

## José Luis Bernal

Ambassador of Mexico to the Republic of Korea



Ambassador José Luis Bernal is the Mexican Ambassador in Korea since July 2013.

Since his arrival in Seoul, Ambassador Bernal has distinguished himself as an active promoter of friendship and enhanced cooperation between Mexico and Korea, especially in the fields of trade and investment, technology, education, political dialogue, and on the exchange of best practices in economic policies and social development. He represents his country in various international organizations sitting in Korea, dealing with green growth, climate change and sustainable development. His participation has been fundamental on the recent launching of the MIKTA process and on the new developments in graduating upwards the Strategic Association between Korea and Mexico. Ambassador Bernal has frequent appearances on lectures and the media, as an expert on public diplomacy.

Before being nominated by President Enrique Peña Nieto to serve as Ambassador in Korea, Jose Luis Bernal served with the rank of Ambassador in the Czech Republic, in Switzerland and the Principality of Liechtenstein, he was Mexico's Senior Official (SOM) to the Asian Pacific Economic Cooperation Forum (APEC), 2001, Chief Economic Advisor in the Ministry of Foreign Affairs, 2001; Consul General of Mexico in Los Angeles, California, 1999-2001 and Mexico's Deputy Permanent Representative before the Organization for Economic Development and Cooperation (OECD), in Paris, 1996-1999.

In 1999 he was elected for a two-year term as Vice Chair of the OECD's Committee on Territorial Development Policies.

Before being appointed as Ambassador, Mr. Bernal held the following responsibilities:

- Minister, Embassy of Mexico in Washington, D.C., in charge of coordinating relations with the U.S. Congress during the NAFTA negotiations, 1991-1993.
- Counselor and First Secretary for Economic Affairs, Embassy of Mexico in Washington, D.C., 1985-1991
- Director General of the Foreign Service and Personnel, Ministry of Foreign Affairs. 1995-1996.
- Director General for Multilateral Economic Relations and Economic Relations with North America 1993-1995,
- Deputy Director General for Bilateral Economic Relations (1981–1985),
- Chief of the Department for Economic Affairs in the North American Desk (1979–1981),

Before joining the Ministry of Foreign Affairs, he was an International Financial Analyst at the Ministry of Finance, and an External Advisor for International Economic Cooperation at the Ministry of Commerce, 1979.

Mr. Bernal has represented Mexico in numerous bilateral and multilateral negotiations, and in meetings of the United Nations, the Commission for Latin America and the Caribbean; the GATT and the World Trade Organization, APEC, the OECD, the World Economic Forum, the Crans Montana Forum, and many other institutions.

#### **Educational background**

Jose Luis Bernal holds a Bachelor's degree on International Relations, *Summa Cum Laudae*, from the National Autonomous University of Mexico, and a Master's Degree on Economics from CIDE, the Center for Teaching and Research on Economics in Mexico.

He attended courses on Public Relations and Lobbying at George Washington University, on International Security and on Development Cooperation.

#### **Languages**

His native tongue is Spanish; he is fluent in both English and French, has basic knowledge of both German and Italian, and is now learning Korean.

#### **Academic experience**

Mr. Bernal has been a Professor at the School for Political and Social Sciences in the National University of Mexico and at the Technological University in Mexico City. He has also been associated to the University of California at Los Angeles (UCLA) Faculty of Public Policies and was member of the Board of UCLA's Program on Mexico. Since 2009 he has been a guest scholar at both the Anglo American University of Prague and the University of Economics of Prague.

#### **Publications**

He has published extensively on matters related to the Mexican economy, Mexico-United States economic relations, the North American Free Trade Agreement, regionalism in Latin America, the promotion of social development, on Mexico's Foreign Service, on economic diplomacy and on several globalization topics.

#### **Decorations and awards**

- France's National Order of Merit, in the rank of Chevalier, 1986.
- Recognition by Mexico's Foreign Ministry, for 25 years of service, 2005.

#### **Personal information**

Born in Mexicali, Baja California, Mexico, on March 20, 1956.

Married to Mrs. Bertha Alicia García-Rangel; they have two children: Jennifer (25) and Christopher (22).