

Long Live the Mexican Cuisine in North America,
(August 16-19, 2018. Long Beach, CA)

In its diverse regional expressions, the rise of Mexican cuisine abroad is widely known. The same does not happen with the analysis that must be done in regards to the repercussions that this expansive phenomenon implies in cultural, social, or economic terms, particularly when it comes to communities that, by themselves, are powerful in demographic and cultural terms. Such is the case of Mexicans in the United States, whose influence represents a whole lifestyle through their ways of eating.

It is known, for example, that in the great country of the United States a fifth of the registered restaurants are Mexican, that there are more products consumed on the basis of industrialized corn, that within this country more tortillas are sold than in our own territory, that the cooks and the personnel of all hierarchy that work in professional or domestic kitchens come from our soil, that the trade of food products has a determining weight in the national economy and that, in short, our cuisine is embedded by the entire venous network of our northern neighbor.

At this point we must ask ourselves what we are doing to ensure that this event truly results in adequate policies that benefit the wide range of factors that intervene in the flourishing of gastronomy with a Mexican stamp.

This argument must serve as a strong foundation so that in 2018 the World Forum of Mexican Gastronomy can shorten distances and can work with the Mexican people of the American Union who contribute to the development of our cuisine in the spirit of extolling it and of converting it into a symbol of pride as a powerful instrument to live and progress.

Objectives:

Strengthen the development of Mexican Cuisine abroad through education, commercial expansion and promotion of the entire value chain that constitutes the national and regional gastronomic heritage.

Give continuity to the projects of support to the traditional cooks as carriers of the Gastronomic Patrimony of our country.

Program
Long Live the Mexican Cuisine in North America
August 16-19, 2018. MOLAA, Long Beach, CA

Inauguration
5:30pm-7:00pm

MOLAA Reception
7:00pm

ACADEMIC PROGRAM

10:00am-10:45am

Presentation of the Academic Program

Gloria López Morales.

11:00am-11:45am

Conference: “Mexican Cuisine in the American palates, nineteenth to the twenty-first century”

Speaker: José N. Iturriaga.

12:00pm-1:30pm

Panel: Impact and Representativeness of Mexican Cuisine Restaurants Abroad

Moderator: José Antonio Vázquez Medina.

Speakers: Aquiles Chávez; Juan Francisco Ochoa, Carlos Gaytán

4:00pm-5:00pm

Round Table: I, Traditional Cooke, Life Stories...

Coordinator: Margarita Carrillo.

Speakers: Celia Florián and Antonia Torres González, Elide Castillo, Reyna Rayón, Alma Rosa del Rosario Alfaro

GASTRONOMIC CAROUSEL

11:00am-11:45am

Cuisine of Remembrance, State of Guanajuato.

Speaker: Rogelio Martínez, Director of Tourism Products; María Cristina Magaña López, traditional cook.

12:00pm-1:00pm

The cultural essence of the State of Hidalgo.

Speaker: José Olaf Hernández Sánchez, Ministry of Culture of Hidalgo; Porfiria Rodríguez, Martha Gómez, Cristina and Florentina Martínez, traditional cooks.

1:15pm-2:30pm

Mexican cocktail bar and Canteen Appetizers

Speakers: Jose Iturriaga de la Fuente, Eduardo W. Palazuelos and Irving González

4:00pm-5:00pm

Una Cerveza, por favor!

Speakers: Octavio Olivas, Paola Orozco, *Bocanegra* beer and Brewery Company from Guanajuato

ACADEMIC PROGRAM	GASTRONOMIC CAROUSEL
<p>10:00am-10:45am Round Table: Mexican products and ingredients for domestic consumption and commercial establishments Moderator: Jaime Félix Pico. Speakers: ASERCA-SAGARPA; Paola Orozco, Eduardo W. Palazuelos, Alfredo Duarte, and Pablo Ferrer</p> <p>11:00am-11:45am <i>El Portón</i>: How the Mexican Culinary Tradition is helping in the transformation of a Brand. Speaker: Paolo Pagnozzi</p>	<p>10:00am-10:45am Gastronomy of the State of Guerrero</p> <p>11:15pm-12:15pm <i>Pozole Time</i> Speakers: Carlos Gaytán and Katsuji Tanabe.</p>
<p>12:00pm-12:45pm The history of traditional beverages Presenter: Raúl Guerrero Speakers: Claudia Trasviña, Ana Laura Martínez.</p>	<p>12:00am-1:00pm Flavors of origin (national basket) Speakers: Aquiles Chávez, Celia Florián, Antonia Torres a traditional cook from Baja California</p>
	<p>1:15pm-2:00pm Viva los tacos! Speakers: Alejandro Escalante, Tacopedia; Santiago Gómez, Tacology; Guillermo Campos, Tacos Kokopelli, Vicente Ortiz, <i>Tacos Don Chente</i></p>
<p>4:00pm-5:00pm Dialogue about Education for gastronomy Speakers: Javier González Vizcaíno, Guillermo Ríos, José Antonio Vázquez</p>	<p>4:00pm-5:00pm Californian Cuisine: Mexico-United States Speakers: Miguel Ángel Guerrero, Dominica Rice, Pablo Ferrer</p>
<p>5:15pm-5:45pm Conference: Standardization and Certification of Labor Competencies for Traditional Mexican Cooks Speaker (CONOCER): Horacio Rodríguez Jiménez</p>	<p>5:00pm-5:45pm Culinary expressions of Coahuila's traditional cuisine: the relic, the harvest festival and carne asada: Jesús Salas Cortés, Arcelia Ayup Silvestre</p>

ACADEMIC PROGRAM	GASTRONOMIC CAROUSEL
<p>10:00am-10:45am Presentation of the Association of Regional Cuisines of America. Moderator: Sergio Rodríguez Abitia Speakers: Claudia Bachur, Gloria López Morales.</p>	<p>10:00am-10:45am The cuisine of Michoacán, a benchmark in tourism policy Claudia Chávez, Ministry of Tourism of the State of Michoacán</p>
<p>11:00am-11:30am Presentation of the book: <i>The Alien and the Lobster</i> Speakers: Omar Millán, Deborah Holtz</p>	<p>11:00am-11:45am Gastronomy of Zacatecas</p>
<p>12:00pm-1:00pm Round Table: Mexican Cuisine abroad; success stories Moderator: José Francisco Román. Speakers: Iliana de la Vega, <i>El Naranjo</i>; Santiago Gómez, Tacology and Vicente Ortíz, <i>El Pescador</i>.</p>	<p>12:00pm-1:00pm The kitchen from here and from there: binational basket Presenter: Margarita Carrillo Speakers: Ix-Chel Ornelas, Flor Franco, Dominica Rice, and Reyna Rayón</p>
CLOSING	

Activities from August 16 to 19, 2018 from 10:00am to 6:00pm

- Exhibition: ***Traditional Mexican Cuisine. What do Mexicans eat?***
- The Cuisine of Mexico:
Expo selling traditional cuisine with traditional cooks from different regions of Mexico
- Mexican gastronomic destinations
- Business Meetings
- Mexican Wine Pavilion
- The Canteen and Appetizers
- Children's area

LOCATION: MOLAA. 628 Alamitos Ave, Long Beach, CA 90802