

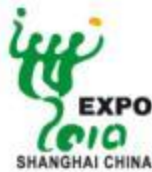
The governor of Estado de México visits the Mexican pavilion at Expo 2010 Shanghai

- Eduardo Seldner, general commissioner of the Mexican pavilion, and Miguel Barrio, general consul of Mexico in Shanghai, received the delegation headed by Enrique Peña Nieto, governor of Estado de México.
- 50 entrepreneurs of Mexico joined the official delegation in order to seek Chinese strategic business partners to attract foreign direct investment to the country.
- Estado de México's governor presented the competitive advantages and business opportunities that the state currently offers.

Shanghai, July 9th, 2010.- Enrique Peña Nieto, governor of Estado de México, inaugurated the state's participation in the Mexican pavilion at Expo Shanghai, organized by ProMéxico, the investment and trade promotion agency of the federal government that, among other tasks, is responsible for positioning the brand Mexico in the world.

Joined by Carolina Monroy del Mazo, minister of Economic Development; Miguel Barrio, consul general of Mexico in this city; Eduardo Seldner, general commissioner of the Mexican pavilion at Expo 2010 Shanghai; Ana García Fenech, director of the Mexican pavilion, among other officials, Enrique Peña Nieto thanked ProMéxico for the invitation it extended to Estado de México to participate in Expo 2010 Shanghai. He also expressed his satisfaction for the culture sample and the business potential shown in the exhibition room. "Without doubt, Expo Shanghai is the most important Expo in recent decades and it is an opportunity for Mexico to show itself to the world," said the governor.





Eduardo Seldner, general commissioner of the Mexican pavilion indicated in his speech that “Mexico has remained at the demanded level to participate in the largest World Expo in history”. On behalf of all institutions that have cooperated in the country's participation, Seldner extended a cordial welcome to this state and its display of artistic and cultural wealth, as well as its potential for doing business with the world.

General commissioner Eduardo Seldner emphasized the positive response of the audience. He also noted that the pavilion is exceeding the initial expectation of 10 000 visitors per day by 90%. During the first two months of the exhibition, the pavilion has received a daily average of 19 000 people, resulting in more than 1150000 visitors. 75% of the visitors of the Mexican pavilion assert that his perception of Mexico improved substantially after visiting the pavilion.

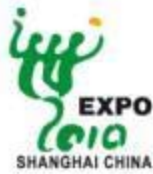
"In this Bicentennial year, Mexico is present in China. We are taking this extraordinary platform to promote our country for its best: culture, people and dreams", said Seldner.

Later, Enrique Peña Nieto, governor of Estado de México, talked about geographical, economic and social advantages that make the state an attractive business destination for the People's Republic of China. He also pointed out that Mexico's participation in this great exhibition is an opportunity to explore investment and business opportunities.

Estado de México's participation will take place from July 1 to 15 and will include daily performances by Ballet Folclórico del Estado de México and Grupo Renacimiento, that have performed at events like the Beijing Olympics 2008. There will be also an exhibition of the book collection of the Bicentennial Library.

This is the second Mexican federal entity mounting an exhibition at the Mexican pavilion, the first one was Jalisco, who's governor Emilio Gonzalez accompanied minister of Tourism Gloria Guevara at the opening on May 1st.





The presence of states such as Sonora, Distrito Federal and Baja California is expected over the next 3 and a half months at Expo 2010 Shanghai.

About Estado de México

It is one of the 32 states that comprise Mexico. Named after the nation itself and the national capital it is located in the country's central region.

According to tradition, the word Mexico comes from three voices of the Náhuatl language: 'metztli' which means moon, 'xictli' navel or center and 'co', place. This means -both literally and figuratively- "the navel of the moon."

Estado de México covers an area of over 22,000 km ², has a population of 15 million people and contributes 9.7% to the nation's GDP.



Location Map of Estado de México

