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# Public Affairs in Mexico

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# Context



**Multi-level policy dynamics**  
(Federal & State)



**Key agenda drivers**  
(Security, Bilateral relation, Budget)



**Complex decision-making processes**



**Administrative restructure**



**Counterweights?**

*These dynamics make Mexico a politically reactive, execution-driven environment where domestic priorities and external pressures intersect.*

# Main Challenges

*Public affairs in Mexico is about shaping outcomes through political intelligence, stakeholder coordination, and alignment with public priorities—not just access or monitoring.*

- 1.** **Regulatory volatility:** Rules and priorities change quickly, often with limited consultation or unpredictable timelines.
- 2.** **Informal decision-making channels:** Policy moves when the right actors agree and timing aligns.
- 3.** **Federal – state asymmetry:** National policy doesn't always align with state or municipal action or enforcement, requiring multi-level strategies.
- 4.** **High reputational sensitivity and polarization:** Public narratives can escalate fast, especially on sensitive issues.
- 5.** **Gaps in operational capacity:** Global playbooks don't always translate locally; companies need local intelligence, cross-functional coordination, and execution capabilities.

# Best Practices



## Comprehensive monitoring

Track players, timing, incentives – not just legislation



## Take advantage of new channels for participation

Use formal mechanisms strategically



## Long-term, comprehensive PA strategies

Integrated, consistent, cross-functional strategies



## Coalition-based engagement

Power comes from alignment, not proximity



## Narrative & public value alignment

Why this matters to the country?

# Some Lessons for Global Firms

**Context drives strategy, not the other way around.**

**Multilevel engagement is a necessity, not an add-on.**

**Public value must be explicit and shared.**

## Contact

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# Thank you

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