

JALISCO - ALBERTA RELATIONS



PROFILE

Capital: Guadalajara

Population: 6.1 million

Language: Spanish

Government: State – Representative democracy

Head of Government: Governor Francisco Ramirez Acuña (PAN)

Currency: Mexican Peso
\$1Cdn = 8.21 pesos (Mar 2004)

GDP: US\$28 billion

Per Capita Income: US \$5,000

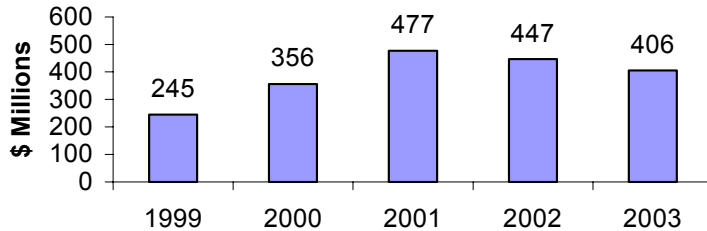
DID YOU KNOW?

- The population of Jalisco has increased by 50% in the past 20 years.
- Jalisco's capital, Guadalajara, is Mexico's second largest city with nearly 3 million people. Jalisco is Mexico's largest food producer.
- Over 50% of Mexico's consumer market lies within a 350 mile radius of Jalisco.
- Since NAFTA, Jalisco has become home to several high tech and computer manufacturing plants, earning the title "Silicon Valley of Latin America".
- Jalisco's annual exports exceed \$3 billion (US), with 77% going to the U.S. and 3% to Canada.

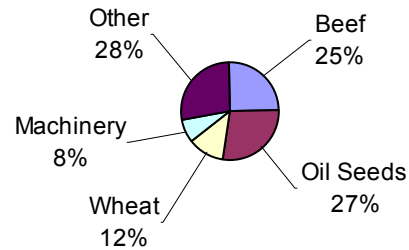
RELATIONSHIP OVERVIEW

- Alberta's relations with Jalisco began with agricultural exchanges in the cattle and hog sectors in the early 1990's.
- Alberta's relations with Jalisco have grown rapidly in past years, with a record of successful private sector cooperation (especially agrifood) and agreements between governments to cooperate in a range of areas.
- In early 1998, Alberta and Jalisco signed an economic cooperation agreement.
- In 1999, Alberta and Jalisco entered a "Sister State" relationship, agreeing to cooperate in: agriculture, economic development, tourism, and education. Culture, health, environment and technology are identified as areas for further cooperation.
- Sub-agreements were also signed between government departments in education and training, cancer and substance abuse treatment, and livestock production.
- Jalisco is a rapidly growing, outward-looking state and a strategic ally in Alberta's efforts to strengthen relations and trade with Mexico.
- There is a large Canadian retirement community of several thousand at Lake Chapala in Jalisco.

Alberta Exports to Mexico



2003 Alberta Exports to Mexico



TRADE AND INVESTMENT

- Alberta's exports to Mexico have grown rapidly since NAFTA, with two-way trade approaching \$1 billion. Jalisco is an important part of that trading relationship.
- Alberta's annual exports to Mexico have averaged \$386 million over the last five years. In 2003, Alberta exports to Mexico were \$406 million, an increase of 427% since 1991.
- Jalisco's top exports include: computers, electronic equipment, film, cameras, tequila, auto parts, agri-foods, and textiles. High tech electronics and communication products account for 54% of the total.

Agriculture

- Jalisco is a major consumer of Alberta agri-food products. Agri-food accounts for 70% of Alberta's exports to Mexico.
- Jalisco is a major contributor to Mexico's agribusiness GDP, with a 1st place ranking for production of agave for tequila, beef, pork, milk, corn, poultry, eggs, animal feed, and cooking oils.
- Guadalajara, the state capital, hosts the annual National Grocery Retailers Association Show, which includes the major retailers in Mexico except for Wal-Mart.
- Alberta agri-food companies and associations active in Jalisco focus on products such as: beef and swine livestock genetics, canola seed for Jalisco's processing sector, feeds, and seed potatoes.

Tourism

- Jalisco is Mexico's 2nd largest tourist destination.
- Alberta and Jalisco hope closer bilateral relations will enhance two-way tourism. Alberta particularly wants to expand its profile and accessibility for Mexican tourists.

Municipal Cooperation

- In June 1999, Edmonton and Calgary jointly entered a municipal economic cooperation agreement with the cities of Guadalajara and Zapopan in Jalisco.
- The cities agreed to work to increase economic development, trade and investment, and to share best practices in municipal governance and infrastructure.

EMERGING OPPORTUNITIES

- Agriculture: value added products, livestock management/production, grains, feeds and forages, irrigation technology and services, biotechnology
- High technology: telecommunications, computer software
- Education: technical training and apprenticeship; English as a second language (ESL).
- Other: building products and prefabricated components, environmental technology and training, forestry resource management and training, tourism.

EDUCATION AND CULTURE

- The University of Alberta has cooperation agreements with major institutions in Jalisco and is very active in forums and exchanges with Mexican institutions, including: Universidad de Guadalajara, Universidad Autonoma de Guadalajara, ITESM (Guadalajara campus).
- The University of Calgary has the only Latin American Studies program in Canada.
- NAIT, Grant McEwan Community College, Mount Royal College and Olds College are building partnerships in Jalisco and participating in exchanges.
- Alberta Learning has signed a cooperation agreement with the Jalisco Department of Education for the two-way exchange of students.

AGREEMENTS

- In 2003, Alberta Sustainable Resource Development and Jalisco's Rural Development Secretariat signed an MOU.
- In June 1999, Alberta and Jalisco signed a "Sister State Relationship".
- Edmonton and Calgary jointly have an economic cooperation partnership with Jalisco's cities of Guadalajara (Mexico's 2nd largest) and Zapopan.
- The Edmonton and Alberta Chambers of Commerce have partnerships with counterparts in Mexico, as does the City of Calgary.

RECENT VISITS

- **August 2003** – Governor Ramirez led a Jalisco mission to Alberta.
- **March 2003** - Deputy Minister Gerry Bourdeau Mission to Mexico City and Jalisco.
- **October 1999** - Minister of Learning visited Jalisco to build educational linkages.
- **June 1999** - Governor Cardenas led a Jalisco mission to Alberta.
- **January 1999** - Premier Klein led Team Alberta mission to Mexico, signing cooperation agreements with Jalisco.
- **January 1998** – Premier Klein met with Governor Cardenas in Mexico City during Team Canada Mission.

DIPLOMATIC REPRESENTATION

- Mexico's Ambassador in Ottawa is Her Excellency Maria Teresa de Madero.
- The Canadian Ambassador in Mexico City is Gaëtan Lavertu.
- Mexico's Consul General in Vancouver is Mr. Hector Romero.
- The Head of Mexico's Consular Agency in Calgary is Mr. Sergio Pichardo.
- Canada's Consul in Guadalajara is Ms. Joanne Lemay.
- Lorena Patterson heads Alberta's trade office in Mexico City, co-located in the Canadian Embassy.