



KELLEY
SCHOOL OF BUSINESS
Institute for International Business



CIBER Focus Interview Series

Video Annotation

Today's Banking Landscape in Mexico and LATAM with Luis Niño de Rivera

Link: <https://www.youtube.com/watch?v=RqymhbIsGnk>

Length: 26:24

Production Date/Year: December 5, 2019

Keyword Topics:

Banking, Mexico, Banco Azteca, Latin America

Guest Info:

Mr. Niño de Rivera serves as Chairman of the Board of Directors of Banco Azteca and Chairman of the Board of Directors of the Association of Mexican Banks (AMB). He is also a member of the Board of Directors of Banco Azteca in Guatemala, Honduras, Panama and Peru. From 2002 until his election as Chairman of the AMB, he was the spokesperson for Grupo Salinas. In addition, Luis a member of the Board of Directors of the Bankers Club in Mexico, and was five times Vice Chairman of the Association of Mexican Banks from 1998 until 2018.

Luis has worked in the financial service sector for the past 45 years, and was a founder of Banco Azteca Mexico in 2002, Banco Azteca Panama in 2005, Banco Azteca Guatemala and Banco Azteca Honduras in 2007, and Banco Azteca Peru in 2008. Luis has held high level positions as President and CEO of Banco Azteca, Dresdner Bank Mexico, Citibank Panama, Arrendadora Financiera Mexicana and Factoring Corporativo. He was also COO of Banca Confía, a member of senior management in Corporate Banking in Citibank Mexico and an account officer of the World Corporation Group in Citibank New York. He too served as Chairman of Afore Allianz-Dresdner, a partner in Booz, Allen & Hamilton, and CFO of Fondo Nacional de Habitaciones Populares.

Mr. Niño de Rivera holds a BS degree in Business from Indiana University and an MA degree in International Business and International Politics from New York University.

Video Summary/Synopsis:

Introduction of Guest - :30

Banking System in Mexico - 4:15

Transition to Digital World - 6:00

Unique aspects of Banco Azteca - 9:00

Opening New Banks in Latin America - 13:50

Banking in Latin America - 15:30

US-China Trade War Impact on Mexico - 19:15

NAFTA - 22

Standards:

Global Economics

- **GE-4.1**
 - Demonstrate how all countries are interdependent
- **GE-5.5**
 - Analyze how changing interest rates are used to influence economies
- **GE-5.6**
 - Research the structure of financial institutions and analyze the consumer and commercial products offered
- **GE-6.5**
 - Explain how the value of money and the exchange rate influence the standard of living in an economy

Economics

- **E.1.4**
 - Explain that voluntary exchange occurs when households, businesses, and governments expect to gain

- **E.5.2**
 - Recognize that a country's overall level of income, employment, and prices is determined by rational spending and production decisions of households, firms, and government.
- **E.6.3**
 - Explain the roles of financial institutions
- **E.6.6**
 - Explain how interest rates act as an incentive for savers and borrowers.

Essential Questions:

- How can banks become competitive in offering financial services?
- What challenges do banks face when expanding and adapting to modern times?
- How is the banking system in Mexico similar/different to the banking system in the United States?
- How do economic decisions by one or two countries affect the economic landscape of others?

Depth of Knowledge

- Students will be able to identify how banks can become competitive for customers.
- Students will understand unique aspects of the Mexican banking environment.
- Students will understand technological advancements being made by banks all over the world.

Additional Links & Related Information

- **Banco Azteca**
 - <https://www.bancoazteca.com.mx/>
- **Grupo Elektra**
 - <https://www.gruposalinas.com/en/grupo-elektra>