

February 20, 2025

Dear CanCham Members and Friends of Canada,

We would like to begin by thanking again all those who partnered with us to ensure the success of the activities that marked the 80th anniversary of Canada-Mexico diplomatic relations in 2024.

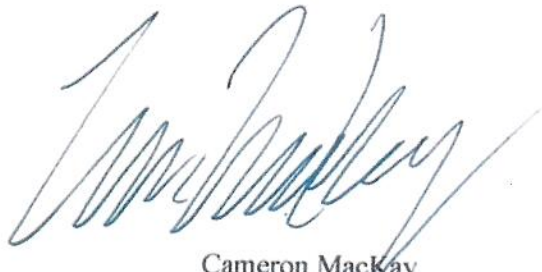
As you know, in the summer of 2026, Canada, Mexico, and the United States will co-host the FIFA World Cup. This significant trilateral event will now provide an excellent opportunity to showcase North American cooperation, foster dialogue, and forge lasting bonds.

We are pleased to inform you that the Embassy of Canada in Mexico has begun planning activities to promote the World Cup in 2025 in collaboration with Mexican federal and state authorities, the US Embassy and other partners. These initiatives will offer numerous opportunities to highlight and advance our countries' shared values, including economic prosperity and human rights, which is particularly crucial during this period of great challenges and uncertainty in the North American region.


As private sector leaders in Mexico with a strong interest in the Canada-Mexico bilateral relationship and North America's economic integration, we invite you to support the FIFA World Cup events the Embassy and the CanCham will be involved in throughout 2025, as well as the Embassy's 2025 Canada Day celebration, the details of which will be shared in the coming weeks.

Attached to this letter you will find detailed information about the sponsorship opportunities. To indicate your interest, please contact the Embassy of Canada (mxicorsvp@international.gc.ca) by March 12, 2025, to proceed with the necessary arrangements.

We look forward to collaborating with you and sincerely thank you as always for your continued enthusiasm and support for Canada and Mexico.



Cameron Mackay
Ambassador



Luis Noriega
President, Canadian Chamber of Commerce

