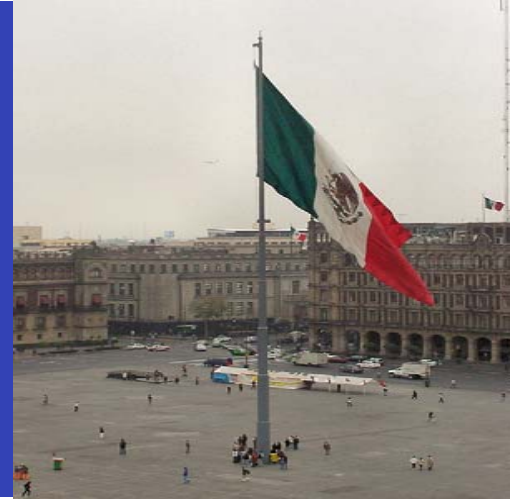




Mexican Elections: The Candidates

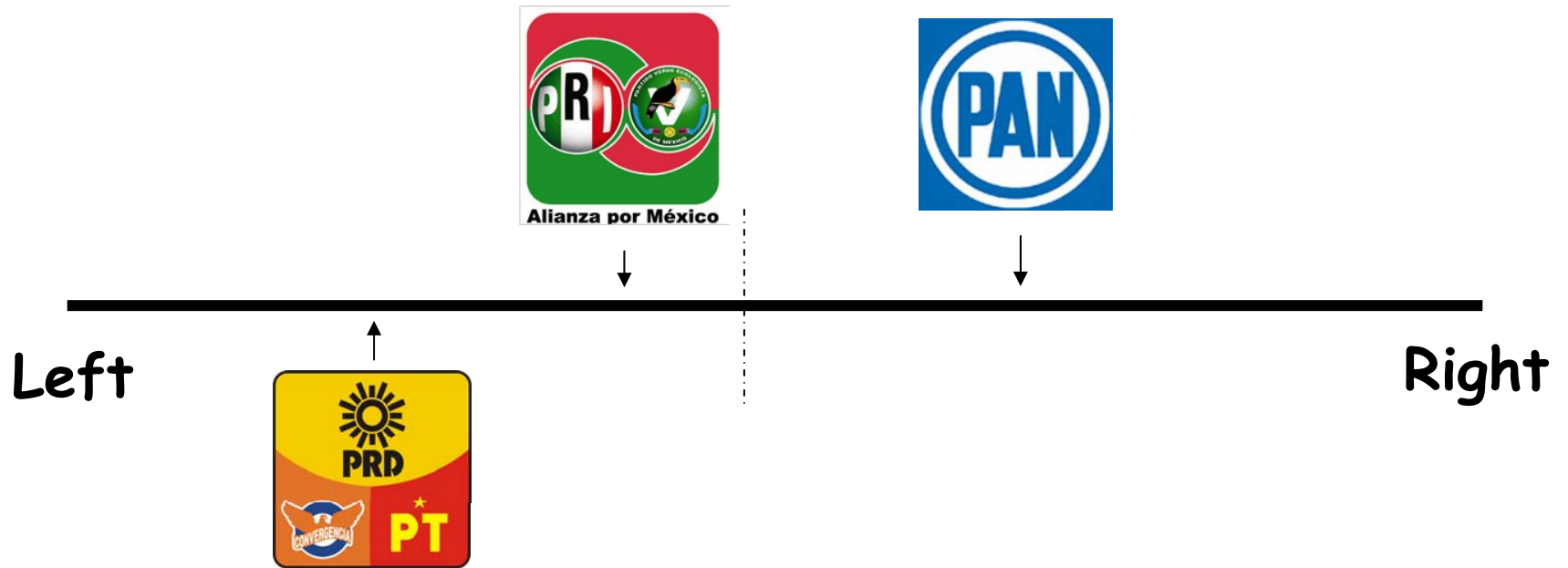


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The Basics

- Election day: July 2, 2006
- President and Congress
- 2000 election turnout: 64% (37.6 million)
- This election: 71,454,139 registered voters
- 56% under 40 years old
- One round presidential election
- Five registered candidates

The Political Spectrum



Felipe Calderón : The Conservative



Campaign Slogans:

"Pasión por México"

"Para que vivamos mejor"

"Manos limpias"

"Presidente del empleo"

Felipe Calderón: Background

- 44 years old, married.
- Lawyer (Escuela Libre de Derecho), master in public administration (Harvard).
- A party's man: From youth party organizations to president.
- Congressman (twice) and leader of PAN's parliamentary group.
- Director of Banobras (public financial institution) and President Fox's Secretary of Energy.

Felipe Calderón : Campaign Platform

- Rule of Law and Crime
- Competitiveness and Employment
- Equal opportunities
- Sustainable Development
- Effective Democracy (Accountability) and Responsible Foreign Policy

Felipe Calderón : In his Own Words

- "If somebody can produce energy more efficiently than the CFE, that should be allowed."
- "Public spending has to be primarily in social programs"
- "The first condition to promote investment is an effective rule of law."
- "Now fewer Mexicans pay more taxes. We need more Mexicans paying fewer taxes."
- "We need a flexible labor market that provides more opportunities for the Mexican women."
- "If I win the presidency and don't have majority in congress, I will create a political program that will not be mine or PAN's, but a platform for a coalition government."

Andrés Manuel López Obrador : The Left



Campaign Slogans:

"Por el bien de todos,
primero los pobres"

"Cumplir es mi fuerza"

"Honestidad valiente"



López Obrador: Background

- 53 years old, widower.
- BA in political science and public administration (UNAM).
- Started his political career at the PRI.
- Joined the movement that created the PRD.
- President of the PRD.
- Jefe de Gobierno (Mayor) of México City.

López Obrador : Campaign Platform

- 50 commitments to recover the national pride:
 2. To establish, like in the DF, the right to a 'food pension' for people over 70 years old.
 19. We will try to reach an agreement with U.S. and Canada to stop the free importation, starting in 2008 according to NAFTA, of corn and beans, essential crops for 3 million of Mexican farmers.
 22. We will modernize the energy sector without privatizing the electric industry or the oil industry. In three years we'll stop importing natural gas and gasoline, and these products will have fair prices and we'll be competitive in the global market.
 45. We'll respect the autonomy of the Central Bank. We'll maintain a macroeconomic equilibrium.
 50. After three years, we'll have a national poll to confirm or recall the president's post.

López Obrador : In his Own Words

- " We will support free public education, because that's the best investment."
- " We will implement a frugal government. There cannot be a rich government with a poor population."
- "My cabinet will be, at least, 50% women."
- " I am not a populist. But I do believe in the necessity of a popular political platform... the way the budget is allocated to favor not minorities, but everybody."
- "It is necessary that the State gives direction to the economic development. This doesn't mean hindering the role of the civil society, and the private investment from national and foreigners."
- " We (México) has a 50% fiscal evasion. We don't need new taxes, we need to apply the current ones to everyone it is eligible."

Roberto Madrazo: The Old School



Campaign Slogans:

"Roberto sí puede"

"Saber gobernar"

"Trabajos bien pagados"

"Pensiones justas"

Roberto Madrazo: Background

- 54 years old, married.
- Lawyer (UNAM), postgraduate studies in urban development and demography (UCLA).
- A party's man: From youth party organizations to president.
- Congressman (state and federal level) Senator and Governor of Tabasco.

Roberto Madrazo: Campaign Platform

- Mexico's vision: Justice, Freedom, Equality and Solidarity.
- Three challenges:
 1. Democracy and rule of law
 2. Competitiveness, human development and justice
 3. Social commitment to abolish poverty
- Social democracy, a democracy that serves the people.
- A market economy with a place for everybody: Conciliate economic efficiency with social efficiency and rule of law.
- To break the "poverty cycle" with better education and better health services.
- Political responsibility, accountability and transparency.

Roberto Madrazo: In its Own Words

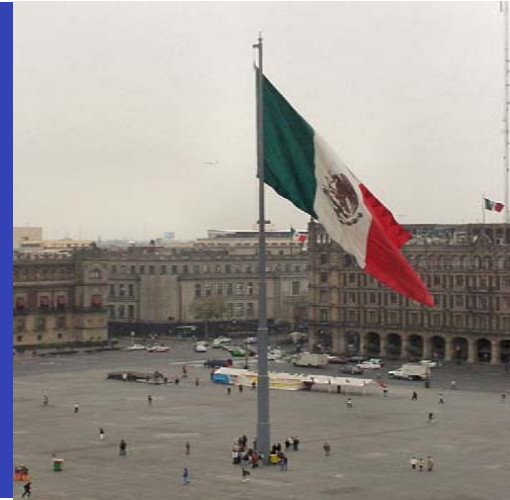
- “The tax reform objective should be to increase the tax base. To do that we need to simplify the way taxes are paid and collected.”
- “The state cannot do everything, but society needs a strong state.”
- “To solve the immigration problem we need to create jobs here.”
- “We need to avoid the extremes: economic neo-liberalism and populism. We need an economic policy that promotes social development.”
- “To promote strong property rights and rule of law: that’s the strategy for economic prosperity.”
- “The old PRI doesn’t exist anymore. We learned a painful lesson, we’ve learned from past mistakes.”

Conclusions

- Close election, clear choices?
- Calderon's problem:
Fox
- Madrazo's problem:
Lack of credibility
- López Obrador's problem:
López Obrador
- México's problem: Who can (better) bridge the (diverse) interests?
- Importance of the congressional election



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