muñoz Ledo offered a speech highlighting the recent elections in Mexico and the upcoming inauguration of the country's first female president, Dr. Claudia Sheinbaum , marking a historic moment for the advancement of gender equality and the future of governance.

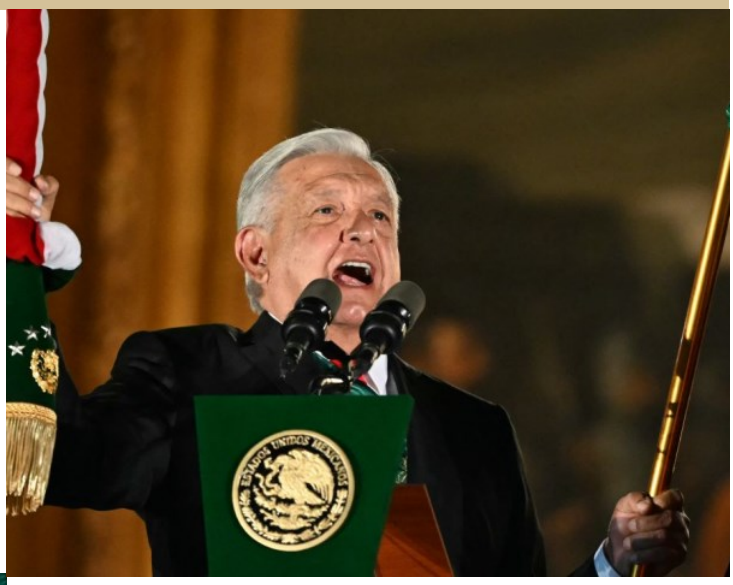
2024 NATIONAL CELEBRATIONS

THE PRESIDENT COMMEMORATES THE MEXICAN CRY OF INDEPENDENCE

On Sunday, September 15, President Andrés Manuel López Obrador led the traditional Grito de Independencia ("Cry of Independence") ceremony from the main balcony of the National Palace in Mexico City, accompanied by his wife, Dr. Beatriz Gutiérrez Müller.

The civic ceremony celebrating the 214th anniversary of the Grito was held in the presence of thousands of people gathered in Mexico City's main square, El Zócalo.

The Grito is a collective tribute to the heroes who founded our nation and gave us freedom. The president honoured the men and women who fought for our nation's independence, dedicating part of his speech to the unnamed heroes who gave us our freedom and highlighting the values of liberty, justice, equality, democracy, honesty, sovereignty, fraternity and love for one's neighbours.





The president concluded his farewell to the Mexican people in this traditional civic ceremony by hailing his political movement and celebrating "Mexico's migrants, its cultural richness and its workers, who are the best in the world."

Special guests at the ceremony included Mexico's president-elect, Claudia Sheinbaum, and her husband, Jesús María Tarriba, Mexico City Head of Government Martí Batres, and Mexico City Head of Government-Elect Clara Brugada.

The president also noted the historical significance of the moment, as Mexico's first woman president, Dr. Claudia Sheinbaum, would be taking office on October 1. López Obrador described his successor as "an exceptional, intelligent, educated woman with experience in government, who is honest, sensitive, socially conscious, and good-hearted."

The president proudly waved the Mexican flag delivered to him by the cadets of the Heroic Military College, while the bells of the National Palace rang out over the square.

A set of drones lit up the sky above the square in the colours of the Mexican flag, spelling out the words "*Gracias México*" in allusion to the title of President López Obrador's latest book, and as an expression of gratitude to the Mexican people.

The ceremony was followed by an impressive fireworks show over the city square, along with music from different regions of the country, including the song "*Vamos a Tabasco*" and the well-known group Banda MS.

Hundreds of thousands of spectators enjoyed the pyrotechnic display, which concluded the celebrations of the 214th anniversary of Mexican independence.



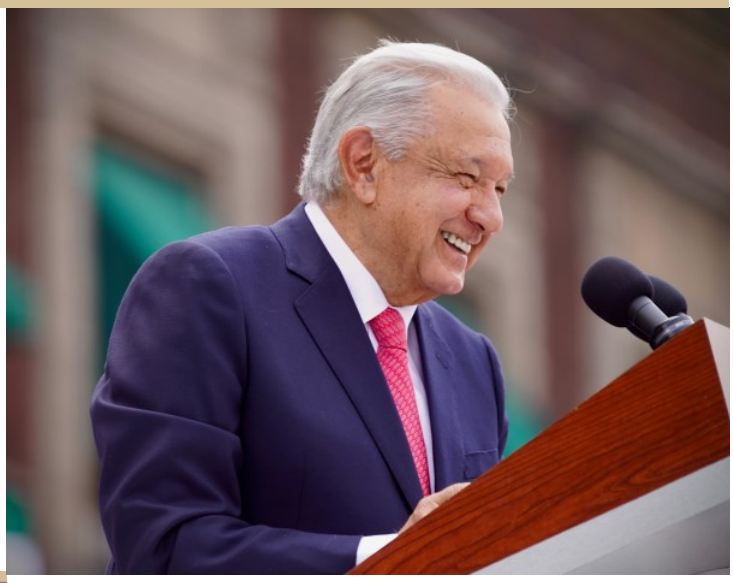
POLITICAL AFFAIRS

SIXTH STATE-OF-THE-NATION

At the end of his term in office, President Andrés Manuel López Obrador delivered his sixth and final State-of-the-Nation Address on September 1, in Mexico City's Zócalo, the country's biggest public square.

This event not only marked a milestone for his administration but also symbolized his close connection to the Mexican people. In his address, the president highlighted the most significant achievements of his administration, including the economic recovery after the COVID-19 pandemic and the social programs and minimum wage increases that have been instrumental in improving the quality of life of many Mexicans.

He also highlighted the series of constitutional reforms announced last February and the Mexican legislature's recent passing of the bill to introduce those reforms.





While discussing the recovery of economic growth in this sixth address, the president pointed out that these achievements were helping to reduce extreme poverty and to ensure the welfare of the people and the stability of the country.

He also referred to his administration's signature social programs, which he reiterated were aimed at improving the quality of life of all Mexicans and which reflected his strong commitment to the country's social and economic development, aiming not only to alleviate poverty but also to promote greater inclusion and opportunities for all.

The president stressed the importance of increasing the minimum wage after decades of stagnation and the expanded reach of pensions for the elderly.

These measures were aimed at eliminating social gaps and ensuring that society's most vulnerable had access to sufficient resources to be able to live in dignity.

President López Obrador expressed pride in his administration, especially its achievements in reducing inequality and poverty, with initiatives aimed at contributing to social cohesion. He also welcomed the fact that President-elect Claudia Sheinbaum would be taking over the reins of government.

In accordance with the current electoral reform and the stipulations of the Official Gazette of the Federation, Andrés Manuel López Obrador's six-year term as president ended on September 30, 2024.

On October 1, Claudia Sheinbaum Pardo took over the presidency, becoming the first woman to occupy Mexico's highest political office. This historic moment marks a milestone in Mexican politics, symbolizing a significant step toward the inclusion and representation of women at the highest levels of government.



COMMUNITY AND CULTURAL AFFAIRS

EMPOWERING WOMEN IN BUSINESS FROM EMERGING ECONOMIES



On Monday, September 23, in partnership with Deloitte and the Association of Latino Professionals for America (ALPFA), the Consulate General held the seminar "Empowering Women in Business from Emerging Economies," an event targeting the Latina community, designed to inspire and connect women entrepreneurs.

At the event, Consul General Muñoz Ledo offered some words of welcome in which he highlighted the importance of empowering women in business and their key role in economic development.

A panel including Aurora Mejía, Daniela Brandazza, Maru Barrera, Paula Muñoz and Sonia Blanco shared experiences and knowledge that fostered an enriching dialogue among the attendees and provided opportunities to strengthen relationships and enhance the professional growth of all participants.

CLOSURE OF THE 5TH EDITION OF PCEME, 2024

The second edition of the woman entrepreneur program Mexicana Emprende, an initiative organized by the Institute of Mexicans Abroad (IMME), was held in Toronto last month. The aim of the program was to empower Mexican women living abroad, helping them to create or strengthen their business ventures in order to achieve economic autonomy.

In this edition, 21 Mexican women successfully completed every stage of the program, which included a certification from the DreamBuilder platform and participation in webinars taught by the Mexican development bank Nacional Financiera (NAFIN).

They also participated in workshops with local mentors, thereby acquiring knowledge tailored to the Toronto community.

MEXICANA EMPRENDE

TORONTO INTERNATIONAL FILM FESTIVAL 49TH EDITION



The Toronto International Film Festival (TIFF), held annually in Toronto, is one of the world's leading film festivals.

This year's festival featured a wide selection of films, including world premieres, documentaries and shorts, attracting filmmakers, actors and film lovers from all over the world.

A highlight of this 49th edition was the world premiere of the Mexican film Pedro Páramo, which was screened in the presence of the film's director, Rodrigo Prieto, and its talented cast, including Ilse Salas, Tenoch Huerta, Dolores Heredia, Mayra Batalla and Manuel García-Rulfo.

In addition, Mexican filmmaker Santiago Esteinou presented his second documentary, The Freedom of Fierro (La Libertad de Fierro), telling the story of César Fierro, a Mexican man who spent 40 years on death row in Texas until he was released in 2020.

INTERVIEWS WITH MEXICANS: SAÚL NAVARRO



Originally from Monterrey, in the state of Nuevo León, Saul Navarro has turned his arrival in Toronto into a story of perseverance and adaptation. Since his arrival in 2018, he has been on a constant search for opportunities, culminating in his recent venture, “La Gloria,” a coffee shop that celebrates the rich heritage of Mexican coffee.

At first, life in Toronto was a challenge for Saul. With the aim of learning English, he immersed himself in the local culture, while looking for groups of fellow Mexicans who could provide him with support and a sense of community. “I tried to surround myself with people who didn't speak Spanish, but I quickly realized that I needed connection,” says Saul.



He worked in construction and in several Mexican restaurants, which not only helped him integrate, but also ignited his entrepreneurial spirit, wich he had previously developed in Monterrey with an exotic shoe store.

With a strong background in Commerce and International Business from Tec Milenio, Saul founded “Latin Marketing”, where he began collaborating with a car salesman. This was a key step that allowed him to gain experience in the business world. However, his true dream was always to open a space that reflected his love for Mexican culture.

In 2023, this dream came true with “La Gloria”. The coffee shop specializes in coffee from Mexican regions such as Chiapas, Oaxaca and Veracruz, highlighting the quality and richness of these products. “We did a tour to select our top 3 coffees,” shares Saul. Despite initial challenges, such as the need to adjust the menu to meet local tastes, the response has been overwhelmingly positive. “Now, about 30% of our traffic comes from positive reviews,” he adds proudly.

But “La Gloria” is not just a coffee shop; it is a vibrant cultural space. Saúl has transformed the venue into an art gallery that exhibits works by local artists and organizes creative workshops. “We want the community to feel that this place is theirs,” he explains. The name “La Gloria” has a special meaning: it evokes memories of the sweets he enjoyed as a child during family trips, adding a touch of nostalgia to his project.

With ambitious plans, Saul and his brother David want to expand “La Gloria” into a corporation, always keeping its roots in Mexican art and culture. They are also considering venturing into the world of wine, further expanding their offerings.



Saul Navarro's story is a powerful reminder of how adaptability and perseverance can transform dreams into reality. His journey continues, and his cultural legacy in Toronto is just beginning to blossom. With every cup of coffee served at “La Gloria,” you feel the richness of Mexican culture and the promise of a bright future.

“If you don't feel happy with what you do, move! You are not a tree!”

La Gloria Mexican Shop La Gloria Mexican Coffee

www.lagloriamexicancoffee.ca

UPCOMING EVENTS





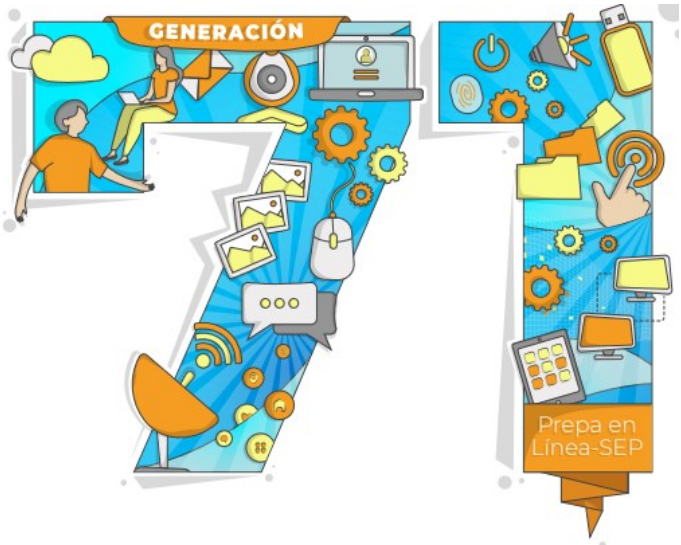
Convocatoria 2024 Prepa en Línea – SEP

del 7 al 18 de Octubre

La convocatoria podría cerrarse antes, en caso de alcanzar los 30,000 registros completos.

Regístrate aquí

http://www.prepaenlinea.sep.gob.mx



USEFUL LINKS

Consular procedures
https://consulmex.sre.gob.mx/toronto/index.php/en/

Registration System for Mexicans Abroad (SIRME): http:/sirme.sre.gob.mx/

Schedule an appointment: http://citas.sre.gob.mx/ or call

Tel. 1 424 3090009

Mexican Scretariat of Foreign Affairs:
www.sre.gob.mx

Mexican Embassy in Canadá
https://embamex.sre.gob.mx/canada/index.php/es/

Mexican population stadistics abroad
www.ime.gob.mx/estadisticas

Infromation
www.gob.mx/trámites

Follow us

Consulado General de México en Toronto
ConsulMexTor
ConsulMexTor

Media Directory of the Consulate General of Mexico in Toronto

Viridiana Sánchez, Consul for Political, Community, Press and Media Affairs

Camila Avendano, PSPI at the press office

prensator@sre.gob.mx
Tel : (416) 368-2875 ext. 5238