

# Final Report

Mission to Mexico City, Mexico  
March 7-10, 2007



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## Overview:

The Honourable Guy Boutilier, Minister of International, Intergovernmental and Aboriginal Relations, visited Mexico City, March 8 and 9, 2007.

The Alberta Mexico Office will celebrate its 5<sup>th</sup> anniversary in Fall 2007. Since its inception and as a result of the North American Free Trade Agreement, trade between Alberta and Mexico has increased dramatically. According to 2006 statistics, Mexico is now Alberta's fourth largest export market and accounts for approximately 15 per cent of Canada's total exports to Mexico.

Alberta's exports are primarily concentrated in the energy, agri-food and environmental products and services sectors. The Minister's mission, his first since becoming Minister of International, Intergovernmental and Aboriginal Relations, reinforced Alberta's strong interest in Mexico as an export destination, and was the earliest opportunity to sign the *Declaration on Cooperation in the Field of Energy between the Ministry of Energy of the Province of Alberta, Canada and the Secretariat of Energy of the United Mexican States*, an agreement which will assist both jurisdictions by exploring best practices and furthering cooperation in the energy sector.

Alberta's interests in Mexico were demonstrably furthered by the Minister's visit, most visibly by the signing of the Alberta-Mexico Declaration on Energy Cooperation, but also by Alberta's official participation in three of the Canada-Mexico Partnership meetings earlier that week, by the Minister's speech at CANCHAM Day, an annual event held by the Canadian Chamber of Commerce in Mexico City, and through several high-level meetings that were obtained.

## Mission Objectives:

The main objectives for the mission were:

- sign the *Declaration on Cooperation in the Field of Energy between the Ministry of Energy of the Province of Alberta, Canada and the Secretariat of Energy of the United Mexican States*; and
- reinforce Alberta's interests in the Mexican market and promote Alberta's export potential in the energy, agri-food and environmental product and services sectors.

## **Results:**

### **March 8**

#### **Speech at CANCHAM Day 2007**

Minister Boutilier spoke to an audience of approximately 350 Canadian and Mexican business people and government officials at CANCHAM Day 2007. CANCHAM Day is an annual event held by the Canadian Chamber of Commerce in Mexico City. This year marks the Chamber's 25<sup>th</sup> anniversary.

Minister Boutilier's speech reinforced Alberta's well-established history of cooperation with Mexico, and Alberta's continued interest in the Mexico market, particularly in key export sectors such as energy, agri-food and environmental products and services, and other areas such as the promotion of Alberta's post secondary educational institutions.

The following is an extract from the Canadian Embassy's report on the Minister's speech:

*"We are all in this together."* The Honourable Guy Boutilier, Alberta Minister of International, Intergovernmental and Aboriginal Relations, spoke of the tremendous growth of trade between his province and Mexico. His focus was on the Declaration of Cooperation to share best practices to be signed between Alberta and the Secretariat of Energy in Mexico, and on increasing investment opportunities for Canada. He noted that our companies in both countries represent the "bridge" to what we can achieve. Mr. Boutilier encouraged all players to work together so as to not reinvent the wheel. "There are policies that work and if we cooperate we can find the ones that function best for us as a continent."

#### **Meeting with Secretary of Energy, Dr. Georgina Kessel**

Minister Boutilier met with Mexican Secretary of Energy, Dr. Georgina Kessel, after delivering his speech and prior to signing the declaration on cooperation with the Mexican Energy Secretariat.

Also present in the meeting were: Canada's Ambassador to Mexico, Gaëtan Lavertu; Mexico's recently-appointed Ambassador to Canada Emilio Goicoechea; President and CEO of PEMEX (Petróleos Mexicanos), Dr. Jesús Reyes Heróles; Undersecretary of Energy, Mario Gabriel Budebo; Undersecretary of Energy, Jordy Herrera; Head of International Affairs, Mexican Energy Secretariat, Salvador Beltrán del Río; Leonardo Beltrán, Head of International Negotiations, Mexican Energy Secretariat; and Advisor, Mexican Energy Secretariat, Carlos Peterson.

Minister Boutilier took the opportunity to invite Secretary Kessel to visit Alberta in the near future, and explained Alberta's success in attracting investment to its energy sector.

The Undersecretaries from the Mexican Energy Secretariat made a brief presentation of the priorities of the Secretariat, while Minister Boutilier reinforced Alberta's expertise in the energy sector and its interest in continuing to seize opportunities in the Mexican energy sector.

### **Signing of the Declaration**

The Declaration on Energy Cooperation was signed in the presence of Mexican President Felipe Calderón, in front of the CANCHAM Day audience.

The signing created significant coverage in Mexico, appearing on the nightly national news, as well as with an article and photo in Reforma, Mexico's major national newspaper, and in the Miami Herald, Mexico City edition.

### **March 9**

#### **Meeting with Secretary Rubí, Secretariat of Labour, State of Mexico**

Secretary Rubí made a presentation on the State of Mexico's labour force and presented a promotional video on the State of Mexico.

Minister Boutilier complimented the State of Mexico on the presentation, and stated that he looked forward to continuing to build on Alberta's relationship with the State of Mexico. The Minister noted that the State's ideal geographical location, dense population, and high quality infrastructure made it an excellent location for Alberta companies to establish operations and find key Mexican partners.

#### **Meeting with Dr. Jesús Reyes Heróles, President and CEO of PEMEX (Petróleos Mexicanos)**

Minister Boutilier met with Dr. Jesús Reyes Heróles, President and CEO of PEMEX to promote Alberta's private sector energy expertise and Alberta companies' interest in doing business with PEMEX in Mexico.

Also present were Canada's Ambassador to Mexico, Gaëtan Lavertu; Dr. Heber Cinco Ley, Head of the Mexican Petroleum Institute; Sergio Guaso, Subdirector, New Contracting Models, PEMEX and Marcelo Mereles, Advisor on International Affairs to Dr. Reyes Heróles.

Minister Boutilier suggested that Alberta companies would be more likely to do business with PEMEX if PEMEX established some form of procurement operation in Alberta. Dr. Reyes Heróles mentioned that he would like to see a part-time contractor in Alberta working to further PEMEX's interests in the Canadian market, possibly in conjunction with the Mexican Consulate in Calgary. Minister Boutilier welcomed the suggestion and committed to continuing to work with PEMEX to achieve this goal.

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Dr. Reyes Heróles mentioned that he would like to see more Canadian drilling companies active in Mexico, given the significant increase in drilling that PEMEX has planned in Chicontepec and other areas over the next three years. Minister Boutilier reiterated that a PEMEX procurement operation would likely have a significant positive impact on the number of Canadian companies active in Mexico.

### **Meeting with Juan Rafael Elvira Quesada, Secretary of the Environment and Ambassador Gaëtan Lavertu, hosted at the Official Residence**

Minister Boutilier met with Juan Rafael Elvira Quesada, Secretary of the Environment to discuss further enhancing cooperation between Alberta and Mexico in the environmental sector.

Secretary Elvira was accompanied by Enrique Lendo Fuentes, Chief of the Unit of Coordination for International Affairs at the Secretariat of the Environment.

Minister Boutilier used his background as Minister of the Environment to speak of his experiences and knowledge of Alberta in the environmental sector. Minister Boutilier mentioned linkages between the environmental sector and the energy, educational, and health sectors, and spoke about Alberta's interest and expertise in alternative sources of energy, carbon sequestration, CO<sub>2</sub> recycling, enhanced petroleum recovery, and forestry practices.

Minister Boutilier and Secretary Elvira discussed the strong linkages between Alberta and Mexico in the forestry sector (a reference to Alberta Sustainable Resource Development's very active presence in Mexico and cooperation with the State of Jalisco's department of forestry, which includes the forest firefighter training and employment program) and with the national forestry agency, Conafor which is overseen by Secretary Elvira.

Secretary Elvira made it clear that they would like to enhance forestry cooperation, with Alberta, particularly with regard to forest fire-fighting.

Secretary Elvira visited Alberta in the fall of 2004, when he was Undersecretary of the Environment, and he mentioned that he was impressed by Alberta's environmental technologies.

### **Visit to the Alberta Mexico Office and the Canadian Embassy**

Minister Boutilier concluded the day by visiting the Alberta Mexico Office, which is co-located in the Canadian Embassy in Mexico. During the visit, the Minister met with Daniel Caron, Deputy Head of Mission, to discuss future plans for the Embassy and to ensure that Alberta's interests were taken into account during the planning process. Mr. Caron mentioned several long-term plans and scenarios, which could see major renovations to the Embassy within five years.

### **Delegation:**

Honourable Guy Boutilier, Minister of International, Intergovernmental and Aboriginal Relations, and Laurent Auger, Special Advisor