MIRANDA INTELLIGENCE

# México Podcast Chatter – 29 de julio de 2026

Our recommended podcast of the week is Broojula, where Ana Paula Ordorica speaks with Antonio Ortiz Mena about the strategic role that critical minerals will play in the USMCA review and the broader geopolitical competition between the United States and China. The episode explains how these resources have become central to national security, artificial intelligence development, and North American supply chains, while arguing that Mexico has a unique opportunity to strengthen its regional position by expanding its extraction and processing capabilities and providing greater regulatory certainty for investment.

In business and economics, MexMoves, Chisme Corporativo, Dimes y Billetes, Whitepaper, and La Estrategia del Día agree that business competitiveness will increasingly depend on companies' ability to adapt their business models to a more uncertain and dynamic economic environment. The episodes examine Mexico's evolving consumer landscape, the potential sale of Casa de Toño, the transformation of traditional industries through innovation, new opportunities for Mexican brands, and the impact of U.S. trade policy on investment and regional supply chains. Together, they show that differentiation, scalability, and the ability to respond to shifting market conditions will be critical drivers of long-term business growth.

In national politics, Broojula, Botepronto, Política y Otros Datos, Al habla… con Warkentin, and El Noti agree that institutional strength and governance dominated the public agenda this week. The episodes explore the controversy surrounding UNAM's online admissions exam, the strategic importance of critical minerals in the upcoming USMCA review, the implications of El Mayo Zambada's life sentence, the rise of far-right political movements, and the week's most significant political and security developments. Together, they highlight how institutional credibility, security, and geopolitical competition are becoming increasingly interconnected in shaping Mexico's political landscape.

In security, Narcosistema and Política y Otros Datos examine the implications of Ismael "El Mayo" Zambada's life sentence and argue that his conviction marks a turning point, but not the end of Mexico's security crisis. Both episodes contend that the greater challenge lies in dismantling the political, financial, and institutional networks that have sustained organized crime, while strengthening the rule of law and the institutions responsible for public security.

Finally, in history and culture, Ciberdiálogos explores Mexican cuisine as a powerful tool of cultural diplomacy and national identity. Through a conversation with chef Pati Jinich, the episode illustrates how Mexican gastronomy has strengthened ties between Mexico and the United States while emerging as one of the country's most effective forms of soft power, helping project a richer and more nuanced image of Mexico abroad.

## Mexico Business, Economics & Finance

**Chespirito's legacy shows how nostalgia can become a long-term business strategy — Chisme Corporativo**

Chisme Corporativo explores how Roberto Gómez Bolaños transformed *Chespirito* from a television phenomenon into one of Latin America's most enduring intellectual property brands. Using the recent success of HBO Max's *Sin querer queriendo* as a starting point, the hosts examine how characters created more than five decades ago continue generating commercial value through licensing agreements, merchandising, streaming, live experiences, and strategic brand partnerships. The episode reviews the evolution of Chespirito's career, the international expansion of *El Chavo del Ocho* and *El Chapulín Colorado*, and the legal disputes surrounding the ownership of key characters following the end of the original series. It also analyzes the business model developed by Grupo Chespirito after separating the intellectual property from Televisa, highlighting how the brand has been repositioned for new generations through animated productions, immersive experiences, and collaborations with companies including Farmacias Similares, McDonald's, Bimbo, and Barcel. The hosts argue that Chespirito represents a rare example of a legacy entertainment brand capable of maintaining cultural relevance across multiple generations while continuing to offer companies a low-risk, high-recognition licensing platform supported by strong regional brand equity and enduring consumer nostalgia.

**28/07/2026, Maca Carriedo with Rosa Laura López, Chisme Corporativo**

**Consumer weakness persists despite signs of an economic recovery in Mexico — MexMoves**

MexMoves examines Mexico's latest corporate earnings season, highlighting continued weakness in consumer spending despite early signs that economic conditions may be improving. The hosts discuss softer-than-expected quarterly results from major retailers and consumer companies, contrasting them with stronger performances from banks, mining firms, and América Móvil, whose prepaid mobile business suggests a gradual recovery in household spending. The episode also analyzes América Móvil's acquisition strategy in Latin America, the reported sale process of restaurant chain Casa de Toño, and the potential impact of a food safety investigation involving Taylor Farms on Mexico's agricultural exports and reputation. In the featured interview, Francisco Ruiz Massa, Managing Director of Russell Reynolds Associates Mexico, discusses how the profile of successful CEOs and corporate boards has evolved, arguing that today's business leaders require broader strategic capabilities, stronger governance practices, and the ability to navigate increasingly complex political, economic, and family-owned business environments.

**23/07/2026, Eduardo García and Damian Fraser, MexMoves**

**The potential sale of La Casa de Toño highlights the value of highly scalable business models — Dimes y Billetes**

Dimes y Billetes reviews the week's leading business and economic stories, focusing on the potential sale of La Casa de Toño for approximately $400 million and the factors driving private equity interest in the restaurant chain. The episode argues that the company's greatest asset is not only its brand, but also its highly standardized operating model, which makes it well positioned for expansion across Mexico and into the U.S. market. The hosts also examine the first economic assessments of the 2026 FIFA World Cup, noting that while spending increased in areas surrounding stadiums and accelerated the digitalization of thousands of businesses, the tournament's overall economic impact fell short of expectations within the restaurant sector due to its geographically dispersed format. The discussion further explores Tesla's declining share price and growing skepticism among institutional investors toward Elon Musk's artificial intelligence and autonomous driving ambitions, alongside the broader challenges facing the technology sector amid rising AI investment, intensifying global competition, and the transformation of industries such as automotive manufacturing.
**27/07/2026, Moris Dieck, Dimes y Billetes**

**Mexican footwear brands find new opportunities in an increasingly fragmented market — Whitepaper**
Whitepaper examines the transformation of the global athletic footwear market and the opportunities this evolving landscape presents for Mexican brands. Using the potential sale of La Casa de Toño and Shein's IPO filing as starting points, the hosts explore how different business models continue to attract interest from investors and private equity firms. The episode's main focus is the evolution of the footwear industry, highlighting how the long-standing dominance of global brands such as Nike and Adidas has given way to a more fragmented market, where emerging companies have gained traction through differentiated value propositions and niche-focused strategies. Within this context, the discussion reviews the trajectory of Mexican brands including Charly, Panam, Flexi, and Firma, noting that they have remained competitive since Mexico's market liberalization by strengthening their brand identity, expanding their distribution networks, and increasing investment in marketing. The conversation also examines the international growth of companies such as On, Hoka, New Balance, Skechers, and Veja to illustrate how shifting market dynamics have enabled specialized brands to capture market share from traditional industry leaders. The hosts argue that this evolution presents a significant opportunity for Mexican footwear companies to expand both domestically and internationally by capitalizing on increasingly diverse consumer preferences.
**27/07/2026, René Lankenau with Karla Berman, Whitepaper 10**

**Weekly Summary — La Estrategia del Día**
This week, *Estrategia del Día* focused on the evolution of the USMCA negotiations, the impact of U.S. trade policy, and the key developments shaping Mexico's economic and business environment. The episodes examined expectations surrounding the Federal Reserve, Mexico's latest economic indicators, growing uncertainty over the USMCA review process, and the effects of U.S. tariffs and sanctions on companies and regional supply chains. The podcast also covered major corporate developments,

including the potential sale of Casa de Toño, executive leadership changes, the performance of technology giants such as Meta, Amazon, Tesla, and BlackRock, and the strategies adopted by the automotive industry in response to the evolving trade environment under Donald Trump.
**22/07/26–29/07/26, Jimena Tolama, La Estrategia del Día**

## Mexican Political Affairs

**Critical minerals redefine geopolitical competition and the USMCA review — Broojula**
Broojula examines how critical minerals and rare earth elements have become one of the central issues shaping geopolitical competition and the upcoming review of the USMCA. In conversation with Antonio Ortiz Mena, an international trade specialist and president of COMCE's USMCA Committee, Ana Paula Ordorica explains that the growing demand for these resources—essential for semiconductors, batteries, data centers, artificial intelligence systems, and military technologies—has elevated their availability to a matter of national security. The episode explores Mexico's strategic position as a producer of critical minerals, particularly silver, fluorite, copper, and lithium, as well as North America's dependence on China's dominant processing capacity. Ortiz Mena argues that Mexico has an opportunity to strengthen its negotiating position with the United States, provided it develops greater extraction and processing capabilities through investment in energy infrastructure, water availability, regulatory certainty, and effective community consultation mechanisms. He also stresses that closer regional integration with the United States and Canada will be essential to reduce dependence on China and build more resilient supply chains. Finally, the episode addresses the controversy surrounding alleged irregularities in UNAM's university entrance examination and Argentine President Javier Milei's claims of an international campaign against Argentina, although the discussion remains primarily focused on the economic, commercial, and strategic implications of critical minerals for North America.
**28/07/2026, Ana Paula Ordorica with Antonio Ortiz Mena, Broojula**

**UNAM faces a new institutional crisis as concerns grow over public oversight and accountability — Bote Pronto**
*Botepronto* examines the controversy surrounding UNAM's first fully online university admissions exam, where alleged cases of cheating reignited debate over higher education's ability to address the challenges posed by artificial intelligence and emerging technologies. The panel argues that the university is facing a broader credibility crisis that extends beyond the admissions process, reflecting structural issues such as growing demand for higher education, limited enrollment capacity, and the need for faster, more transparent institutional responses. The episode also discusses the death of a student at a military-style academy, questioning the effectiveness of government oversight of these institutions and the state's responsibility for regulating them. Overall, the discussion argues that both cases expose broader weaknesses in institutional governance, regulatory oversight, and public

accountability, while illustrating the growing challenges facing Mexico's public institutions in an increasingly complex technological and social environment.
**28/07/2026, Carlos Puig, Salvador Camarena, María Scherer, and Carlos Heredia, Botepronto**

**El Mayo Zambada's life sentence does not resolve Sinaloa's crisis of violence, impunity, and criminal governance — Política y otros datos**
*Política y otros datos* examines the implications of Ismael "El Mayo" Zambada's life sentence, arguing that while it marks the conclusion of a judicial process in the United States, it does not bring an end to Sinaloa's security crisis. Drawing on insights from security and economic experts, the episode explores the social and economic consequences of the conflict between rival factions of the Sinaloa Cartel, including rising homicides, disappearances, forced displacement, declining economic activity, and the deterioration of daily life in Culiacán and other parts of the state. The discussion also questions the federal government's security strategy, arguing that declining homicide rates alone do not necessarily indicate lasting pacification while high levels of impunity, weak institutions, and the operational capacity of criminal organizations remain intact. The guests further contend that criminal governance, the alleged collusion between political actors and organized crime, and the lack of opportunities for young people continue to fuel violence.
**23/07/2026, María Ibarra, Política y Otros Datos**

**The rise of the radical right reflects a broader crisis of democratic representation — Al habla... con Warkentin**
Al habla... con Warkentin examines the growing influence of radical right movements around the world through a conversation with political analyst Franco Delle Donne, author of *Epidemia Ultra*. The episode explores how these movements have evolved from fringe political actors into influential forces across Europe and Latin America by capitalizing on social discontent, economic uncertainty, identity crises, and declining trust in traditional political institutions. Delle Donne argues that radical right parties differ from the traditional conservative right by using democratic institutions to pursue increasingly illiberal agendas, often framing immigrants, political elites, or cultural minorities as societal threats while exploiting polarization and populist narratives to consolidate support. The discussion also analyzes the historical roots of these movements, drawing parallels with periods of profound political and economic instability without suggesting a direct repetition of history.
**21/07/2026, Gabriela Warkentin with Franco Delle Donne, Al habla... con Warkentin**

**Weekly Summary — El Noti**
This week's *El Noti* focused on a series of political and security developments in Mexico, including renewed scrutiny of public officials over alleged links to organized crime, investigations into fuel theft networks, and controversies surrounding university admissions and electoral governance. The podcast also covered the evolving security situation in northern Mexico, legal proceedings involving high-profile

political figures, and continued debate over electoral reforms ahead of future campaigns. On the international front, the hosts examined growing uncertainty around the USMCA review process, Nicaragua's cancellation of elections, escalating tensions linked to Iran that pushed oil prices higher, and the devastating wildfires affecting Spain and France.
**22/07/26–29/07/26, El Noti**

## Security and Crime

**The sentencing of El Mayo Zambada marks a new phase in the fight against drug trafficking and its protection networks — Narcosistema**
Narcosistema examines the implications of the life sentence imposed on Ismael "El Mayo" Zambada in the United States, arguing that his conviction marks the beginning of a new phase aimed at dismantling not only his criminal fortune but also the network of public officials, business figures, and alleged collaborators who enabled the rise of the Sinaloa Cartel over several decades. Journalist Anabel Hernández reviews the evidence presented by U.S. prosecutors to challenge the narrative of Zambada as a moderate figure within organized crime, documenting his alleged role in internal conflicts, acts of violence, and the expansion of international drug trafficking, particularly fentanyl. The episode also explores the dispute over the cartel leader's assets, involving the U.S. government, the Mexican government, and relatives of the victims of the LeBarón family massacre, who are seeking a portion of the confiscated assets as compensation.
**23/07/2026, Anabel Hernández, Narcosistema**

## Mexican Culture & Society

**Mexican cuisine has become one of the country's most powerful forms of cultural diplomacy — Ciberdiálogos**
Ciberdiálogos features a conversation between journalist León Krauze and chef Pati Jinich on the role of Mexican gastronomy as a bridge for cultural understanding between Mexico and the United States. Jinich reflects on her career promoting Mexican cuisine through public television in the U.S., arguing that food offers a unique way to challenge stereotypes, foster dialogue, and showcase the country's cultural diversity. The discussion explores how traditional recipes evolve through migration and regional exchange, emphasizing that innovation and the preservation of culinary heritage are complementary rather than contradictory. The episode also examines the importance of protecting ancestral ingredients while embracing cultural exchange, particularly in border regions where Mexican and American traditions continuously influence one another.
**27/07/2026, León Krauze with Pati Jinich, Ciberdiálogos**