

Mexico Podcast Chatter – April 8th, 2026

Our top recommended podcast this week is *Broojula*, where Ana Paula Ordorica interviews Pedro Casas Alatríste, Executive Vice President & CEO American Chamber of Commerce of Mexico, on U.S. perceptions of Mexico according to the survey U.S. Voter Attitudes Towards the U.S.-Mexico Relationship, and Kenneth Smith Ramos on the challenges of the USMCA review in the context of ongoing U.S.-Mexico negotiations. According to the survey, while Mexico's overall favorability has improved, concerns persist. On the USMCA review, Kenneth Smith notes that Mexico's government positioning the elimination of tariffs as part of the treaty review is a positive sign (see below).

On the business and economic side, *Cracks Podcast* interviewed communication expert Lizette Weber, who argued that public speaking is a core business capability in Mexico. *Chisme Corporativo* examined how Emilio Azcárraga Milmo, "El Tigre," consolidated Televisa as a media empire. Meanwhile, *MexMoves* marked AWS's 20th anniversary with Rubén Mugártgui, who noted that 58% of Mexican applications already run on the cloud, projected to reach 75% by end of 2026. *Fintech Briefing* analyzed Banxico's rate cut to 6.75% and its effect on Buy Now, Pay Later models. *Whitepaper 10* covered Fibra Danhos's nearly 20% annual profit growth, the rise of veterinary tourism in Mexican border cities, PepsiCo's recognition of Mexico as its second most relevant market, and McCormick's consolidation in Mexican food through the acquisition of Unilever Foods. *Estrategia del Día's* weekly summary covered the Finance Ministry's GDP growth projections of between 1.8% and 2.8% for 2026, and government efforts to drive financial inclusion through digital payment accounts.

On politics and international relations, *El Noti's* weekly summary focused on how the Iran war has driven gasoline and diesel prices higher in Mexico, leading the federal government to absorb over 80% of diesel costs through IEPS subsidies, alongside a review of AIFA's Easter Week performance, where 164,000 passengers still represent a fraction of the airport's total capacity.

On security, *Política y otros datos* examined the penetration of organized crime into municipal politics through the case of Tequila, Jalisco, where a former mayor faces accusations of extorting local businesses, illustrating how criminal governance is structurally embedded across multiple municipalities. *Narcosistema* with Anabel Hernández closed its series on La Luz del Mundo, documenting how the sect has consolidated political power over a century of abuse and criminal ties, building relationships with politicians from the PRD to Morena, and now seeking to register the Partido Humanista in Jalisco.

Finally, on history and culture, *El Colmex* explored the translation of the Popol Vuh and the Chilam Balam, highlighting how researchers Michaela Elisa Craveri and Laura Sotelo go beyond literal content to recover the aesthetics and phonetics of the Maya language through collaboration with native speakers, illustrating how translation functions as a bridge between cultures and helps preserve indigenous languages still active in communities across Mexico and Central America.

Mexico Business, Economics & Finance

Six Mistakes for Public Speaking – Cracks Podcast con Oso Trava

Guest speaker Lizette Weber, a prominent communication expert, frames public speaking as a core business capability in Mexico, as it directly shapes media outcomes, internal alignment and executive credibility. She draws a clear boundary: PR builds positioning, not sales, emphasising that misallocating PR talent into commercial roles without retraining is a structural error. Weber argues that spokespeople must anchor interviews around 3–5 key messages, particularly given low journalist specialization in Mexico. On crises, the rule is binary: respond fast to factual or product issues; ignore unsupported opinion cycles to avoid amplification. She notes rising cross-level demand for communication training, from CEOs to operational staff. The episode signals how disciplined messaging and trained spokespeople are now baseline requirements in a reputational environment still driven by earned media.

05/04/26, Oso Trava with Lizette Weber, [Cracks Podcast con Oso Trava](#)

The Complete History of Televisa: The Empire That Controlled Mexico – Chisme Corporativo

The episode examines how Emilio Azcárraga Milmo, "El Tigre," consolidated Televisa as a media empire through programming decisions, narrative control, and expansion into sports and entertainment. Key data points include Televisa's cultural dominance, the construction of the Estadio Azteca and the purchase of Club América – which functioned as strategic tools to grow audiences and advertising revenue – as well as the recent merger with Univision (\$4.8 billion), which positions TelevisaUnivision as the leading Spanish-language media outlet reaching 100 million daily viewers. The analysis suggests that content control and historical diversification have allowed Televisa to adapt to streaming, social media, and new forms of monetization.

07/04/26, Maca Riva and Rosalaura López, [Chisme Corporativo](#)

AWS at 20: Mexico's Cloud and AI Transition – Mex Moves

AWS marks 20 years of operations and its role in driving cloud adoption in Mexico, now positioning itself at the center of the country's AI transition. Rubén Mugártegui, AWS Mexico managing director, notes that 58% of Mexican applications already operate in the cloud, projected to reach 75% by end-2026, with 96% of organizations planning to increase IT budgets this year. Generative AI adoption has reached 38% of companies, yet only 7% use it in advanced, disruptive ways, Mugártegui says. Local initiatives, such as Grupo Ángeles, show AI enabling faster, more accurate medical diagnostics, enhancing efficiency and outcomes. AWS's Mexican infrastructure ensures data sovereignty and low latency for regulated and strategic sectors. This signals Mexico's growing role as a regional tech hub, but effective AI adoption will depend on regulation, corporate strategy, and talent development.

02/04/26, Eduardo García and Damian Fraser with Rubén Mugártegui, [MexMoves](#)

Banxico, Regulation, and Evolution of Mexico's Fintech Ecosystem – Fintech Briefing

The episode examines recent shifts in Mexico's fintech landscape. Banxico cut the interest rate to 6.75%, lowering funding costs and benefiting models like Buy Now, Pay Later (BNPL), stimulating startup investment. Overall, however, the sector faces stricter regulation and highly leveraged consumers, heightening the importance of compliance and portfolio quality while raising operational and administrative costs. On the digital front, traditional banks are investing more into cybersecurity and AI, while digital platforms confront growing fraud risks and over-indebted users.

06/04/26, FintechExpert, [Fintech Briefing](#)

Fibra Danhos, PepsiCo, and McCormick – Whitepaper 10

Karla Berman and René Lankenau focus this week on a variety of recent business developments. Fibra Danhos reported nearly 20% annual profit growth, led by Torre Virreyes, which accounts for MXN 680 million or 13% of total revenue. The firm's board features institutional profiles and gender diversity, including Pilar Aguilar, reflecting a professional governance approach uncommon among Mexican Fibras. Cross-border veterinary tourism is expanding in northern Mexican cities, driven by rising U.S. costs, presenting opportunities for clinics and veterinary service chains. PepsiCo, meanwhile, identifies Mexico as its second-most important market, contributing 7% of total revenue, with a 3% decline linked to local retail and convenience store slowdowns. Finally, McCormick strengthens its food footprint in Mexico through the acquisition of Unilever Foods, centralizing key mayonnaise brands and enhancing operational control.

06/04/26, Karla Berman y René Lankenau, [Whitepaper 10](#)

Weekly Summary – Estrategía del Día México

Hacienda presented Mexico's general economic policy precriteria for 2026, forecasting GDP growth of 1.8–2.8%, above Banxico and private banks' estimates, while maintaining a fiscal deficit of 4.1% of GDP. Public debt is projected at 54.7% of GDP, reflecting a cautious borrowing strategy. Inflation is expected to close 2026 at 3.7%, slightly above Banxico's target, and the Mexican crude price is set at \$87.3 per barrel under a conservative scenario amid global volatility. Fixed gross investment remains weak with double-digit declines since 2024, while monthly private consumption contracts, impacting economic confidence. The government advances financial inclusion with N2 and N3 accounts, promoting digital payments and reducing cash usage. In the private sector, Banco Plata and Pernod Ricard appoint new executives, and OpenAI proposes debates on four-day workweeks and citizen participation in AI-driven economic gains.

01-06/04/26, Jimena Tolama, [Estrategía del Día México](#)

Perceptions of Mexico and USCMA— Broojula

The episode examines Mexico's image in the U.S. following the U.S. Voter Attitudes Towards the U.S.-Mexico Relationship survey. The study indicates that while Mexico's overall favorability has improved, concerns remain about organized crime, migration, and fentanyl trafficking. Highlights include the capture of cartel leaders like El Mencho and security cooperation with the U.S., which improve perception. The USMCA review is discussed, noting the risk of annual reviews, future tariffs, and the importance of sustaining North American economic integration. The 2026 World Cup is also noted as a chance to enhance Mexico's international image and strengthen bilateral relations.

01-07/04/26, Ana Paula Ordorica with Pedro Casas Alatraste and Kenneth Smith Ramos, [Broojula](#)

Weekly Summary — El Noti

This week, Maca Carriedo and Javier Garza examine how the war in Iran has driven up gasoline and diesel prices in Mexico, with Magna surpassing 24 pesos and diesel nearing 30 in some states. The federal government responded by increasing IEPS subsidies, covering over 80% of diesel costs to reduce impact on transport and agriculture. Truckers and farmers continue to demand tax relief and improved road security. The discussion also reviews Felipe Ángeles International Airport (AIFA), which handled 164,000 passengers during Semana Santa, highlighting that it is still operating far below capacity and sparking debate over efficiency and the redistribution of Mexican airlines' flights.

01-06/04/26, Maca Carriedo and Javier Garza, [El Noti](#)

Mexican Security & Crime

Tequila: Between Crime and Extortion — Política y Otros Datos

This week, Mariel Ibarra analyzes organized crime's infiltration into municipal politics in Mexico, using Tequila, Jalisco, as a case study. The town of 44,000 is renowned for its tequila industry and tourism. Former mayor Diego Rivera faces charges of extorting local businesses, including Casa Cuervo, and of kidnapping Morena precandidates in 2021, illustrating cartel control over municipal functions such as police, property registries, and procurement. Experts note that criminal governance is structurally entrenched in multiple municipalities, and electoral corruption enables illicit campaign financing, undermining democratic integrity. Recommendations include strengthening federal organized crime laws, auditing local party structures, and reforming municipal police forces.

02/04/26, Mariel Ibarra with Alberto Guerrero Baena & Rogelio Barba Álvarez, [Política y Otros Datos](#)

The Crimes of La Luz del Mundo and Its Political Leap — Narcosistema, Episode 88

The final episode of Anabel Hernández's series examines how the La Luz del Mundo sect consolidated political power in Mexico over a century of abuses and criminal ties. Hernández reports that Samuel and Nasón Joaquín retained impunity despite U.S. convictions, while the organization cultivated

relationships with politicians from the PRD to Morena, exchanging votes, funding, and key positions. Internal testimonies reveal ideological manipulation and coercion within the sect, mirrored in the political actions of its operatives. La Luz del Mundo is seeking registration for the Humanist Party in Jalisco, potentially extending electoral control and abusive practices politically. The episode, therefore, signals risks of institutional capture and organized clientelism.

02/04/26, Anabel Hernández, [Narcosistema con Anabel Hernández](#)

Mexican History & Culture

Career Paths of Translators, Interpreters, and Translation Scholars — El Colmex

The episode examines translations of Mexico's historic *Popol Vuh* and *Chilam Balam*, highlighting how Drs. Michaela Elisa Craveri and Laura Sotelo preserve the Maya language's aesthetics and phonetics beyond literal content. Craveri, translator and UNAM PhD in Mesoamerican studies, stresses collaboration with native speakers to ensure linguistic and cultural fidelity. Sotelo, historian and editor, contextualizes iconography and narrative scenes. UNAM and Colmex students noted that few prior translations approached these texts with linguistic and cultural rigor, emphasizing the need to respect oral and written traditions. The discussion underscores translation as a bridge between cultures and a tool for preserving living indigenous languages in Mexico and Central America.

06/04/26, Gabriela Torres Guzmán, Huitzili Rangel Castillo and Tania Hernández, [El Colmex](#)