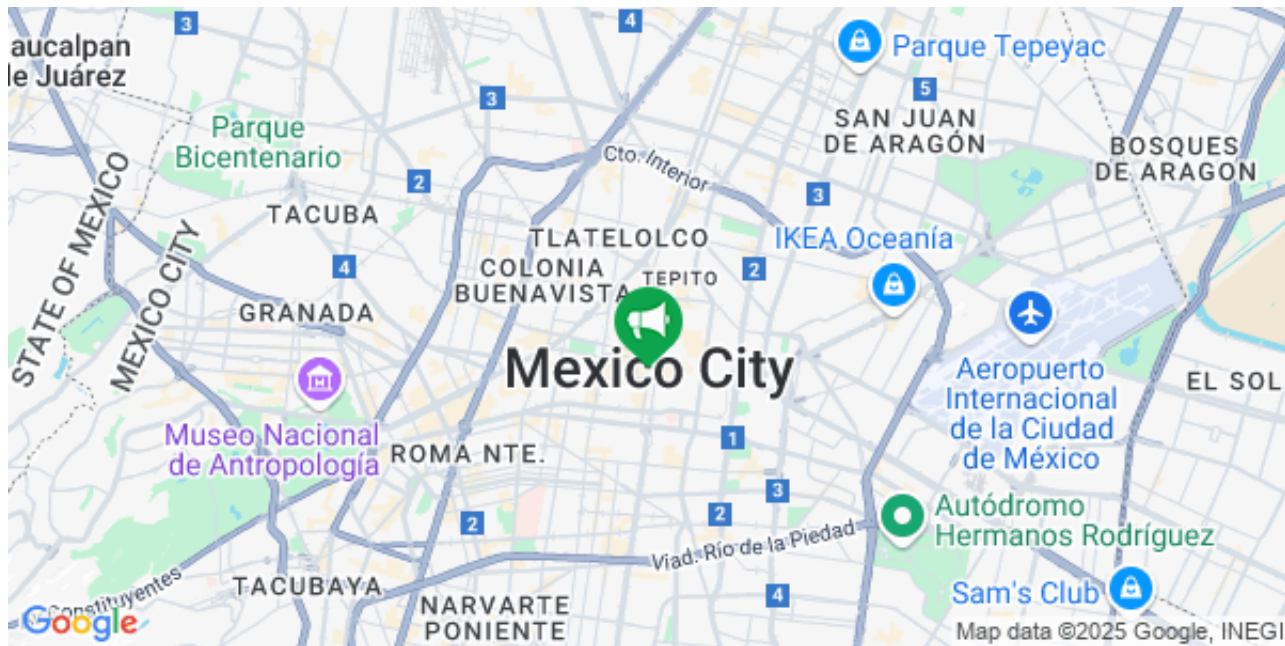




Protest



08

MAR

11:00 UTC

Mexico Tactical: President Sheinbaum calls for rally to address US tariffs at Zocalo in Mexico City from 12:00 (local time) on March 9; allot for disruptions

Current Situation

- President Claudia Sheinbaum has called for a rally and a public meeting at the Zocalo in downtown Mexico City from 12:00 (local time) on March 9.
- The rally has been called by Sheinbaum to raise concerns over the 25 percent tariff on Mexican products announced by US President Donald Trump, initially set to take effect on March 4, while also acknowledging [the temporary pause on some tariffs until April 2](#) after negotiations.



Source: [President Claudia Sheinbaum via X](#)

Assessments & Forecast

1. The rally has been called amid escalating trade tensions between Mexico and the USA, following President Trump's announcement of a 25 percent tariff on Mexican imports, initially set to take effect on March 4. The US administration justified these tariffs as measures to address concerns over illegal immigration and drug trafficking, particularly fentanyl, entering the USA from Mexico. In response, Sheinbaum engaged in negotiations with the US administration, resulting in a temporary suspension of some of these tariffs. Mexico committed to deploying 10,000 troops to its border with the US as part of the agreement. Sheinbaum has called the rally to address public concerns, celebrate the temporary relief, elaborate on ongoing efforts to resolve the trade dispute, and highlight the importance of maintaining national unity.
2. **FORECAST:** Given the significant social media traction the call for the rally has generated, the expected heightened concerns over the issue among the public, and Zocalo's capacity, the upcoming event is expected to draw a high turnout, at least in the high tens-of-thousands. To that end, reports indicate that the leadership of neighboring states including Guerrero, Hidalgo, Morelos, Michoacan, Puebla, and Tlaxcala is expected to attend the rally, which will also lead to a high turnout. The high attendance is further reinforced by the fact that President Sheinbaum herself has called for the rally, framing it as both a demonstration of national unity and a response to US trade policies. On the same note, given the nature of the rally, it is expected to transpire peacefully. However, a large-scale security deployment is anticipated in the vicinity of the Zocalo due to the attendance of the President and other prominent ministers and dignitaries. Security cordons and ad-hoc road closures can be expected in the vicinity of the Zocalo and surrounding streets to manage crowds and ensure order. Disruptions to vehicular and pedestrian traffic in downtown Mexico City are anticipated from the morning hours for the duration of the event.

Recommendations

Those operating or residing in Mexico City on March 9 are advised to allot for disruptions to traffic in the vicinity of the Zocalo from the late morning hours onwards due to the slated rally.