

# Jalisco – Alberta Relations



*This map is a generalized illustration only and is not intended to be used for reference purposes. The representation of political boundaries does not necessarily reflect the position of the Government of Alberta on international issues of recognition, sovereignty or jurisdiction.*

## PROFILE

**Capital:** Guadalajara

**Population:** 7.8 million (2015)

**Language:** Spanish

**Government:** State – Representative democracy

**Head of Government:** Aristóteles Sandoval Díaz (PRI) (since March 1, 2013)

**Currency:** \$1 CAD = 13.98 Mexican Pesos (MXN) (October 2016)

**GDP:** US \$47.8 billion (2013)

**Per Capita GDP:** US \$6,173 (2013)

## DID YOU KNOW?

- Jalisco's capital, Guadalajara, is Mexico's second largest city, with a metropolitan population of over 4.8 million people.
- Jalisco is known as "Mexico's Silicon Valley" thanks to the concentration of high tech and computer manufacturing plants there, including Hewlett-Packard, Siemens and IBM, but Jalisco is also Mexico's largest agricultural producer.
- Jalisco is the birthplace of tequila and mariachi music. Many Albertans are familiar with the state from vacations to Puerto Vallarta.

## RELATIONSHIP OVERVIEW

- Alberta's relations with Jalisco began with agricultural exchanges in the cattle and hog sectors in the early 1990's.
- In 1998, Alberta and Jalisco signed an agreement on economic cooperation.
- On June 25, 1999, the economic cooperation agreement was supplanted by a more comprehensive "Sister State" relationship that included cooperation in the areas of culture, resource development, tourism, education and training.
- In 2015, the MOU was renewed for a further five years.
- Since that time, Alberta and Jalisco have signed an additional 14 agreements for cooperation in specific areas including, most recently:
  - joint research funding in the areas of micro and nanotechnology, e-health, radio-frequency identification and multimedia;
  - value-added food processing development; and
  - forestry and forest firefighter training collaboration.

- Since 2005, more than 100 firefighters from Jalisco have worked, trained and fought forest fires in Alberta, in turn receiving access to training that certifies them to international firefighting standards. In July 2015, 65 firefighting personnel from Jalisco responded to Alberta's call for emergency aid in controlling wildfires burning in the province.

- The Government of Alberta has provided matching grants for projects in Jalisco for a learning centre, an orphanage and scholarships for children to attend school.

## TRADE AND INVESTMENT

- Since the inception of the NAFTA in 1994, Alberta's exports to Mexico have increased more than twelve-fold (compared to 4.5 times for exports to the rest of the world).
- In 2015, Alberta exported \$998.8 million worth of goods to Mexico, making Mexico Alberta's fourth largest export market.
- In 2010, Jalisco's global exports were worth US \$30.28 billion, with manufacturing (machinery, electrical equipment, electronics, vehicles and precision instruments) accounting for 58% of the total. 71% of Jalisco's exports went to the US and 7.6% to Canada.

- Jalisco is home to Chapala and Puerto Vallarta, two of the cities with the largest communities of retired Canadian in the world.

## AGRICULTURE

- Jalisco is by far Mexico's most important agricultural producer, with principal crops including agave (for production of tequila), maize, sugar cane, hay, tomatoes and sorghum. Jalisco is Mexico's largest producer of pork, milk and eggs, and second largest producer of beef and chicken. Jalisco is also Mexico's third most important food and beverage manufacturing centre, with tequila being among the main products.
- Guadalajara hosts the annual National Retailers Association Show, which includes Mexico's major food and grocery retailers.
- Alberta agri-food companies and associations active in Jalisco focus on beef and swine livestock genetics, canola seed for Jalisco's processing sector, and feeds.
- In 2009, Alberta and Jalisco signed an agreement formalizing cooperation between Alberta's Food Processing and Development Centre (FPDC) and Jalisco's Centre for Added Value (CVA). Jalisco's CVA was modeled on Alberta's FPDC and Alberta helped with design and operational expertise. The agreement between Alberta and Jalisco will allow companies from both regions to have access to either institution. Jalisco and Alberta will also benefit from the exchange of information on science, market intelligence and foreign food regulations to help exporters access international markets. Jalisco's CVA opened in March 2012.

## FORESTRY

- The cooperative forestry agreements established between Alberta and Jalisco have proven to be extremely successful and are now serving as a model for initiatives by other governments.
- Alberta and Jalisco have forestry agreements in place and initiatives underway in a number of areas:
  - Firefighter training and exchange—to date over 350 firefighters from Jalisco have trained to international standards in Alberta and have gained experience fighting forest fires in the province.
  - Mutual aid resource sharing—in July 2012, 81 fire fighters responded to Alberta's call for emergency aid in fighting wildfires. In June 2015, 62 firefighters responded to Alberta's call for emergency aid in fighting wildfires.
  - International forestry training and education—Alberta is helping Jalisco to develop a training and environmental education centre at Agua Brava with the objective of eventually being capable of training internationally certified firefighters from across Mexico, Central and South

America and the Caribbean.

- Youth programs—representatives from Jalisco have worked and gained experience with Alberta's Junior Forest Ranger program and work is underway to develop a similar youth-oriented program in Jalisco.
- Forest health—Jalisco can benefit from Alberta's experience in managing the pine-tree bark stripper (*Dendroctonus* spp.) while Alberta is interested in tactics Jalisco is using to control the mountain pine beetle. In conjunction with the University of Alberta, \$300,000 has been allocated for research projects.

## SCIENCE AND TECHNOLOGY

- In 2009, Alberta and Jalisco signed a first-of-its-kind agreement creating the Bilateral Alberta Jalisco Fund for Research, Development and Commercialization Collaboration. This 3-year, \$6 million fund connected industrial and public sector entities for collaborative research and development innovation in the areas of e-health, radio frequency identification, nanotechnology and multimedia. The agreement was extended on October 26, 2011 for an additional two years to January 2014.
- In 2014, the agreement was renewed and a new fund was created.
- The initiative has been very well subscribed and has yielded 16 collaborative projects to date through four calls for proposals.

## EDUCATION AND CULTURE

- The twinning relationship between Alberta and Jalisco has encouraged many bilateral agreements for student mobility and exchanges between schools and educational institutions in Alberta and Jalisco. Hundreds of students have traveled between Alberta and Jalisco to study English or Spanish, participate in school exchanges and study tours, or undertake research.
- From 2004 to March 2016, Alberta maintained the Alberta Education Centre in Guadalajara to promote Alberta educational institutions, maintain contacts with educational and government contacts in Mexico, and facilitate connections between business, industry and education. The Alberta Education Centre has worked with more than 3,000 Mexican students since its creation.
- Holy Trinity High School in Edmonton and Hunting Hills High School in Red Deer have officially recognized school partnerships with schools in Jalisco, Mexico.

- In May 2012, the Canadian School Guadalajara in Guadalajara, Jalisco was accredited by Alberta Education as the first school in Mexico to offer the Alberta curriculum to its students.

- 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 and ITESM Guadalajara Campus.

- In 2009, the University of Calgary signed an agreement with Jalisco to increase student exchange opportunities and strengthen the sharing of expertise. The University of Calgary also has an exchange agreement with the University of Guadalajara.

- The Latin American Studies Field School at the University of Calgary gives students the opportunity to examine the relationship between language and culture while spending four weeks in Ciudad Guzman, Jalisco.

- Grant McEwan University, Mount Royal University and Olds College are also building partnerships in Jalisco and participating in exchanges.

- The Faculty of Foundational and Intercultural Studies of NorQuest College presented a seminar in Guadalajara on ESL and Technology Ideas in February 2011.

## EMERGING OPPORTUNITIES

- ICT: micro and nanotechnology, e-health, radio frequency identification and multimedia for all sectors. As Jalisco is known as the 'silicon valley of Mexico', there are increasing business opportunities for Alberta companies to partner with Jalisco companies to develop applications in these areas. Jalisco is currently working on a project called *Creative Digital City*, which will turn Guadalajara's downtown area into an ICT business cluster.

- Agriculture: value added products, livestock management/production, grains, feed ingredients, genetics and farm equipment.

- Education: technical training and apprenticeship; English as a second language (ESL).

- Environmental Services: environmental process engineering, consulting, water treatment equipment and wastewater infrastructure.

## RECENT VISITS

- September 2016: The Honourable Shannon Phillips, Minister of Environment and Parks, attended the Climate Summit of the Americas, and witnessed the renewal of a MOU between Alberta Agriculture and Forestry, and the State of Jalisco's Secretariat of Environment and Territorial Development surrounding wildfire management.
- June 2016: Jalisco Secretary of Innovation, Science & Education, Jaime Reyes Robles, visited Alberta with a delegation of universities and companies, and participated in the Executive Steering Committee Meeting of the Alberta-Jalisco International Technology Partnership.

## DIPLOMATIC REPRESENTATION

- Mexico's Ambassador in Ottawa is His Excellency Agustín García-López Loeza.
- Canada's Ambassador to Mexico is Pierre Alarie.
- Mexico's Consul in Calgary is Cecilia Villanueva.
- Canada's Consul in Guadalajara is Stéphane Charbonneau.
- The Managing Director of the Alberta Mexico Office at the Canadian Embassy in Mexico City is Klaus Buttner. The Alberta Mexico Office maintains a satellite office in Guadalajara.