

# MEXICO POLICY NEWS

The Consortium for Research on Mexico

No. 6 Spring 1991

## PROFMEX- ANUIES Focus on Border Urban Service Crisis

ANUIES and PROFMEX institutions are undertaking a three-phase research effort to study the urban service crisis on the U.S.-Mexican border. The first phase deals with Tijuana, the second phase Ciudad Juárez, and the third phase Nuevo Laredo. The overall coordinators for the Tijuana phase are **Juan Casillas G. de L.** (ANUIES) and **James W. Wilkie** (PROFMEX-UCLA).

The Ford Foundation has funded the first phase, which examines public housing. The research will be carried out during the period 1991-93. The Tijuana research will analyze the political and institutional mechanisms that are responsible for the allocation of budgets for public housing.

The Tijuana phase responds to the disequilibrium between rapid economic growth as measured, for example, by the number of maquiladora plants and shop workers, and the rate of growth of infrastructure investments across a range of categories.

Researchers from El Colegio de la Frontera Norte (COLEF), the Universidad Autónoma de Baja California (UABC), San Diego State University, and UCLA will participate in the project. As Dr. **José Gabriel López** of the Ford Foundation/Mexico City observes, "It is crucially in the interests of both countries to find ways to coordinate infrastructure planning at the local level;

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*Ambassador Negroponte and Governor Labastida in Mazatlán*

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## PROFMEX- SDSU Tourism Investment Conference in Mazatlán

"The Next Mediterranean" and "The World's Largest Aquarium" are part of the vision for the northwest coastal region of Mexico, including Baja California Norte y Sur, Sinaloa, and Sonora. But there are some major obstacles in realizing this dream, said participants at the "Tourism Investment in Mexico" con-

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## PROFMEX Modifies Name

At its Mazatlán meeting in October 1990, the Board of Directors ratified the organization's earlier decision to modify PROFMEX's full name by dropping "Programs" and "U.S." from the title and further shortening it to reflect its membership composition. Individual and institutional members now range from Asia and Europe to Canada and Central America as well as Mexico and the United States. Where the name previously was "PROFMEX—The Consortium of U.S. Research Programs on Mexico," the name is now "PROFMEX—Consortium for Research on Mexico."

PROFMEX has over 250 individual members and 48 member institutions. (See accompanying article on new member institutions.) Twenty of PROFMEX's institutions are located in Mexico.

## PROFMEX Purpose, Governance, and Membership

### Purpose

Founded in 1982 to foster research on contemporary Mexican affairs, PROFMEX is a non-profit organization established under the U.S. Internal Revenue Code section 501 (c) (3). Dues, contributions, bequests, transfers, and gifts are deductible by members and donors as provided in sections 170, 2055, 2106, 2522 of the Code.

PROFMEX has ten purposes. It (1) links individuals and institutions interested in Mexico; (2) sponsors research; (3) hosts meetings; (4) publishes at the University of Arizona the PROFMEX Monograph Series; (5) publishes at San Diego State University its newsletter *MEXICO POLICY NEWS*; (6) maintains Secretariats in Mexico and the USA; (7) develops joint programs with ANUIES—Asociación Nacional de Universidades e Institutos de Enseñanza Superior; (8) maintains a Visitors' Center in Mexico City; (9) arranges for distribution and dissemination of materials of interest to its members; (10) advises on public policy.

### Governance

PROFMEX is governed by a Board of Directors which meets regularly to develop policy and programs. The Board has sole responsibility for the selection of its members. It elects PROFMEX officers and appoints its agents.

### Membership

Institutions and individuals may join PROFMEX by paying tax deductible annual dues as follows: Individuals, US\$30 (Mexican, US\$20); Non-profit institutions, US\$300 (Mexican non-profit institutions, US\$150); Corporations, US\$1,000 (Mexican Corporations, US\$500). Members are entitled to (1) attend scholarly meetings; (2) attend (but not vote at) Board meetings; (3) receive PROFMEX information and research findings; (4) receive publications either at no charge or at special discount rates; (5) be received at the Visitors' Center in Mexico City.

### PROFMEX Member Institutions

Arizona State University  
Brown University  
CETEI-Centro de Tecnología Electrónica e Informática  
Chinese Academy of Social Sciences  
CIDAC-Centro de Investigación para el Desarrollo  
CIDE-Centro de Investigación y Docencia Económicas  
COLEF-El Colegio de la Frontera Norte  
COLMEX-El Colegio de México  
CSIS-Center for Strategic and International Studies  
CUNY-City University of New York  
Florida International University  
GEA-Grupo de Economistas y Asociados  
IMEF-Instituto Mexicano de Ejecutivos de Finanzas  
Johns Hopkins University  
Loyola University Chicago  
New Mexico State University  
ODC-Overseas Development Council  
Quantum Sistemas Decisionales de México  
SDSU-San Diego State University  
Stanford University  
State University of New York at Buffalo  
Tecnológico de Monterrey  
Tecnológico de Monterrey/Chihuahua  
Tecnológico de Monterrey/Mexico City  
Tecnológico de Monterrey/State of Mexico  
TCU-Texas Christian University  
Transboundary Resources Center  
Tulane University  
UAM-A. Universidad Autónoma Metropolitana, Azcapotzalco  
UCLA  
Universidad Autónoma de Baja California  
Universidad Autónoma de Sinaloa  
Universidad de Colima  
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## MEXICO POLICY NEWS

### Editor

Paul Ganster (San Diego State University)

### Published by

Institute for Regional Studies of the  
Californias (IRSC)  
San Diego State University  
San Diego, CA 92182-0435  
Telephone (619) 594-5423  
FAX (619) 594-1358

### PROFMEX Presidency

James W. Wilkie, President  
UCLA Program on Mexico  
Los Angeles, CA 90024  
Telephone (213) 454-8812  
FAX (213) 454-3109

### PROFMEX Executive Secretariat

George Baker, Executive Secretary  
1440 Euclid Avenue  
Berkeley, CA 94708  
Telephone (415) 486-1247  
FAX (415) 486-0338

### Secretaría General de PROFMEX

Edmundo Jacobo Molina, Secretario General  
Universidad Autónoma Metropolitana  
Juan de la Barrera 101-102  
Colonia Condesa  
06140 México, D.F.  
Telephone (525) 557-6708  
FAX (525) 395-3902

### Director, Office of Research & Development

James F. Platler  
21607 Rambla Vista Dr.  
Malibu, CA 90265  
Telephone/FAX (213) 456-0093

### Director, PROFMEX Visiting Scholars Center in Mexico City

Francisco Marmolejo  
University of the Americas/  
Mexico City College  
Av. Chapultepec 372  
06700 México, D.F.  
Telephone (5) 208-68-23  
FAX (5) 511-60-40

### PROFMEX Monograph Series Editors

Michael C. Meyer, Editor  
Oscar J. Martínez, Associate Editor  
Latin America Area Center  
University of Arizona  
Tucson, AZ 85721  
Telephone (602) 621-7106  
FAX (602) 621-9424

## VI PROFMEX-ANUIES Symposium Held in Mazatlán

"Changes in U.S.-Mexican Economic Relations: Beyond the Border" was the theme of the VI PROFMEX-ANUIES symposium held in Mazatlán, Sinaloa, October 3-7, 1990. Headquartered at the El Cid Hotel and Mega-Resort, the conference included more than one hundred participants from Mexico and the United States. San Diego State University was the host institution and local arrangement assistance was provided by Rector **David Moreno Lizárraga** of the Universidad Autónoma de Sinaloa through the Culiacán and Mazatlán campuses of UAS.

Governor **Francisco Labastida Ochoa** (see interview in *Mexico Policy News*, 5) generously provided key support to welcome the scholars and members of the private and public sectors to Sinaloa through the state's Secretariat of Economic Development directed by Lic. **Sergio Orozco Aceves** and the Office of Tourism. U.S. Ambassador to Mexico **John D. Negroponte** and his staff headed by **Robert L. Earle**, Public Affairs Officer, also provided organizational support for the event.

The VI Symposium was organized into a series of thematic panels that explored facets of the evolving economic relationship between the two neighbors. The theme of the conference, set in the fall of 1989 at an organizational meeting in the Barranca del Cobre, was particularly timely in light of the unfolding process towards a U.S.-Mexican Free Trade Agreement (FTA) and towards a North American Free Trade Agreement (NAFTA) involving Canada, Mexico, and the United States.

Panels at the symposium dealt with the following themes:

- Regional Development and Economic Relations with the Pacific Basin and the Caribbean Basin



*SDSU's Paul Strand*

- From Maquila to Production and Market Sharing?
- International Investment, Technology Transfer, and Debt Service
- Trade and Industrial Policy
- Cooperation for Education and Training
- The Trinational Equation: Canada, the United States, and Mexico
- Regional Perspectives on the Changing U.S.-Mexican Economic Relationship

Each panel explored its particular topic through papers from Mexican and U.S. presenters and commentators from both countries. For example, the session on "Cooperation for Education and Training," chaired by **Michael Meyer** (University of Arizona), included presentations by **Paul Ganster** (SDSU) on "Mexico Studies in the United States, U.S.

Studies in Mexico," by **David Lorey** (UCLA) on "Mexican Economic Development and Higher Education," by **Guadalupe González y González** on "Cooperative Education between Mexico and the United States," and by **Jorge Carrillo**, **Jesús Montenegro**, and **Guillermo Valdés-Villalva** (all COLEF), on "Linkages and Exchanges between the Educational and Maquiladora Sectors." Comment on this session was provided by **José Ángel Pescador**, Consul General of Mexico in Los Angeles.

A working dinner included remarks by **Paul J. Strand**, Dean of the College of Arts and Letters at SDSU; **Sergio Orozco Aceves**, Secretary of Economic Development for the State of Sinaloa; PROFMEX President **James W. Wilkie** (SDSU), the Director General Ejecutivo of ANUIES **Juan Casillas**, and **Jorge Bustamante** (COLEF).

In his remarks, Strand noted that "the rapidly changing global economy and the initiation of talks between Mexico and the United States about a free trade agreement have presented a new challenge for higher education in Mexico and the United States." Strand commented on the leadership provided by PROFMEX and ANUIES for cooperation by Mexican and U.S. universities and how this could serve as a model for institutions in both countries. He concluded by saying that border universities have a "special advantage and a special duty to participate in collaborative efforts" to further student and faculty exchanges, joint research, and even to contemplate joint degree programs between Mexican and U.S. universities.

The papers and comments presented at the sessions will be published in the near future as part of the continuing series of proceedings from the PROFMEX-ANUIES symposia.

### Border Urban Crisis

*(Continued from page 1)*

prior to such coordination, however, both sides will need to understand each other's political and budgetary processes. The processes that govern investments in public housing in Tijuana are a good place to begin."

The research coordinators for the Tijuana phase are **Arturo Ranfla** (UABC) and **George Baker** (PROFMEX). Researchers include from UABC: **Ermilo Hernández**, **Víctor M. Castillo**, **Samuel Schmidt**; from SDSU: **Vivienne Bennett**, **Linda Hunter**, **Steve Jenner**; and from COLEF: **Tito Alegría**, **Tonatiuh Guillén**, **Carlos de**

**la Parra**. The grant administrator is UABC.

The Ciudad Juárez phase will examine a broader range of urban services, including transportation, environment, public health, sewage disposal and natural gas distribution, as well as public housing and irregular settlements. Representatives from PROFMEX and ANUIES, with a grant from the El Paso Community Foundation, met in El Paso on March 8-9, 1991, to design and plan the Ciudad Juárez phase.

The research coordinators for this phase will be **David Lorey** (UCLA) and **Roberto Alejandro Sánchez Rodríguez** (COLEF). The local institu-

tions to be involved in the study are UTEP, UAC-CJ, COLEF, and Tecnológico de Monterrey. Linkage for the second phase will be directed by **Julie P. Sanford** (UTEP).

Regarding the second phase, **Janice W. Windle** (El Paso Community Foundation) observes that "Ciudad Juárez constitutes a laboratory for major research on the border. The PROFMEX-ANUIES research on urban services is the first of its kind to incorporate, from the beginning of the planning stage, input from U.S. and Mexican research institutions."

## Tourism Conference

(Continued from page 1)

ference held in Mazatlán, October 2-3, 1990. The special seminar was organized by PROFMEX, SDSU's Institute for Regional Studies of the Californias, and the International Business Alliance. The event received significant support from the office of Governor **Francisco Labastida Ochoa** and was coordinated through the office of Lic. **Sergio Orozco Aceves**, Secretary of Economic Development for the state of Sinaloa.

Held at El Cid Hotel and Mega Resort, the event included speakers and participants from throughout the United States and Mexico. The conference was opened with welcoming remarks by Sergio Orozco Aceves. Governor Labastida and U.S. Ambassador to Mexico, **John D. Negroponte**, addressed a luncheon that served to link the "Tourism Investment in Mexico" conference and the VI PROFMEX-ANUIES Symposium. Ambassador Negroponte analyzed the evolving relationship between the two countries, noting the opening of the Mexican economy and the new opportunities for U.S. investment in Mexico. The Ambassador also stressed the importance of cultural relations between the two nations, acknowledging the key role that PROFMEX and ANUIES have played in the area of higher education.

Governor Labastida welcomed the participants to Mazatlán and underlined the increasingly important role of the private sector in the bilateral relation and in the development of Mexico. The Governor discussed the economic progress in the state of Sinaloa, citing its agricultural, fishing, and tourism industries, and noting the regional investment opportunities.

Moderated by **Stephen Jenner** (SDSU), the program included presentations by **Gregorio Estrella** (Multivest Capital Management Group) and **Mauricio Monroy** (Deloitte and Touche/Galaz, Gómez-Morfin, Chavero & Yamazaki) on capital markets and taxation. **David Mayagoitia** (FRISA) presented a case study on his firm's projects in Cancún and Baja California while **Julio Berdegue** discussed El Cid Mega Resort and Mazatlán.

The biggest Mexican tourism investments are the continuing developments called mega projects. Just across the border from San Diego along the coast below Tijuana, FRISA's Real del Mar will feature large residences, condominiums and timeshare units, a marina, and equestrian trails. The first phase is already under construction. FRISA is also developing Puerto Aventuras Resort about 80 kilometers from Cancún, which offers a marina for 250 yachts, a Yacht Club, a Golf Club, a Tennis Club, a



Gregorio Estrella

Beach Club, and a large community of villas and condominiums. At Mazatlán's El Cid Mega Resort, first come the residences, then the hotel/timeshare units, followed by condos and finally the marina. Water plays a key role in some of Mexico's resorts, a constant problem for dry Northwest Mexico. While Sinaloa and the Cancún coast have plenty of fresh water resources, northern Baja, does not. Real del Mar will rely on recycled water from a sewage treatment plant for gardens and the golf course. But even more than water, the most serious problems for tourism investment in Mexico are related to real estate taxes and inadequate marketing.

The Mexican real estate transfer tax was originally created to compensate for the loss of income tax when property values were underestimated, according to Mauricio Monroy of Deloitte & Touche of Tijuana. "But this tax is killing opportunities in tourism real estate; for example, there is no secondary mortgage market in Mexico," said Monroy.

The costs associated with selling or foreclosing Mexican real estate include 10 percent to 13 percent transfer taxes. Just suppose a U.S. lender finances a project in Mexico and tries to foreclose due to nonpayment. In the United States, this is a relatively straightforward and speedy process, but in Mexico it is more difficult. In addition to dealing with Mexican courts, the lender has to pay the transfer tax to obtain the property, and pay it again when he sells it. Thus, the lender is paying transfer taxes twice for a total of 20 percent to 26 percent, plus notary fees of 1 percent to 2 percent, and perhaps a .2 percent per year bank fee.

Real del Mar's typical market is composed of Southern Californians earning \$100,000 or more who want an ocean view at half the price they would pay in La Jolla or Malibu. The concerns of potential buyers were listed by David

Mayagoitia, marketing director of FRISA's Tijuana Division, as follows: proper registration with California's Department of Real Estate, title insurance, a renewable trust, and nonequity financing. People are not willing to use their U.S. home as a way to finance investment in Mexico.

"There has been a general lack of interest from state and federal governments in promoting Mazatlán's tourism," said Julio Berdegue, president of El Cid Mega Resort. "This lack of promotion is beginning to generate a vicious circle: less promotion—less investment—less tourists—less promotion."

Proceedings from the Conference have been published and are available for \$45.00 (plus 7.25% California sales tax) from the Institute for Regional Studies of the Californias, *Tourism Investment in Mexico: Final Report of the October 1990 Seminar in Mazatlán*.

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## PROFMEX Presidential Activities in China, USA, Mexico

President **James W. Wilkie's** recent agenda has included, among other activities, an official visit to China, negotiations with the University of Texas at El Paso about its relationship with PROFMEX, and the development with ANUIES of a project to study public services in Ciudad Juárez.

Traveling during September 1990, Wilkie visited the Chinese Academy of Social Sciences and its Institute of Latin American Studies (CASS/ILAS). In Beijing, he was hosted by **Sengen Zhang** and **Gao Xian**, both of whom have been visitors at the University of California. Wilkie discussed CASS interest in joining with PROFMEX scholars to conduct research and publish findings on Mexico and its U.S. relations. CASS has been granted honorary membership status in PROFMEX.

Wilkie's activities in China involved speaking, research, and official visits to five regions. He spoke on the status of Mexican studies and he conducted research with **Edna Monzón Wilkie** on Chinese trade and commercial relations with Mexico and Latin America. The Wilkie's visited Taiwan, Macao, and Hong Kong as well as mainland China (including Shanghai, Souchow, Hangchow, Guilin, and Yangshuo).

In the United States, Wilkie met with President **Diana Natalicio** on November 20 about the development of UTEP's Center for Inter-American and Border Studies. Because CIBAS has had five directors in four years, the PROFMEX board meeting in Mazatlán in October offered its help to stabilize the situation. As a result of the Wilkie-Natalicio meeting, UTEP has agreed to work closely with PROFMEX as it seeks to appoint a new, long-term director. Further, UTEP offered to take a leading role in the PROFMEX-ANUIES project studying Ciudad Juárez.

In Mexico, Wilkie traveled three times during March to develop the PROFMEX-ANUIES project to examine public services in Ciudad Juárez. These trips involved an important planning meeting March 7-9 hosted by El Paso Community Foundation (EPCF) at the Westin Paso del Norte Hotel. Sessions organized by **Janice Windle**, Executive Secretary of EPCF, heard the Ciudad Juárez Director of Planning, **Roberto Mora Palacios**, and the General Director of Urban Development, **Juan Manuel Sánchez Romo**, outline their views of problems on the Mexican side of the greater Ciudad Juárez-El Paso metropolitan area. Project planning is led by **David Lorey** (UCLA), **Roberto Sánchez** and **Guillermina Valdez Villalva** (COLEF), **Julie P. Sanford** and **Kathie Staudt** (UTEP), **Manuel Loera** and **Rubén Lau** (Universidad Autónoma de Ciudad Juárez). Co-presiding over the El Paso meeting were **Juan Casillas** (ANUIES) and Wilkie.

Participants in El Paso included, from COLEF, **Jorge Bustamante** and **Tito Alegría**; from UTEP, **C. Richard Bath**, **Jefferey Brannon**, **Patricia Castiglia**, **Dilmus James**, **Stephen Riter**, **Fernando Rodríguez**, **Roberto Villareal**; from New Mexico State University, **L. Ray Sadler**, **José Z. García**, **María Telles McGeagh**; from UABC, **Arturo Ranfla G.**; from the University of Arizona, **Oscar Martínez** and **Michael C. Meyer**; from Tec de Monterrey/Ciudad Juárez, **Francisco Pacheco**; from UACJ, **César Fuentes**; from PROFMEX, **George Baker** and **James Platler**; and from ANUIES, **Ermilo J. Marroquín**. Organizational support was provided by **Virginia Kemendo** (EPCF) and **Nestor Valencia** (El Paso City Planning Department).

## Two UCLA Film Projects Based in Oaxaca

To enhance academic relations between U.S. and Mexican filmmakers, the Office of Mexico's Consulate General in Los Angeles and PROFMEX sponsored along with UCLA's Department of Film a cooperative effort to make two films in Oaxaca, December 1990-February 1991. Hosted by the Governor of Oaxaca **Heladio Ramírez López** and Secretary of Planning **Diodoro Carrasco A.**, UCLA Film Director **Garrick J. Wilkie** took a crew of nine persons to Mexico, with air transportation provided by the Mexican Secretariat of Tourism. Equipment and services were provided in Los Angeles by Audio Services, Birns and Sawyer, Foto-Chem Labs, UCLA's Office of Film Technical Services, and in Mexico City Churubusco Studios.

Film Project Number 1 involves the development for the Oaxaca State Government of a film to show the touristic attractions of the state. Filming by air and vehicle in the diverse regions of the state, Director Wilkie was assisted by **Rosario Varo Berra**, **David Baker**, and **Chris Balibarrera**.

Film Project Number 2 involves the making of a film entitled "The Tale of Father Miguel." For this film, Director Wilkie took to Oaxaca as lead actor Hollywood based **George Tovar**. Oaxacan **Dazia Ruiz** is lead actress in Wilkie's original screenplay and actors from Oaxaca include **Jesús Cabrera**, **Alfredo Aroyo**, **María Ofelia Hernández**, **Roberto Gómez**, **Wagive Turcot**, **Graciela Moreno**, **Hugo Barragán**, **Fernando Diego**, **Ricardo Ramírez**, **Aída Angélica**, **Armando González**, **Cecilia Angeles**, **Lidia Ramírez**, and **Carlos Angeles**. **Jesús Cabrera** is chair of the Theater Department at the University of Oaxaca and director of the University's Radio Station. Observing were film students from the Centro de Capacitación Cinematográfica (CCC) in Mexico City. Filming was conducted in Etla and Tlacoahuaya, with the assistance of town authorities and police supplied by the City of Oaxaca.

The film crew included: Director of Photography in Mexico **Thomas Yatsko**, Director of Photography in Los Angeles **Jay Willis**, Assistant Cameraman **Adam Stepan**, Art Director **Francis Mohajaren**, Gaffer/Electrician **Keith Grushula**, Key Grip **George Kalinski**,

Audio/Light Operator **Chris Balibarrera**, Talent and Location Coordinator **Rosario Varo Berra**, and Production Manager **David Baker**.

Support for the projects came from **Ruth Schwartz** (UCLA Chair of Film and Television), **Perla Xochitl Orozco** (Director of Public Relations for the State of Oaxaca), **Marco Antonio López** (Assistant Director of Oaxacan Public Relations), and **Gustavo Montiel Pages** (Director General of CCC in Mexico City).

While visiting Los Angeles, **Juan Ignacio Durán**, head of Mexico's National Cinematographic Institute, met with UCLA's Program on Mexico to arrange further collaboration.

Beyond Oaxaca, Director Wilkie is making a film documenting the life of the Lacandon Indians. As part of the project, he has recorded on film an interview with Gertrude "Trudi" Duby Bloom at her Lacandon Museum, Na Balom, in San Cristóbal de las Casas. Trudi and her late husband **Frans Blom** are famed for their work to protect the Lacandon Indians.

## PROFMEX Reps Visit Members in Nuevo León and Chihuahua

Invited by **Abelardo Gorena**, program director of the international relations major at the Universidad de Monterrey, **George Baker** (PROFMEX) and **Chad Richardson** (University of Texas, Pan American) were major speakers at a three-day symposium held at the Fiesta Americana on April 17-19.

While in Monterrey, Baker met with **Héctor Moreira** and **Sergio Sierra** at the ITESM Campus.

On April 22-23, Baker was in Chihuahua to confer with **Leonel Guerra**, director of the Center for International Competitiveness. Baker led a two-hour discussion on the 22nd with thirty representatives from the maquiladora industry that explored long-range options for economic development in Chihuahua.



## PROFMEX Institutions Offer Course on U.S. Politics

Coordinated by **Mónica Vereá**, of the U.S. Studies Center of the UNAM (CISEUA-UNAM), **Guadalupe González González**, of the U.S. Studies Institute of CIDE (IEEU-CIDE), and **Rodolfo de la Garza** (UT-Austin), a four-part lecture series on American politics and society was offered in Mexico City in late 1990 and early 1991. The academic program was the first of its kind to involve U.S. academics in a collaborative effort to enhance the sensitivity of Mexican scholars and public officials to recent trends in U.S. political and social affairs. The series is a joint ventured by UT-Austin, UNAM, and CIDE.

The first series, treating the executive, legislative and industrial branches of the federal government, was taught by **David Prindle**, **Brian Roberts**, and **Mark Graver** respectively. They were assisted by **Leopoldo Gómez** (ITAM), **Eduardo Ramírez** (CISEUA), and **Luis M. Díaz**, who served as tutors.

The second series, which concerned democratic theory and public policy, was taught by **James Fishkin**, **David Braybrooke** and **Gary Freeman**. Tutors were **Paz C. Márquez** (CISEUA), **Arturo Borja** (IEEU), and **James Russell** (CISEUA).

The third series dealt with political participation. UT-Austin instructors were **Robert Hardgrave**, **John Coleman**, and **Robert Luskin**. Tutors were **Víctor Arriaga** (IEEU), **Jesús Velasco** (UDLA-Puebla), and **Carlos Rico** (COLMEX).

The final unit examined U.S. social studies, including Black and Latino political attitudes and behavior. The instructors were **Michael Hanchard**, **Rodolfo de la Garza**, and **Anne Norton**, who were assisted by **James Russell** and **Barbara Driscoll** (both from CISEUA) and **José L. Orozco** (UNAM).

Intensive sessions and three-day units enable professionals and professors to participate with a minimum of disruption in the work schedules. The program proved a collaborative success, and its participants proposed having similar courses every two years.

## UDLA-Puebla and UDLA/Mexico City College

Mexico is the site of two separate institutions named University of the Americas. Confusing matters is the fact that in the past they were one institution. To assist in making the distinction clear, one is now known as Fundación Universidad de las Américas-Puebla (FUDLAP) and is in the state of Puebla. The other institution is the Universidad de las Américas, A.C. Mexico City's Bilingual University, formerly Mexico City College (UDLA/MCC).

UDLA-Puebla, with a main campus in Cholula, has an important research library and a modern computer installation. Recently, it has initiated a U.S. studies program. Contact: Dr. **Jesús Velasco Márquez**, Telephone (22) 47-00-00, FAX 47-04-22.

UDLA/Mexico City College has 220 professors who teach 1,217 undergraduate students and 184 graduate students. Majors include International Relations, Business Administration, Economics, Computer Systems, Psychology, and Education. A new Master's program is offered in International Political Economics.

UDLA/Mexico City College is centrally located in Colonia Roma and serves as the PROFMEX Visiting Scholars Center where office, computer, and library facilities are available to PROFMEX members. (See accompanying article.) Contact: Dr. **Francisco Marmolejo**, Telephone (5) 208-68-23, FAX 574-64-12 (request tone) or 511-60-40.

## Summer Courses in Mexico for Bilingual Teachers

The Program for Mexican Communities Abroad and ANUIES have prepared a catalogue providing details on summer courses offered at Mexican institutions for U.S. K-12 bilingual teachers and university students who will become bilingual teachers. The publication out-

lines courses at nine Mexican universities as well as those offered by Mexico's Secretaría de Educación Pública. Some of the courses are designed specifically for teachers of Mexican and Mexican-origin students, others are more general in nature.

The courses are offered at the following institutions: Universidad de las Américas, Puebla; Universidad Autónoma de Baja California (Tijuana, Mexicali, Tecate, and Ensenada); Universidad de Guadalajara; Universidad de Guanajuato; Universidad Iberoamericana (Mexico City); Universidad Autónoma del Estado de Morelos; Universidad Nacional Autónoma de México; Universidad Pedagógica Nacional; and Secretaría de Educación Pública.

The programs are from two to six weeks in length and cost from US\$180 to US\$1,200, depending on length, type of course, and room and board arrangements.

For more information, and a copy of the catalogue, contact: **Ermilo J. Marroquín**, ANUIES, Insurgentes Sur 2133, 01000 México, D.F., telephone 550-27-55; fax 550-48-57; 11:30 a.m. to 2:00 p.m. Mexico City time.

## San Diego Immigration Report

The San Diego County Transborder Affairs Advisory Board has issued a report after extensive consultations with County staff and U.S.-Mexican relations experts on *Costs and Benefits of Immigration in the San Diego Region*, a topic selected for in-depth analysis during 1990.

San Diego County, although significantly impacted by immigration costs, has little jurisdiction or influence over federal policy addressing these areas. The consultations have resulted in a local response for federal, state, and local governmental remedies, based on information received from a variety of sources. The Advisory Board, through the consultations, seized an opportunity to contribute to a regional dialogue and public policy by providing a forum that transcended the myriad of jurisdictions impacted by Mexican and Latin American immigration. Free copies of the report are available by writing the Department of Transborder Affairs, 1600 Pacific Highway, Room 273, San Diego, California 92101, attn: **Bill Domínguez**.

## James Platler, Director of PROFMEX Office of R & D

Named as Director of Research and Development, **James F. Platler** stated that he looks forward to organizing PROFMEX's newly established Office. In addition to developing specialized projects, Platler will seek private-sector support, host seminars, coordinate visits of traveling scholars, and formulate proposals.

Platler's background well prepares him for his PROFMEX assignment. He received his doctorate in 1976 from the Maxwell School of Syracuse University, taught in the University of Texas system from 1975 to 1977, and served as chair and professor in the Department of International Relations and History at the University of the Americas in Puebla from 1977 to 1979. During the 1980s he served as staff member of the California Commission on Campaign Financing, for which he created a computerized data base analyzed in its report entitled, *Money and Politics in the Golden State* (1989).

Born in 1944 in Utica, New York, Jim Platler is married to Lyn Edgington and they have four children, with residences in Malibu, Bel Air, and Ensenada. Lyn, who is associated with Jim in advising on ecological affairs, will serve as co-host for PROFMEX functions, the first of which

included opening their Bel Air home in November to a film project sponsored by the Government of the State of Oaxaca with PROFMEX assistance. They held a dinner November 30 for members of the Council on Foundations who visited Los Angeles for a Mexico briefing, at which the Mexican Consul General in Los Angeles **José Angel Pescador** spoke. Other notable guests included **Ricardo Pascoe Pierce** (Partido de la Revolución Democrática) and **Gustavo A. Chapela** (UAM-Azcapotzalco). They are currently hosting in Bel Air a University of Southern California seminar on "Foreign Reporting with Special Reference to Mexico," directed by **Murray Fromson** and taught by **James Wilkie**, **David Lorey** and Jim Platler.

With regard to research on Mexico, Jim Platler's focus includes the politics of free trade, the economic aspects of the sport fishing industry in the Gulf of California, and the political-economic problem of toxic waste disposal on the border.

The Platlers may be contacted at the PROFMEX Office of Research and Development, 21607 Rambla Vista Drive, Malibu, CA 90265. Tel/FAX (213) 465-0093.



*James Platler, PROFMEX Director of R & D*

## PROFMEX Participation in Symposia: New York and Puebla

PROFMEX was co-sponsor of the conference on "Mexico in the 1990s: Liberalization and the State," held at the Bildner Center for Western Hemisphere Studies, City University of New York Graduate School and University Center, October 29, 1990. Organized by **Ronald G. Hellman** and **Eugene D. Miller**, the event featured speakers on the Mexican economy under Salinas included PROFMEX President **James W. Wilkie** (UCLA), **Guillermo Ortiz** (Secretaría de Hacienda y Crédito Público), **Pedro Pablo Kuczynski** (First Boston Corporation), and **José Luis Reyna** (COLMEX).

The session on centralization and democracy heard the following speakers: **John Bailey** (Georgetown University), **Miguel Kiguel** (World Bank), **Lawrence Kudlow** (Bear, Stearns & Co.), **Henry Bienen** (Princeton), and **Dankwart Rustow** (CUNY).

Speaking on the state and privatization in market economies were **Hugo Kaufman** (CUNY), **Mihailo Markovic** (University of Pennsylvania), **Daniel Schydrowsky** (American University),

and **Harry Magdoff** (*Monthly Review*).

The session on political dimensions of the proposed Free Trade Agreement included: **Leonard Silk** (New York Times), **Ignacio Trigueros** (ITAM), **Jeffrey Schott** (Institute for International Economics), **Steven Beckman** (UAW), **Robert Helander** (Jones, Day, Reavis & Pogue), and **Blair Hankey** (Paul Weiss, Rifkind, Wharton & Garrison).

The proceedings of this Bildner Center Third Annual Conference on U.S.-Mexican Relations are scheduled for publication in Fall 1991. Information on this volume edited by Hellman and Miller is available from the Bildner Center: Tel. (202) 642-2940; FAX (212) 642-2789.

In Mexico, PROFMEX President **James Wilkie** participated in the Conference on International Trade Flows held at the Universidad de las Américas-Puebla, April 11-13, 1991. The Conference was organized by **Enrique Cárdenas** (President of UDLA-P) and **Jorge Mejía Montoya** (Conference Coordinator).

Participants included **Sergio Del-**

**gado** (UNDP), **Sidney Weintraub** (UT Austin), **Victoria Kurson Price** (Institute of International Studies, Geneva), **Mauricio de María y Campos** (Banco Mexicano Somex), **Raúl Ramos T.** (Mexico Free Trade Team), **Gary Williams** (Texas A&M), **Jorge Cambiaso R.** (CEMLA), **Raúl Hinojosa** and **Sherman Robinson** (Berkeley), **Eduardo Pérez Mota** (SECOFI), **Adalberto García Rocha** (COLMEX), **Santiago Levy** (Boston University), **Murray Smith** (Carlton University), and **Eduardo Fuentes** (IDE).

UDLA-P participants included **Ryszard Zukowsky**, **Agustín Aguilar**, **Gonzalo Castañeda**, **Eduardo Lastra P.**, and **Rogelio Arellano**.

Accompanying Wilkie to Puebla were **James** and **Lyn Platler** (PROFMEX). Jim Platler conducted a special seminar on free trade issues at the UDLA Center for Interamerican Studies, chaired by **Jesús Velasco M.**

# Scholars for Free Trade With Mexico

*The following letter on the important question of a free trade agreement with Mexico was sent to members of Congress by a group of prominent Mexicanists, including many members and officers of PROFMEX. For information, contact Scholars for Free Trade with Mexico, PO Box 449, Falls Church, VA 22040*

April 10, 1991

Dear Member of Congress:

This letter is written in support of a free trade agreement with Mexico. It supports renewal of fast-track authority for the conduct of those negotiations because it is evident that without this authority it would be impossible to conclude a comprehensive agreement that was not riddled with destructive exceptions. Countries would be unwilling to negotiate trade agreements with the United States executive branch if this were just prelude to negotiations with 535 persons in the U.S. Congress.

The signers of this letter are university professors or senior analysts at research institutions. None of us represents any special interest. Our only motive in sending this letter is to promote the national U.S. interest, which we are convinced would be served by a free trade agreement encompassing the three countries of North America.

Economists have known since Adam Smith that trade among nations is not a contest in which some countries win and others lose. Trade, like few other international endeavors, increases the welfare of all the nations involved. The extent of the gains may not be equal, but a North American free trade area would clearly be a win/win/win situation for the three countries involved. All economic studies we have seen by respected researchers come to this conclusion. We have yet to see a quantitative study seeking to measure welfare gains in each of the three countries that contradicts this.

Three non-measurable arguments have been made by those opposing free trade. These are that (1) Mexico would have an "unfair" advantage because of its wage rates; (2) the economic development of Mexico would pollute the environment; and (3) Mexico is not a democracy in the U.S. mold and is therefore not worthy of such an agreement. We will deal briefly with each argument.

If low wages are the hallmark of trade success, why are our most successful competitors not low-wage but high-wage countries like Japan and Germany? It is evident that wages are but one element in determining the cost of goods and services. Other aspects include productivity,

or output per worker, the sophistication of production and of the human resources. The path to trade success is not low wages but better education. One need only compare the trade success of a Haiti with that of a Switzerland to see this point.

A deeper question must be asked: does the United States wish to compete in world trade on the basis of low wages, or because of the research and innovation content of its output? If we exclude imports on the ground that the workers are paid less than in the United States, we deny our trading partners the necessary foreign exchange to purchase our goods and services. We have also learned that import protection does not save an industry that cannot otherwise compete. What protection accomplishes is add billions to the consumer bill—and in the end, U.S. jobs are lost in any event, as we have seen in the auto, steel, and textile industries.

Mexico's goal is to raise its wages and to compete on the basis of higher productivity, as South Korea, Taiwan, and Singapore have done. As Mexican incomes rise, so will our exports to them, as we know from our large trade with high-income countries. If we are to import goods in any event—if the solution is not to close our market—it is much better to buy from Mexico and Canada, our neighbors, who buy most of their imports from us. The dollars we spend on imports from Mexico return in high-wage U.S. exports back to Mexico. Keeping out Mexican goods can be done only at the expense of high-wage U.S. jobs.

We do not argue that no U.S. worker will be hurt by increased imports, whether from Mexico or any other country, although we do not expect that large numbers of workers will be displaced during the long phase-in to free trade with Mexico. The solution is not to close our market, but to compensate those who are hurt, including expanded retraining. We do not help our country by forgoing general benefit to temporarily save a few jobs by protection.

We share the concern of those Americans and Mexicans who insist that the price of increased trade and higher incomes should not be promiscuous environmental degradation. We assume that the position of those truly concerned about the environment is not that Mexicans should remain poor because that will keep them clean. One reason for environmental pollution in Mexico today is that the country is poor. Mexico's environmental laws are similar to our own, but the country lacks the resources to enforce them.

We would support the inclusion of some environmental issues such as health and safety standards for consumer products entering the United States in the North American Free Trade Agreement to make clear that increased trade and sound environmental practices are compatible. A broader environmental understanding should be worked out on a parallel track by environmental experts, not in the agreement itself, which will be negotiated by trade specialists. The United States and Mexico have already made progress on environmental issues such as the result of the agreement concerning the border area between the two countries signed in La Paz, Baja California Sur. Environmental protection should not be a cloak for protectionism. If Mexico lacks the resources to enforce the laws already on its statute books, this cannot be corrected by depriving Mexico of the ability to improve its economic situation.

Finally, those of us who have studied Mexico have been impressed by how much political choice has been widened in recent years. The completion of this process of political opening is less likely if the country remains impoverished. The free trade agreement would give an impulse to political democracy that cannot be achieved by outside exhortation or flagrant U.S. interference in Mexican domestic affairs. This latter approach is the surest way to stifle the growing democratic impulse in Mexico.

The opportunity to forge a North American free trade area has come now, on your watch. If the opportunity is missed, it may be decades or more before it comes again—if it comes again. Spurning the Mexican initiative would be seen there as a gesture of U.S. condescension, regardless of how we rationalize our action to ourselves. The political and economic fallout in Mexico would be profound and unpredictable. We would then have converted a positive situation into one where there were only losers. We urge you to take the high road of trade promotion and not the dead end of protectionism.

With best wishes,

**Clopper Almon**, University of Maryland

**M. Delal Baer**, Center for Strategic and International Studies

**John Bailey**, Georgetown University

**Richard Bath**, University of Texas, El Paso

**Paul Boeker**, Institute of the Americas

**Roderic Ai Camp**, Central College

**Peter Cleaves**, University of Texas, Austin



**Wayne Cornelius**, University of California, San Diego  
**Rudiger Dornbusch**, Massachusetts Institute of Technology  
**Georges Fauriol**, Center for Strategic and International Studies  
**Richard Feinberg**, Overseas Development Council  
**Paul Ganster**, San Diego State University  
**George Grayson**, College of William and Mary  
**Susan Kaufman Purcell**, Americas Society

**Robert Pastor**, Carter Center, Emory University  
**Clark Reynolds**, Stanford University  
**Riordan Roett**, Johns Hopkins School for Advanced International Studies  
**Louis R. Sadler**, New Mexico State University  
**Sally Shelton Colby**, Georgetown University  
**Viron P. Vaky**, Carnegie Endowment for International Peace  
**Sidney Weintraub**, University of Texas, Austin

**Howard Wiarda**, University of Massachusetts  
**James Wilkie**, University of California, Los Angeles  
**Edward Williams**, University of Arizona

*Institutional affiliations are listed for the purpose of identification only. The views contained in this letter represent personal opinion of the signers and not necessarily of their institutions.*

## CETEI-Centro de Tecnología Electrónica e Informática

CETEI-Centro de Tecnología Electrónica e Informática (Center for Technology in Electronics and Informatics) has recently joined PROFMEX as an institutional member. CETEI offers an innovative approach to the transfer, development, and application of technology to the day-to-day needs of Mexican industry and society. Specifically, CETEI functions as a link between the academic and productive sectors in Mexico, applying the research capacities of Mexican universities to the particular technological demands of Mexican industry and agriculture.

In Mexico the collaboration between industry and academia in the development and application of technology has been extremely limited. Technology has traditionally been associated with basic science and not with industrial competitiveness. As a result, the R&D culture in Mexico has been divided between actors, one involved in research and the other in production, who do not speak the same language yet whose cooperation is essential for Mexico's development. This is an especially serious state of affairs for a country in which the vast majority (98%) of the investment in R&D has been made by the government through grants to public research centers and universities and not by private firms for in-house R&D projects. With the recent liberalization of the Mexican economy, it is clear that technological innovation and application has become essential to the survival of Mexican industry. Mexican companies must make use of public investments in university laboratories and human capital, and by the same token Mexican universities must increase the relevance of their research to the practical demands of their country.

In light of this situation CETEI was founded in 1987 as a joint venture between the Mexican Electronics Association (CANIECE) and the National Autonomous University of Mexico (UNAM) to bridge the gap between the industrial and academic communities in the development and application of tech-

nology. CETEI was in fact the brainchild of **José Warman**, who served as Director of the Electronics Industry under the De la Madrid administration. CANIECE and UNAM have supported Warman's effort by providing him with "seed money" for CETEI's initiation. While CANIECE and the UNAM continue to be CETEI's institutional representatives in the industrial and academic sectors, CETEI has achieved complete economic self-sufficiency. The center functions as an independent, non-profit organization in the form of a trust held by the National Finance Bank (NAFINSA).

CETEI is not subsidized and therefore must generate its own financial resources. Work is thus carried out on the basis of specific projects each with external sponsors (corporations, government agencies, civil organizations, foundations). Generally CETEI is contracted by businesses or institutions that need solutions to specific problems in the area of electronics or informatics technology. In this sense CETEI operates more like a business than a traditional research center. Nonetheless CETEI also contributes to the understanding of the role that technology plays in Mexico's development through macroeconomic studies and policy analysis. Such research projects are carried out in cooperation with academic institutions both in Mexico and abroad.

CETEI's independent financial status and strategic placement between industry and academia puts it in an ideal position to work with the range of actors interested in Mexico's technological progress. Rather than compete with existing institutions, CETEI promotes networking and collaboration between universities, research centers, industrial organizations, government, and private firms. In particular, CETEI is dedicated to projects and studies that facilitate the pragmatic application of electronics and informatics technology to the needs of Mexican society. Such projects have generally fallen into the following two

categories: 1) information services and studies, and 2) technology development and application projects.

CETEI's publications have included an in-depth analysis of the purchasing practices of the maquiladora electronics industry and other studies on the competitiveness of the Mexican electronics firms and the price evolution of the Mexican computer industry. In the area of technology development, CETEI's projects have included the establishment of an engineering group specialized in the development of telecommunications products, the generation of financial software for a major Mexican bank, and most recently the development of a center to provide technical support for small and medium sized Mexican businesses. CETEI is carrying out this last project in collaboration with the National Confederation of Industrial Associations (CONCAMIN).

In addition, CETEI has two programs which group together projects in areas which it has deemed of particular importance: The Program to Apply Informatics to Sectorial Solutions (PAISS) and the Mexico-United States Technology Program (MUST). PAISS was created to bring informatics and electronics technologies to sectors of Mexican society that have not traditionally been included in the so-called "Computer Revolution," especially that of agriculture and food production. Current projects in this area include the application of informatics to Mexico's aquaculture production and the creation of a program for informatics training in the rural sector which involves collaboration with the national association of campesino organizations (UNORCA) and the National Institute for Agricultural Training (INCA).

The Mexico-U.S. Technology Program (MUST) was initiated in 1989 with the support of the William and Flora Hewlett Foundation to contribute to a better understanding of the role of technology in the binational relationship. The primary objective of the MUST program has been to develop projects which encourage cooperation between the two countries in the development, transfer, and application of technology. This includes working

*(please turn to page 26)*

# What Happens Without a Free Trade Agreement?

*by Stephen Jenner*

*Stephen Jenner is Associate Director of the Institute for Regional Studies of the Californias, SDSU, where he directs the California-Mexico International Business Education Program, a project that supports curriculum development, faculty development, and community outreach to increase awareness of opportunities for doing business with Mexico. Jenner is principal of Jenner & Associates, a management consulting firm specializing in business planning, control systems, and human resource development, primarily for companies with maquiladoras in Baja California.*



*Stephen Jenner*

Recently most of us interested in the issue of free trade have focused on the battle in the U.S. Congress over extension of President Bush's fast track negotiating authority for the next two years. This is assumed to be the key to a trilateral North American Free Trade Agreement (NAFTA) and multilateral General Agreement on Tariffs and Trade (GATT), i.e., the assumption is that there will be no agreement without fast track because no government would bother to negotiate if Congress could pick it apart. In the process of this virulent debate, I think many people are making the mistake of exaggerating the impact of a NAFTA. Many people fear big changes in the organization of our economy. Thanks to constant references to Europe 1992, many folks living near the border expect a free flow of Mexicans to inundate them any day now. Labor union leaders are screaming that all factories will be immediately relocated to Mexico causing massive layoffs as well as the destruction of the environment.

## How Much Will Flows Change?

The past and present of U.S.-Mexican economic relations seem to suggest that NAFTA is less crucial than most people think. In fact, the main impact of NAFTA will likely be the perception of less political risk for foreign investors in Mexico, and the continuation of privatization, deregulation, and opening the Mexican economy to outsiders. Trade flows will change little, especially from the U.S. perspective. Mexican people may use their increasing prosperity to travel north, or stay home and work at newly-created jobs in their own country rather than toil for the gringos, but overall the "people flow" resulting from a NAFTA is generally overrated. Maquiladoras will not disappear, nor will all companies suddenly set-up maquiladoras.

The economic integration of the United States and Mexico will continue with or without a free trade agreement. Tariffs are already low for goods moving in both directions, and the trade flows continue to grow. Almost half of U.S. imports from Mexico are made of U.S. components or metal, and duties are paid only on the value added in Mexico; another 10% enter free of duty under the General System of Preferences (GSP). The bulk of U.S. imports will not be affected significantly by an FTA, nor will U.S. employment and wage levels.

## A Nation of Maquiladoras?

The famous maquiladora or in-bond program is viewed as a precursor to free trade and a bridge between our two countries. How will maquiladoras be affected? First of all, they will not go away because of an FTA — they exist because of lower costs and proximity to the U.S., neither of which will change. One factor which has changed is that three key Asian countries competing with Mexico for off-shore production recently lost their GSP status, so we are going to see more maquiladoras which are wholly-owned subsidiaries, subcontractors, or shelters of Korean, Taiwanese, and Singapore manufacturers. Industry leaders anticipate a gradual increase in wages from around \$1.50 to \$2.25 over the next 5 years. Second, there is a lot of talk about more sales in Mexico for a range of U.S. companies, especially those with maquiladoras. However, this has been a possibility for many years under the maquiladora decree, and yet it's very rare. Companies that want to sell in the Mexican market are restricted by the lack of infrastructure such as transportation. Third, there will be a scramble to develop Mexican suppliers, especially for

Japanese companies which rely on Asian sources of television components. An FTA will accelerate this process by establishing rules of origin designed to require at least 50% North American content.

## Mexican Economic Outlook

While the U.S. suffers from a recession, Mexico is growing economically. The official forecast anticipates 4% GNP growth in 1991, but many private economists are more optimistic with projections of 7% or more. Since the United States accounts for over 70% of Mexico's imports and two-thirds of all accumulated direct foreign investment in Mexico, the United States is the largest foreign beneficiary of Mexican growth. The structural reforms of the Mexican economy are likely to sustain continued growth in both countries.

## We Are All Environmentalists Now

Because of this increased economic growth, there will be negative impacts on the environment. Some people in the United States argue that since growth pollutes, we should not do anything to promote economic growth in Mexico. Meanwhile, more young Mexicans enter the workforce every year, and they want jobs and a better life.

In the rush to build industries, many so-called "developing" and "developed" countries have failed to plan and consequently sacrificed their environment. This has certainly been the case throughout Eastern Europe and Asia, where pollution levels are staggering. It will require a major investment and changes in habits to clean up the environment, and this process will take a long time. In the short run, several positive steps are being taken: highly publicized enforcement of environmental laws to raise the cost of non-compliance, and better cooperation between the U.S. Environmental Protection Agency and its Mexican counterpart, SEDUE. Consumers and manufacturers are beginning to consider the total environmental cost of business as usual.

Maybe the biggest impact of all will be the realization that we should care more about what happens to our neighbors to the south because, in spite of our differences, we share the same land, air, and water. What if NAFTA's only really significant impact were a new commitment to improve our environmental behavior on both sides of the border?

# The Political Agenda in Opening Mexico's Economy: Salinas Versus the *Caciques*

by James W. Wilkie

Although observers of Mexico are well aware at the national level of the attack by President **Carlos Salinas de Gortari** on public and private monopolic and oligopolic interests that have hindered Mexican economic development, few have fathomed the following:

(1) the attack being waged against vested economic interests goes below the national surface to the state and local levels;

(2) the outcome of this sub-national battle will determine the country's ability to achieve full political democracy;

(3) demands to open the economy come not only from Salinas at the top, as conventional wisdom has it, but from the bottom of society where many Mexicans see economic opening as a way to break the political-economic monopolies that limit pent-up opportunities.

At the local level, the *caciques*, or local bosses, retain their traditional domination of politics because they control important aspects of the economy. As Salinas attempts to modernize Mexico, the problem of attaining democracy is elusive because *caciques* remain as the economic power in the 125,000 of urban and rural places into which Mexico is organized.

Local-level *caciques*, the leaders who have traditionally exercised control as the broker of power between national/state leaders and the people, determine or influence the distribution of such things as land, agricultural credit, government employment, access to subsidized housing and food, the granting of licenses and permissions, and even the allocation of space in public markets. *Caciques* are the middlemen who, in return for permitting economic activities, demand a percentage of the gross, regardless of net profits, if they do not buy products outright at an artificially low price. Typically, the *cacique's* family also controls transportation, runs the biggest and perhaps only store and the bars, and maintains close relations with the priest and doctor (if the town is lucky enough to have them). *Caciques* may start out as *coyotes* (extra-official facilitators) who "move" paperwork in the government bureaucracy or find ways to avoid legal enforcement of the law. A successful *cacique* may start out as a *coyote* and if he comes to hold the key functions over a broad area such as a state, he may become a national *cacique*.

At the national level, the *cacique* may be a powerful investor who through privileged access to subsidized govern-

ment credit and special government concessions has become the arbiter of a sector of the economy or of a region. Or, for example, he may represent an interest group, such as unionized teachers, regardless of geographic region. (One of the few women who has reached this level, **Elba Esther Gordillo**, is presently head of the national teachers' union.)

At the national level, *caciquismo* has been challenged by the Salinas programs. Some public- and private-sector *caciques* have been seriously hurt by the fact that Salinas has not only abolished protection for noncompetitive and inefficient industry (thus requiring the government to sell, merge, or close nationalized or partially nationalized firms) but he has also deregulated transportation (trucking, air freight, and air charter) and has ended governmental granting of most special licenses, permissions, and import permits. Moreover, Salinas has ended government monopoly of telephones through privatization of TELMEX and the opening of cellular opportunities to bypass the fixed-line system, which is years away from full modernization. He has privatized the building of toll roads. He is selling the nationalized banks to create real competition and regional diversity; and he has ended the government monopoly of mining and fishing. Apparently he has tried to open television and radio transmission to competing interests.

With the breaking of such restrictions, which allowed a few national-level *caciques* to control access to opportunity in highly visible areas, the possibility that the *cacique* can engage in "sweet-heart deals" and "kickbacks" has diminished to some extent, as has the need for society at large to pay bribes to them as public/private agents dispensing privilege.

Although the battle against *caciques* has been joined at the national level, it has hardly begun at the sub-national level where the economic *caciques* in the private and public sectors have retained much power and, like the "dinosaurs" who continue to hold power in national labor unions, they resist political change that might challenge their economic hegemony. As **Alejandro Junco**, publisher of *El Norte* points out, the private sector generally remains under monopolistic or duopolistic control, noting for example that it costs more to ship the 200 miles from Monterrey to Tampico than it does the 4,000 miles from Tampico to Amsterdam ("The Case for an Internal Mexican Free-Trade Agreement," *Wall*

*Street Journal*, March 22, 1991).

Junco argues quite rightly that the Napoleonic Code guides Mexico's legal system to foster monopoly and prevent the development of competition. Further, the Mexican monopoly law of 1934, which still remains in effect, specifically encourages price fixing and government intervention in the economy on the grounds that the government cannot leave the market to the free play of individuals. The 1934 law exempts a company from being accused of monopoly practices if the government is part owner; and it considers any non-governmentally owned company unpatriotic to import "disloyal" products. Junco goes on to note that one Mexican media group in Monterrey operates "two local television stations, 18 AM and FM radio stations, two daily newspapers, the cable system, 22 cinemas, and it controls 80% of the market for video rentals."

From my own visits during the last 18 months to locales in Chiapas, Chihuahua, Colima, Federal District, Jalisco, Morelos, Oaxaca, Puebla, Sinaloa, Tabasco, and Yucatán, I can report having found frustration and outrage at the *caciquismo* which restricts economic opportunity. Among numerous cases of complaints from producers, the following stand out:

—Oaxaca: "We palm hat-makers from the Sierra Mixteca cannot gain access to the markets here in Oaxaca City let alone reasonable transport prices for our goods; we must gain access to U.S. markets. How can we do this?"—this from Indians who barely speak Spanish.

—Huixtla, Chiapas: "Since the July 1989 collapse of the International Coffee Agreement (which limited our exports to the USA but which at least provided a means to market coffee at relatively high prices), we small coffee producers have gone from bad to worse. Not only have we lacked opportune credit, but 100,000 hectares of coffee land are plagued with disease (infestación de roya y broca). We must gain direct access to the U.S. market in order to solve our financial and technical problems and to end the monopoly practices of the middleman here who have hurt our region gravely—300,000 families are in virtual bankruptcy; the achievement of fair transportation costs here, direct information about U.S. prices, and unrestricted access to U.S. markets would resolve many of our problems."

—Tijuana: "I am tired of producing mens suits to smuggle into California, five-at-a-time, hanging openly as if I am

a businessman crossing for a meeting. Why do we have to smuggle the goods we produce across the border for sale there? Why can't we export honestly? Why are caciques nervous about free trade? Perhaps they realize that it will help us and harm them?"

—Villahermosa: "The nationalized banking monopoly has been a disaster. For we small businessmen, banks have had little, if any, short-term bank credit, let alone any reasonable service. (The banks seem to have taken most of our deposits to pay the national debt.) We must now wait for denationalization and the possibility that operating credit will once again be available to the private sector."

Consumers also are frustrated by caciquismo, as I heard in the following sample cases:

—Ciudad Juárez: "Two families (and one more than the other) control the high-cost butane gas distribution industry here and have blocked the extension of low-cost natural gas being piped into our homes. PEMEX has refused to even tell our city government how long the butane gas concessions last for those two families, let alone tell us the conditions of the concessions. Perhaps true free trade could defeat those powerful caciques."

—Mazatlán: "The 'milk' we get here at the supermarket is basically foul tasting powdered water. Why can't the milk monopolists give us real milk like I was able to drink when I worked in the USA?"

—Puebla: "Even though the city grew tremendously, PEMEX franchised no new gas stations for years, then when we finally did get six, the governor as strongest cacique took three for himself. Citizens boycotted the stations concessioned to the governor, so now he claims that the profits will go to 'charity'—at least until he leaves political office."

—Puerto Escondido: "This PEMEX 'service station' (if this shabby operation can be called one) has been out of gas for three days, leaving travelers like us stranded. Not only is there none of the new hi-test gas, there is no gas of any kind (even the watered down kind they like to give us) and this is the only 'real' station between Pochutla and Pinotepa Nacional—a distance of 130 miles. The senators and high politicians who hold PEMEX franchises have blocked the franchising of new stations. Thus, the 'drivers' rule here is, 'fill up the tank when you can, there may not be a chance again for hundreds of miles.'"

Indeed, throughout my travels I heard deep concern about the monopoly of power by government and a few private investors who have failed to develop "Mexico for the Mexicans":

—Mérida: "Mexico's infrastructure is

in near state of collapse. To modernize the telephone system for digitalization needed, e.g., to meet new demand for basic service and to send volume computer and FAX messages, US\$20 billion are needed, US\$3 billion right now. But the other investment priorities are tremendous: US\$150 billion for water/sewage; US\$100 for roads; US\$70 billion for railroads; US\$80 billion for PEMEX; US\$35 billion for electricity. For example, Mexico City is near a complete short-circuiting that will shut down power in 'brown-outs.' Without foreign capital to help infrastructural investment here in Mexico, how can such need for funds be met?"

—Colima: "Is it true what I have read that Exxon produces more petroleum daily (3 million barrels) with 30,000 workers than PEMEX produces (2.4 million barrels with 190,000 workers? If that is so, then PEMEX's 'featherbedding' and inefficiency mean that 'our' industry is eight times less efficient than Exxon. Then we people of Mexico have been defrauded by corrupt PEMEX union leaders who are exploiting us, all in the name of 'nationalism.'"

—Zacatepec, Morelos: "In Mexico the term 'potable water' is mistakenly used for 'piped water.' Government programs have reinforced this serious mistake, which lulls people into thinking that the water does not have to be boiled, thus contributing to a grave public health problem."

Beyond such concerns as above, Agrarian Sociologist **E. Miguel Székely** of UNAM's Instituto de Investigaciones Sociales wrote to me and others on February 27, 1991, as follows:

"In the spirit of what we discussed at the Oaxaca meeting [with the Council on Foundations Study Tour to Mexico in January], let me tell you about the type of marketing problems we are trying to overcome on both sides of the border. On the Mexican side, the National Union of Fruit and Vegetable Producers keeps a tight control on official permits for transport/export in a way that frequently does not correspond to its legal prerogatives. [On the U.S. side], there are many reports about the way in which American border officers, FDS inspectors, etc., collude in illegal actions in order to deter any attempt to go around the brokers' network....

"Our attempts to overcome this kind of problem run through the paths of negotiating with established power groups, rather than confronting them or attempting to go around them by the establishment of alternative circuits of commercialization (which has so often proved in practice to be futile.) But a 'negotiatory' approach can only be attempted when one has 'something' to

negotiate with. Information, as well as dependable contacts in every part of the commercialization process are key resources for this purpose.

"A harvest of some 4-5 thousand tons of melon will be ready to be picked in a few weeks, in grounds bordering the Laguna de Chacahua. [We need to develop] contacts who could serve as expert advisers/supporters for our current efforts to help producers to successfully complete their export operations.... [The American 'broker' has all too often exploited producers here] by constituting himself as the sales agent for the commercialization on the American side of the border, [but] it is much too common to find that [our producers] are left with the crumbs of an otherwise profitable operation, when not simply outwardly robbed; there are cases when the 'broker' disappears from sight, once having picked up a large portion of the harvest, without paying one penny for the product.

"There is not one single case that I have heard of in which the peasant organization has succeeded in recovering even a small part of what they should have received."

The answer to these problems, says Székely, involves not only U.S. contacts/supporters but in supplying Mexican producers with daily information about volatile U.S. prices and markets. The object is to help Mexican producers negotiate out of strength to compete in the open and competitive international markets, thus avoiding the monopolized Mexican market.

The international market, then, is clearly seen not only by Salinas but also by persons at various social levels as offering the most viable and speedy means to defeat the caciques who exploit so many Mexicans. The fact that I heard this same message from an isolated Indian group that looks to the free market outside Mexico to resolve its domestic plight tells me that perhaps we observers of the Mexican scene are not keeping up with the changes the country is undergoing.

In my view, what Salinas has had the perspicacity to realize is that if he takes on Mexico's caciques one by one, he will never win the battle to open either the economy or the political system. In his travels throughout Mexico, he has listened to the people and heard—as I have heard—their anger at the system of monopoly and oligopoly which dominates local and regional life. Salinas has heard that without massive local economic change, full political democracy is not possible.

If we view the pressure in Mexico for the opening of the economy as coming from new interests who want new opportunity throughout the republic, it is clear

the old interests represented by caciques will resist. They have resisted successfully in most of the political arena, where the government party (PRI) continues to dominate elections.

Ironically, then, political democracy will not be victorious in local and regional Mexico without imposition from the center to require that electoral losses be recognized, as in the state of Baja California. The PRI in Baja claimed victory in the 1989 gubernatorial race, but the PRI in Mexico City gave the victory to **Ernesto Ruffo Appel** of Mexico's opposition PAN party, much to the rage of state and many national Priistas.

Lest readers think that the process of economic and political opening will be either easy or completely successful, let us recall views of observers and/or critics of the Salinas program about investment, views which constitute a series of concerns.

#### *About investment:*

—Complaints quoted from throughout Mexico may be exaggerated. For example, who can really know, even in the government, the extent of Mexico's infrastructural investment needs? Some of the figures quoted here may be too high, others too low.

*About the opening of Mexico's economy through a free trade agreement (FTA) with the USA and Canada and/or the result in Mexico of ending agricultural subsidies, for the rural sector where at least one-third of Mexicans are employed:*

—On the one hand FTA would mean an economic collapse of that part of Mexico's rural sector which cannot easily compete with foreign technology, fertilizers, and methods, according to **Felipe Calderón Hinojosa**, PAN's head of national studies (*La Jornada*, April 12, 1991). Thus, Mexico could see massive imports of wheat, sorghum, soybeans, beans, and rice as well as milk and dairy products. Such imports would dislocate at least 15 million Mexican agricultural workers;

—On the other hand, Mexico could gain a huge export market in the USA for cattle, tomatoes, bell peppers, cucumbers, onions, garlic, asparagus, zucchini, melons, orange juice, mangoes, strawberries, avocados, grapes, and coffee. Coffee would no longer be subject to an international agreement that favors the traditional producers such as Brazil and Colombia;

—Nevertheless, even with an FTA, trade will not be "free" all at once, but be phased in by product over the next five to ten years, and Mexico will still have to face U.S. restrictions which limit imports for 'quality' and health reasons—regardless of duty;

—In any case, absent an FTA, U.S. investments will continue to flow into

Mexico, but without the needed shock of shifting Mexican job opportunities from the traditional growing of lower-value grains into higher-value winter fruits and vegetables and production of high-income manufactured goods.

#### *About monopoly:*

—Without the government's Popular Subsistence Agency (CONASUPO) which subsidizes purchases and sale of foodstuffs, much of rural Mexico would remain outside the market economy. At least CONASUPO (even with its local coyotes) serves the most isolated and poorest rural areas as a buyer of grains and operator of government stores selling basic supplies. The private trucker and merchant sees no profit in those areas, which rely almost solely on CONASUPO for connection to the nation;

—Middlemen exist in international markets as well as in Mexico and they will seek high profits;

—The PRI's corporatist system is itself seeking, ironically, to challenge caciquismo by establishing a new quasi-state bureaucracy to be known as the Company for the Commercialization of Agricultural, Ranching, and Forest Products. According to the 1991 request by the National Federation of Peasants (CNC) for government funding, this new Company would provide price information and contract assistance for its members as well as negotiate credits and marketing rights;

—The government's National Solidarity Program (PRONASOL) is attempting effective regional development (see the related PROFMEX interview with **Miguel Sandoval**).

#### *About Salinas's role:*

—He may be creating new monopolies in the private sector to replace those which once existed in the public sector, e.g. television and copper mining;

—He may be building a private power base of which he will be the center long after he has left the presidency;

—His agenda may not be to fully democratize the country but rather to monopolize political power in PRI under the guise of opening the economy.

#### *About the historical problem of caciquismo:*

—**Samuel Schmidt** (SDSU, UABC, UCLA, and UNAM) argues that caciques have existed in Mexico since pre-Conquest times and they have enforced political stability (too often violently) while transmitting demands back and forth from the people to the centers of power and looking out for the welfare of their followers. Writing in *Examen* (August 1990), Schmidt suggests that Salinas's aim of abolishing caciquismo cannot succeed without shocking the political culture that accepts the cacique. The question Schmidt asks is: Can democracy

readily replace the cacique system?

—Much of the violence in rural Mexico can be traced to the rage of the caciques against peasants who seek to change the economic and political equation. As **Aguiles Córdova Morán** writes (*Uno Más Uno*, January 28, 1990), "the omnipotent power of the caciques..., the absolute control they hold over the population, quite naturally converts them into 'representatives of the community' before the public authorities: It is with the cacique that the candidate for the chamber of deputies meets, it is the home of the cacique to which the governor goes if by a miracle he visits the community, it is the cacique whom the governor consults to resolve municipal problems, and it is the cacique who has the last word on who will occupy the local public posts, including, not infrequently, the representation in the chamber of deputies."

Taking these concerns into account, in my view, it is important to realize that self-censorship by many Mexican commentators and blindness by foreign observers has lead them to overlook the anger and frustration of much of Mexico's population about the closed nature of the country's economic system.

What much of the population seeks is the right to openly bid and compete without favoritism and to be able to sell goods at fair prices. New economic powers may well replace the old; but surely there will be more of them and their well-being will not be influenced to the same degree as in the past by political cronyism and local control.

Without such economic change, caciques will continue to dominate the localities of Mexico, and democracy will be still-born.

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## Obituary: Matthew Edel of CUNY

CUNY's Bildner Center regrets to inform PROFMEX colleagues that **Matthew D. Edel** died December 5, 1990, at the age of 49. Edel was co-director of the Bildner Center's U.S.-Mexico Project and of its Project on the Urban Challenge in the Western Hemisphere. He was co-editor of the Center's book *Cities in Crisis: The Urban Challenge in the Americas* (1989). Edel was a graduate of Harvard and held his doctorate from Yale University. He had served on CUNY's economics faculty since 1964 and was a senior associate of the center. He died of septic shock after being treated for cancer.



## Council on Foundations Study Tour of Mexico Led by UCLA

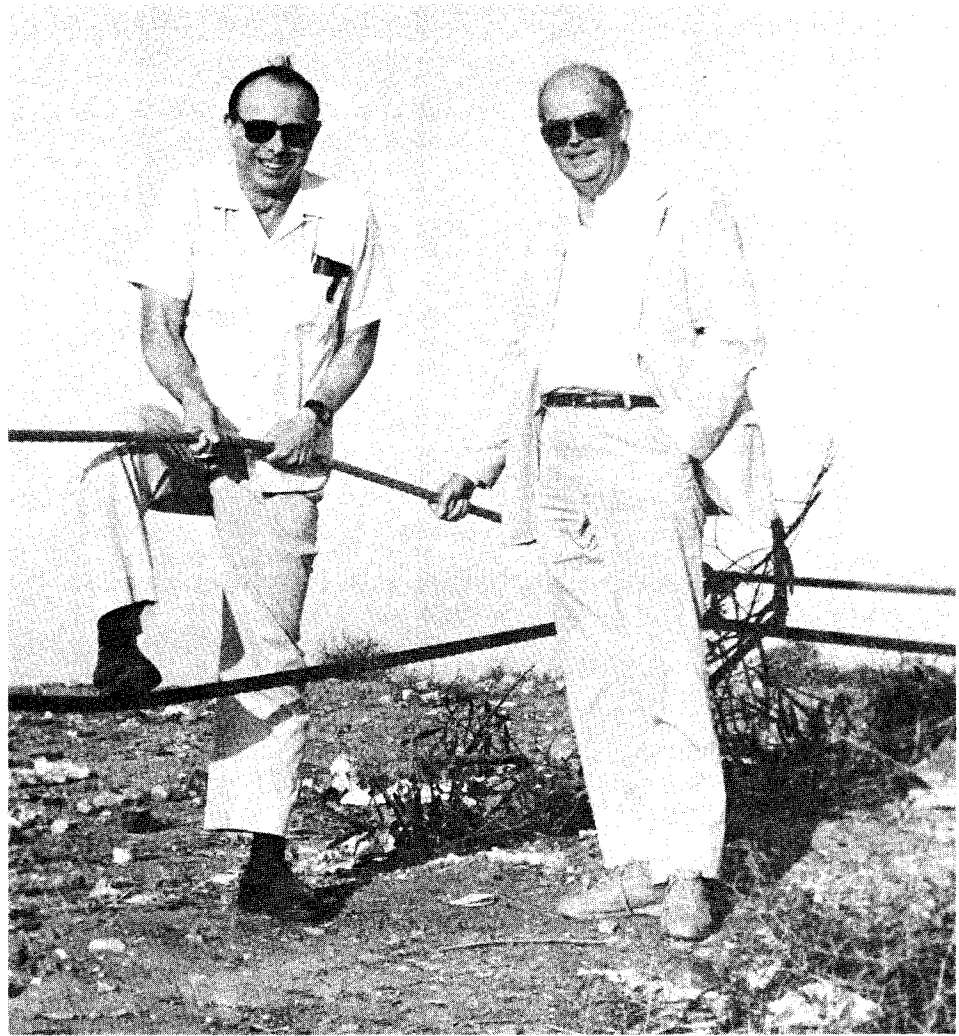
The UCLA Program on Mexico was selected by the Council on Foundations to develop an intensive working tour of Mexico for 30 representatives of U.S. foundations. The aim of the tour was to brief U.S. grantmakers on current development issues in Mexico and to introduce them to key scholars and policymakers involved in Mexican policy affairs in both Mexico and the United States. The study tour was structured around a series of high-level briefings with scholars and policymakers directly involved with issues related to Mexico's current development challenges. The briefings were designed to present diverse and often conflicting perspectives on Mexican development—past, present, and future.

In order to harmonize the interests of grantmakers and policymakers, the Program on Mexico consulted with U.S. and Mexican scholars, policymakers, and the Council on Foundations staff to develop issues and points of view.

Representatives from the following organizations participated in the study tour: Apple Computer, California Tomorrow, Columbia Foundation, El Paso Community Foundation, Ford Foundation, Fundación Arias, Greater Wenatchee Community Foundation, Hewlett Foundation, Hispanics in Philanthropy, International Youth Foundation, James Irvine Foundation, Joyce Foundation, Kellogg Foundation, Kettering Foundation, MacArthur Foundation, Marin Community Foundation, Meadows Foundation, Packard Foundation, Pew Charitable Trusts, Robidoux Foundation, Roth Foundation, and the San Diego Community Foundation.

The tour was organized in two parts. From November 29 to December 1, the group used UCLA as a base to explore Mexican Los Angeles and the U.S.-Mexican border region. The group exchanged views with speakers drawn from all major institutions in the region, including USC, the Mexican consulate in Los Angeles, San Diego State University, UCSD, RAND, and El Colegio de la Frontera Norte in Tijuana. A tour of Tijuana and maquiladoras was led by a team from SDSU.

From January 25 to February 4, the group continued the tour in Oaxaca and



*PROFMEX President Wilkie and Hewlett Foundation's Clint Smith on the San Diego-Tijuana border near the Soccer Fields*

Mexico City, where the focus was on public policy, community development, sustainable and environmentally sound development, and new solutions to old problems.

The following topics were discussed in briefings during the Mexico City portion of the tour: human rights in Mexico; new grassroots organizations; technology and the rural sector/Mexico's indigenous peoples; women in higher education; economic issues; and democratization in the 1990s. Meetings also took place with the U.S. Ambassador and the Embassy country team, Mexican business leaders, Mexico City intellectuals and academics, the mayor of Mexico City, and the Mexican health officials.

In Mexico, the group met with a wide range of scholars, community representatives, and policymakers to discuss development issues, from a grassroots organization of palm hat makers in Oaxaca to the mayor of Mexico City. The tour incorporated in both its segments cultural and social activities including visits to a Chicano art exhibit, East L.A., Oaxacan villages, and a sunset dinner at the

Monte Albán archaeological site.

A number of UCLA faculty, administrators, and students participated in the seminar. Designing and directing the trip were **David Lorey** and **James Wilkie**. Accompanying the seminar were **Norris Hundley** (Director of the UCLA Latin American Center, who traveled to Tijuana, Oaxaca, and Mexico City) and **Elwin Svenson** (UCLA Vice Chancellor-Institutional Relations, who was present in Oaxaca and Mexico City). UCLA faculty contributed their expertise to several of the briefings, as did graduate students **Enrique Ochoa** and **Iván Gutiérrez**, who helped to coordinate events in Los Angeles and Mexico City. **Christof Weber**, assistant to the Coordinator of the Program on Mexico, and **Robert Gibson**, the Program's secretary provided staff support.

Tour leaders for the Council on Foundations were **Janice Windle** (El Paso Community Foundation) and **Douglas Patiño** (Marin Community Foundation). Staff for the Council on Foundation were **Louis L. Knowles** and **Isabelle G. Mack**.



# PROFMEX Interview with Mexican Consul General Pescador

While returning to Los Angeles on October 7 via Delta Flight 173 from the PROFMEX-ANUIES Symposium in Mazatlán, PROFMEX President James W. Wilkie and Vice President Paul Ganster began to interview José Angel Pescador Osuna, Mexican Consul General in Los Angeles. The interview was completed April 1 in Bel Air by Wilkie and James Platler (PROFMEX Office of R & D).

In his first year as Consul General, Pescador has raised formal diplomatic protest about human rights violations by the Los Angeles Police Department and the L.A. County Sheriff's Department. A native of Mazatlán, Sinaloa, he studied economics at the Instituto Tecnológico Autónomo de México in 1970, where he wrote his licentiate thesis on "La industrialización y sus efectos sobre el desarrollo económico de México." He has two M.A. degrees from Stanford University (education, 1973; economics, 1982), where he is a doctoral candidate. He has been Chancellor of the National Pedagogic University in Mexico City (1989-1990), Professor of Economics at the Autonomous Technological Institute in Mexico City (1969-1970 and 1973-1975), Professor of Economics at the Metropolitan University of Mexico City (1974-1975), and Professor of Education at UNAM (1984-1985).

Pescador's important posts in Mexico have been numerous: Deputy Budget Director for the Undersecretary of Higher Education and Scientific Research (1977), General Director for Adult Education (1979) and President of the National Technical Council of Education (1980-1983), Congressman representing Sinaloa (1985), Mayor of Mazatlán (1987-1989), and Consul General of Mexico in Los Angeles (since 1990).

As a prolific author Pescador has numerous writings, including three books on Mexico: *El esfuerzo del sexenio 1976-1982 para mejorar la calidad de educación básica* (1989), *Aportaciones para la modernización educativa* (1989), and *Poder político y educación en México* (with Carlos Alberto Torres, 1985). He has edited: *Modernidad educativa y desafíos tecnológicos* (1989), *América Latina y el proyecto principal de educación* (1982), and *Revista del Instituto Nacional de Pedagogía* (1982).

Pescador is currently Visiting Professor of History at UCLA, where he is teaching two seminars: "Economic Development in Mexico and the Role of the University Since 1929" and "Latin American Cultural History."



PROFMEX Vice President Ganster, Consul General Pescador, and PROFMEX President Wilkie on Delta Flight 173

**Q:** In Los Angeles (Mexico's second largest city), how do you see the role of the consul general in Los Angeles?

**A:** To strengthen Mexico's sovereignty, to project the rights of Mexican citizens, to develop the cultural identity of Mexicans and persons of Mexican descent, and to enhance international cooperation. During 1990 we undertook 257,202 consular actions, including such diverse tasks as providing papers of Mexican citizenship as well as offering protection to Mexicans who feel that they have been victimized while in the United States.

**Q:** What programs have you introduced at the Consulate?

**A:** We are offering financial support for the creation of groups representing the states of Mexico residing in Los Angeles. Also, we are seeking to strengthen the relations of Mexican governors with those groups. Governors visiting Los Angeles included **Fernando Baeza Meléndez** (Chihuahua), **Guillermo Cosío Vidaurre** (Jalisco), **Genaro Borrego Estrada** (Zacatecas), and **Francisco Labastida Ochoa** (Sinaloa). This year we expect to facilitate meetings in Los Angeles between Oaxacan Governor **Heladio Ramírez López** and the 300,000 persons from his state who live part time or permanently in Southern California.

**Q:** What is the economic role of your consulate in the changing international context?

**A:** The Consulate has partially hosted a number of seminars on the possibility of a Free Trade Agreement (FTA) and to review the economic and political changes that have taken place in Mexico. Notable speakers have included **Fernando Solana** (Secretaría de Relaciones Exteriores—SRE), **Jaime Serra Puche** (Secretaría de Comercio y Fomento Industrial—SECOFI), **Hermínio Blanco** (FTA Negotiator for Mexico), **Fernando Sánchez Ugarte** (SECOFI), **Guillermo Ortiz** (Secretaría de Hacienda y Crédito Público), **Pedro Joaquín Coldwell** (Secretaría de Turismo), and **Miguel Alemán** (SRE), not to mention the visit of **Carlos Salinas de Gortari**. President Salinas was the principal speaker at the 1990 meeting of the Association of U.S. Newspaper Editors, and he inaugurated last year the Consejo de Organizaciones México-Americanas de California.

**Q:** You have established a number of other programs?

**A:** Yes, thanks to the assistance of the Presidential Program to Support Mexican Communities Abroad. For example, the Fundación Atlética México-Americana brings together basketball, baseball, and soccer teams from towns

throughout Mexico to compete with teams in Los Angeles. This is one way to create camaraderie among Mexicans separated by the border.

The Consulate is participating in the 1990 pact between the Mexican Social Security Institute (IMSS) and the United Farm Workers (UFW). This program allows Mexican workers here in the USA to pay premiums to cover their families in IMSS; UFW collects the premiums and passes them on via the Consulate to IMSS, which then registers the covered families.

Q: Can you tell us about other programs?

A: Let me mention four: the Education for Adults Program, the Office to Combat AIDS and Use of Drugs, the High-School Visits Program on Mexican Culture, and the Instituto Cultural Mexicano. The names of the first two tell what they do. The High School Visits Program led by Consul **Carlos González Gutiérrez** involves the presentation of talks on Mexican history and culture. The purpose of the Institute is to enhance Mexican values, traditions, and customs. It is a nonprofit organization headed by prestigious Board of Directors: President **Fernando Oaxaca** (Coronado Communications), **Juan Gómez-Quiñones** (UCLA), **Ignacio Lozano** (*La Opinión*), and **Dionisio Morales** (Mexican-American Opportunity Foundation). Mexican directors are **Roger Díaz de Cossío** (SRE), **Fernando Viveros Castañeda** (Deputy Consul), and myself (Chair of the Board). The Executive Director is **Lorenza del Río de Icaza**. The Institute is located at 125 Paseo de la Plaza, Third Floor, Los Angeles, CA 90012, telephone (213) 624-3660.

Q: You have sponsored many events. Can you tell us about some of them?

A: The Consulate joined UCLA and the Los Angeles Unified School District held Jornadas Pedagógicas to analyze the educational problems Mexicans face in Los Angeles. From Mexico we brought **Raúl Avila** (COLEF), **Eliseo Guajardo** (Universidad Pedagógica Nacional), and **Salomón Nahmad** (Centro de Investigaciones de Oaxaca). Also, we cooperate with USC's California-Mexico Project, directed by **Abraham Lowenthal**, which brings Mexican opinion leaders to meet with their counterparts in Los Angeles.

At the Consulate's Symposium on "Mexico Today," we invited a number of scholars to discuss President Salinas's Second State of the Union Report. These included **David Rondfeldt** (RAND Corporation), **Peter H. Smith** (UC San

Diego), **James W. Wilkie** (UCLA), and **Gómez-Quiñones** (UCLA).

The Consulate sponsors book presentations. For example, on April 25 we will present *The State, Corporatist Politics, and Education Policies in Mexico* (1990), by UCLA's **Carlos Albert Torres**. Speakers are UCLA's **Concepción Valadez**, **David Lorey**, James Wilkie, and myself.

Q: You have attained important recognition for the Consulate's human rights work by sending formal letters of protest to Los Angeles Police Chief **Daryl F. Gates** and L.A. County Sheriff **Sherman Block** to protest the shooting deaths of 17 Mexicans during the last three years, six during the last 12 months. Have you had appropriate response from L.A. law enforcement agencies?

A: These agencies have not only failed to respond properly, they have failed to carry out any real investigations. SRE is now analyzing the possibility of sending a diplomatic note of protest to Washington.

Q: Is it not unfortunate that the investigations into the human rights violations by Gate's LAPD have focused only on the beatings given by police? Should not those investigations focus as well on the shootings of innocent people by police and sheriff officers?

A: Most certainly. The beating of **Rodney King**, seen worldwide on CNN, is only the "tip of the iceberg." In Los Angeles some people are being shot in cold-blood, without warning. The shootings of **Pedro González** and **Nicolás Contreras** are shocking—"law officers" killed both of these men for firing their pistols in the air as they welcomed the New Year.

Q: It is ironic to note that when Lt. **William Hall** (who heads the Office of Officer-Involved Shootings) responded to the *Los Angeles Times* (January 11, 1991), he was not surprised by the shooting of Contreras but by the fact anyone would protest. He said: "We've shot a lot of Mexican nationals over the years and it [is] unusual to get a letter."

A: All the responses related to these cases by L.A. law enforcement agencies have been unprofessional. As I have told the press: Sheriff and LAPD officers have shot honest people with no criminal record. Perhaps these Mexican citizens were violating the law, but that did not justify the loss of their lives as punishment, a gross violation of their basic human rights.

Q: The old excuse for murder by police used to be "I had to shoot the suspect in the back—he was escaping." Today the excuse is "The suspect turned toward me with what I thought was a weapon in hand, so I shot him to death." Can you give us an example of such ridiculous excuse?

A: In March, **Emilio Camacho** was wounded at his front door while carrying a wooden stick to check for possible burglars. This shooting was done without warning, according to witnesses. When Camacho's wife came out to call the paramedics, the police seized her and refused to let the medics enter to treat the wounded man, claiming that he had an "arms cache." The LAPD not only refused to let Camacho's wife return inside but ignored her pleas that her husband was unarmed and dying. Camacho bled to death while these so-called law officers waited for the SWAT team. What a waste of life! In such cases, the Consulate not only seeks legal investigation of the officers but also offers moral support to the aggrieved families and encourages them to sue City and County authorities for damages.

Q: Now that the lawless activities of Los Angeles officers have been exposed, perhaps U.S. legislators may realize that the United States has a human rights problem. And it seems to be doing less to solve its problems than is Mexico. Just at the time that Mexico has moved to outlaw the admission into evidence of forced confessions, the U.S. Supreme court says that, yes, forced confession can be admitted into evidence if "harmless" to the outcome of the case.

A: At least Mexico is facing its problems openly and in 1990 established a permanent Human Rights Commission.

Q: Perhaps the United States could benefit by establishing its own Human Rights Commission. Such an independent commission could attack the abusive power of local police "bosses" who cow city councils by threatening implicitly to reduce police services to any district and/or to "investigate" persons who try to seek police accountability. In the meantime, we could urge SRE to persuade the OAS and U.N. Human Rights Commissions to investigate the unjustified shootings of Mexicans (or any foreigners) in the USA, particularly in Los Angeles. Some LAPD officers need to be investigated for their private joke that they do not testify in court but "test-alie," thus assuring a conviction with their invented testimony as when claiming "self-defense" for their otherwise illegal actions.

Thank you for this interview.

A: The thanks are mine. Let me conclude by saying that the Consulate is very concerned with improving its service and seeks to better attend the Mexican community, strengthen its relations with Mexican-Americans, and meet the needs of U.S. citizens interested in Mexico. On any matter we welcome inquiries as to how we can be of assistance. Your readers can call Deputy Consul **Miguel Angel López Reyes** or Consul **Carlos González Gutiérrez**, who is in charge of the Consulate's community relations. Our telephone is (213) 351-6815, FAX 389-9249.

## UTEP Seeks New Center Director

The University of Texas at El Paso seeks applications for the position of Director of the Center for Inter-American and Border Studies (CIABS) with a joint appointment at the rank of Professor or Associate Professor in an academic department. Rank and salary are open and commensurate with qualifications and experience.

Established in 1961, the CIABS, situated in an exceptional binational setting, has evolved and grown in its capacity to promote, support and coordinate teaching, research, and community educational activities pertaining to Mexico, the U.S.-Mexican border, and Latin America. The CIABS also coordinates the development and implementation of cooperative exchange programs between UTEP and institutions of higher education in Mexico and Latin America.

A major responsibility of the CIABS Director will be to develop institutional proposals and to identify appropriate sources to increase institutional and extramural funding. The position is available after September 1, 1991. Applicants will be considered until the position is filled. A letter of application, curriculum vitae and the names of three references must be submitted to: Dr. Larry Palmer, Special Assistant to the President, The University of Texas at El Paso, El Paso, Texas, 79968-0566.

## New Journal Announced: *Río Bravo*

In response to the profound economic, political, and social changes taking place

along the U.S.-Mexican border, particularly those affecting the Texas-Mexico border region, a new social science association and a corresponding journal are being launched. Particular emphasis will be given to the publication of systematic research and viewpoints regarding the border region of Mexico and Texas, the area joined by the *Río Bravo* (the proposed name of both the journal and the association). The first issue of the journal will be ready in the fall of 1991. Individuals desiring more information are asked to contact **Roberto M. Salmón**, Center for International Studies, UTPA, Edinburg, TX 78539, (512) 381-3572.

## International Educators Conference Set for San Diego

The Association of International Educators (NAFSA), Region XII, has selected the Bahia Resort Hotel in San Diego for its annual meeting October 23-25, 1991. NAFSA consists of faculty and staff from colleges and universities throughout California, Hawaii, and Nevada who work in the area of international exchange. According to conference chair **Ron Moffatt** (SDSU), "NAFSA will take advantage of the meeting in San Diego to include significant participation of professional colleagues from different areas of Mexico in order to build bridges between Mexican and U.S. colleges and universities for the future." To this end, the NAFSA program committee has been working with the Universidad Autónoma de Baja California to include a visit to the UABC Tijuana campus and to the Tijuana Cultural Center as part of the official activities of the conference. The United States Information Agency Tijuana and Mexico City posts are helping to support participation by Mexicans.

The program committee has issued a call for panels and papers, particularly on the following subjects:

- The impact of new Americans (permanent residents, refugees, etc.) and foreign students on the U.S. campus: overcoming stereotypes; attitudes and views towards minority groups and women; how do we view each other?
- The challenge of living in the Western Hemisphere—student exchanges; trade agreements; our neighbors to the North and to the South.
- Presentations by International Stu-

dents and by U.S. students who have studied abroad: experiences, concerns, cultural and academic gains and learning.

For more information contact: **Ron Moffatt**, Region XII Conference Chair, International Student Services, San Diego State University, San Diego, CA, 92182-0581, (619) 594-4258.

## UNAM's First Annual Summer Program

The Faculty of Political and Social Sciences of the Universidad Nacional Autónoma de México (UNAM) announces its First Summer Annual Program on International Relations of Latin America and Mexico, from June 16 to August 17, 1991.

The program is offered jointly by the Center for International Relations and the Faculty of Political Sciences. Students are required to enroll in at least three of the following courses:

- 1) *History of U.S.-Latin American Relations*
- 2) *Latin America's Foreign Policy*
- 3) *Latin America and Mexico's Policies*
- 4) *Economic and Integration Problems of Latin America and Mexico*
- 5) *Public Administration in Latin America and Mexico*
- 6) *Social Classes and Political Power in Latin America and Mexico*
- 7) *Foreign Trade of Latin America and Mexico*
- 8) *Latin American Literature*

The courses will be offered by members of the Center of International Relations, who will assist the students pursuing research on Mexican and Latin American topics in the fields of the social sciences and literature. Some courses will be conducted in Spanish and some in English. UNAM will give the students academic credit for scholarly activities satisfactorily completed.

Any U.S. or Mexican citizen pursuing university studies in any field of the social sciences and humanities is welcome to apply. Tuition is US\$800. For more information, contact Prof. **Graciela G. Sepúlveda**, Centro de Relaciones Internacionales, Facultad de Ciencias Políticas y Sociales, U.N.A.M. Ciudad Universitaria, 04510 México, D.F., Tel: 534-86-68.

# PROFMEX Interview with Regional Planner Miguel Sandoval



Miguel Sandoval, James Platler (PROFMEX Office of R & D), and Edmundo Jacobo (UAM and PROFMEX)

## Mexico: Decentralization and Regional Planning

While travelling at different times during 1990 in Chiapas, Colima and Oaxaca with Miguel Sandoval Lara, James Wilkie and David Lorey (UCLA Program on Mexico) conducted this interview with one of Mexico's regional experts. Knowing as he does the far reaches of the republic and having served the cause of regional development in *Secretaría de Programación y Presupuesto (SPP)*, *BANOBAS (Banco Nacional de Obras y Servicios Públicos)*, and the *Programa Nacional de Solidaridad (PRONASOL)*, Sandoval serves as PROFMEX's unofficial guide for holding travelling seminars to study the diversity of Mexico's economy and society.

Miguel Sandoval, born in Mexico City in 1946, spent much of his youth in Veracruz and Orizaba. In 1971 he received his licentiate degree in economics from UNAM. He received his M.A. degree from the University of Cambridge in 1972, and did graduate work on sociology at the Sorbonne, 1972-1974.

Returning to Mexico, Sandoval taught economics and political sociology at UNAM (1974 and 1975) and at the Universidad Autónoma Metropolitana-Xochimilco (1974-1977). before joining SPP, first in the Department of Employment Policy and then as Coordinator of Planning and Research in the office of Economic and Social Policy.

Sandoval's interest in regional development came to bear during the 1980s.

From 1982 to 1985 he was SPP's Director General for Evaluation and Documentation, and during 1986-1988 he served as SPP's Director of Regional Operations for the Central Zone of the country.

Moving to *BANOBAS* (1988-1990), Sandoval became editor of the Bank's magazine *Federalismo y Desarrollo*, and continued his work in development of Mexico's regions.

Early this year, Sandoval joined *PRONASOL* as Advisor on Regional Planning. He is currently focusing his attention on the less developed regions of Guerrero and the *Estado de México*.

With regard to publications, Sandoval has been very active. He coordinated the 17 volume *Antología de la Planeación en México, 1917-1985 (SPP/Fondo de Cultura Económica)*; and he edited for SPP with **Fernando del Villar Moreno** the book *México: desarrollo regional y descentralización de la vida nacional (SPP, 1983)*. He also designed and coordinated the publication of the yearly official reports of development plans and has been editor of *El Economista Mexicano* (1988-1989) and *Revista Análisis Económico de Coyuntura* (since 1990). He has been a regular contributor of articles and opinion pieces to *Uno más uno*, *El Día*, *El Sol de México*, and *Excelsior*. He also serves on the Editorial Committee for *UCLA's Project on Cycle Trends in*

*Mexican History*.

With regard to participation in international conferences, Sandoval has been representative of the Mexican Government at planning conferences and working meetings in Argentina, Columbia, England, France, Venezuela, and Yugoslavia. During 1990 he was invited to two academic symposia: by ECLA to Santiago where he participated in the reevaluation of Prebisch's "Center-periphery" theory and by UCLA where he lectured on "Competing Assessments of Mexico's Economic Development Program."

Q: What can you conclude from an eleven-year vantage point in SPP?

A: I served seven secretaries of state, lived through two presidential campaigns, and had the opportunity to participate in the integration of three national plans. I was involved in helping to draft the 1983 Law of Planning. Throughout these years, one can see that there have been two kinds of reform in the Mexican government, moving to a lesser degree to state intervention, but at the same time, towards a more efficient guidance of regional development.

Q: What has been the biggest problem for regional development?

A: Mainly, centralism and the fact that *municipios* have had weak financial and social bases. But we are moving steadily into a situation where local governments are less weak. Of course there are important imbalances at the macro-regional level throughout the country, and private and public expertise is in short supply, usually locating in larger urban areas rather than in rural areas or even smaller cities.

Q: What can you tell us about the history of regional development in Mexico?

A: Regional planning has been influenced by changing views of what the problems were and how to organize government intervention or guidance to solve them.

Modern regional development began in the 1940s and 1950s with federal investment around the great river basins, with some similarities to the U.S. experience in the Mississippi Valley. In Mexico it was the rivers Mayo, Lerma, Papaloapan, and Balsas—the latter covering seven states. These efforts were complemented by the building of huge irrigation works, in the northeast and in states like Chiapas, Guerrero, and Michoacán.

In the 70s, there were experiences like the first National Irrigation Plan, and

also programs of development for the northern frontier of the country. With agricultural stagnation in the 1970s, planners took a self-critical view of what had been accomplished and called for a larger support of the peasant economy. The result was the establishment of the program for Investment in Rural Development (PIDER), which divided the country into the poorest micro-regions needing development, the first 70 and then 100 such areas. Investment decisions were first placed directly under the Secretary of the Presidency in order to short-circuit a fragmented government bureaucracy and get money directly into the micro-regions. These regions were set up to attack problems crossing municipio or state boundaries, hence difficult to resolve locally, as in the Otomí micro-region or in the Huastecas. Originally PIDER had its own money to invest in each state, and then slowly, accomplished a certain degree of decentralization.

By 1977-1982, PIDER expenditures were integrated into a budgeting branch called Regional Development (Category XXVI of the federal budget). PIDER operated administratively from the newly created SPP, but with the actual investment decisions being made by state governors. The idea here was that the federal government would do better to support the state efforts, and not the other way around. To coordinate the input, the Comités de Planeación del Desarrollo Estatal (COPLADES) were created with the federal delegations in each state working with the governor's representatives, and eventually with municipal governments. COPLADE meant development of the first plans for the states of Mexico. In effect, governors gained power beyond their own budget because they gained voice in (i) how the federal ministries invest their funds in each state and in (ii) the federal financing of their own proposals, with the category XXVI outlay.

Q: What happened in the eighties?

A: Under President **Miguel de la Madrid** (1982-1988), the federal government moved into a more balanced relationship with local governments and signed *convenios* with them, like development contracts. With that precedent, some states provided more money and a better organization of expenditure on public works by *municipios*. Further, the federal government dispersed more funds for regional development, not in cash but paying the bills as investment projects were being constructed. Also a better system of revenue-sharing was organized. These procedures overcame the traditional argument that if states and *municipio* were to develop their own expenditure

base they would waste the funds through inefficiency and corruption. Thus expenditure was decentralized but without losing some controls.

Under President **Carlos Salinas de Gortari** (since 1988) planners have realized that not only must governors and SPP be involved in planning in the states, but that at least some projects and inputs must originate from the *presidentes municipales* and the citizens themselves. Therefore, Salinas refocused planning under the concept of PRONASOL, for example, providing trust funds to rural groups and *colonias populares* which set up popular assemblies to propose and control public works. The trust funds in some cases are empowered to mix (i) federal allocations by PRONASOL, (ii) state and local funds, (iii) private funds, and (iv) credit funds, through BANOBRAS. The building of water and sewage systems are examples of this type of investment and the loan part of the investment will be paid off through user fees.

Q: What about the problem of lack of municipal funds?

A: In half the country, PRONASOL now provides *municipios* with resources to attend their investment needs, mainly social, and also to provide peasants with working capital. These funds are now operated by the local governments while federal or state public servants only supervise the correct use of the money. This represents a school for the decentralization of development. And it will grow next year.

Q: How does roadbuilding by the private sector fit into the planning picture?

A: By privatizing road building as much as possible, federal funds are being freed for activities where users cannot easily be charged. Private investors build and maintain new roads, and receive the collection of tolls until they are repaid, over a period of ten to twenty years, with a fair profit. Afterwards, the highways will return to public control.

Q: How do you characterize the plan for decentralizing federal activities since 1982?

A: The plan being implemented is that the central government sets the policy framework and lets the state administer programs, with credit supplied by the autonomous national agencies such as BANOBRAS, or Nacional Financiera.

For example, each state tends to have its own housing institutions. In a different type of reform, the Secretary of Agriculture is getting out of super-

controls, subsidies, and price-fixing policies, allowing peasants and private producers to make their own decisions. Education and health systems tend to be completely local, and not federally serviced, and *ejido* properties will be allowed to associate with private capital, and work more as enterprises. It is a whole new conception of state support, with less intervention and regulation.

Q: As Advisor to PRONASOL, how have your activities changed?

A: For the moment, I am in the exciting task of helping in the design of a nine municipio programs in Guerrero state in the area called *Tierra Caliente* around Ciudad Altamirano. The area traditionally has been a poor one on the Río Balsas, in spite of its agricultural and forestry potential. Beginning in the 1960s, four big dams were built in the area, but irrigation works were never finished. Population kept growing and communications were very poor, with the main economy involving subsistence corn farming. At the same time, U.S. melon growers have invested in the region to develop a successful export activity to the United States, but the impact of this activity on the region has to be carefully considered.

Q: So what will be done?

A: A multisectoral four-year program is being advanced for the region by President Salinas in order to expand employment possibilities, to finish the irrigation projects, and to provide the infrastructure (roads, bridges, etc.) to accomplish a new stage of development at a regional scale.

Q: You have constantly travelled the country to observe, supervise, and prod the development process. How is this experience different?

A: I am now in the regions and am involved in day-to-day development issues that often escape policymakers in Mexico City or the state capital. The main ideas of the program now come from the regions, especially through the municipal presidents and local groups, who will also be supervising programs and implementing projects with their own resources. The planners are now in the field where they are needed to establish modern market-oriented infrastructure that can break the cycle of poverty.

Q: We look forward to visiting you in *Tierra Caliente* or wherever assignments take you.

A: Thank you very much for your interest.



# FIFTH SUMMER PROGRAM at EL COLEGIO DE MEXICO

El Colegio de México announces its Fifth Annual Summer Program on Contemporary Mexico from June 17 to July 26, 1991. The program is being offered by the Center for International Studies of El Colegio de México as part of the U.S.-Mexican Studies Program. Students are required to enroll in at least three of the following courses:

- 1) *History of Mexico Since Its Independence*, **Javier Garcíadiego**
- 2) *The Mexican Political System*, **Francisco Gil Villegas**
- 3) *History of U.S.-Mexican Relations*, **Jesús Velasco**
- 4) *Mexico's Foreign Policy*, **Roberta Lajous**
- 5) *Mexican Migration to the United States*, **Manuel García y Griego**
- 6) *Mexican Economic Problems*, **Oscar Franco**
- 7) *Trade and U.S.-Mexican Relations*, **Gerardo Bueno**
- 8) *Spanish Composition*, **Marta Elena Venier**

The courses will be offered by members of the faculty of El Colegio de México, who will assist students in pursuing research related to a Mexican topic in the fields of the social sciences and literature. Some courses will be conducted in Spanish and some in English. El Colegio de México will give the students academic credit for work satisfactorily completed. Students with university studies in any field of the social sciences and the humanities are welcome to apply.

All material submitted by the applicant may be in Spanish or English. The following documents should be submitted: 1) Two copies of the application form; 2) Certificate of good health; 3) Two photographs; 4) Two letters of recommendation from professors and/or others qualified to judge the applicant's academic work.

Students are expected to make their own housing arrangements. El Colegio will provide suggestions of possible places for students to contact on their own.

Tuition for the program is US\$800. COLMEX, with the support of the Hewlett Foundation, offers a very limited number of scholarships, covering tuition and, in even fewer cases, a stipend in Mexican pesos.

Application forms and information may be obtained from:

**Prof. Soledad Loaeza**  
Dirección del Centro de Estudios Internacionales  
El Colegio de México  
Camino al Ajusco Num. 20  
Col. Pedregal de Santa Teresa  
01000 México, D.F.

## *Industria y Trabajo en México* Book Presentation

The UCLA Program on Mexico and the Universidad Autónoma Metropolitana, Azcapotzalco, are pleased to announce the publication of the first volume in the series "Cycles and Trends in Twentieth Century Mexico," under the general editorship of **James W. Wilkie** (UCLA) and **Sergio de la Peña** (UNAM). The first volume is entitled *Industria y trabajo en México*, edited by **James W. Wilkie** and **Jesús Reyes Heróles González Garza** (Grupo de Economistas y Asociados).

Contributors include (in order of appearance in the book): **Clint E. Smith** (Stanford), **Stephen Haber** (Stanford), **Dale Story** (UT-Arlington), **Luis Rubio** (CIDAC), **Samuel León** (UNAM), **Enrique Hernández Laos** (UAM-Ixtapalapa), **Edur Velasco** (UAM-A), **David Dollar** (UCLA), **Kenneth Sokoloff** (UCLA), **Francisco Colmenares** (PEMEX), **Humberto Molina** (BANAMEX), **Nora Lustig** (COLMEX), **Norma Samaniego** (Salarios Mínimos), **Jeffrey Bortz** (Appalachian State U), **Sergio de la Peña**, **James Wilkie**, and **Jesús Reyes Heróles G.G.**

Formal presentation of the volume will take place on June 11 from 6-9 p.m. in the Librería El Sótano, Coyacán, in Mexico City in a program hosted by UAM-A and on June 14 from 6-9 p.m. at the Universidad de las Américas-Puebla in a ceremony hosted by **Enrique Cárdenas**, president of UDLA-P. **Clint Smith**, **Sergio de la Peña**, **Silvia Ortega Salazar** (Rectora, UAM-A), **Edmundo Jacobo Molina** (UAM), **David Lorey** (UCLA), and **Miguel Sandoval Lara** (PRONASOL), will comment on the volume's contribution to Mexico-related policy research.

UCLA's Cycles and Trends project brings together a large group of U.S. and Mexican scholars and policy makers to examine long-term determinants of U.S.-Mexican policy relations. The project is supported by a grant from the William and Flora Hewlett Foundation.

## The California-Mexico Connection

Many of the important policy choices facing California during the 1990s and into the 21st century will be shaped by the state's contiguity with Mexico. The entire region from Cancún to Eureka is more closely intertwined today than at any time since Mexico lost control of its northernmost territory in the 1800s. Nearly one in four Californians is of Mexican descent, and Mexico has become California's second largest export market. Such intense linkages inevitably create costs and benefits on both sides of the border.

These complex ties are the focus of the California-Mexico Project at the University of Southern California. Launched in November 1989 at a luncheon addressed by Mexican Foreign Secretary **Fernando Solano** in the boardroom of the Los Angeles Times, the project aims to help opinion leaders in California become better informed about how trends in Mexico are likely to affect their state. Through a combination of monthly seminars, select weekend workshops, press coverage, and research, the project has significantly enhanced discussion of contemporary Mexico and its likely impact on California.

One of the project's most important activities is a collaborative research project to investigate relations between California and Mexico. With a grant from the John Randolph Haynes and Dora Haynes Foundation, the project has brought together a first-rate group of scholars from Mexico and California to produce a symposium volume on the California-Mexico connection to be edited by **Abraham F. Lowenthal** and **Katrina Burgess**.

At a workshop held in Santa Monica on April 12 and 13, the volume authors presented advanced drafts of their chapters and received comments from a carefully selected group of panelists, opinion leaders, and scholars. The purpose of the workshop was to refine the focus and definition of the book, improve the individual chapters, and integrate the chapters more effectively into a cohesive whole.

The workshop opened with a discussion of the volume's two introductory chapters, in which the authors attempt to construct a conceptual framework in which to understand the linkages between California and Mexico. The difficult challenge, in their view, is to untangle what is an extremely complex, decentralized, and vast collection of is-



sues and actors.

The workshop then turned to the cross-border consequences of economic, political, and socio-economic developments in the two regions. On the Mexican side, the participants focused on Mexico's economic reforms, the "export" of Mexican politics to Los Angeles, and the relevance of social conditions in Mexico to patterns of Mexican migration. On the California side, emphasis was placed on California's changing economy, particularly as it affects immigration and relations among California, Mexico, and the Pacific Rim.

The next section of the workshop was devoted to Mexico's presence in Southern California: demographically, politically, and with respect to education, health,

and human services. The underlying theme of the discussion was that the obstacles to upward mobility by Californians of Mexican descent are not endemic to the population itself, but a result of deep, structural constraints that are increasingly defining California's society.

The workshop concluded with a discussion of how leaders in California and in Mexico can enhance the benefits and mitigate the costs of the close ties between the two regions. Most participants agreed that managing the California-Mexico connection would be facilitated by a long-range, comprehensive strategy supported by greater attention, resources, and coalition-building on both sides of the border.

The participants left the workshop excited about contributing to a binational and interdisciplinary effort that promises to break new ground in the U.S.-Mexican relations. Final drafts of the chapters are scheduled to be sent to Stanford University Press in September 1991 for publication in early 1992.

To assure that the research discussed at the workshop reaches beyond academic circles, the California-Mexico Project will design and implement a strategy to disseminate the volume's findings to the policymaking community in California. In doing so, the project hopes to enhance the policy choices made by state and local leaders regarding the broad range of issues affected by Mexico.

## Meeting Examines Work of IJC and IBWC Boundary Commissions

More than 30 researchers, engineers, public officials, and environmentalists from Mexico, Canada, and the United States met at Gasparilla Island, Florida, April 19-23, 1991, to examine the work of the International Boundary and Water Commission (IBWC) and the International Joint Commission (IJC). Organized by PROFMEX board member **Albert E. Utton** (UNM) and **Leonard B. Dworsky** (Cornell), the meeting was part of an ongoing project of CIRT, the Centro Internacional de Recursos Transfronterizos (International Transboundary Resources Center, which is based at the UNM School of Law. The project is funded by the Ford Foundation.

This Trilateral Conference, "The North American Experience Managing International Transboundary Water Resources: The International Joint Commission and The International Boundary and Water Commission," included presentation of a series of papers and extended commentaries organized around a number of topics. These included:

*Emerging Boundary Environmental Challenges and Institutional Issues*, with papers by **Lynton Caldwell** (U of Indiana) and **Alberto Székely** (CIRT) and commentary by **Lucio Cabrera** (UNAM), **John Carroll** (U of New Hampshire), **Andrew Hamilton** (IJC), and **Cliff Metzner** (SDSU). Al Utton was the moderator and **Paul Muldoon** served as the rapporteur.

*Are There Ways to Improve the Capacity and Responsiveness of the Governments and the Commissions to Manage Transboundary Resources? Does the Past Record of Action Provide a Guide to the Future?*, with papers by **David LeMarquand** (Environmental Consultant,



*Commissioner Narendra N. Gunaji, Former Commissioner Friedkin, Former Commissioner Bustamante, and Commissioner Herrera*

Canada) and **Steve Mumme** (Colorado State U), and comments by **Joaquín Bustamante** (Former Mexican Commissioner, IBWC), **Michael Finley** (House Foreign Affairs Committee), **Joe Friedkin** (Former U.S. Commissioner, IBWC), **Jean Hennessy** (Dartmouth and former IJC Commissioner), **Don Munton** (U of British Columbia), and **Miguel Solanes** (United Nations). Moderator for this session was **David Allee** (Cornell) and **Charles Bourne** (U of British Columbia) was rapporteur.

*How Have the Commissions Related to States and Provinces?*, with presentations by David Allee and **Helen Ingram** (U of Arizona) and comments by **C. Richard Bath** (UTEP), **Guillermina Valdés Villalba** (COLEF, Ciudad Juárez), **Peg Rogers** (Native American

Rights Fund), and **Neil Fulton** (Great Lakes Levels Reference Study, IJC). Rapporteur was **George Radosevich** (Colorado State U) and moderator was **Nancy Paige Smith** (St. Mary's College of Maryland).

*Is the Public Participation Process Adequate? If Not, How Can It Be Improved?*; presentations by **Mimi Becker** (Duke), **Robert Hayton** (CUNY), and **Roberto Sánchez** (Tijuana); comments were by **Michael Donahue** (Executive Director of the Great Lakes Commission), **Keith A. Henry** (Former Commissioner, IJC), **Paul Ganster** (SDSU), **Mary Kelly** (Texas Center for Policy Studies), and **Carlos Nagel** (PRONATURA, Tucson). The moderator was Guillermina Valdés Villalba and Robert Hayton was rapporteur.

*Ecosystem Management*; papers by **George Francis** (U of Waterloo) and **Evan Vlacos** (Colorado State U); comments by **Chad Day** (Simon Fraser U), **David Eaton** (UT Austin), and **Gerardo Ceballos** (Centro de Ecología, UNAM); moderator was Jean Hennessy and rapporteur was Leonard Dworsky.

*How to Accommodate an Uncertain Future: Institutional Responsiveness and Planning*; papers by **Barry Sadler** (Institute of the North American West) and **Alberto Székely**; comment by **James Burce** (former Deputy Director, Environment Canada), **Charles DuMars** (U of New Mexico), **Ulises Canchola** (Fletcher School), and **Helen Ingram**; **Don Munton** (U of British Columbia) was moderator and **Mary Beth West** (U of New Mexico) was rapporteur.

The conference also included working dinners with presentations by Michael Finley and Alberto Székely and a final session for the report of the rapporteurs. The proceedings of the conference will be published in a future special issue of the *Journal of Natural Resources*.

The Trinational Conference was characterized by uniformly first-rate presentations, valuable commentary, and strong debate as the participants grappled with the complex sets of issues surrounding management of transboundary water resources in North America. The mix of individuals from different disciplines and practical experiences was particularly important in bringing a variety of perspectives to the discussions. The presence of current and former commissioners of IBWC and former commissioners of IJC was especially noteworthy. While it is not possible to summarize the results of the conference here, a number of important points that were raised should be mentioned.

The IJC was commended for its valuable work in the Great Lakes Basin and for its development of a large and growing constituency and its responsiveness to the public. However, great concern was expressed that the IJC lacked the necessary institutional strength vis-à-vis the two national governments, and that its ability to impact and set policy had actually declined in recent years. There was also much discussion concerning the relatively narrow area in which the IJC was authorized to operate and a number of participants stress the increasing need to manage transboundary resources through an comprehensive ecosystems approach, rather than on a case by case basis.

The IBWC was applauded for its success in carrying out its basic functions of maintaining the boundary and apportioning the waters of the surface streams and rivers that cross the border. Critics did point out that the IBWC's success was

much less in dealing with the difficult questions of groundwater and sanitation problems and the commission was vigorously attacked for an alleged failure to involve public participation in its activities at an adequate level. Other participants discerned that the commission did very well in dealing with its original charge and that public involvement in its work was constrained to some extent by different traditions in Mexico and in the United States regarding public participation.

There was general agreement that the border economic, social, and political context within which the IBWC operates has changed drastically in recent years, and most of the problems related to border water required much more than a traditional engineering and technical solution. Participants Metzner and Ganster recommended that the IBWC continue its present functions and that a new commission or management agency be constituted to take a more comprehensive ecosystems approach to border environmental issues. This approach could expand on the positive outcomes of the 1983 La Paz agreement for border environmental problems and could also embrace social and economic aspects of these environmental problems. This strategy would establish a joint planning and management authority under the 1983 agreement that could deal with the wide range of new border environmental challenges that will face the region in the 21st century.

The presentations by George Francis on ecosystem management and by Jim Bruce on global warming and the border regions raised new areas of concern and new approaches to environmental problems. Bruce discussed various models of global warming, suggesting that by 2025 there will be a 2C temperature increase that could produce changed soil moisture and drying in the Great Lakes and perhaps in the Mexico-U.S. border region.

Alberto Székely argued that the implications of global warming provide a unifying element for the host of resource and environmental issues facing the three nations. He suggested that insufficient water would be available in areas such as the U.S.-Mexican border region by the end of the decade and predicted catastrophic effects for North America. Székely urged that now is the time to start planning for global warming-induced water shortages through the creation of a trilateral North American natural resources and environmental agreement.

The implications of a North American Free Trade Agreement (NAFTA) between Mexico, Canada, and the United States were discussed in many of the sessions. A

number of those present emphasized that negative environmental impacts would result from NAFTA and supported the opposition of environmentalists and allied groups that has recently developed. Others, however, stressed that the NAFTA negotiations may be the opportunity to force consideration by the national of transboundary environmental impacts.

The Trilateral Conference participants were in general agreement regarding the seriousness of the problems confronting the management of transboundary water and other natural resources in the North American region. While consensus was lacking on specific solutions, innovative propositions were advanced and debated, laying the groundwork for developing mechanisms for eventual resolution of the region's transboundary resource issues and making positive steps towards the goal of sustainable development.

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## UCSD's Center for U.S.-Mexican Studies

Since 1980, the Center for U.S.-Mexican Studies has conducted a wide-ranging set of research, publication, public education, and instructional activities focusing on Mexico, U.S.-Mexican relations, and Mexico's relations with Japan and other Pacific Rim nations.

The key to the Center's activities has been its Visiting Research Fellowship Program. Each year a number of leading authorities on Mexico, drawn from the United States, Mexico, and other countries around the world, spend from three to nine months in residence at the Center. The focus of the fellows' research includes topics on Mexico's history, foreign policy, the relationship with the Pacific Rim nations, and contemporary economic and development problems, as well as aspects of the U.S. economy, society, and political system affecting Mexico.

In response to the dramatic economic and political developments of the 1980s, particular emphasis will be placed over the next three to five years on the following topics: government-opposition relations in Mexico; the social impacts of the economic crisis and economic restructuring in Mexico; the interaction of local and national interests in U.S.-Mexican relations; trilateralism (economic relations between the United States, Mexico, and Japan; North American economic integration); immigration; and U.S. studies (with a view toward enhancing the understanding of the U.S. political system,

economy and society in Mexico and other Latin American countries).

In addition to the Visiting Research Fellowship program, the Center offers an Annual Summer Seminar on United States Studies, which is now entering its third year. Aimed at Latin American academics, business leaders, government officials and journalists, this intensive, academically rigorous six-week course is designed to enhance the understanding and teaching of the United States in Latin America.

The Center also organizes a two-day Annual Briefing Session for Professional Journalists. Print and media journalists from throughout the United States and Mexico attend this event, which is designed to cover a broad range of current issues in the bilateral relationship. The conference often becomes a news event in its own right. Statements by invited government officials from both countries provide attendees with hard news, and front-page stories resulting from the conferences have appeared in newspapers as diverse as the *New York Times*, the *San Diego Union*, and Mexico City's *La Jornada*. In addition to breaking news stories, the presentations and debates provide journalists with an overview of major topics and with background for future reporting.

During the academic year, the Center hosts two to three major academic conferences. Notable among those for 1991 was the *Popular Culture, State Formation and the Mexican Revolution* research workshop organized by **Gilbert Joseph**, **Daniel Nugent**, and **Terri Koreck**.

Along with major academic conferences aimed at social scientists working on Mexico, the Center also sponsors a variety of public outreach events. These meetings, focused on more specific topics, are designed to inform particular groups about development in Mexico. Included in this category are the weekly academic Seminar on Mexico and U.S.-Mexican Relations, as well as briefings and conferences for business executives, government officials, and other non-academic groups. During 1990-91, particular emphasis will be placed on government-opposition relations in Mexico and on North American trade negotiations.

For members of the business community, the Center offers a Corporate Associates Program designed to foster understanding between U.S. business executives and their counterparts in Mexico. As part of this program, senior executives of various transnational corporations receive briefings on aspects of Mexico's politics and economy during the annual tour of East coast institutions made by Center academic staff. During this tour fellows and Center directors take the opportunity to meet with a wide

variety of groups from the financial and policy communities of both Washington and New York. Special briefings are also held for key U.S. Congressional Staff.

The Center takes special pride in its ability to rapidly publish state-of-the-art research on Mexico. Projects completed in the Visiting Fellowship program have resulted in the publication of more than 100 Research Reports and Monographs as part of the Publications Program. Over fifty colleges and universities worldwide have adopted Center publications for classroom use. Center volumes are also marketed to business, government, and academic researchers.

The Center is directed by its founder, **Wayne A. Cornelius**. **Cathryn L.**

**Thorup** is the Director of Studies and Programs. **Gabriel Székely**, Associate Director of the Center for five years became a Senior Research Fellow at the Center in January 1991.

For general information about the Center for U.S.-Mexican Studies, please call (619) 534-4503. For information on fellowships, call **Graciela Platero**, Public Affairs and Fellowships Coordinator (534-6066). For information on research conducted at the Center, call **Patricia Rosas**, Academic Information Analyst (534-6067). For a publication list and book orders, call **Santiago J. Rodríguez**, Publications Coordinator (534-1160).

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## Declaration of San Ygnacio: Free Trade and the Environment

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*The following document was produced by a coalition of environmental, social service, and policy groups from the Texas-Northeastern Mexico (Coahuila, Nuevo León, Chihuahua) region. It addresses concerns of the group regarding a free trade agreement between Mexico, the United States, and Canada. For more information on the declaration, contact Mary Kelly, Texas Center for Policy Studies, P.O. Box 2618, Austin, TX 78768, (512) 474-0811.*

This document describes the overarching concern of groups meeting in San Ygnacio concerning the environmental, social, economic, and health consequences for the inhabitants and the environment of the states of the border region, and in particular of the Río Bravo/Grande watershed, if the free trade agreement between the United States of Mexico, the United States, and Canada, does not take into account the need for maintaining a harmonious equilibrium in both society and ecology.

The problems that the groups in the northeast border region observe include important components such as the rate of human mortality and other indicators of public health, the lowered level of services (especially with regard to drainage and potable water), the high level of contamination, and the violation of human rights. Furthermore, this is one of the regions of the world with the greatest number of fish species in danger of extinction, the result of a strong loss of the availability of water, both in terms of quality and quantity, in a region characterized by its aridity.

We believe that these problems cannot be solved without greater public participation in the formation, negotiation, and implementation of this agreement

and to achieve this all interested parties must have access to all relevant information.

For these reasons, we believe that it is necessary to incorporate in the trade agreement all of the conditions necessary to have a harmonious, integrated, and sustainable development, with social and economic benefits for producers, (especially indigenous communities), and for local small entrepreneurs.

Environmental protection should be achieved through regional planning, management of watersheds, the control of contamination, and increased efficiency in the use of water for consumption, and for the treatment of wastewater, based on the results of environmental impact studies which the public has access to. Furthermore, industries that benefit from the implementation of the agreement should contribute that which is necessary for the development of social and environmental infrastructure, as well as for the prevention of environmental damages, and the conservation and restoration of natural resources, including in the forest sector. Finally, the agreement should raise to equivalent levels the environmental laws of all three signatory countries, and bring about education programs that raise environmental consciousness.

# PROFMEX

## Institutional Membership Reaches 48

During the period since the PROFMEX-ANUIES biennial symposium held in Mazatlán in October of 1990, PROFMEX institutional membership doubled, to 48 institutions, including two research centers from the private sector. The majority of these institutions are both teaching and research centers, while several engage solely in research and policy studies.

The distribution of these institutes varies: Of the academic institutions, 15 are from Mexico and 5 from the United States. One new member comes from the People's Republic of China (see accompanying article). Two research institutes from the private sector are Grupo de Economistas y Asociados (GEA) located in Mexico City and Quantum Sistemas Decisionales de México located in Guadalajara.

The telephone and fax numbers of the contact persons follow:

**Centro de Investigación y Docencia Económicas (CIDE)**  
Contact: Dr. Carlos Bazdresch  
Ofc Tel: 259-1710  
Fax: 570-4277

**Centro de Tecnología Electrónica e Informática (CETEI)**  
Contact: Lic. Serra Butler  
Ofc Tel: 550-0869  
Fax: 550-1265

**Chinese Academy of Social Sciences/Institute of Latin American Studies**  
Contact: Dr. Sengen Zhang (Box 1113 Beijing, PRC)  
Ofc Tel: (861) 401-4009  
Res Tel: 500-4954

**El Colegio de la Frontera Norte (COLEF)**  
Contact: Dr. Jorge A. Bustamante  
Ofc Tel: (66) 30-04-11/12/13  
Fax: (66) 30-00-50

**El Colegio de México**  
Contact: Dr. Gustavo Vega  
Ofc Tel: 568-6033  
Fax: 652-6233

**Florida International University**  
Contact: Dr. Jorge Salazar Carrillo  
Ofc Tel: 305-348-3283  
Fax: 305-348-3605

**Grupo de Economistas y Asociados (GEA)**  
Contact: Dr. Jesús Reyes Heróles G.G.  
Ofc Tel: (5) 669-0728  
Fax: 536-1922

**Instituto Mexicano de Ejecutivos de Finanzas (IMEF)**  
Contact: Lic. Fco. Javier Morales E.  
Ofc Tel: (5) 575-1161  
Fax: 575-4410

**Loyola University Chicago**  
Contact: Prof. Susan Schroeder  
Ofc Tel: (312) 915-6525  
Fax: (312) 915-6447

**Quantum Sistemas Decisionales de México, S.A. de C.V.**  
Contact: Ing. Jaime Navarro  
Ofc Tel: (36) 25-7380  
Fax: (36) 25-7386

**State University of New York at Buffalo**  
Contact: Dr. James E. McConnell  
Ofc Tel: (716) 636-2299  
Fax: (716) 636-2329

**Tec de Monterrey**  
Contact: Dr. Héctor Moreira R.  
Ofc Tel:  
Fax: (83) 59-12-51

**Tec de Monterrey-Chihuahua**  
Contact: Ing. Leonel Guerra Casanova  
Ofc Tel: (14) 17-46-46  
Fax: (14) 17-49-66

**Tec de Monterrey-Edo. de México**  
Contact: Dr. Enrique Zepeda Bustos  
Ofc Tel: (52) 370-4099  
Fax: 379-0880

**Universidad Autónoma de Baja California**  
Contact: Dr. Arturo Ranfla  
Ofc Tel: (65) 66-29-85  
Fax: (65) 66-36-33

**Universidad Autónoma de Sinaloa**  
Contact: I.B.Q. David Moreno Lizárraga  
Ofc Tel: 5-65-20

**Universidad de Colima**  
Contact: Lic. Victorico Rodríguez  
Ofc Tel: (331) 4-33-81  
Fax: (331) 4-30-06

**Universidad de las Américas/Mexico City College**  
Contact: Dr. Francisco Marmolejo  
Ofc Tel: 208-6823  
Fax: (5) 511-6040

**Universidad de las Américas-Puebla**  
Contact: Dr. Jesús Velasco Márquez  
Ofc Tel: (22) 47-00-00  
Fax: 47-04-22

**Universidad de Monterrey**  
Contact: Lic. Abelardo Gorena  
Ofc Tel: (81) 38-50-50  
Fax: (83) 38-56-19

**Universidad Nacional Autónoma de México**  
Contact: Dra. Mónica Vereá  
Ofc Tel: 550-03-79 (tel/fax)  
Fax: 550-03-79 (tono)

**University of Southern California**  
Contact: Dr. Murray Fromson  
Ofc Tel: (213) 740-7325  
Fax: (213) 740-8624

**University of Texas at San Antonio**  
Contact: Dr. John P. McCray  
Ofc Tel: (512) 691-5384  
Fax: (512) 691-4308

## Edmundo Jacobo, PROFMEX General Secretary

PROFMEX's General Secretary is Director of Planning of the Universidad Autónoma Metropolitana (UAM) in Mexico City. Appointed to this position in February 1991, Lic. **Edmundo Jacobo** is responsible for planning and institutional development for the entire UAM system, in which he has had a faculty appointment since 1981.

Prior to this assignment, from 1989, he was chairman of the economics department of the UAM-Azcapotzalco Campus. From 1984-87, he was Director of Area Research in Political Economy at the UAM-A. From 1978-81 he was on the faculty of the School of Social Sciences at the UABC in Mexicali. His first faculty assignment was in the School of Philosophy of the Universidad de Guanajuato from 1974-78.

In 1984 Lic. Jacobo was one of the founders of the journal *El Cotidiano*, an important forum for contemporary socioeconomic analysis; from 1984-89 he was a frequent contributor (as well as deputy editor) of the journal. From 1984-90 he was also on the editorial board of the *Revista Análisis Económico*.

His publications include a number of works as co-editor and contributor: of special interest is *México en la década de los ochentas* (1990), an invaluable source of quantitative and graphic data on socioeconomic themes in the López Portillo and De la Madrid presidencies. Other edited volumes include *Empresarios y estado: crisis y transformación* (1988) and *Empresarios y empresas de México* (1990).

Lic. Jacobo received his licentiate in philosophy from the Universidad de Guanajuato in 1976. His thesis concerned the educational methods of Pablo Freire and Iván Illich. Subsequently, he completed his course work in economics at UNAM. His current research concerns the entrepreneurial class in Mexico.

## UNAM Economics- PROFMEX Visiting Seminar Series

In establishing the UNAM-PROFMEX Visiting Seminar Series to bring U.S. professors into contact with Mexican academicians, UNAM Economics Director **Juan Pablo Arroyo O.** agreed with PROFMEX President **James Wilkie** that the Series will invite one to two PROFMEX professors per month to give seminars during the periods May-August and October-April.

Arroyo requests PROFMEX professors to submit proposals for one-to two-week seminars on a topic of their choice, perhaps dealing with their current research in Mexico. To give visiting professors free time to conduct their own research and writing, the PROFMEX Seminar Series will be held from 5-8 p.m. Mondays through Fridays. Visitors will receive travel, local expenses, and up to \$1,000 in honorarium.

PROFMEX visiting professors will interact in the seminars with faculty and advanced students from UNAM, UAM, ITAM, COLMEX, UDLA/Mexico City College, UDLA-Puebla, and universities throughout Mexico. Formal presentations and discussion may focus on such topics as economic history of Mexico, U.S. economic history, applied economics, economic trade relations of Mexico with the USA and the world, general economic theory, econometrics, finance, management of private and public enterprises, and economic development.

Visitors programmed to date include:

- **George Baker** (PROFMEX), "Analyzing PEMEX Productivity";
- **David Lorey** (UCLA), "The University and Economic Development in Mexico";
- **John Coatsworth** (Chicago), "New Views of Mexico's Economic History";
- **Ronald H. Hellman** (CUNY), "Mexico's Political Economy";
- **Lance Taylor** (MIT), "Economic Development Theory";
- **Anwar Shaikh** (New School), "General Economic Theory";
- **Maria Crummert** (Columbia), "The Economics of U.S.-Mexican Migration";
- **Willi Semmler** (New School), "Theory of Financial Cycles";

- **James Wilkie** (PROFMEX and UCLA), "Mexican Public Expenditure Since 1976" and "Social Security Issues of Mexico."

Specific proposal for seminars and/or requests for information are invited and should be sent to Director Arroyo, UNAM Facultad de Economía, Ciudad Universitaria, 04510 México, D.F. Tel. (5) 548-97-98, FAX 548-57-78. In the USA, questions may be directed to David Lorey (Tel 213-206-8500; FAX 206-3555) and Ronald Hellman (Tel 212-642-2789). Please send copies of proposals to James Wilkie at the PROFMEX presidency.

## Changes in PROFMEX Board of Directors

At the Mazatlán meeting of the PROFMEX Board the following changes were approved October 6, 1990:

CUNY's **Ronald G. Hellman** joins the Board;

ASU's **Dale Beck Furnish** replaces **Jerry Ladman**;

NMSU's **José Z. García** replaces **L. Ray Sadler** on the Board.

The Board voted thanks to Sadler and Ladman; and it welcomed García (who recently assumed directorship of the Latin American Center at NMSU), Furnish (who is a noted legal expert on Mexico), and Hellman (who is Director of the Bildner Center at CUNY).

## Debut of *Business Mexico*

Under the editorship of **Harvey Rice**, the American Chamber of Commerce in Mexico published in March 1991 the first monthly issue of *Business Mexico*. The new magazine is devoted to business news, legal matters, and economic statistics. In the cover story by **Lawrence Kootnikoff**, the first number not only views Mexico's move north to establish a Free Trade Area with the United States and Canada, but in an insightful article by **Gregory D. Cancelada** examines Mexico's southern strategy to forge free-trade ties with Central America, Chile, Colombia, and Venezuela.

Subscriptions can be ordered from Am-Cham/Mexico, Lucerna 78, Del. Cuauhtémoc, 06600 México, D.F., and yearly rates outside Mexico are US\$126 (including shipping), inside Mexico (130,000 pesos). Tel. (5) 705-09-95.

## Revista Nuestra Economía

**Samuel Schmidt** was appointed editor of the journal *Nuestra Economía* published by the School of Economics at Universidad Autónoma de Baja California in Tijuana.

With the combined number 6-7 issue, the journal begins a new epoch as a refereed journal. The primary focus of *Nuestra Economía* remains economics in general, although special attention will be given to the border and international economy.

Issue 6-7 is devoted to the U.S.-Canadian-Mexico North American Free Trade Agreement. Contents of this issue features:

**AFL-CIO, U.S.-Mexico 'Free' Trade**  
**Heriberto Meza Campuzano**, *Alianza de libre comercio y universidad*

**CIDAC, México y el Tratado de Libre Comercio**

**James Gerber and Norris Clement**, *The United States-Mexico Free Trade Agreement in Historical Perspective*

**Stephen R. Jenner**, *Free Trade and the United States-Mexico Borderlands: Manufacturing*

**Miguel Angel Orozco Deza**, *El Tratado de Libre Comercio: perfil de una voluntad trilateral*

**Ramón G. Guajardo Quiroga**, *El Acuerdo de Libre Comercio México-Estados Unidos-Canadá: análisis e implicaciones*

**Jorge Alonzo Estrada**, *Estado y empresarios fronterizos: el contexto de la renegociación de la zona libre de Baja California, 1984-1986*

**Eugenio O. Valenciano**, *La problemática regional en América Latina y la integración fronteriza*

For subscriptions contact *Revista Nuestra Economía*, Facultad de Economía, Universidad Autónoma de Baja California, Ex-Ejido Tampico, Mesa de Otay, Tijuana, B.C. Mexico. Fax (66) 82-22-13.

# Task Force on Mexico Teaching Guidelines

Over and over again, public perceptions of Mexico prevalent in the United States are not borne out by reality. A major contributing factor is the conspicuous neglect of accurate, substantive, and ongoing study of Mexico at the elementary and secondary school levels. Numerous scholars have amply documented the weaknesses and shortcomings of current treatment of Mexico-related subjects in textbooks, in supplementary instructional materials and in classroom instruction itself. What is needed now is a clear vision of what *ought to be*, a clear statement of what students need to know and understand, and a clear set of guidelines for assisting teachers in instructing students so that these objectives will be achieved.

In an effort to address this need, the Task Force on Mexico in the K-12 Curriculum was established in the spring of 1989 and includes concerned scholars and educators from around the nation and Mexico. Members are **Elsie Begler** (SDSU), **Jane Boston** (Stanford), **Carlos Cortes** (UC Riverside), **Gerald Greenfield** (Wisconsin-Parkside), **Harriet Romo** (UT Austin), **Linda Salvucci** (Trinity), **Mary Soley** (Foreign Policy Association), **Peter Smith** (UCSD), **Kathryn Thorup** (UCSD), **Josefina Vázquez** (COLMEX), and **Judith Wooster** (Tri-Village School District, Long Island, NY).

The Task Force has recently issued a publication titled *Key Understandings and Instructional Guidelines for Teaching and Learning About Mexico* which outlines the essential elements of a quality Mexico-related curriculum at the elementary and secondary school levels. The twelve-page pamphlet delineates a set of higher-level generalizations that students should develop as a result of instruction, and offers specific recommendations and guiding questions regarding content, focus, and tone to be used in evaluating and designing instructional programs and materials about Mexico.

The work of the Task Force to produce *Key Understandings* was supported by a grant from the William and Flora Hewlett Foundation.

For copies of *Key Understandings*, contact: Task Force on Mexico in the K-12 Curriculum, Center for Latin American

Studies, San Diego State University, San Diego, CA 92182. Please enclose \$2.00 per copy for shipping and handling; checks should be made payable to ISTEP. For bulk orders, please call (619) 594-2412.

## Fulbright Border Lecturers

The recipients for the second year of the Border Fulbright Lecturer program have been announced. This important program recognizes the uniqueness of the border location by allowing recipients to commute to the host institution on the other side of the international boundary to offer academic courses or engage in other scholarly activities. It is a cost effective program that maximizes contact between Mexican and U.S. faculty and students.

Mexican recipients for 1991-1992 include:

**Eduardo Zepeda** (El Colegio de la Frontera Norte), to teach U.S.-Mexican economic relations at San Diego State University for 10 months.

**Horacio González López** (Universidad Autónoma de Baja California, Mexicali), to teach in the area of cognitive psychology at the Calexico campus of San Diego State University for 5 months.

**Roberto Ham Chande** (El Colegio de la Frontera Norte), to participate in joint research on border demography at San Diego State University for 9 months.

**Miguel Triana** (ITESM-Ciudad Juárez), to teach international trade at El Paso Community College for 5 months.

**Santos Carrasco Arellanes** (Universidad Autónoma de Baja California, Mexicali), to teach philosophy at the Calexico campus of San Diego State University for 10 months.

U.S. recipients for 1991-1992 include:

**Jorge Vargas** (University of San Diego), to work with the School of Law of the Universidad Autónoma de Baja California, Tijuana, on curriculum development.

**Vivienne Bennett** (San Diego State University), to work on rural development issues at El Colegio de la Frontera Norte.

**Darlene Pienta** (U of San Diego), to teach management at the Centro de Enseñanza Técnica y Superior, Tijuana.

**María Sonntag-Grigera** (CSU San Marcos), to teach in the area of library

science at the Universidad Autónoma de Baja California, Mexicali.

**Paul Villas** (New Mexico State U), to teach health assessment at the Universidad Autónoma de Ciudad Juárez.

A call has been made for applications for next year's program, with an application deadline of August 1 for the 1992-1993 academic year. Mexican applicants should contact the Fulbright Academic Exchanges Office, Benjamin Franklin Library, Londres 16, Col. Juárez, 06600 México, D.F.; U.S. applicants should contact CIES, 3400 International Drive, Suite M-500, Washington, D.C. 20008-3097.

## CETEI

(Continued from page 9)

with U.S. universities on joint research projects and with U.S. companies to promote business opportunities in Mexico, particularly involving investments in or applications of technology.

CETEI is especially interested in strengthening Mexico's human resource base in technical fields, through binational exchanges in both the academic and productive sectors. In this respect CETEI is currently working with Tandem Computers, a U.S. based company, to establish a regional R&D operation in their Mexico City office. Five Mexican engineers were trained for one year at Tandem's headquarters in Silicon Valley and then returned to Mexico to form the core of a new R&D team. CETEI is convinced that projects such as this one can offer a great deal to the business communities in both countries and are an effective means of promoting binational technology transfer. In the future, CETEI hopes to expand their MUST program by taking advantage of the PROF-MEX network of Mexican and North American institutions and individuals with common interests in binational technological research and development.

As of January 1, 1991, CETEI will be expanding their operation to permanent headquarters in the southern part of Mexico City. For further information on MUST or on any other of CETEI's current projects, please contact the director, Dr. José Warman, or the MUST program manager, **Serra Butler**, at their new address: CETEI, Camino Real a Xochimilco 60, Tepepan Xochimilco, C.P. 16020, México D.F. Telephone: (525) 675-3001; 675-4514. FAX (525) 675-4484.



## Recent Publications

### FRIDA KAHLO



■ *Frida Kahlo: The Brush of Anguish.* By **Martha Zamora** (San Francisco, CA: Chronicle Books, 1990. Pp. 143. \$29.95). This book captures the essence of Frida Kahlo, one of Mexico's most highly regarded and talented painters. Seventy-five of Kahlo's paintings, reproduced here in lavish color, accompany historical photographs and Zamora's descriptive text. Together they tell the story of Kahlo's remarkable and tragic life; her disastrous streetcar accident in adolescence, her tempestuous marriage to the great Mexican muralist Diego Rivera, her travels to the United States and abroad, her political convictions, and her relationships with the great leaders and artistic personalities of her time.

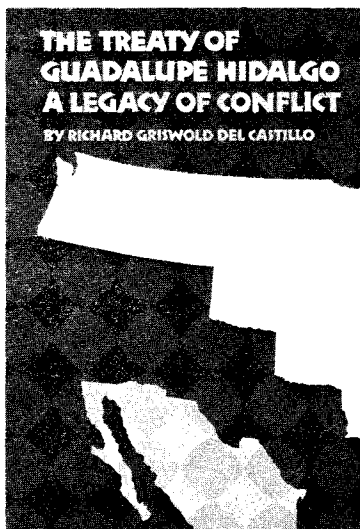
Mexican author Martha Zamora remembers, as a young girl, passing Frida Kahlo on the street in Mexico City. Dark and slender, Frida was dressed in a native skirt. The chance of encounter left an indelible impression on Zamora and sparked a life-long interest that eventually led to *Frida Kahlo: The Brush of Anguish*. Zamora lives in Mexico City and has written and spoken extensively on the life and work of Frida Kahlo.

This book was abridged and superbly translated by **Marilyn Sode Smith** who lived for many years in Mexico, South America, and Europe. She has been a board member of The Mexican Museum, San Francisco, and currently is writing a guidebook about the Diego Rivera murals in San Francisco. Smith resides in Palo Alto.

■ *Where North Meets South: Cities, Space, and Politics on the U.S.-Mexico Border.* **Lawrence A. Herzog** (Austin, TX: University of Texas Press, 1990. Pp. 289). This study discusses the theoretical

and policy implications of boundary urbanization in areas of territorial overlap between Latin American and North American cultures, examining U.S.-Mexican border cities from the intersecting perspectives of urban geography and politics. The author describes the emergence of a new "transfrontier metropolis," a functional city-region in which paired United States and Mexican settlements are enclosed within a single sphere of daily urban interaction. Herzog is associate professor in the Department of Mexican American Studies at San Diego State University.

■ *The U.S. and Mexico: Setting A New Agenda.* (Washington, D.C.: The Heritage Foundation, 1989. Pp. 234). This book aims to evaluate U.S. policy toward Mexico. The Heritage Foundation assembled a distinguished group of experts, including government officials from both nations, for a two-day conference. Their wide-ranging and frank discussions are reproduced in this volume. It is a valuable resource for policymakers setting the agenda for U.S.-Mexican relations in the 1990s.



■ *The Treaty of Guadalupe Hidalgo: A Legacy of Conflict.* By **Richard Griswold del Castillo** (Norman, OK: University of Oklahoma Press, 1990. Pp. 251). Citing original documentary sources as well as published accounts, this book is the first to provide an overview of the implications of the treaty. Griswold del Castillo sketches the history of the treaty negotiations and addresses such issues as the impact of the treaty on residents of the southwestern United States and the interpretation of the treaty by U.S. courts and by Mexican and American diplomats. The author is professor in the Department of Mexican American Studies at SDSU.

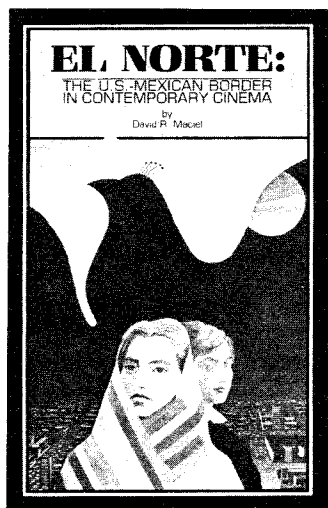
### Environmental Hazards and Bioresource Management in the United States-Mexico Borderlands



■ *Environmental Hazards and Bioresource Management in the United States-Mexico Borderlands.* Edited by **Paul Ganster and Hartmut Walter** (Los Angeles: UCLA Latin American Center Publications, 1990. Pp. 483). This book analyzes the "Agreement between the United States of America and the Mexican United States on Cooperation for Protection and Improvement of the Environment of the Border" that Presidents Ronald Reagan and Miguel de la Madrid signed on August 14, 1983. Shortly thereafter, a symposium was held at the University of California, Los Angeles, where leading Mexican and U.S. scientists, researchers, scholars, and policymakers discussed a range of environmental problems facing the growing, dynamic, rapidly industrializing U.S.-Mexican border region. The participants also considered policy alternatives to counter negative environmental impacts and to manage the region's resources for the future.

*Environmental Hazards and Bioresource Management in the United States-Mexico Borderlands* contains thirty-four papers presented at the conference and three introductory essays by the editors. Although there have been notable successes in dealing with border environmental issues since the 1983 border environmental agreement, to a significant degree the border environmental agenda sketched out at the UCLA conference remains current today. This volume constitutes a baseline for environmental concerns and policy alternatives for the critical region of the U.S. Mexican borderlands.

Paul Ganster is Director, Institute for Regional Studies of the Californias at San Diego State University; Hartmut Walter is Professor of Geography at UCLA.



■ *El Norte: The U.S.-Mexican Border in Contemporary Cinema.* By **David R. Maciel** (Institute for Regional Studies of the Californias, San Diego State University, San Diego, CA 92182-0435, 1990, Pp. 95, \$9.50, plus 7.25% sales tax for California residents). This publication analyzes how the U.S.-Mexican border has been portrayed by Hollywood and by Mexican cinema. Evolving trends of Hollywood's characterization—through stereotypes and realism—of the border and its people are detailed in this work. Important Mexican and U.S. films are reviewed and the text is enhanced with 19 illustrations from film posters and stills and three tables listing recent border films.

■ *La revolución inconclusa: las universidades y el estado en la década de los ochentas.* Compiled by **Karen Kovacs** (México, D.F.: Nueva Imagen, 1990. Pp. 373). This collection examines the university crisis which Mexico is facing while searching for new alternatives in higher education. The present compilation constitutes an answer that is far from a simple one, and includes some of the elements that should be present to resolve the problems that afflict the Mexican universities. Dr. Kovacs is professor of sociology at El Colegio de México.

■ *A Marriage of Convenience: Relations between Mexico and the United States.* By **Sidney Weintraub** (New York, N.Y.: Oxford University Press, 1990. Pp. 270). This outstanding analytical work examines the relationship between Mexico and the United States. In this comprehensive account of recent developments in this unsteady alliance, Sidney Weintraub helps dispel any doubt about each country's importance to the other—and hence the importance of relations is based on mutual respect and a realistic assessment of each other's needs.

■ *En busca de la seguridad perdida: aproximaciones a la seguridad nacional mexicana.* Edited by **Sergio Aguayo Quezada** and **Bruce Michael Bagley** (México, D.F.: Siglo Veintiuno Editores, 1990. Pp. 416). National security is one of the most powerful political concepts, but carries ambiguity. In this volume, a group of specialists discuss the significance of the concept, the evolution in Mexico and other problems, without coming into a definite agreement, over what is and is not Mexican national security.

■ *La nueva era de la industria automotriz en México.* Editor **Jorge Carrillo V.** (Tijuana, B.C.: El Colegio de la Frontera Norte, 1990. Pp. 364). This series of essays analyzes the changes in the automobile industry of Mexico in the context of a general movement that characterizes this global industry. It details the peculiar relationship that Mexico maintains as competition evolves in the United States.

■ *Infraestructura y desincorporación: fundamentos para el desarrollo económico.* By **CIDAC, Centro de Investigación para el Desarrollo, A.C.** (México, D.F.: Editorial Diana, S.A. de C.V., 1989. Pp. 121). This book is the sixth in a series, *Alternativas Para el Futuro*. It centers on a crucial problem regarding Mexico: How to revitalize the infrastructure and overcome stagnation of the last few years.

## PROFMEX Visiting Scholars' Center in Mexico City

An agreement has been made with Universidad de las Américas/Mexico City College to constitute the "PROFMEX Visiting Scholars' Center in Mexico City", to promote academic exchange between PROFMEX members in the United States and in Mexico.

PROFMEX Executive Secretary **George Baker** and President **James Wilkie** visited the University of the Americas and accepted the offer made by the University's President Dr. **Margarita Gómez Palacio**, that the University be considered a base for members of PROFMEX whose academic work brings them to Mexico City.

Under the agreement, the University of the Americas offers facilities such as office space, telephone, fax, secretarial assistance, computer support, and library access to PROFMEX members visiting Mexico.

UDLA/MCC also announces graduate student fellowships and visiting professorships for U.S.-based PROFMEX scholars. Graduate students will be asked to teach a course during the process of their dissertation research. Visiting faculty will teach a graduate seminar.

Faculty and graduate student fellowships will be awarded on a competitive basis by UDLA/MCC in consultation with PROFMEX. Interested faculty and students should contact the PROFMEX executive secretariat or the PROFMEX Visiting Scholars Center Director **Francisco Marmolejo**, Vice President of UDLA/MCC, at (525) 208-6823 or (525) 208-0247; or by FAX at (525) 511-6040.



PROFMEX MEXICO POLICY NEWS  
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