



**FOREWARD BY AMBASSADOR OF MALAYSIA IN MEXICO**

IN THIS ISSUE: HIGHLIGHTS

*Assalamualaikum Warahmatullahi Wabarakatuh,*

*Selamat Datang* and *Bienvenido* to the first edition of *Hola Malasia!* E-Newsletter 2020 (edition September – February 2020) I hope that it is still not too late to wish everyone a happy New Year 2020. Since our last E-Newsletter, I am delighted to note that the Embassy had successfully undertaken many activities in promoting Malaysia’s interest in Mexico from September 2019 to February 2020.

The first half of this year would be a very significant moment for the Embassy as we assume the Chair of ASEAN Committee in Mexico City (ACMC). As the Chair, Malaysia aspires to play active roles in enhancing not only the relations between ASEAN and Mexico but also amongst its five ASEAN embassies in Mexico.

Several initiatives and activities are already in the pipeline with the objective of enhancing ASEAN’s visibility in Mexico. I hope to work closely with other ASEAN colleagues through dialogues and promotional activities in outreaching to political leaders,

NGOs, education institutions as well as the general public in Mexico.

As for the bilateral relations between Malaysia and Mexico, I am pleased to note that the cordial and friendly relations between the two nations have been further consolidated with the establishment of the bilateral consultation mechanism last year. Mexico remains Malaysia’s major trading partner with a total trade of USD2.5 billion in 2019. This represents an increase of about 5 percent based on a year-on-year comparison.

The Embassy of Malaysia looks forward to a fruitful and mutually beneficial relation for Malaysia and Mexico in the year 2020.

***Muzafar Shah Mustafa***  
***5 February 2020***



**ASEAN Activities in Mexico**

Activities under ASEAN from September-February 2020

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**Promoting Malaysia in Mexico**

The Embassy of Malaysia has been engaging with different organizations in Mexico in order to promote Malaysia

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**Malawakil Activities**

Promotional and outreach programmes organized by the Embassy throughout September – January 2020

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## ASEAN CHAIRMANSHIP IN MEXICO HAND-OVER CEREMONY: MALAYSIA AS THE NEW CHAIR OF ASEAN COMMITTEE IN MEXICO CITY, MEXICO

The ASEAN Committee in Mexico City (ACMC) Working Group organized a hand-over ceremony of ASEAN Chairmanship in Mexico from Indonesia to Malaysia on 4 January 2020. Heads of Mission from Indonesia, Malaysia, the Philippines and Vietnam and charge d'affaires of Thailand and the ACMC Working Group attended the ceremony. Malaysia assumes the Chair of ASEAN in Mexico City, Mexico from 1 January 2020 – 30 June 2020.

The ceremony started with the remarks by the previous Chair of ASEAN, His Excellency Ambassador Cheppy T. Wartono from the Indonesian Embassy in Mexico City, Mexico and the report of ASEAN activities in the second half of 2019. It was proceeded by the handover of the ASEAN fund from the Embassy of Malaysia in Mexico City, Mexico (as the treasurer for the second half of 2019) to the Embassy of the Philippines in Mexico City, Mexico as the new ASEAN treasurer for the first half of 2020.

TYT Ambassador Muzafar Shah Mustafa as the new Chair of ASEAN in Mexico City, Mexico gave his appreciation remarks towards the ASEAN colleagues and the Working Group for having significant deliverables during the period from July 2019 – December 2019 and reiterated the importance of cooperation amongst the ASEAN embassies in Mexico in realizing future initiatives and activities in Mexico. TYT Ambassador also



*TYT Ambassador Muzafar Shah Mustafa received the report of ASEAN activities for the period of June – December 2019 from the H.E. Ambassador Cheppy T. Wartono as a gesture for the official handover from the previous Chair to the new Chair of ASEAN for the first half of 2020*

reiterated the commitment to continue all the efforts and the groundwork that has been laid by the previous ASEAN Chairs in Mexico.

During the ceremony, the Embassy of Malaysia also proposed several activities in strengthening not only the ties between ASEAN embassies in Mexico, but in enhancing the bilateral ties between ASEAN and Mexico. Proposed activities in the first half of 2020 would be, amongst others, ASEAN Bowling Tournament, ASEAN Business Forum and engagement with the Chamber of Deputies of Mexico. All of these proposed activities would be discussed further under the ACMC Working Group committees before they were finalized.



*From left: Ambassador of the Philippines, Ambassador of Indonesia, Ambassador of Malaysia, Ambassador of Vietnam, charge d'affaires of Thailand*

## ASEAN BAZAAR IN MEXICO

On 7 December 2019, the ASEAN Committee in Mexico City Working Group (ACMC WG) organized an annual ASEAN Bazaar program at the Indonesian Embassy in Mexico City, Mexico. The event which was held from 11 am to 6 pm has attracted about 500 attendees from the local Mexicans and the ASEAN diasporas in Mexico City.

The Malaysian Embassy in Mexico in cooperation with the Perwakilan Mexico City has provided Malaysian food sales such as Nasi Lemak, Nasi Goreng, Satay, Pisang Goreng, Laksa, Briani Kambing and other traditional Malaysian pastries. Perwakilan Mexico City has also prepared two presentations in conjunction with the ASEAN Bazaar i.e. Tarian Joget and Malay wedding sketches performed by children of Malaysians under the guidance of Madam Nor Syahira Bohari.

The ASEAN Bazaar program was officiated by Ambassador Cheppy T. Wartono from the Indonesian Embassy in Mexico City, Mexico followed by beating a traditional gong by each of ASEAN representative. In addition to selling food and souvenirs from all ASEAN Embassies in Mexico City, the ASEAN Bazaar program was also filled with performances from all ASEAN Embassies and lucky ticket draws.

In general, the ASEAN Bazaar has been successful in promoting ASEAN traditional culture and its food among locals. It also successfully highlighted ASEAN's solidarity in giving the awareness of ASEAN countries including Malaysia in Mexico. The ASEAN Bazaar Program is also the last event under the Indonesian



*ASEAN Ambassadors and the representatives at the ASEAN Bazaar on 7 December 2019*

Chairmanship before Malaysia became the new ASEAN Chair in Mexico City for the first half of 2020.



*Malaysia's participation during the ASEAN Bazaar*

## ASEAN ECONOMIC ROADSHOW IN MERIDA, YUCATAN

The ASEAN Committee in Mexico City (ACMC) Working Group organized a second ASEAN Business Forum in 2019 in the City of Merida, Yucatan on 14 November 2019. Heads of Mission from Indonesia, Malaysia, Vietnam and charge d'affaires of Thailand participated in the forum while Philippine Embassy was represented by its First Secretary. Malaysian Trade Councillor from MATRADE Office in Mexico City, Mexico and First Secretary of the Embassy also attended the forum.

The visit to one of 32 Mexican State under the ASEAN Business Forum activity has been a biannual event of the ACMC Working Group with the objectives viz:

- Promote greater interaction between ASEAN Missions and State officials with a view to enhance collaboration at all levels;
- Main focus of the programme is to seek potential economic collaboration with different Mexican States;
- As an outreach programme to enhance ASEAN awareness among the general public in Mexico with a view to strengthen and diversify the relations at different areas including cultural and tourism.

Under the chairmanship of Indonesia as the Country Chair of ACMC for the second half of 2019, the ASEAN Committee in Mexico Working Group (ACMC WG) held several meetings since August 2019 in determining the next venue for the ASEAN Business Forum.

The City of Merida was chosen due to its economic and investment potential that has not been explored thus far by ASEAN countries. Merida is the capital and largest city in Yucatan state in Mexico, as well as the largest city of the Yucatan Peninsula.



The city is located in the northwest part of the state, about 35 kilometres (22 miles) off the coast of the Gulf of Mexico. The city is also the municipal seat of the Municipality of Mérida, which includes the city and the areas around it. Regarded as the safest state in Mexico, Yucatan has registered economic growth of more than three (3) percent for the last few years, well above national average of two (2) percent.

The Indonesian Embassy as the Country Chair for ACMC was responsible in coordinating the programme of the visit in collaboration with the Yucatan State Government and Mexican Business Council for Foreign Trade (COMCE) for Yucatan Region.

As for Malaysia, the visit has presented several opportunities in establishing networking and business engagement opportunities between the players in Yucatan Peninsula especially in Merida and MATRADE Office in Mexico City, Mexico. For the record, the Yucatan State Government was also in talks with the State Government of Malacca in Malaysia to establish the sisterhood relations between the Malacca and Merida as parts of expanding opportunities in historical tourism as well as bilateral trade between the two cities.

### **ASEAN Business Forum Programmes**

Official programmes of the ACMC visit to Merida, Yucatan were as follows:

- Call on the Governor of Yucatan;
- ASEAN Business Forum on ASEAN;
- Business-to-Business (B2B) Meeting with industry players/ local companies in Merida;
- Press Conference by ASEAN Ambassadors; and
- Lunch hosted by the Indonesian Ambassador with COMCE

The visit has been well received by the State Government of Yucatan and business community in Merida. The visit has not only created greater awareness of ASEAN as a regional organisation in general, but also in promoting business and trade opportunities between the State of Yucatan and ASEAN countries. While no specific figures in terms of potential business could be generated during the visit, nevertheless through the country presentation and various interactions such as the B2B session, direct and indirect enquiries on doing business with Malaysia had been raised which potentially could result in real business dealings with Malaysian companies in the future.

The turn up of more than 100 participants during the ASEAN Business Forum session reflected the interest among the business community in Mexico especially in Merida to know about business opportunities with ASEAN countries. There was also admiration among the participants on economic achievement of ASEAN countries in maintaining growth momentum at the average of 4-6 percent annually.

As one of the largest trading partners for Mexico among ASEAN countries, we could expect a follow-up in exploring business opportunities between Malaysia and the business players in Merida, Yucatan. However, it should be noted that based on the interactions during the B2B Meeting session, many of local businesses in Merida were more interested on investment by ASEAN countries in the Yucatan State rather than having trade exchanges between the State and the individual ASEAN countries. Nonetheless, the Embassy of Malaysia through its MATRADE Office in Mexico City would still initiate business interaction with the local companies to further explore and connect them with business players in Malaysia.

In summary, the ASEAN Business Forum in Merida, Yucatan has been successfully executed and based on Mission own assessment, the visit has provided excellent opportunities to engage with various parties in the state of Yucatan especially in Merida; State government officials and business community alike. The participation of the Malaysian Embassy headed by the Ambassador also reflects our continued commitment towards ACMC and its activities in Mexico.



*TYT Ambassador presenting a Malaysian gift to the Governor of Yucatan, Hon. Mauricio Vila Dosal*



*TYT Ambassador gave his remarks during Malaysia's presentation on "Trade and Investment Opportunities in Malaysia"*



*Malaysian delegation was in discussion with the business community in Merida*



*ASEAN Business Forum was in session*

**STRENGTHENING BILATERAL COOPERATION: HIGHLIGHTS**

On 19 October 2019 and on 23 January 2020, the Embassy of Malaysia held a meeting with the Chamber of Deputies of Mexico in strengthening the bilateral relations between the two countries. TYT Ambassador Muzafar Shah Mustafa discussed with the Deputy Gomez Maldonado Maeilla Martha Gabriela on establishing Malaysia-Mexico Friendship Group.



On 1 November 2019, TYT Ambassador Muzafar Shah Mustafa and wife, Puan Najwa Zainal hosted a farewell luncheon for H.E. Ambassador Rommanee Kananurak who ended her tour of duty in Mexico and posted to Seoul, Republic of South Korea as the new Thai Ambassador.



**ENGAGEMENT PROGRAM BY  
THE EMBASSY OF MALAYSIA  
IN MEXICO**



On 1 October 2019, TYT Ambassador Muzafar Shah Mustafa was interviewed by Mexico Travel Channel, Mexico City to promote Visit Malaysia 2020.



On 14 January 2020, Discussion between His Excellency Ambassador Muzafar Shah Mustafa and Mrs. Carmen M. Mihalascu de Otero, Coordinator General of the Mundo International Magazine. The discussion revolved around possible interview collaboration in 2020 between the Embassy of Malaysia and Mundo International.

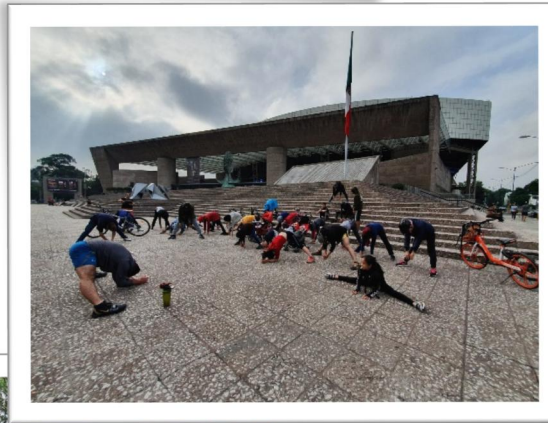
On 21 November 2019, TYT Ambassador Muzafar Shah Mustafa was interviewed by Mr. Hugo Castillo Herrera, a journalist from the newspaper "La Jornada Maya", franchise of the newspaper "La Jornada" in Yucatan, Campeche and Quintana Roo. The interview focused on Islam and the progressive and moderate Islamic countries such as Malaysia in dealing with modern challenges related to Islam



**MALAWAKIL ACTIVITIES**  
**SEPTEMBER – JANUARY 2020**



**Celebrating Hari Merdeka**  
**on 31 August 2019 with**  
**Malaysian diasporas in**  
**Mexico**

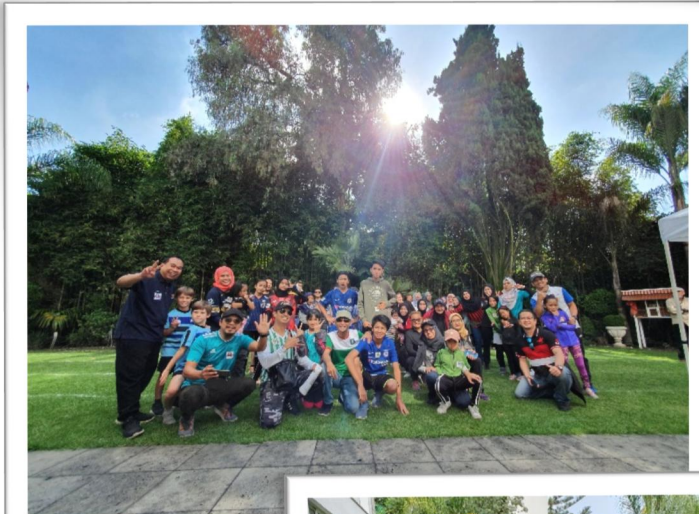


**Bulan Sukan Negara: Activity 1:**  
**briskwalking at the city centre of**  
**Mexico on 13 October 2019**



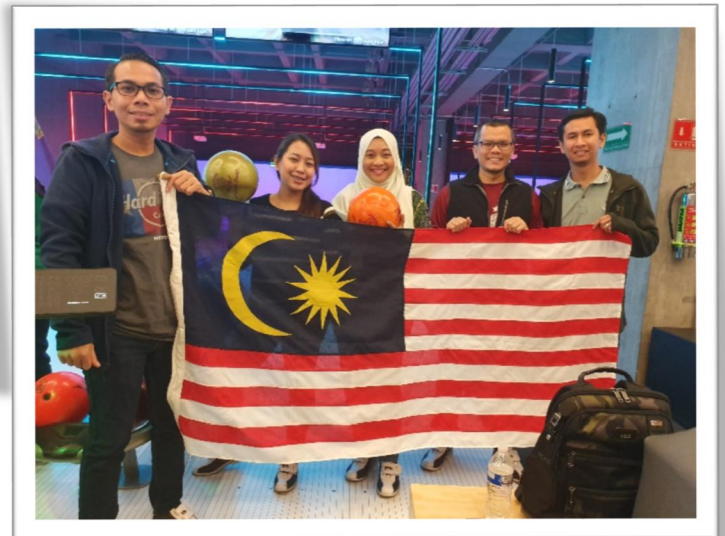
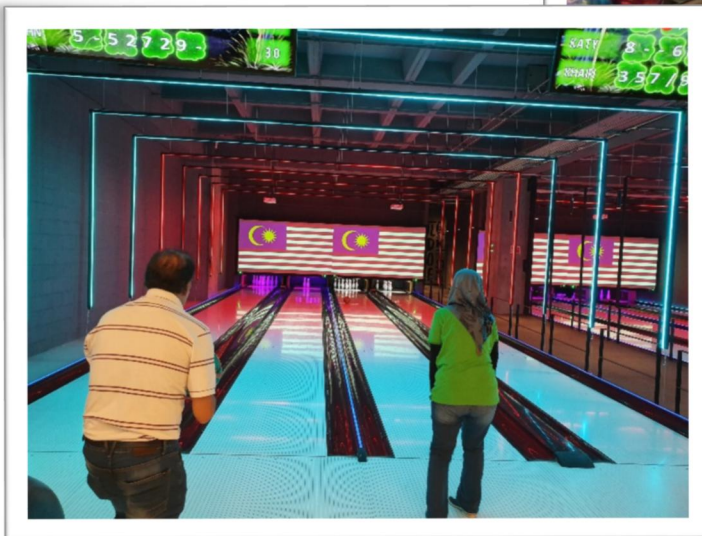


**Bulan Sukan Negara: Activity 2: Sukaneka Day with Malaysians on 19 October 2019. The Venue was held at the Embassy of Malaysia in Mexico City, Mexico**





**Bulan Sukan Negara: Activity 3:**  
**Bowling Tournament with**  
**Malaysians in Mexico City, Mexico**  
**on 26 October 2019**



**OUTREACH PROGRAM/  
OTHER ACTIVITIES BY THE  
EMBASSY OF MALAYSIA IN  
MEXICO**



Dinner hosted by TYT Ambassador Muzafar Shah Mustafa at Malaysia's House for YBhg. Dato' Sri Syed Zainal Syed Mohamed Tahir, Vice President Marketing, Downstream Business, PETRONAS ON 29 October 2020. PETRONAS is the largest investor for oil and gas sector (foreign company) in Mexico.



Group of Malaysian preachers from Malaysia had a courtesy visit at the Embassy of Malaysia on 4 November 2019.



Perwakilan Mexico City held classes to introduce our Malaysian traditional culture and dances to our Malaysian kids in Mexico City.



# THANK YOU. MUCHAS GRACIAS.



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Waktu Pejabat : Isnin - Jumaat  
9.00 pagi - 5.00 petang

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