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On Nov. 21, the opposition National Action Party (PAN) elected federal deputy Diego Fernandez de Cevallos as the party's candidate in the 1994 presidential elections. Fernandez de Cevallos known as "Jefe Diego" because of his role as coordinator of the PAN's delegation in the Chamber of Deputies defeated three other PAN pre-candidates that had sought the presidential nomination. Fernandez de Cevallos is known for his ability to broker deals in the legislature while not compromising the position of the PAN. However, because of this role, he has been criticized for becoming "too cozy" with the ruling Institutional Revolutionary Party (PRI). In addition, political analysts have suggested Fernandez de Cevallos lacks the charisma and popular appeal to expand the PAN's support beyond its traditional base among the business community in northern Mexico and Yucatan state. According to these analysts, Fernandez de Cevallos may face difficulties in clearly defining the PAN's platform during the 1994 elections, since the PRI under President Carlos Salinas's administration has been largely successful at seizing key PAN issues such as free trade, support for the private sector and open relations with the Roman Catholic church. "The PAN used to be a true opposition party," said Juventino Gonzalez Ramos, a former PRI federal deputy. "Now you can't tell the difference between them and the PRI." Fernandez de Cevallos was not the first choice of most PAN loyalists, but the two most popular alternatives governors Ernesto Ruffo Appel of Baja California and Francisco Barrio of Chihuahua declined to seek the presidential nomination. The PAN candidate will face Democratic Revolution Party (PRD) candidate Cuauhtemoc Cardenas and a yet-to-be named PRI candidate. Mexico City Mayor Manuel Camacho Solis, Finance Secretary Pedro Aspe, and Social Development Secretary Luis Donaldo Colosio are considered the front runners for the PRI nomination. The PRI is expected to unveil its presidential candidate in December or January. (Sources: El Financiero International, 11/15/93; Notimex, 11/19/93, 11/20/93; Associated Press, United Press International, 11/21/93)

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