MIRANDA INTELLIGENCE

Mexico Political Chatter

June 25, 2026

As the Mexican national team advances in the 2026 World Cup and revives the hopes of an increasingly euphoric fan base, the political landscape is moving with intensity. Morena launched its candidate selection process ahead of 2027 with a tightening of internal controls: background reviews, analysis of public track records, a ban on early campaigning, and a commitment to respect internal polls. The measure seeks to centralize control over candidacies and reduce internal fractures, though the opening of registrations has served as a springboard for some hopefuls to begin capturing voters' attention.

And amid the World Cup fervor, President Sheinbaum spotlighted the case of Carla Ivette Gómez and her family, owners of "Pato Merlín," a duck that, after going viral, became an official FIFA ambassador for the tournament, while also finding itself at a corporate crossroads: the country's main broadcasters, Televisa and TV Azteca, jostled to bring the family toMexico's match against the Czech Republic. The public spotlight also exposed another conflict between Merlín's owners and private parties: the trademark registration before the IMPI, which led the agency headed by Vidal Llerenas to grant full rights to the family.

The relationship with Washington continues to weigh on state governments. The governor of Durango, Esteban Villegas, acknowledged that his U.S. visa is under a "yellow alert"; the governor of Baja California, Marina del Pilar Ávila, asked that no "soap operas" be built around the cancellation of hers while she pursues legal steps to recover it, following the release of an audio in which she allegedly negotiates an arrangement with the U.S. consulate; and the governor of Chihuahua, Maru Campos, became entangled in reports identifying her as an alleged CIA informant — accusations Sheinbaum said she could not corroborate, while questioning the closeness of PAN sectors to U.S. political positions.

On the trade negotiation front, which is advancing quietly while attention is elsewhere, Economy Secretary Marcelo Ebrard sought to provide certainty by asserting that the USMCA will remain in force for at least another decade, even in the "worst-case scenario" in which one of the partners does not approve the 16-year extension. In parallel, Pemex and Petrobras signed a memorandum of understanding to cooperate on exploration and production in the deep waters of the Gulf of Mexico, in the context of the political rapprochement between Sheinbaum and Brazilian President Lula da Silva. And on energy, the Energy Secretariat presented a plan that envisions adding 32,475 MW of new electricity capacity by 2030, of which nearly 70% will be renewable, including what will be the largest photovoltaic plant on the continent in Puerto Peñasco.

Following the CNTE conflict, Sheinbaum denied having granted an 800-million-peso "bonus" to the teachers' union, clarifying that those resources are earmarked for Oaxaca's education system, although an El Universal report documented that the negotiations included broader concessions: recovered influence over the assignment of teaching posts, scholarships, benefits, and various forms of support, reviving the debate over the dissident teachers' bloc's ability to extract perks from the State.

Finally, the day closes with two notable episodes on privilege and accountability: a Reforma report once again put the spotlight on the assets of prosecutor Alejandro Gertz Manero, now ambassador to the United Kingdom; while an Excélsior investigation revealed that the Senate spends 8.3 million pesos a year on salaries for 15 relatives of legislators and officials, reviving the debate over nepotism in the Legislature. On the agenda, Sheinbaum receives King Felipe VI today at the National Palace, marking a new phase in the Mexico-Spain relationship.

🏁 Morena activates internal filters ahead of 2027 to vet hopefuls

Morena launched its candidate selection process for 2027 with a tightening of its internal controls, in an attempt to prevent profiles with questionable backgrounds or politically risky records from reaching the ballot. The strategy responds both to public pressure and to the need to order an internal competition that is already beginning to strain between different party groups and their allies.

The new scheme includes background reviews, analysis of public track records, and stricter rules on conduct during the process, including the ban on early campaigning and the commitment to respect the results of internal polls. Beyond the "vetting" rhetoric, the measure also seeks to centralize control over candidacies ahead of 2027, which could reduce internal fractures while at the same time opening the debate over how much democratic openness is maintained within the party.

🔗 El País: Morena begins candidate selection for 2027 with filters against questionable profiles

⚡ Renewables will provide 70% of new electricity capacity by 2030

Energy Secretary Luz Elena González reported that Mexico will reach a generation of 410,000 megawatt-hours in 2030, a 16.4% increase over the administration's term that contrasts with the 11.7% recorded during the López Obrador administration. The plan envisions adding 32,475 MW of new capacity to reach 126,475 MW installed, of which 68.9% will be renewable energy through photovoltaic, wind, geothermal, and biomass technology. Private investment would account for 40% of the new capacity and the CFE for the rest, with total investments of 739 billion pesos. CFE Director General Emilia Esther Calleja Alor presented two strategic projects: the Oasis System in Mulegé, Baja California Sur, which will combine solar energy, batteries, and green hydrogen, and the Rafael Galván Maldonado Photovoltaic Plant (Puerto Peñasco) in Sonora, which will reach 1,000 MW of solar generation and become the largest on the American continent. Sheinbaum called the plan "historic" and announced that the scientific committee tasked with analyzing the viability of fracking will present an initial report in the coming days, though she clarified that the government will not make definitive decisions based solely on those conclusions.

🔗 El Economista: Renewables will provide 70% of new electricity capacity by 2030

🦆 IMPI confirms that the "Pato Merlín" trademark belongs to its owner's family

The Mexican Institute of Industrial Property (IMPI), through its director general Vidal Llerenas Morales, announced that the registration of the "Pato Merlín" trademark belongs exclusively to the family of Carla Ivette Gómez, owner of the pet. "It is a public and well-known fact that Pato Merlín is a pet of Carla Ivette Gómez's family, to whom the IMPI trademark belongs," Llerenas Morales stated. The agency had reported a day earlier that it received several applications to register the name as a commercial trademark, among them one from David Sides Fuentes, a Yucatán resident, who requested the registration for 10 years along with the logo "El Pato Merlín. El pato de la suerte," intending to use it in businesses and political campaigns. In an interview with El Universal on June 21, Carla stated that her goal is to prevent companies from profiting from something that is part of her family, and that the registration will be solely in her name — with the sole exception of Corporativo Pascual, a Mexican company she does wish to support.

🔗 El Universal: IMPI ends dispute over Pato Merlín registration; the trademark belongs to the family, it concludes

🟩🟥 CNTE, resources, and the dispute over education control

President Claudia Sheinbaum denied that her government granted an alleged 800-million-peso "bonus" to the CNTE, following the reports that emerged after the close of negotiations with the dissident teachers' union. She clarified that these resources were not handed over to the union nor are part of a political agreement, but rather are earmarked for strengthening the education system in Oaxaca and are executed directly in schools. According to her account, the goal is to address historical backlogs through actions such as creating new teaching positions, improving school infrastructure, and providing equipment, without union intermediation.

However, in a report, El Universal documents that the negotiations with the CNTE were not limited to the budget, but included a series of broad agreements: from recovered influence over the assignment of teaching posts, to new scholarships for the children of education workers, expanded benefits and labor perks, as well as support for social infrastructure linked to funeral services in some union sections. These concessions have generated criticism and public debate over the real scope of the agreements, since while the government insists they are previously planned education programs, various sectors consider that they reflect the CNTE's political weight in negotiating with the State.

🔗 El Universal: CNTE walks away with posts, scholarships, crematoriums… and 800 million pesos

💎 Gertz and his assets under scrutiny: luxury, power, and the doubts that never dissipate

A Reforma report once again puts Alejandro Gertz Manero at the center, with an accounting of assets that include real estate, vehicles, jewelry, and high-value watches. Beyond the inventory, the issue revives a narrative that has accompanied him for years: the difficulty of fully dispelling doubts about the origin of his wealth and its consistency with his public-service career.

The political point is not just what he owns, but what it represents. In a country where the asset oversight of senior officials tends to be intermittent and reactive, the Gertz case once again exposes

the gap between the rhetoric of institutional austerity and the perceptions of accumulated privilege among the power elites. The result is a file that, rather than being closed, is recycled every so often as a symbol of a system that rarely manages to dispel its own shadows.

🔗 Reforma: Gertz reports fortune: cars, jewelry, real estate, watches...

US Visas, alerts, and suspicions: U.S. pressure reaches the governors

The controversy over the U.S. visas of Mexican politicians added a new chapter after the governor of Durango, Esteban Villegas, acknowledged that his immigration document is under a "yellow alert," a condition that implies additional reviews by U.S. authorities. The governor asserted that he retains a valid visa and attributed the situation to a possible case of name coincidence or an administrative review in process. His case adds to an increasingly long list of governors and former officials who have come under Washington's scrutiny amid investigations and bilateral tensions related to security and organized crime.

The situation also keeps the governor of Baja California, Marina del Pilar Ávila, under pressure; she recently asked that no "soap operas" be built around the cancellation of her visa and stated that she is pursuing legal steps to try to recover it. The Morena member has rejected any wrongdoing and says she is seeking to clarify her situation before U.S. authorities, after the release of an audio and various press reports fueled speculation about possible investigations against her.

In parallel, the governor of Chihuahua, Maru Campos, became entangled in another controversy following reports identifying her as an alleged CIA informant in the context of the bilateral crisis stemming from anti-drug operations in the state. President Claudia Sheinbaum stated that she has no information to support those accusations and took the opportunity to question the closeness of PAN sectors to U.S. political positions. Although the three cases are distinct, they reflect how the relationship with Washington has become a factor of growing political pressure for state governments, at a time when U.S. immigration and security decisions have increasingly significant repercussions in Mexican politics.

🔗 El País: Esteban Villegas, governor of Durango, acknowledges he has a yellow alert on his U.S. visa
🔗 Milenio: Marina del Pilar clarifies legal counsel in the U.S. and asks not to make "soap operas" over her visa

👥 The Senate's family payroll

An Excélsior investigation revealed that the Senate allocates 8.3 million pesos a year to salaries for 15 relatives of legislators and officials, reviving the debate over nepotism in public service. Among the documented cases are children, siblings, nephews, nieces, and grandchildren hired in various administrative and advisory areas. Notable cases include the son of PRI Senator Manuel Añorve, with earnings close to 100,000 pesos per month, as well as four relatives linked to PT Senator Yeidckol Polevnsky, who hold various positions within the upper chamber.

The controversy grew after the report included Emiliano González, a close collaborator and cameraman of Gerardo Fernández Noroña, who appears on the payroll with a salary close to 80,000 pesos per month. Various publications identified him as the son of the Senate president, but Noroña publicly denied that version, asserting that there is no family relationship and accusing a defamation campaign against him. The legislator also announced that he will pursue legal action against those who maintain or spread the false information, while the case fuels the discussion over the hiring of people close to political figures within the Legislature.

🔗 Excélsior: Legislative nepotism: relatives of senators milk the payroll

📦 USMCA will remain in force for at least a decade, Ebrard says

Economy Secretary Marcelo Ebrard asserted that the USMCA does not face a scenario of dissolution, even amid the ongoing review between Mexico, the United States, and Canada. He explained that, in the "worst-case scenario," if one of the partners does not approve the 16-year extension contemplated by the review mechanism, the treaty would remain in force for at least 10 more years, with periodic reviews. With this, he ruled out reports of a possible immediate exit from the trade agreement and emphasized that there is no formal notification of withdrawal from any country.

Ebrard added that the review process is not a full renegotiation, but a stage to adjust conditions on sensitive issues such as rules of origin, the automotive industry, agriculture, and economic security, in a context of greater protectionist pressure in the United States. The statement seeks to provide certainty to investors and companies that depend on the agreement, which sustains more than 80% of tariff-free trade in the region, while Mexico insists that the goal is to maintain North America's economic integration despite the political tensions.

🔗 La Jornada: Ebrard: the USMCA will remain in force for at least 10 more years

🛢️ Pemex and Petrobras seal energy alliance in deep waters

State oil companies Pemex and Petrobras signed a memorandum of understanding to establish a framework for technical and strategic cooperation in the exploration, production, and transformation of hydrocarbons. The agreement, with an initial two-year term and no binding investment commitments, includes the exchange of experiences in energy regulation, exploration technologies, and the development of deep-water projects in the Gulf of Mexico, where Brazil contributes its experience in developing the pre-salt layer. The intention is to strengthen Pemex's capabilities in complex fields and improve operational efficiency in projects key to national production.

The alliance also opens the door to collaboration in areas such as refining, petrochemicals, energy efficiency, emissions reduction, and possible cleaner-fuel projects, in a context in which both companies seek to modernize their operations and expand their international reach. The agreement comes amid a political rapprochement between Mexico and Brazil, driven by the governments of

Claudia Sheinbaum and Luiz Inácio Lula da Silva, which have promoted greater energy integration in Latin America as a counterweight to the influence of other global blocs in the hydrocarbon sector.

🔗 Milenio: Pemex and Petrobras sign strategic agreement to boost cooperation in hydrocarbons

🚫 Cellphone registry stumbles in the home stretch

A few days before the official deadline expires, the national registry of cellphone lines is advancing below expectations, and authorities are already analyzing whether to grant an extension. Less than half of the country's more than 148 million phone numbers have been linked to an identity, complicating efforts to reach the target before the established deadline.

The lag has revived the debate over the viability and effectiveness of this mechanism, promoted by the federal government to combat crimes such as extortion and telephone fraud. While authorities seek to accelerate the process, specialists warn that the low level of participation could force a rethink of the strategy and reopen the discussion over the balance between security and personal data protection.

🔗 El Universal: No progress, cellphone registry is below 50%; extension under consideration

🗣️ Opinion express

- **The Trump manual against the left — Salvador García Soto** García Soto argues that the political shift toward right-wing governments in Latin America responds, in part, to a strategy articulated from the United States during Donald Trump's political environment, in which diplomatic pressure, the construction of media narratives, and the use of corruption or organized-crime investigations converge to weaken progressive governments. Under this logic, the author argues that the legitimacy of left-wing administrations is first eroded and spaces are subsequently opened for the advance of conservative projects, in a context where the political dispute also shifts to the judicial and media terrain.

🔗 El Universal: The Trump manual against the left

- **The audio in which Marina del Pilar seeks a deal with the U.S. — Héctor de Mauleón** De Mauleón argues that the audio attributed to the governor of Baja California is relevant not only for its authenticity, but for what it suggests politically: possible sensitive dealings with U.S. authorities in a context marked by legal tensions and the revocation of her visa. For the author, the controversy does not depend solely on the official denial, but on the impact a leak of this kind has on institutional credibility and on the relationship between local power and external actors.

🔗 El Universal: The audio in which Marina del Pilar seeks a deal with the U.S.

- **Managing error — Jesús Silva-Herzog** Silva-Herzog argues that in Mexican politics, error has ceased to be an exception and become

a permanent mechanism of government, where failures are not corrected at their root but managed to reduce their immediate political cost. In his reading, this dynamic reveals a power more focused on containing damage than on resolving the structural causes of problems, which ends up normalizing improvisation and weakening institutional learning capacity.

🔗 Reforma: Managing error

- **Alarm in the Green Party over U.S. investigation — Carlos Loret de Mola** Loret de Mola warns that the Green Party faces a scenario of internal concern following reports of an investigation in the United States, which has set off alarms within its political structure over possible legal and financial implications. The piece notes that this type of inquiry tends to have immediate political effects in Mexico, generating uncertainty over leaderships and possible ties to actors or practices under review by foreign authorities, which could impact the party's position within the governing coalition and its room for maneuver in the short term.

🔗 El Universal: Alarm in the Green Party over U.S. investigation

📝 Agenda in brief

President Claudia Sheinbaum holds a meeting today with the King of Spain, Felipe VI, at the National Palace, marking a new phase in the Mexico-Spain relationship.

This Thursday, June 25, the INE's General Council will rule on the applications of five organizations seeking to become national political parties. Among the groups awaiting the decision is Somos México, an organization that has expressed confidence in meeting all legal requirements and which includes prominent politicians such as Guadalupe Acosta Naranjo and Emilio Álvarez Icaza.