



## **"Sinaloa Encanta" is back, showing the true face of Sinaloa**

Sinaloa Encanta is about to shine in Sinaloa and the world through a show to spread the true face of what the state offers, its economic, social and cultural wealth.

On March 10th, from 4:00 p.m. at the San Isidro field facilities in the municipality of Navolato in Sinaloa, Mexico, the seventh edition of the event will be held, which reveals, through the coexistence of great exponents of the business, social, gastronomic and cultural sectors of the region, the true face of Sinaloa.

Eduardo Leyson Castro, President of the organizing committee, explained that Sinaloa is a state that has everything necessary to break through or strengthen business in the world, especially in the agricultural and fishing sector, and what better way to do it than in one place, where in addition to doing business, you can spend a pleasant afternoon, through the coexistence of great exponents of the different sectors that govern the economic, social and cultural growth of the state.

He said that in Sinaloa horticulture generates 170 thousand jobs; 75 million export boxes of different products; 75 million boxes for the national market; second force at the national level in the production of farmed shrimp; Mazatlán's tuna is an example worldwide, among many other examples, hence the importance of highlighting what Sinaloa and its people produce.

Sinaloa Encanta, in its seventh edition, estimates an attendance of around 1,500 people, mainly with the participation of companies and leaders of the agricultural sector of Sinaloa, characters and companies from the northwestern region of Mexico such as Sonora, Baja California, Baja California Sur and Durango, as well as representatives from the United States.

The event is a party that gives voice to the Sinaloans, for the Sinaloans and for the rest of the world, which, although it seeks to close deals and generate strategic links between the allies, seeks in turn fun and healthy recreation with products and local talent.

For the first time, Sinaloa Encanta will have "Los Sonidos de Sinaloa", a show made up of renowned artists of national and international stature, born in Sinaloa, such as Mariana Bo, Fano Gaxiola, "Jerry" Bazúa, Adrián Varela, Nathalia Millán, Todo Norte, Adrián Cota, José Manuel Chú, Analy and the Cota Brothers.

In gastronomy, Sinaloa stands out in turn for restaurants in the region that offer dishes of enormous gastronomic diversity, which surprise the palate through the mixture of flavors, traditional flavors based on meat, seafood and vegetables from the region. For this reason, there will be the presence of 15 restaurants among which Arroces Marianos, Cayenna, Mar & Sea, El Caprichito, Norte 33, Clan Taniyama, El Bronco, Villa Unión, Diego's, Los Cortes, La Molcajetería, La Única, the Warehouse, Zen and Los Chiveros.

On the other hand, the strategic allies that will be able to have activations, generate visibility of their companies and position themselves, will make known through tastings what the State offers.

For more information, you can consult details on social networks: Instagram @SinaloaEncantamx; Facebook Sinaloa Encanta and the webpage [www.sinaloaencanta.com](http://www.sinaloaencanta.com)

