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Consulate General of Mexico Monthly Newsletter May 2024

“Consul...ting” is the monthly publication of the Consulate General of Mexico in Toronto.

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CINCO DE MAYO CELEBRATIONS



The Consul General recognized the historic importance of the Battle of Puebla in the Mexican imagination and the growing presence of Mexicans in Canada, contributing to the growth of the Canadian economy and the cultural enrichment of its society.

The celebration reinforced Toronto’s multicultural image with displays showcasing the richness of Mexican cuisine, traditional handicrafts, and folk dance performances. Federal Liberal MP for Davenport, Julie Dzerowicz, who is of Mexican descent, offered a heartfelt message at the event.

Toronto’s Mexican community engaged enthusiastically in Cinco de Mayo celebrations at the outdoor facilities of the Harbourfront Centre on the first weekend of May.

The celebrations commemorated Mexico’s victory over the French invading forces in the Battle of Puebla on May 5, 1862, and highlighted the solidarity of the Mexican people around the world with a variety of cultural events.

A group of masked pachucos paraded to the rhythm of the mambo in a celebration of Mexican popular culture that concluded with a lucha libre wrestling display.



The Consulate General set up a pavilion with information for Mexicans, especially recent arrivals, on the consular documentation, assistance, and protection services offered by our Toronto office.

The Mennonite New Life Centre, a strategic partner of the Consulate General, provided Mexicans at the event with information on their free general services, including mental health care services.

Over the weekend, around 4,000 people attended the Cinco de Mayo commemorations.

ECONOMIC AFFAIRS

COMPREHENSIVE FINANCIAL EDUCATION WEEK FOR MEXICANS ABROAD (SEFIME) 2024

The 12th edition of the Comprehensive Financial Education Week for Mexicans Abroad (SEFIME, for its initials in Spanish) was held on April 8-11, 2024.

The Consulate General, in collaboration with its strategic financial partners, organized a series of in-person and on-line activities for the Mexican communities based in Ontario and Manitoba.

With the slogan "Save, Invest, and Grow," the content of the program focused on meeting the different needs of our communities, with tailored advice on financial planning, insurance management, saving, investment, and asset protection, as well as fostering a long-term banking culture.



A total of seven activities were offered at SEFIME 2024, five of which were online, including two webinars broadcast on the Consulate's official Facebook page.

Two of Canada's five major financial institutions, TD Bank and Bank of Montreal, took part in the event, offering in-person talks and distributing information on site.

Mexicans were given information on managing their personal finances in Canada, as well as advice on joining retirement programs and preparing wills by the specialist Velia Romo.



The participating audience also received information on the value of taking out life insurance policies in Canada against any eventuality and on how to establish the best asset protection strategy assets, by the specialist Edgar Garcia from the Globe Life consortium.

In addition, the Institute for Bank Savings Protection (IPAB, for its initials in Spanish), offered the webinar "Bank Savings and Savings Protection in Mexico," which discussed banking legislation, the importance of saving early, and financial planning.

The Mexican bank Banco Azteca also took part in the program with the webinar "Increase your Assets through Your Remittances," with guidance on channelling remittances and creating small asset pools.



In the context of SEFIME 2024, Consulate General staff paid a working visit to Somerville Nurseries Inc., a farm where Mexican labourers are working under the Seasonal Agricultural Workers Program (SAWP).

During the visit, around 150 Mexican seasonal workers were advised on the importance of saving, sending remittances safely, and joining retirement programs.

Overall, the financial week offered a wide range of informational sessions to meet the different banking and financial literacy needs of more than 400 Mexicans through a combination of in-person and online activities.

SEASONAL AGRICULTURAL WORKER PROGRAM (SAWP)

SPRING WORKING VISITS TO FARMS

In the context of the 40th Anniversary of the Mexico-Canada Seasonal Agricultural Workers Program (SAWP), Consulate General staff relaunched its program of working visits to agricultural centres and businesses.

The purpose of these visits to farms is to confirm that they meet the general working conditions and terms of the employment contract, as well as to provide general information on preventive protection and to offer consular assistance whenever required.

On April 9, consular staff visited Somerville Nurseries Inc., whose management offered a welcome breakfast for its new seasonal workers with the aim of helping them to integrate into the local community and to get to know their employers and co-workers.



These routine visits to agricultural centres facilitate the identification of potential workplace abuses against seasonal agricultural workers and the collection of information about their living, eating, and sanitation conditions, for the benefit of all SAWP members.

The Consulate General keeps in regular contact with seasonal migrant workers at around 800 participating farms across Ontario and Manitoba.

In the first five months of 2024, around 8,000 Mexican seasonal migrant workers arrived in Ontario from all over Mexico, especially from the State of Mexico and Michoacán.



2024 EXTERNAL LEGAL ADVICE WEEK

The External Legal Advice Week (SALE, for its initials in Spanish) for 2024 took place from March 18 to 22.

The purpose of the activities was to provide the Mexican community with information and legal services to facilitate access to full enjoyment of their rights in their jurisdiction.

The Consulate General offered a program with a wide range of in-person and online educational activities with the support of external strategic partners who informed and guided Mexican attendees on the promotion and protection of human rights, as well as on criminal, labour, and family law.

Derechos Humanos



PAOLA GUDIÑO
Especialista en DD. HH.



CONSULADO GENERAL DE MÉXICO EN TORONTO

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RELACIONES EXTERIORES

Online seminars were broadcast on the consulate's official Facebook page, with the participation of legal specialists and experts in different areas of law.

In this context, the Centre for Spanish-Speaking Peoples (CSSP) offered an online information session on the rights of migrants and their families in Canada.

Individual and collective work meetings were also held with associations that advocate for the interests of migrant workers, such as the CSSP and The Neighbourhood Organization (TNO).

EDUCATIONAL AND COMMUNITY AFFAIRS

VISIT TO TRENT UNIVERSITY

On Monday, April 22, Consul General Porfirio Thierry Muñoz Ledo and Consul for Community Affairs Viridiana Sánchez visited the main campus of Trent University in the city of Peterborough.

The program included a tour of the university's schools of the environment and medicine and its Water Quality Centre. The main objective of the visit was to explore possibilities for academic collaboration between its schools of education

The Consul General met with Trent's President and Vice-Chancellor, Leo Groarke, along with other members of its senior management. Trent University is considered one of the ten most important universities in Canada for its level of excellence and research.



The Trent Water Quality Centre specializes in method development and the application of new and innovative techniques for measuring organic and inorganic contaminants in water and other environmental compartments.

During the visit to the university, a tour was also offered of its world-class labs, sustainable libraries, and common study areas, concluding with a group photograph in the President's Office. Also taking part in the discussion was Glennice Burns, Associate Vice President for International Affairs.

Trent University also offers language programs and has several campuses around Ontario.



YORK UNITED INAUGURAL MATCH

On April 21, the Canadian Premier League soccer team York United played its inaugural match of the season at York University in Toronto against the team Forge FC from the city of Hamilton.

York United was purchased last year by Game Plan Sports Group, a Mexican business consortium. The team line-up currently includes three players of Mexican origin: Orlando Botello, Oswaldo León, and Josué Martínez.

The inaugural match was attended by a large number of new Mexican fans who came out to support their new team, contributing to a record crowd for a Canadian Premier League game.



On April 13, York United played for the first time this season against Atlético Ottawa, which is a Canadian branch of the Spanish club Atlético Madrid.

At a press conference, the club's new president, Ricardo Pasquel, announced that the "Nine Stripes," as the team is known, would be aiming to lead the league this year, and to promote sporting exchanges between Mexico and Canada.

The York United coach explained that their plans are to keep the team in the lead and give the team more support, as this would create a better sporting environment, and consequently help the team to grow. Consulate General staff attended the inaugural match as local supporters.



INTERVIEWING MEXICANS: RUBY DENIS



"For me, to design is to feel..."

Ruby Denis, a fashion designer with a degree from Universidad del Valle de México, as well as a businesswoman, wife, and new mother, hails from Mérida in the state of Yucatán. Her current focus is on balancing her professional and family lives, while enjoying her new role as a mother.

She began her career in the fashion industry at the age of 16. After taking a break due to what she describes as an "inspiration block" in 2016, she decided to study business. She got married in 2017 and in 2018 she moved to Toronto with her husband.

Like many Mexican immigrants to the city, Ruby's arrival in Toronto involved a whole process of cultural adaptation and wrestling with homesickness. However, in her case these challenges represented an opportunity for professional growth. "I come from a tropical city, where the climate is warm all the time, so I had to deal with physical and emotional changes. I missed my family, the food, the weather, and also the culture we have as Latinos, and the warmth of the people.

"After one year of living in Canada, I got my inspiration back. I was greatly inspired by nature, the change of the seasons, the colours, the landscapes. Multiculturalism gave me a new perspective and I decided to return to the world of fashion with the support and encouragement of my husband. I started at zero all over again."

Drawing on her work in Mexico, she created the design company Mimiela By Ruby Denis with her husband. "We started preparing in 2019 and launched the company in 2020. It was hard because we were hit by the pandemic, and everything in Canada

closed, so at the time I couldn't promote the brand in Canada. During that time, I took part in Fashion Art Toronto."

Mimiela was a binational Mexico-Canada initiative right from the start. "We started with a production workshop in Mexico. For me, directing a work team in my native language is important. I can communicate better and convey my ideas and designs. I now have my studio in Toronto, where we receive clients and handle part of the production.

"In 2019, I was going back and forth to Mexico. We created the collection and incorporated the brand, and I focused on taking Mimiela to different places. I had the opportunity to present it at Fashion Week in Miami, New York, Paris, and Milan."

"In 2022, I took part in Cashmere Couture for the Cure, a national charity event for breast cancer research for which they choose 12 designers; it was an honour to represent Mexico. I had cancer when I was 21 years old,



so this cause is very close to my heart."

"For me, to design is to feel", says Ruby, who recommends that Mexicans who have plans to expand their business set their goal and knock on doors without fear, "Mexico is fashionable, let's exploit the good things!"

"Mexicans always provide color, flavor, joy and hard work, we are very hardworking. We try to see everything with humor, as the song says, *Canta y no llores!*"

Plans for Mimiela are to expand across Canada and get to know her niche better. And for Ruby Denis as a designer, it is about expanding her brand, continuing to learn and sta-



ying up to date in haute couture.

It also has in mind to resume its production projects in Mexico and at the same time bring Mimiela to Mexico for commercialization.

"Although I really miss being involved in my business all day, I don't want to miss my son's childhood, now it is the most important thing for me. "I want my son to learn and see that his mother never left her dreams, but she also never left him."

"I want to take the time to enjoy both things, motherhood, my business life and my dreams."

- What would you say to 17-year-old Ruby Denis? "DO NOT STOP. Many say 'Inspiration will find you', and for me that is not the case, you have to go look for inspiration, do what you like, discover what inspires you."

UPCOMING EVENTS

This monthly newsletter highlights a range of advocacy activities carried out by the Consulate General of Mexico in Toronto during the month of April. Due to the upcoming elections in Mexico on June 2 and the associated ban on promotional materials prior to the election, this bulletin is being published at a later date. This decision aligns with Article 209 of the General Law on Electoral Procedures of Mexico.



**CONVOCATORIA RECETARIO
"MÉXICO EN TU MESA"
2024**

¿Eres chef, cocinero o cocinera mexicana y quieres formar parte del recetario "México en tu mesa" que se compartirá a nivel mundial?

¡Participa!

Plazo para enviar recetas:
24 de mayo – 28 de junio de 2024

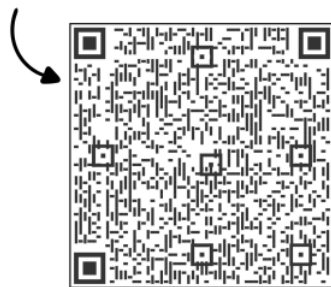
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Sistema de Registro para Mexicanos en el Exterior <http://sirme.sre.gob.mx/>

Schedule an appointment

<http://citas.sre.gob.mx/> or call

Tel. 1 424 3090009

Mexican Secretariat of Foreign Affairs
www.sre.gob.mx

Mexican Embassy in Canada

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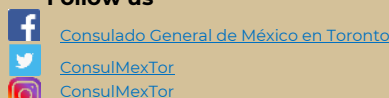
Mexican population statistics abroad

www.ime.gob.mx/estadisticas

Information

www.gob.mx/tramites

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