

Jalisco – Alberta Relations

Government
of Alberta ■



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: 7.3 million (2010)

Language: Spanish

Government: State – Representative democracy

Head of Government: Governor Emilio González Márquez (PAN)

Newly Elected Head of Government: Aristóteles Sandoval Díaz (PRI) (starting March 1, 2013)

Currency: \$1 CDN = 13.16 Mexican Pesos (MXN) (April 2012)

GDP: US \$45.6 billion (2009)

Per Capita GDP: US \$8,853 (2009)

DID YOU KNOW?

- Jalisco's capital, Guadalajara, is Mexico's second largest city, with a metropolitan population of over 4 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 will be most familiar with the state from vacations to Puerto Vallarta.
- Alberta and Jalisco celebrated the tenth anniversary of their successful twinning relationship in July 2009.

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.
- Since that time, Alberta and Jalisco have signed an additional 13 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 June 2009, 21 firefighting personnel from Jalisco responded to Alberta's call for emergency aid in controlling wildfires burning in the province.
- Since 2004, Alberta has maintained the Alberta Education Centre in Guadalajara to promote Alberta's schools and educational institutions to Mexican students and to facilitate business, industry and educational links between Alberta and Mexico.
- Since 2006, the Alberta government has contributed funding to projects in Jalisco such as providing support a learning centre and orphanage and providing scholarships for children to attend school.
- In July 2009, Jalisco's Secretary General Fernando Antonio Guzmán Pérez Peláez, led a large delegation to Alberta and renewed the Sister State relationship for a further five years.

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 2011, Alberta's exports of goods to Mexico were worth \$935.99 million, making Mexico Alberta's fourth most important export market.

NOTE: This figure probably underestimates the true value of Alberta's exports to Mexico. Much Canadian trade with Mexico passes through intermediaries in the US and is consequently assigned in trade statistics as exports to the US rather than to its final destination. Mexican statistical sources value Canadian imports at 2-3 times higher than Canadian statistics value exports to Mexico.

- 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.

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.
 - 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 connects 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 total, eight projects have been approved for funding under this agreement in the first two of three funding rounds, each receiving \$225,000 from the Government of Alberta and an equal sum from the Government of Jalisco.

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.
- Since 2004, Alberta has 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 (with preliminary status) 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

- 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: Opportunities in environmental process engineering, consulting, water treatment equipment and wastewater infrastructure.
- In addition, opportunities are emerging in the areas of micro and nanotechnology, e-health, radio frequency identification and multimedia.

AGREEMENTS

2012

- Alberta Enterprise and Advanced Education signed a three year agreement with Mitacs Inc. that will extend the Globalink program to provide funding to talented Mexican undergraduate students to come to one of Alberta's comprehensive research universities to participate in leading Alberta research during the summer months. Applications from students in Jalisco are strongly encouraged.

2009

- Renewal of the Alberta Jalisco Sister State relationship for another five years.
- Memorandum of Cooperation (MOC) between Alberta's Food Processing and Development Centre (FPDC) and Jalisco's Centre for Added Value (CVA).
- MOU on forestry cooperation between Alberta Sustainable Resource Development and Jalisco Rural Development.
- MOU for collaboration in research and technology development between Alberta Advanced Education and Technology and the Jalisco Secretariat of Economic Promotion - dedicating funds for joint projects in nanotechnology, e-health, radio frequency identification and multimedia.

2008

- MOU between Alberta Sustainable Resource Development and Jalisco Rural Development on exchange of firefighting resources during forest fire emergencies.

2007

- Alberta Education and Jalisco Education Joint Declaration of Cooperation on student and teacher exchanges and the exchange of research and publications.
- Agreements between Alberta Sustainable Resource Development and Jalisco Rural Development on:
 - forest health;
 - international training assistance;
 - mutual aid resource sharing for wildland forest protection; and
 - junior forest rangers program.

2005

- MOU on cooperation between Alberta Advanced Education and the Jalisco Secretariat of Education.

2003

- MOU between Alberta Sustainable Resource Development and Jalisco Rural Development

1999

- On June 25, 1999 Jalisco and Alberta signed the Protocol of Understanding and Friendship for a Sister Relationship, establishing the twinning relationship.
- On the same day, several other agreements were also signed covering substance abuse treatment and prevention, treatment and prevention of cancer, student and teacher exchanges, and agricultural cooperation.

1998

- MOU on Economic Cooperation between the State of Jalisco, Mexico and the Province of Alberta, Canada.
- Letter of Agreement for Economic Cooperation between Alberta Economic Development and the Jalisco Secretariat of Economy.

RECENT VISITS

- March 2010: Alberta's Minister of International and Intergovernmental Relations, Iris Evans visited Jalisco.
- July 2009: Jalisco Secretary General Fernando Antonio Guzmán Pérez Peláez led a mission to Alberta that included three other Jalisco cabinet members.
- March 2009: Alberta's Deputy Premier and Minister of International and Intergovernmental Relations, Ron Stevens visited Jalisco.
- January 2009: Alberta's Minister of Advanced Education, Doug Horner, visited Jalisco.
- August 2007: Jalisco Secretary of Rural Development Álvaro García led a mission to Alberta.
- September 2005: Alberta's Minister of Advanced Education, Dave Hancock, led a mission to Jalisco.
- August 2005: Alberta's Minister of Agriculture and Rural Development, Doug Horner, led a mission to Jalisco.
- August 2003: Jalisco Governor Francisco Javier Ramírez Acuña led a Jalisco mission to Alberta to celebrate the fifth anniversary of the Alberta-Jalisco twinning.

DIPLOMATIC REPRESENTATION

- Mexico's Ambassador in Ottawa is His Excellency Francisco Javier Barrio Terrazas.
- Canada's Ambassador to Mexico is Ms. Sara Hradecky.
- Mexico's Consul General in Vancouver is Mr. Angel Villalobos.
- Mexico's Consul in Calgary is Mr. Fernando Villar Montekio.
- Canada's Consul in Guadalajara is Ms. Yvonne Chin.
- The Managing Director of the Alberta Mexico Office at the Canadian Embassy in Mexico City is Mr. Tim Hazlett.
- The head of the Alberta Education Centre in Guadalajara is Mr. Ignacio Meza.

