



GRUPO
ESTRATEGIA
POLITICA

Cabildeo y
Consultoría Política

Public Affairs in Mexico

July, 2017

Public Affairs in Mexico

Economic, Political and Social Context

Political Context



- Complex political system.
- Traditional sectors influence (trade unions, social movements, old political class).
- Increasingly competitive elections.
- Wide plurality in Congress
- New incentives for accountability.
- Reelection and Government Coalitions.
- New voters: MILLENIALS (70% of voters)
- Elections 2018: Possible transition.



Economic Context

- Stable, modern and global market economy.
- Reformer Impulse
- 16th World Economy (IMF).
- Free Agreements with 46 Countries.
- NAFTA Renegotiation in process



Social Context

- Corruption.
- Strengthening Rule of Law.
- Social unrest

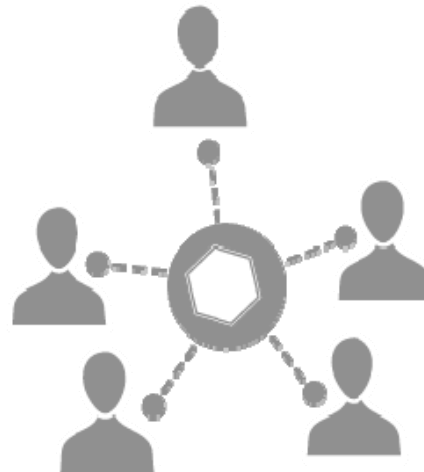
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Main stakeholders to ensure you have regional allies

Chambers and Associations with
national presence



- ✓ Sectorial alliances
- ✓ Local presence (Grassroots).
- ✓ Strengthening the presence



Academy
Think Tanks
International Organizations
NGO's



- ✓ Reputation strengthening
 - ✓ Create allies

National leaders with local presence in
strategic sectors

- ✓ Social
- ✓ Local leadership
- ✓ Farmers / workers

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Best practices for tracking regulatory changes

> Importance of the local Congress - Estates

- Lack of transparency
- A local Congress with more participation and activity



> Identify or anticipate issues on the agenda

- Permanent monitoring.
 - ✓ Comprehensive and systematized information.
 - ✓ Strategic information in a timely manner.
 - ✓ Determine what is the most relevant of a broad universe.
 - ✓ Constantly monitor detractors.



> Diversify information sources

- ✓ Meetings one by one with key stakeholders.
- ✓ Physical presence in Congress.
- ✓ Official Information.
- ✓ Traditional media.
- ✓ Social media.



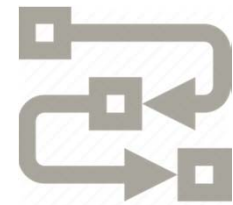
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Best practices for tracking regulatory changes

> Permanent follow up and strategic thinking

● Know how of the legislative process: strategic times and decision makers

- ✓ Norms, legislative process, political public design.



● Utilize new tools for crisis management and positioning:

- ✓ Social networks



● Diversify information sources:

- ✓ Congress
- ✓ Congress Committees
- ✓ Executive Branch
- ✓ Political Parties
- ✓ Social Organizations
- ✓ Academy
- ✓ NGO's



Public Affairs in Mexico

Case studies of effective public affairs campaigns

