

ifa ECP Monitor At a Glance

Mexico

PRÉCIS

As a “bi-regional country” at the crossroads between North and South America, Mexico holds a strong and unique position within the global community. The popularity of Mexican diverse cultural tradition is likewise global and has always been an essential component of diplomatic activities. More recently, the country has steered towards crafting a unique national brand (*México unido*) which should stimulate economic development.

Outstanding Fact:

Mexico is known for organizing grandiose exhibitions abroad showcasing the nation’s archaeological wealth and “splendour and complexity” of its ancient civilizations.

KEY INDICATORS 2019

Population	Rank/number	10 th / 121.85 million
GDP	Rank/number	15 th / \$1,258,287
GDP per capita	Rank/number	n/a / \$20,739
Cultural Economy	As share of GDP	-
Education economy	As share of GDP	6.34 (2017)
R&D economy	As share of GDP	1.27 (2017)
Media economy	As share of GDP	-
Geopolitical position	Hard power	46 th
	World trade	14 th
	Soft power	n/a
	Diplomacy rank	15 th

OVERVIEW OF EXTERNAL CULTURAL POLICY 2019

Number of countries present	at least 80
Number of institutions abroad	156 diplomatic representations
FTE staff	106 attachés
ECP freelance & local contract staff	-
Government financial support (\$ million)	~ 13.3
Comparative ECP ranking	medium

Main Objectives

- Coordinate the promotion of the interests of Mexico in the world, through educational and cultural cooperation and the promotion of culture, and strengthen national capacities in educational matters through exchange and international ties.

- Promote and project the positive image of Mexico in the world through education and culture, in coordination with Mexican institutions, embassies, consulates and Mexican delegations abroad, as well as the private and social sectors.

Policy Context

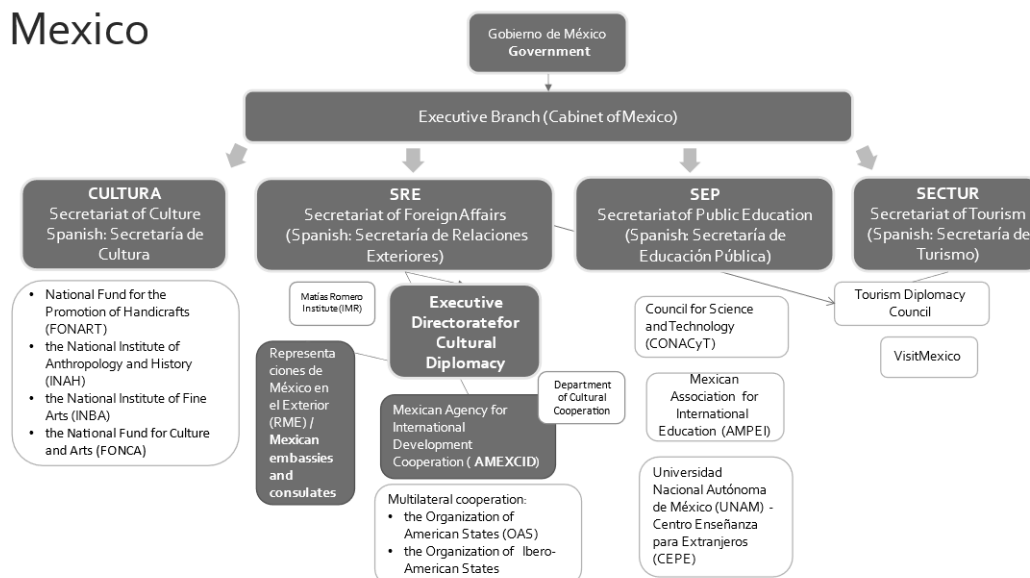
- Rich cultural tradition (*mestizaje*)
- Strong emphasis on regional cooperation (e.g. NAFTA, CELAC countries)
- Changing attitudes towards foreign cultural policy correlated with the change of administrations

Regional Focus

- North America (50 Mexican consulates in the United States), South America, Europe
- Regions targeted by ECP actions (2013–2018): Europe (36%), North America (30%), Latin America and the Caribbean (20%), Asia Pacific (10%), and Africa (4%).

INSITUTIONAL MAP

Mexico



FIELDS OF EXTERNAL CULTURAL POLICY

	2019	2015	Comment
Culture and the Arts			
Number of countries present	-	-	
Number of representations abroad	156 diplomatic representations	~ 20 Institutos México	
Number of FTE staff	106	-	
Number of artists in exchange programs	57 grants	169	Data refer to National Fund for Culture and the Arts -FONCA
Number of cultural events	1205	1814	Data refer to General Directorate for Culture and Education Cooperation (DGCEC)

	2019	2015	Comment
Budget (\$)	Secretariat of Culture / Support for international mobility of artists: 454,800	-	
Government financial support (\$)	470,639 ⁽²⁰¹⁸⁾ (9,405,279 pesos) 725,000 ⁽²⁰¹⁹⁾	~ 2,430 ,000 (48,542,893 pesos)	Data refer to General Directorate for Culture and Education Cooperation (DGCEC)
Language			
Number of countries where courses are offered	n/a	n/a	
Number of students enrolled	In class: 6,768 (2,306 foreign and 4,462 Mexican students) ⁽²⁰¹⁸⁾	In class: 6,805 (2,588 foreign and 4,217 Mexican students)	
Number of candidates for Spanish language qualifications	2,244	119	Data refer to (CEPE-UNAM) CELA, EX-CELEAA, SIELE
Number of language & culture teachers	118	-	Data refer to CEPE-UNAM
Budget (\$ million)	n/a	n/a	
Government financial support (\$ million)	n/a	n/a	
Education – Tertiary			
Number of countries	~ 70	~ 70	
Number of universities / colleges abroad	UNAM: 13 locations in 9 countries	-	
Number of domestic universities / colleges	3,542	-	
Number of foreign students	7,223 ⁽²⁰¹⁸⁾	9,994	
Number of students at transnational higher education (TNE)	-	-	
Number of government scholarships awarded	3,883 ⁽²⁰¹⁷⁾	3,675	Data refer to AMEXCID
Number of staff / teachers	-	-	
Budget (\$) / AMEXCID Scholarships	21,570,547.41 ⁽²⁰¹⁷⁾	23,584,430.38	
Science and Research	<i>see Mexico Country Report for more details</i>		
Radio			Data refer to Radio México Internacional
Number of countries broadcasted to	available worldwide via Internet	-	Data refer to Radio México Internacional

	2019	2015	Comment
Number of languages	Spanish, English and French, and several indigenous languages	-	
Number of channels	-	-	
Audience / weekly (million)	n/a	-	
Digital & social media audience (million)	n/a	-	

CURRENT ISSUES AND DEVELOPMENTS

- Recent administrations have encouraged the projection of the national brand of ‘one’ or ‘united’ Mexico (México unido)
- The focus is increasingly on countering negative stereotypes of violent Mexico and stimulating economic development (especially tourism sector)
- Further development is needed in Mexico’s higher education sector, especially in terms of professionalization, openness to international education and academic mobility

FURTHER INFORMATION, SOURCES, AND REFERENCES

- A user-friendly summary of with additional data and data sources is here: “*Mexico – External Cultural Policy: Data Fact Sheet*”
- A full set of references are presented here: “*Mexico – External Cultural Policy: References*”
- A fuller report with a descriptive analysis is found here: “*Mexico – External Cultural Policy: A Report*”

Imprint

The External Cultural Policy Monitor

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