

# NEWSLETTER

MARCH 2024 • No • 38



## LETTER FROM THE PRESIDENT

BY LARRY RUBIN

## GOVERNMENT LEADERS SERIES

- Raquel Buenrostro Sánchez Minister of Economy and Katie Hobbs Governor of Arizona.
- Omar García Harfuch

## ALLIANCES

- Women Economic Forum

## ORGANIZATIONS STEERING GROUP

- The University of the Incarnate Word Empowers Hispanic Students
- AFEECI Leads Initiatives to Support Women of All Ages

## SPONSORS

- EY
- Nextshore



## FROM DEBY BEARD

- Kingdom of Ice
- Oaxaca

## EASY RECIPES

- The city of Puebla



# AMERICAN SOCIETY MEXICO

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Photography



# LETTER FROM THE PRESIDENT

Dear Readers,

March has been a very busy month. Our Government Leaders Series continued, and I enjoyed the company of Secretary of Economy, Raquel Buenrostro, and the Governor of Arizona, Katie Hobbs. We discussed how the North American region can become the world's leader in economic integration, relocation and incorporation of supply chains across a broad range of industrial sectors.

I was also with Mexico City's former Secretary of Citizen Security Omar García Harfuch, who is currently running for a Senate seat. We were joined by members of the Public Affairs Task Force and together we were able to exchange opinions and share concerns with Secretary Garcia regarding safety and security, as well as hear his interesting proposals to benefit our society.



**LARRY D. RUBIN**  
President & Chairman of the Board  
American Society of Mexico

We are grateful to the U.S. Ambassador, Ken Salazar for the wonderful luncheon he offered us at his residence on the occasion of our Leadership Meeting. Offering unique hospitality, he convened the American Society of Mexico and the heads of leading U.S. companies, encouraging everyone to strive for greater integration of North America at all levels.

Our Steering Group held events with AFEECI A.C., a non-profit organization working in the Tacubaya area, whose mission is to protect children and adolescents, while equipping them with information and strategies to deal with the hazards of homelessness. The group also highlighted the collaboration efforts with the University of the Incarnate Word, an institution of higher learning that boasts the most Latino graduates in the United States.

I am glad to report on the solid alliance forged between AmSoc and the WEF Iberoamérica and their participation in the Women Economic Forum, an event that highlighted the key values of inclusion, human development and empowerment of women.

EY's contributions cannot be overlooked. In a timely article, EY addresses the current water scarcity crisis, the Lerma-Cutzamala water system, and how this will affect the greater Mexico City metropolitan area in the coming months. Let's all make an effort to save water!

Our sponsor, Nextshore, published the second article in a series, under the title "Balancing Act: Deregulation and Smart Expansion", by Daniel Michan, Nexshore founder & CEO. The article lays out the many growth opportunities Mexico can reap in the coming "nearshoring boom," which shall depend on Mexico's ability to implement deregulation that admits intelligent expansion in balance with environmental and social responsibility. A must read!

Our dear Deby Beard shared inspiring panoramas of her luxury cruise to Antarctica, a land of islands surrounded by ice sheets and immense, breathtaking glaciers, and a wide variety of unusual wildlife. And as to national destinies refers, she focuses on the folklore, traditions, churches and pre-Hispanic temples of the beautiful state of Oaxaca.

We would also like to thank Rosita Horta for sharing her traditional recipe for Mole Poblano, the famous dish from the state highlighted this month.

I hope you enjoyed reading this edition of our Newsletter. Write to us if you have any suggestions or comments: [newsletter@amsoc.mx](mailto:newsletter@amsoc.mx)

Best regards,

Larry Rubin

# RAQUEL BUENROSTRO SÁNCHEZ

In the most recent edition of AmSoc’s Government Leaders Series, the Chairman of the American Society of Mexico, Larry Rubin, moderated a conversation between Secretary of Economy Raquel Buenrostro Sánchez and Governor Katie Hobbs of Arizona.

- The meeting with the Secretary of Economy Raquel Buenrostro and the Governor of Arizona Katie Hobbs is the most recent in the ongoing series “2024 Government Leaders,” organized by AmSoc.
- The occasion provided an opportunity to exchange views on the challenges and opportunities in areas such as education, electromobility, clean energy, medical devices and semiconductors.
- AmSoc Chairman Larry Rubin underscored the importance of these meetings in bilateral efforts to strengthen collaboration between Mexico and the United States into the future.



With the aim of promoting dialogue for analysis, and sharing the visions and perspectives of Mexico and Arizona, AmSoc hosted a conversation between Mexican Secretary of Economy Raquel Buenrostro and the Arizona Governor Katie Hobbs, wherein both speakers addressed the need for ongoing economic integration in the North American region, including such matters as reshoring manufacturing and development of supply chains in various sectors.

Both Governor Hobbs and Secretary Buenrostro stressed how these initiatives would benefit Mexico in terms of more and better paying specialized jobs for Mexico’s eager, talented workforce.

They also touched upon the challenge for both nations in promoting Micro, Small & Medium Enterprises (MSME) in order to democratize foreign trade so that all sectors can participate meaningfully in value chains.



On the subject of education, the “Community Colleges of the United States” program was highlighted. Soon 11 Mexican engineering students from public universities will travel to Mesa Community College in Arizona to take advanced courses in semiconductors, a key sector for Mexican industry.

AmSoc Chairman Rubin underscored the importance of these meetings and their role in strengthening economic, cultural, business and educational cooperation between the two nations. The event was also attended by members of the American Society of Mexico.

## MR. OMAR GARCÍA HARFUCH



Chairman of the American Society of Mexico (AmSoc), Larry Rubin, held a meeting with Mr. Omar García Harfuch and members of the Public Affairs Task Force.

- The meeting with Mr. Omar García Harfuch and the members of the Public Affairs Task Force is part of the ongoing meetings “2024 Government Leaders,” organized by AmSoc.
- The meeting saw participants exchange views on security concerns and challenges.
- Larry Rubin, Chairman of the American Society of Mexico, stressed the importance of keeping an open dialogue and getting things done.
- Omar García Harfuch stressed how coordination with private sector and agencies is key to reducing violence.

A meeting of executives of the most important American companies in Mexico saw participants express their concerns regarding security, touching on topics as diverse as cybersecurity, trade protection, counterfeit medicines, international cooperation, highway safety, and many others.

Chairman Rubin highlighted the importance of coordination and dialogue with the private sector in order to address security, protect investment, and generate actions that benefit the bilateral relations between Mexico and the United States.

García Harfuch explained the five axes of the strategy supporting the project: A safe republic with justice, honesty and attention to the causes, the consolidation of the National Guard; strengthening intelligence and investigative capabilities; coordination with local police and prosecutors’ offices; and reform of the judiciary.

The recurring problem of waylaying trucks and theft of cargo on highways received special attention, and Harfuch stressed the need for more research in order to develop prevention mechanisms, as well as tactics and strategies to dismantle criminal gangs. He also told his peers that the National Guard has developed a comprehensive security plan to provide police protection along the highways, which will also include fortifying cooperation with state prosecutors’ offices.

Counterfeit medicines and medical devices were also discussed at length. Task force participants expressed their concerns about the rising death rate driven by this illicit activity and the ease with which citizens can purchase such items. This issue is of vital importance to both the health and security authorities, because without tight regulation and controls, the country’s population and medical companies are largely at the mercy of criminal gangs.

Finally, the task force stressed the importance of coordinating the private sector with both state and federal authorities in order to align international cooperation objectives with the United States, and thereby fortify efforts to reduce violence, defend borders and interdict drug and arms trafficking, among others proactive measures. Task force Members reiterated their commitment to open dialogue and to continue serving Mexico. For its part, AmSoc emphasized its sincere wish to cooperate and contribute for the common good.



## WOMEN ECONOMIC FORUM

In strategic alliance, the American Society of Mexico teamed with the World Economic Forum Iberoamérica to promote a discussion of the importance of constructive dialogue regarding inclusion, human development and women’s empowerment.

This joint effort came about after our participation in the inaugural of the event “From Words to Action,” sponsored by biva\_mx, in which Dr. Harbeen Arora, founder of the Women Economic Forum, reasserted the need for collective commitment to equity, offering remarks that constitute a milestone in the ongoing discussions needed to promote a more inclusive and equitable society.

The WOMEN ECONOMIC FORUM event included the discussion panel on Nearshoring: Local innovation, global impact, which enjoyed the participation of María Fernanda Reyes, President & Founder Farm X and WEF NY; Blanca Estela Pérez, President of the Inclusion and Diversity Commission of the CCE; Patricia González, VP of the American Society of Mexico and WEF Iberoamérica Advisor; Israel Gonzalez, CEO of RCU Security and President of Humanism and Legality, as well as AmSoc Chairman Larry Rubin.

### NANCY LARA

Nancy Lara, our Organization Steering Group Chair and CEO of United Way, received the “Iconic Companies: Creating a Better World for All” award from WEF Iberoamérica.

She and her team strive to bring positive change to people’s lives, empowering them to attain their full potential, by teaching skills and offering them more effective tools. United Way takes a balanced approach to the educational, health, and economic issues facing Mexican society, identifying problems and developing innovative solutions.



# THE UNIVERSITY OF THE INCARNATE WORD EMPOWERS HISPANIC STUDENTS



Founded in 1881, the University of the Incarnate Word (UIW) has grown to become the largest Catholic university in Texas and an internationally recognized university system whose mission calls it to educate men and women who will become concerned and enlightened citizens within the global community.



As a proud Hispanic-serving Institution, UIW is ranked No. 1 in the United States among faith-based universities graduating Hispanic students with bachelor's degrees. Building upon this foundation, in 2021 UIW launched Global Online, an initiative to increase the number of Latin American students studying at UIW by offering a portfolio of U.S. master's degrees, certificate programs, and short courses, fully online and in Spanish.

Accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), all UIW programs offered at its main campus in San Antonio, its campuses in Mexico, or online, meet U.S. standards in higher education.



With the goal of offering greater opportunities to the most vulnerable, the University of the Incarnate Word, in partnership with the Organizations Steering Group of the American Society of Mexico, created the “Cardinal Global Experience” program. Inspired by U.S. Ambassador to Mexico, Ken Salazar’s initiative to design more pathways for Mexicans to study in the United States, it seeks to promote social mobility through education.

The Cardinal Global Experience program offers a catalog of short courses in different areas including English as a Second Language (ESL), Mental Health, Soft Skills, Entrepreneurship, Education and Empowerment, Leadership and Innovation for Women. Taken through Global Online, the courses culminate with a trip to UIW’s main campus in San Antonio, Texas, where participants attend in-person workshops and receive their certificate of completion for the program.

Thanks to the enthusiastic support of United Way Mexico and the Mexican Foundation for Education, Technology and Science (FUNED), the first group of scholarship students began their course in English as a Second Language through Global Online in March. Following the 16-week online course, students will travel to San Antonio in June to put their newly acquired language skills to the test while enjoying an immersive experience in a new country and culture.

Through their joint efforts and shared commitment to transform the world through education, the partner institutions and the American Society of Mexico are helping to provide opportunities that will not only benefit the deserving scholars, but will strengthen the bonds between Mexico and the United States.



## AFEECI LEADS INITIATIVES TO SUPPORT WOMEN OF ALL AGES



Adolescencia  
Feliz  
Evitando  
Callejerización  
Infantil A.C.

“THEY LEARN FROM OUR MISTAKES,  
BUT WE LEARN FROM THEIR DREAMS”

Dr. Harbeen Arora Rai / Founder, WEF

During the month of March, in commemoration of Women’s Day, AFEECI (Adolescencia Feliz Evitando la Callejerización Infantil, A.C.), under the great leadership of Patricia González (also Vice President, AMSOC), together with the Women Economic Forum (WEF), United Way, G100 and The American Society of Mexico, organized a strategic dialogue to continue joining efforts, and to work with a systemic vision and with constant innovation, to improve, in an accelerated manner, the lives of girls, adolescents and women in Mexico and the world.

Other wonderful civil society organizations participated in the event, such as Yolia A.C., Robotix Foundation, Ronald McDonald Children’s Foundation (MX), AMANC (Asociación Mexicana de Ayuda a Niños con Cáncer IAP), Televisa Foundation, Foundtech Digital Twins, Christel House México,

The event took place at the facilities of AFEECI, an organization that led the conversation with great impact and echo in more than 40 girls, during which Dr. Harbeen Arora, founder of the Women Economic Forum, reminded them that women must believe in themselves, with these words:

“I believe in myself, wisdom is already within us, we just have to connect it and it will help us find peace.”



In another incredible event where AFEECI invited University of Texas alumni and friends, represented by Gwen Rianhard, the guests interacted closely with children, young people and their families, sharing enriching experiences, learning about the education, nutrition, mental health and independent living programs that AFEECI offers, enjoying a delicious meal, and participating in the traditional breaking of two piñatas.

AFEECI expressed its sincere gratitude for the generous donations of clothing and toys it received, gifts that are a significant support for its beneficiaries, with immediate positive impact on their lives.

AFEECI, A.C. is a Mexican non-profit organization founded with the mission of strengthening and empowering girls, boys, adolescents and their families in the Tacubaya area, in the face of risk factors associated with being homeless, to promote their comprehensive development and their life project in the exercise of their Human Rights.

*Learn more about AFEECI:*

<https://movimientodeaccionsocial.org.mx/organizaciones-mas/adolescencia-feliz-evitando-callejerizacion-infantil-a-c>



# LEADERSHIP MEETING

The American Society's Leadership Meeting was held at the residence of the U.S. Ambassador to Mexico, Ken Salazar.

This meeting reiterates our organization's commitment to dialogue that can serve as a bridge between leading U.S. companies in Mexico and Mexican government authorities.

Ambassador Salazar reminded those in attendance of the importance of working toward "North American integration," highlighting the significant achievement of being the "world's number one trading partner."

Encouraging words and warm hospitality underscored the importance of our efforts to strengthen bilateral ties between our countries and contribute to a future of shared prosperity.

We sincerely thank Ambassador Ken Salazar for his hospitality and for inspiring us to continue to strive toward a more unified and prosperous North America.



# WATER RESILIENCE: A KEY STRATEGIC NEED FOR MEXICO'S FUTURE

The water reserves of the Lerma-Cutzamala System, vital for a large number of municipalities in Mexico City and several municipalities in the State of Mexico, are in a critical state. Currently, they face a historic storage deficit of 38%, occurring in the middle of the dry season and months before the rainy season, which puts the Valley of Mexico in a water emergency due to the decrease in water supply for one of the most populous cities on the planet.

## DROUGHT IN TIMES OF CLIMATE CHANGE

Drought occurs when precipitation is less than expected for several months or years and, under this definition, the Lerma-Cutzamala dam system has been hit by recurrent episodes of extreme drought over time. For example, droughts in the late 1980s and 2000s significantly decreased water availability, putting up to 28% of Mexico City's population at risk. Drought records in the nation's capital show that the problem has worsened over time: in 2003, the drought lasted a month; by 2008, it had lasted for 11 whole months; and in 2021, the lowest point was reached in the water storage of the dams of the Lerma-Cutzamala System in the last 25 years due to extreme drought.

A study of data from 2003 to 2020 by the North American Drought Monitor (NADM) found that, at the local level, Mexico City has suffered several episodes of extreme and severe drought. These events have had, and will continue to have, economic, environmental and social implications, from loss of production to ecological damage and risk to the health of the most vulnerable inhabitants, as well as for those companies with a high dependence on water for their production processes.

In addition, the intensity of these droughts may be aggravated by climate change, which, at a global level, is expected to increase the frequency and duration of periods without rainfall. In Mexico, this phenomenon is already affecting 14% of the country's hydrological basins, which have been suffering from a water deficit since 2020.

The most affected areas tend to be the most populated and cultivated, mainly the central and northern regions, and the Rio Grande and Valley of Mexico basins.

Excessive water extraction has also led to the overexploitation of nearly a quarter of the country's aquifers.<sup>4</sup> It is in this context that adaptation to climate change and water resilience become imperative to mitigate socio-environmental conflicts, preserve the health of ecosystems, and ensure equity in water use. An eye towards conscious consumption



1. SINA: <https://sinav30.conagua.gob.mx:8080>.

Retrieved January 22, 2024.

2. Martínez et al. 2015.

3. Escolero-Fuentes, 2009.

4. [Vulnerabilidad del Cutzamala](#), Mexican Institute of Water Technology, 2021.

5. Conagua 2020; INECC 2022.

## AN EYE TOWARDS CONSCIOUS CONSUMPTION

Water resilience in the context of climate change refers to the ability of systems to adapt, recover and thrive in the face of the effects of climate change, such as longer droughts or more severe floods. Companies can contribute to water resilience by implementing efficient water management practices, such as recycling and reuse, or by investing in projects that drive water resource conservation through the implementation of nature-based solutions. As for the general population, they can take simple but meaningful actions, such as the conscious and responsible use of water, avoiding its waste in daily tasks. All of this contributes to a future where water, essential for life and development, is available to all without compromising future generations.

Adapting our plans and modifying water use to address the growing threat of extreme droughts is crucial for the future of the country and, in particular, for the Valley of Mexico. Likewise, companies with a high dependence on water must design climate change adaptation strategies that promote efficient water management, while taking into account environmental risks.

Therefore, we make a call to action and collaboration from the private, civil society, and government sectors to address the challenge of accelerating and scaling actions towards water resilience.

((AUTHOR))

**Arnoldo Matus**

Climate Change and Sustainability Services Partner

EY Latin America



# SEIZING THE MOMENT: MEXICO'S UNPRECEDENTED NEARSHORING BOOM

(1st article in the series)

BY DANIEL MICHAN, *Founder & CEO, [Nextshore.io](http://Nextshore.io)*



In an era marked by significant global shifts, Mexico stands at the forefront of a nearshoring renaissance, reminiscent of the transformative period following the North American Free Trade Agreement (NAFTA) in 1994. This pivotal moment presents a golden opportunity for Mexico to redefine its economic trajectory and assert itself as a global nearshoring leader. However, the path forward is not without its challenges, and the lessons of history serve as a poignant reminder of the strategic foresight and action required.

## THE CONFLUENCE OF CHANGE

The current nearshoring boom is propelled by a unique confluence of factors. The COVID-19 pandemic has irrevocably altered the landscape of global supply chains, highlighting the inherent vulnerabilities of over-reliance on distant manufacturing hubs. Technological advancements have reshaped trade and industry, enabling more agile, efficient, and sustainable business practices. Furthermore, the growing emphasis on environmental sustainability has prompted a reevaluation of logistical footprints, making Mexico's geographical proximity to the U.S. an asset of unparalleled value.



## MEXICO'S STRATEGIC ADVANTAGE

Mexico's geographical proximity to the United States has always been a logistical advantage, but in today's context, it transforms into a strategic asset. The burgeoning tech sector, supported by a young and increasingly skilled workforce, positions Mexico as an ideal nearshoring hub for a wide range of industries, from automotive to IT. However, realizing this potential requires more than just geographic luck; it necessitates a concerted effort to enhance infrastructure, foster innovation, and cultivate a business environment conducive to growth and sustainability.

## OPPORTUNITY DOESN'T EQUAL SUCCESS

The lessons from the post-NAFTA era are clear: opportunity alone does not guarantee success. Mexico must navigate this nearshoring boom with a balanced approach, carefully calibrating its policies to ensure long-term prosperity. The focus must be on building robust infrastructure, upskilling the workforce, and implementing policies that encourage innovation and sustainability.

## THE SHADOW OF COMPETITION

As Mexico vies to capitalize on its nearshoring potential, it must remain cognizant of the competitive landscape. The cautionary tale of China in the 90s, which rapidly ascended to become a global manufacturing powerhouse, serves as a stark reminder. Today, neighboring countries with more business-friendly environments, such as those in Central America and the Caribbean, stand ready to attract nearshoring businesses should Mexico falter. The threat is real: failure to adapt and reform could see Mexico bypassed in favor of nations with more agile economic policies and incentives for foreign investment.

## EMBRACING THE DIGITAL REVOLUTION

In addition to traditional manufacturing, Mexico has the opportunity to become a hub for digital services and innovation. The global shift towards remote work and digital platforms opens new avenues for nearshoring in sectors like software development, customer service, and digital marketing. Mexico's growing tech talent pool, bolstered by educational initiatives and public-private partnerships, is well-positioned to meet this demand. However, this requires not only investment in education and training but also in digital infrastructure and cybersecurity measures.

## LOOKING AHEAD: MEXICO'S NEARSHORING FUTURE

As we stand on the brink of this transformative period, Mexico's future as a nearshoring powerhouse hangs in the balance. The country has the opportunity to not only boost its economy but also to set a precedent for sustainable and equitable growth in the region. The global business community is watching closely, and Mexico's actions today will determine its place in the international economic landscape for decades to come.

The question remains: How will Mexico navigate the complexities of this nearshoring boom to emerge as a leader in the new global economy? For a deeper exploration of Mexico's nearshoring potential, the strategic considerations, and the looming threats of regional competition, visit our extended analysis here.



## KINGDOM OF ICE: SWAN HELLENIC ANTARTICA

Photos: Deby Beard

Following in the footsteps of one of the most famous explorers in history, Sir Ernest Shackleton, means entering a world that seems to belong to an alternate reality: penguins, glaciers, sea seals, stormy seas and small islands that appear on the horizon as if by chance. Magic awaits us in the Kingdom of Ice: Antartica.



'In Shackleton's Footsteps', a magnificent voyage by Swan Hellenic luxury cruises takes us to the destinations where the explorer and his crew sailed on their immortal adventure. With the intention of allowing us to 'see what others don't see', luxury cruise line Swan Hellenic has created routes in off-the-beaten-path, unique and memorable destinations. Named after the ancient Roman goddess of light, moon, hunting and nature, the Swan Hellenic Diana ship has been specially designed to sail around the world to explore the most inspiring and inaccessible places on earth.

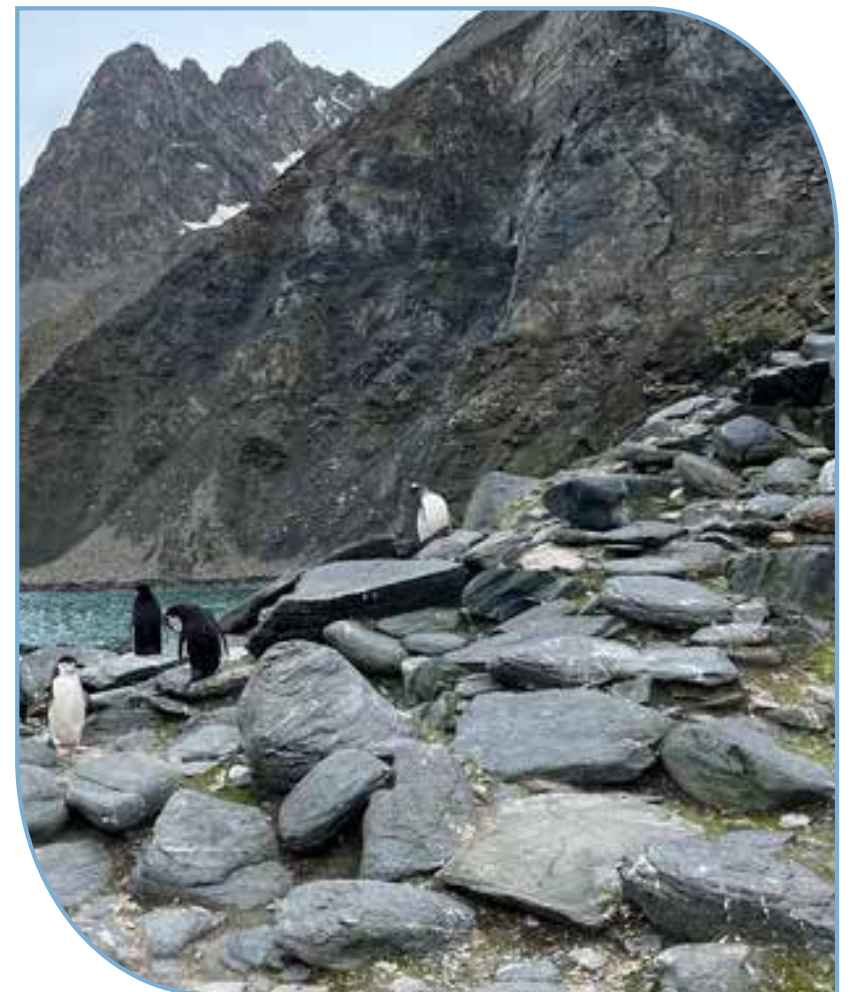
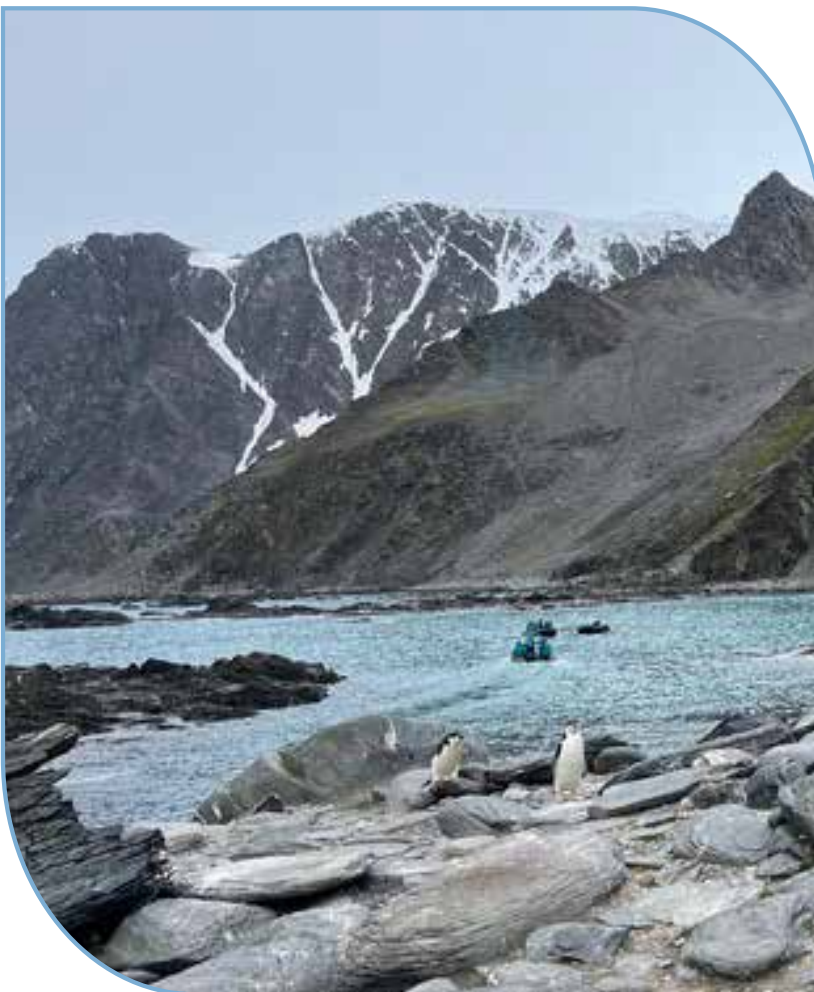
This amazing voyage takes us to the destinations where the famous explorer and his crew sailed on their immortal adventure. We depart from the Falkland Islands, where we find a large number of penguins, as well as charming English-style buildings in the capital, Port Stanley.





This magnificent trip also allows us to discover one of the least visited – and most spectacular – sites in the world. Often called the ‘Galapagos of the Poles’, South Georgia has several landing sites where nearly half a million king penguins can be found, as well as three million breeding pairs of macaroni penguins, making up the largest population in the world. With luck, we can see elephant seals roaring. We also visited Grytviken, the historic whaling station where the legendary British explorer Ernest Shackleton is buried.

Swan Hellenic pioneered cultural cruising expeditions in 1954, when they took members of the Hellenic Society of the University of London to see the famous sites of ancient Greece in the company of highly respected historians. Today, every Swan Hellenic cruise offers us the same unique experience: exploration of the most beautiful and fascinating places on the planet, combined with cultural and educational discoveries. In Antarctica, these beautiful luxury cruises immerse us in a magical world of glaciers, penguins and icebergs.





SH Diana runs a fleet of Zodiac boats, which are small open-air vessels that facilitate unique and profound experiences on the water. In them, guests can get closer to ice formations and icebergs with a greater chance of seeing wildlife at close range. By exploring the most remote corners of the planet, Zodiac cruises allow us to immerse ourselves in the environment while eliminating everyday distractions. Here it is just us, a small group of companions and pristine nature around us.



## OAXACA: FOLKLORE AND TRADITION

Alexis Beard

One of Mexico’s richest states in every sense is Oaxaca, a land that captivates with its folklore and the flavor of its moles and chocolates. Oaxaca is a destination of vivid colors, powerful aromas and hypnotizing smiles, where the true flavor and culture of Mexico come to life. The presence of man in Oaxaca dates back some 11,500 years – the fascinating history of this beautiful state was dominated by the Zapotec and Mixtec civilizations, leaving a mark and a unique style that blends and becomes one with its colonial buildings and intriguing culture.



Located in a land of traditions and recognized as a World Cultural Heritage City by UNESCO, Casa Bonita is a portal to the magic of Oaxaca. In a beautiful house adapted as a hotel, you can enjoy modernity, tradition and comfort combined to provide visitors with the purest rest. Located 30 min. from the airport and 15 min. from the historic center, away from the hustle and bustle and traffic in a quiet residential area, ideal for resting and quickly accessing any tourist attraction.



Their amazing restaurant Tequio offers a trip to Oaxaca’s roots with the traditional cuisine of the renowned Charito Cruz, in addition to a fusion menu with a great selection of wines and spirits. For absolute fun, Bar de la Musique is speakeasy bar with perfect acoustic design, giant video wall and karaoke nights – the place to relax, sing, dance and spend the night with great music.



Its sister property is located in the earthly paradise of Puerto Escondido. Rising majestically on a virgin beach, in the heart of a 40-hectare plot of land on the sand dunes of Punta Paraíso, Casa Kunda’vi is much more than a beautiful refuge to escape from the city and enjoy the beautiful nature that surrounds us, It is a lifestyle.

Based on the eco luxury haven concept with access to the Manialtepec lagoon, Casa Kunda’vi is ideal for those looking to live moments of relaxation, fun and adventure in an impressive environment that connects us with nature.

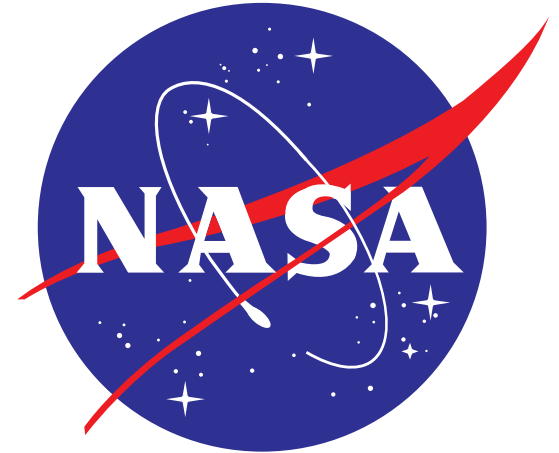
Its eight ‘eco-chic’ suites enjoy spectacular ocean views and are the result of mixing authentic Mexican elements with luxury facilities. This is a sustainable villa that coexists in perfect harmony with the environment. It has its own treatment plant and vegetables for self-consumption; It is powered by solar energy.

Oaxaca is a cosmos of sensory stimuli that has everything to capture our affection and curiosity. Culture, history, traditions and irresistible gastronomy are part of the charm with which it captures us at every step.

# NEAR TOTAL SOLAR ECLIPSE COMING IN APRIL

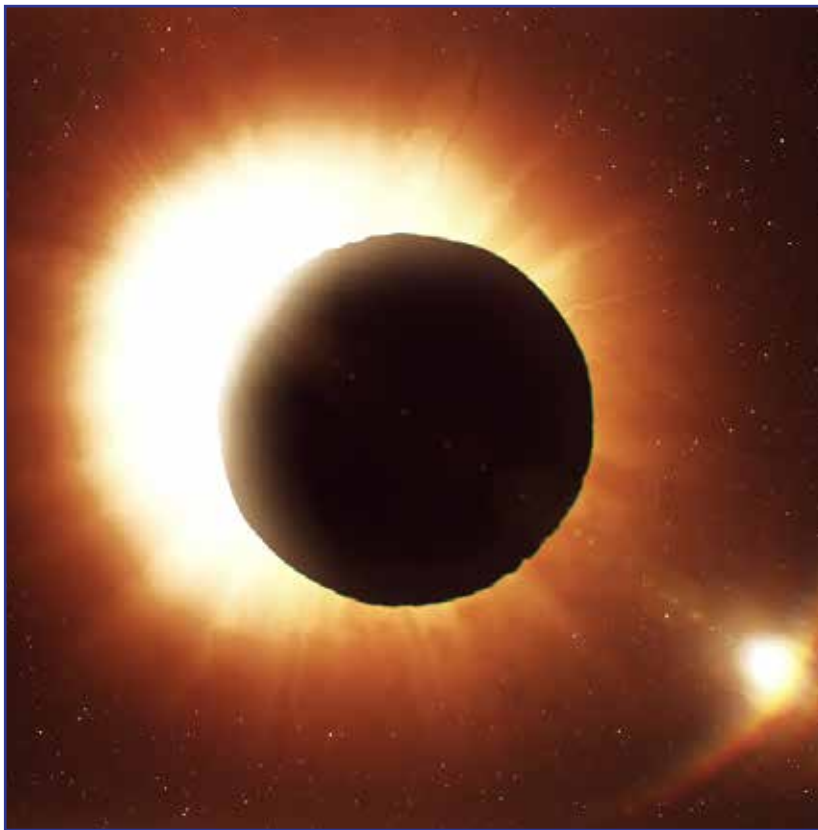
Since the dawn of time, few things have seized the collective imagination with such wonderment as a solar eclipse. This coming April 8, 2024, a total solar eclipse will trace a path across North America, passing over Mexico, the United States, and parts of eastern Canada.

The total eclipse will begin on Mexico's Pacific coast near Mazatlán at precisely 11:07 PDT and paint a shadow across the continent, eventually moving out into the North Atlantic. Mexico City, which lies at a considerable distance to the south of this path, will experience only a partial eclipse. According to NASA, at around 12:19 p.m. CST, the northern city of Torreon, Coahuila, will be thrown into darkness.



A solar eclipse occurs when our Moon comes directly between the sun and Earth and casts its shadow across the Earth's surface. Observers in the path of the moon's shadow will see the sun go dark as the moon blocks the sun's light. Anyone directly within the Moon's shadow, known as the path of totality, will witness a total solar eclipse, with day becoming nearly as dark as night for a short time. You might even see stars in the sky and some nocturnal critters poking their heads out of burrows, only to scurry back when the "night" is cut short.

For scientists and astronomy enthusiasts alike, an exciting feature of a total solar eclipse is the opportunity to observe the sun's corona, in effect the sun's atmosphere, which appears as a hazy, wispy halo around the Moon for the duration of the total eclipse, which on this occasion will be from 3 and a half to 4 minutes, depending on your location.



It is important to make sure children and young people are supervised when viewing of a solar eclipse. Contrary to popular belief, looking at the sun during an eclipse is not more dangerous than looking at the sun on any other day. Looking directly at the sun is always a health hazard: the problem is the eclipse gives us occasion to crane our necks and gaze skyward. Even glancing for a short time directly at the sun, eclipse or not, can cause headaches, serious visual impairment, even permanent blindness.

To view the eclipse safely, you need to filter out 99.999% of the sun's light. Standard sunglasses cannot attain this degree of light filtration. Use only special light filtering lenses, or you can always make a pin hole viewer box.

There are countless videos on YouTube showing how to make one. Simply enter search terms such as pin hole viewer + solar eclipse and you'll be ready to go in no time.

# THE CITY OF PUEBLA

## ROSITA HORTA

The city of Puebla is marked by a great history that to this day is still preserved through a great cultural legacy, which can be seen in its architecture, gastronomy, beliefs and traditions.

Its foundation took place on APRIL 16, 1531, so this year 2024 marks 493 years of age as the capital of this state.

The construction of the Cathedral was on August 29, 1536 when canon Francisco de Leiva laid the first stone of the Cathedral in this way that Zion continued his work for several years until it was consecrated on APRIL 18, 1649.



### GASTRONOMY OF PUEBLA.

Puebla cuisine is the result of the fusion between pre-Hispanic and Spanish food, with its particular characteristics, defined by the ingredient resources available in the State.

The typical food of Puebla, an adventure of flavors: Chiles en nogada, chalupas, enchiladas, pipián, mole. Typical Pueblan sweets, "The sweet art of the nuns" delicacies with history, sweet potatoes, Santa Clara pancakes, drunks, alfeñique, milk and ham macaroni, Santa Clara sweet potatoes, figs and crystallized pineapple and to finish the Rompope.

### WHERE TO EAT IN PUEBLA .

Restaurante Casareyna.  
Privada 2 Oriente 1007.  
Hotel Casa Reyna

El anafre Rojo.  
4 Norte 602 . Centro Histórico

Fonda de Santa Clara.  
3 Poniente 307 . Col Centro

Entre Tierras.  
4 Norte # 410

### TYPICAL SWEETS OF PUEBLA

Camotes de Santa Clara Yemitas ,  
Borrachitos , Gallitos ,Tortitas de  
Santa Clara.



# RECOMMEND A FRIEND

THE AMERICAN SOCIETY  
INVITES YOU  
TO **BECOME** A  
**VALUED MEMBER**  
AND **BE PART OF**  
A GREAT COMMUNITY.



## BENEFITS OF BEING A MEMBER OF THE AMERICAN SOCIETY OF MEXICO:

- **NETWORKING** and approachment with political, business, community, and sports leaders from both Mexico and the USA.
- Access to **INFORMATION** on businesses, institutions and associations, among others.
- Participate in the different AmSoc **INITIATIVES, ACTIVITIES AND EVENTS** of bilateral cooperation, education, society, politics, culture, sports and philanthropy.
- Access to a variety of **DISCOUNTS, PROMOTIONS AND PERSONALIZED ATTENTION.**



MEMBER TO MEMBER



DISCOUNT CLUB



EXCLUSIVE EVENTS



NEWSLETTER

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