



GEP

Public Affairs and
Political Consulting

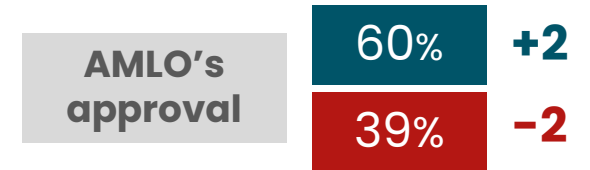
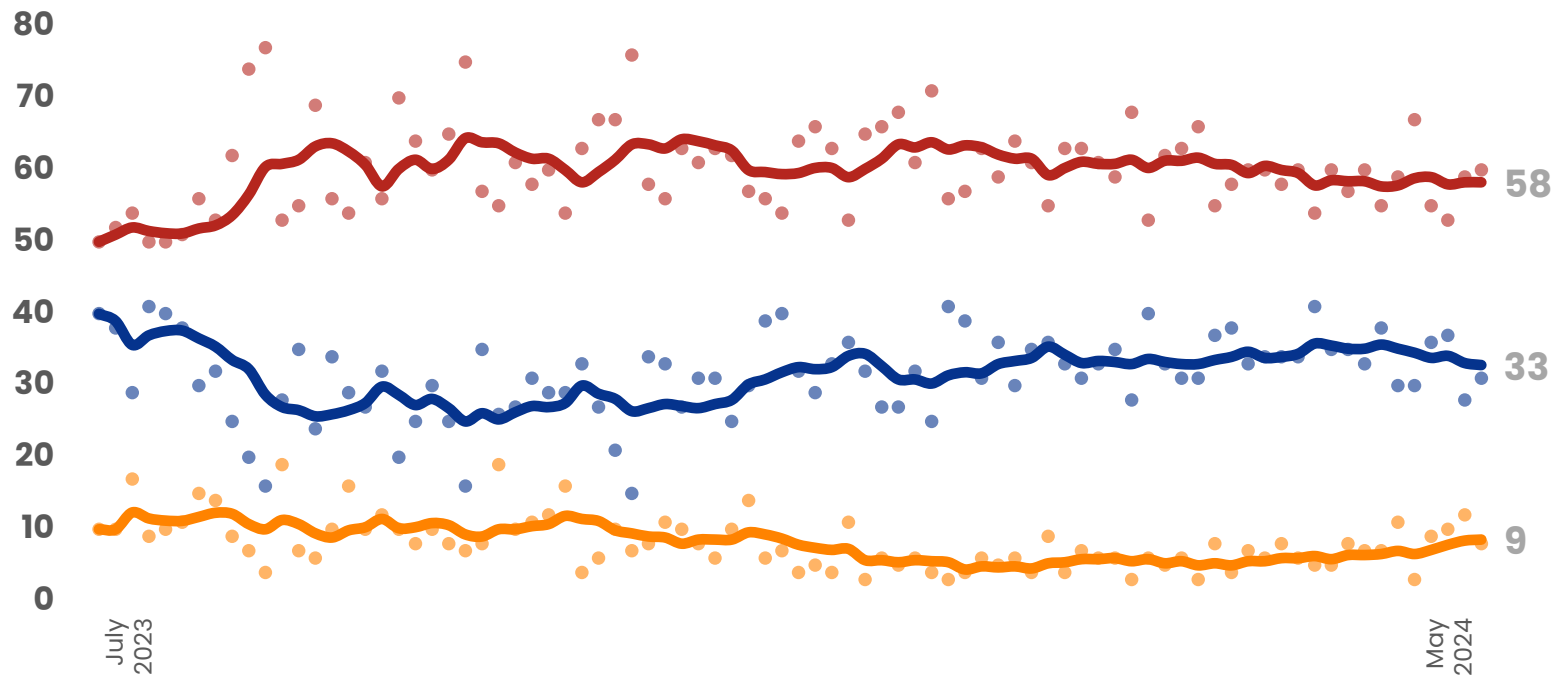
JUNE 4, 2024

Public Affairs in Latin America

Mexico

2024 Elections | How did we get here?

Polls average (%)



Source: El Financiero, May

Significant challenges regarding:

- Insecurity
- Health System
- Corruption

Weak opposition alliance

Prepared with figures from Oraculus, May

Presidency | Results



58.7%
27,292,432

Claudia Sheinbaum Pardo

No change in Party



28.3%
13,139,267

Xóchitl Gálvez Ruiz



10.5%
4,893,459

Jorge Álvarez Máynez

FIRST FEMALE PRESIDENT IN MEXICO

Participation: 60.2% (46,468,259 people)

Inauguration: October 1st, 2024

Claudia Sheinbaum arrives with a wide margin of legitimacy and a very polarized environment. **The challenge for the virtual winner will be to reach a national political conciliation with society**, the opposition and more radical groups within MORENA that will allow her to consolidate the 4T project.

Likewise, a **paradigm shift in the federal government's priorities is expected:**

- More technical profiles in cabinet.
- Constitutional reforms and institutional changes.

Issues such as insecurity, fiscal pressures, and access to healthcare will be the major pending issues for the next administration.

Congress | Scenarios and legislative dynamics



Supermajority

- 2/3 (334 deputies). Morena and allies can pass constitutional reforms.

Supermajority? – will it happen?

- 2/3 (86 senators). There are big incentives for legislators to switch parties.
- With absolute majority, Morena and allies can pass secondary reforms.

Challenges

Unity within MORENA

Weak public finances

Security crisis

Institutional strength in jeopardy

Functionality and viability of flagship projects

Corruption

US-Mexico relation & USMCA review

Supermajorities?

“For the private sector, it will be crucial not just to maintain but to enhance its public affairs efforts to be well-prepared for the next Administration’s initiatives and dynamics”.

Facing Regulatory Changes | Context

The **last administration** represented **a significant change** in the way things are done.

The need and importance of public affairs **became evident**.

Mediatic agenda setting: enormous challenge for the private sector.

“4T” Perspective: Relevance of the **social aspect**.

Creativity and strategy: indispensable.

Facing Regulatory Changes | Tips



- 1.** | Permanently monitoring.
Legislative process has lacked proper forms and procedures.
- 2.** | Exercise strategic communication.
- 3.** | Proactivity: **KEY** based on recent electoral results.
- 4.** | Develop strategies and relationships in a pertinent and anticipatory manner.
- 5.** | **Political intelligence:** indispensable for identifying true key players.

Engaging with local stakeholders and audiences

- 1.** Construct messages with a social focus: **consider public perception**; mainly of lower classes.
- 2.** **Take into account** local and **community concerns** in a specific and differentiated manner.
- 3.** **Develop alliances** with chambers and sectors: do not act alone (high risk of negative media exposure).
- 4.** **Leverage the ability to "educate"**. Mexico is witnessing an historic opportunity and the new government will benefit from support to seize it.

Key Aspects

Consensus and innovative strategies within **private sector**

Align interests & unify messages

Social **perspective**

Careful and **strategic** communication

Build **long-term** relationships

Case Studies | Lobbying Strategy Innovation – PAC

Recovering Mexico's Aviation Safety Status

What was the problem?

Aviation Industry

Boosting for the recovery of Category 1.

Stopping cabotage to be allowed in the country.

The bill on this issues was presented by Mexico's president, *Andrés Manuel López Obrador*.

Both issues impacted **passengers and cargo sector**.

Case Studies | Lobbying Strategy Innovation – PAC

Recovering Mexico’s Aviation Safety Status

KEY ASPECTS OF THE STRATEGY

- **Consensus** within the **private** sector.
- Position the industry’s arguments in the **narrative of legislators**.
- **Build creative** arguments.
- **Pilot’s union** played a KEY role.
- **Strategic approaches:** both with official party and opposition parties

RESULTS

- The President **publicly expressed** that **cabotage** would remain **forbidden**.
- The Senate **approved** the **reforms** required for the recovery of Category 1.
- On *September 14, 2023*, the Mexican Government announced the **recovery of the aviation operational safety category**.

Thank you!

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