

Basilea III en México y la relación entre la regulación financiera y el financiamiento

Basel III in Mexico and the Relationship Between Financial Regulation and Financing

Basileia III no México e a relação entre regulamentação financeira e financiamento

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Resumen

La regulación financiera y el financiamiento en México siempre han estado relacionados con el sector empresarial. Con la crisis financiera mundial en el año 2008 cambiaron las medidas acordadas internacionalmente para regular y supervisar la banca. En esta investigación se realiza un análisis del acuerdo de Basilea III y cómo se desarrolla en el esquema regulatorio hacia el crédito. El objetivo es demostrar las principales variables entre el análisis de la regulación financiera y dicho acuerdo en el sector de las micro, pequeñas y medianas empresas (mipymes). Esto a través de un método deductivo y una metodología aplicada cualitativa. Como parte de los resultados se encontró que si bien no hay una sola razón por la que el estrato empresarial no solicita un crédito a la banca, mayoritariamente se debe a que las tasas de interés son elevadas y no cuenta con la suficiente solvencia para la adquisición de uno y pagar la deuda en determinado plazo. Finalmente, aunque se reconoce que existen apoyos para brindar un crédito o financiamiento a las mipymes en México, aún hay áreas de

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oportunidad y temas que se deben desarrollar siguiendo las recomendaciones del acuerdo de Basilea III.

Palabras clave: Basilea III, crisis, esquema regulatorio, financiamiento, sector empresarial.

Abstract

Financial regulation and financing in Mexico have always been related to the business sector. With the global financial crisis in 2008, the internationally agreed measures to regulate and supervise banks were changed. In this investigation, an analysis of the Basel III agreement and how it is developed in the regulatory scheme towards credit is carried out. The aim is to demonstrate the main variables between the analysis of financial regulation and the Basel III agreement in the sector of micro, small and medium enterprises (MSMEs). This through a deductive method and a qualitative applied methodology. Among the results achieved was found that the business stratum does not request a credit from the bank for different reasons, but mostly because interest rates are high and does not have sufficient solvency to acquire one and pay the debt in a certain period. Finally, although it is recognized that there are supports to provide credit or financing to MSMEs in Mexico, there are still areas of opportunity and issues that should be developed following the recommendations of the Basel III agreement.

Keywords: Basel III, crisis, regulatory, financing, business sector scheme.

Resumo

A regulamentação e o financiamento financeiros no México sempre foram relacionados ao setor comercial. Com a crise financeira global em 2008, as medidas acordadas internacionalmente para regular e supervisionar o setor bancário mudaram. Nesta investigação, é realizada uma análise do acordo de Basileia III e como ele é desenvolvido no esquema regulatório para o crédito. O objetivo é demonstrar as principais variáveis entre a análise da regulamentação financeira e o referido acordo no setor de micro, pequenas e médias empresas (MPME). Isso através de um método dedutivo e uma metodologia aplicada qualitativa. Como parte dos resultados, constatou-se que, embora não exista uma única razão pela qual o estrato corporativo não solicite crédito ao banco, é principalmente porque as taxas

de juros são altas e não possuem solvência suficiente para a aquisição. de um e pagar a dívida em um determinado prazo. Finalmente, embora se reconheça que existem apoios para fornecer crédito ou financiamento às MPME no México, ainda existem áreas de oportunidades e questões que devem ser desenvolvidas seguindo as recomendações do acordo de Basileia III.

Palavras-chave: Basileia III, crise, esquema regulatório, financiamento, setor empresarial.

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Introduction

The purpose of this research is to analyze the role of the Basel III Committee in financial markets in Mexico, as the main variables for obtaining or not obtaining a credit from micro, small and medium enterprises (MSMEs). Therefore, the Bank of Mexico (Banxico) must be adjusted to the international policies and standards that the financial market demands.

Basel III is a framework of agreed international measures to strengthen, regulate and monitor the risk of banks. It has the mission of specifically dealing with financial economic issues at the international level. While within the regulatory framework of the Mexican economy is Banxico, an entity that, like the Basel Committee, is oriented to the healthy practices of the payment system of the Mexican financial system (SFM), to market discipline, to adherence to good banking practices and financial transparency, to name a few.

International banking regulation has suffered imbalances throughout the history of each country. It is important to remember the bankruptcy of the United States banks in 2008 and the crisis of the year 2011 in Europe, both events with repercussions in Mexico. In that sense, if a political, social and economic imbalance affects a country or a region of that weight obviously other nations will be affected.

However, regulation must exist in Mexico and in any other economy for specific issues of transparency in banking processes. The regulation in development and multiple banking is supervised by the central bank of the Mexican State, in turn supervised by Basel III, and that if they were not subject to the guidelines described above they could hardly be resolved and reach different agreements with coordination and lucidity.

This research undertakes an analysis of the banking regulation in Mexico and why it is important to understand the context of the Basel III agreement at the time that any MSME applies for a loan or financing to the development bank and central bank.

This article addresses, in the first place, the banking regulation and the sense that it offers in the opening of a credit or financing to the business stratum; Then, the growth of Mexico and other countries, the growth and support that the Government gives them is graphically described. Subsequently, the method, the proposal and the results based on a discussion. Correspondingly, the conclusions close this text.

Banking regulation in Mexico and its meaning for credit

The Mexican Association of Independent Investment Advisers [Amarii] (2017) declares that the SFM is a group of organizations that manage and channel the investment, saving within the legal framework that corresponds to the national territory, by attracting national financial resources and foreigners to integrate a negotiation through the healthy regulation of the country.

The SFM is made up of a huge series of financial entities and intermediaries, who, directly and indirectly related to independents, companies and different sectors, perhaps the best known come from the financial entity, immediately and evasively help growth, Competitiveness and sustainability of the Mexican nation.

Some of the activities carried out by the SFM are to support third parties through the acquisition of credits, or the performance of their resources. That is, the function is of intermediary both those who need and those who have money, because with today's globalized society it is complicated that a single bank or institution regulates the daily transactions that arise in the market. Therefore, it is considered more effective for the movements to be made by a financial system with a view to facilitating and regulating the aforementioned tasks.

There are several theories for the acquisition of a credit or financing for MSMEs in Mexico, but the main problems they face are credit payment, low employee salaries, planning and bureaucratic procedures. In such a way that they have not been able to increase the volumes of credit attainment towards this sector.

According to Gascón (May 11, 2015), some of the various problems for the limitations of obtaining a credit towards MSMEs is the lack of responsibility present in some

of the small and medium enterprises in Mexico, in addition to computing with reduced staff and lack of a business plan. In that sense, Camacho (August 24, 2010) mentions that this sector is part of a vulnerable and fragile financial and opportunity system, since financing to small is 5% or less, 10% and 20% between medium and large respectively.

The average life expectancy of a MSME is 7.7 years, according to the National Institute of Statistics and Geography [Inegi] (2016). The average age for each company that is established in the country unfortunately does not reach a prolonged period and mostly disappear from the sector or its resources are obsolete.

In its portal, Banxico (2015) indicates that the offer of credits for MSMEs promotes competition between credit agents of multiple banks and development banks in order to offer better financing and credit contracts to these organizations, and that These, the contracts, are in accordance with your expectations to generate a value throughout the life of the agreement.

Despite having financial support and that in many cases is not adequate for MSMEs, they must also obey certain internal and external variables in economic matters, as Beltrán (2006) comments, and that they depend on or record the construction of a strategic plan, the implementation of appropriate methodologies, the capabilities and skills that the company has, in addition to the construction of a business plan, especially in micro and small businesses, since in operational terms it is the building of the initiative business.

Otherwise, in addition to the denial of the obtaining of credit by the bank towards this sector, the company's policies are also affected, and they are even forced to discard exports to new markets and resort to the lack of payment to suppliers. Thus, employers, because they do not count in terms of decision and execution of action plans, are greatly affected, since the average level of indebtedness is 70% in a period not exceeding one year.

The control of commercial micro enterprises in the country is excessive, since most of them include family businesses, where an approach of ten employees is represented. After which there are different theories by which companies do not reach their growth and expansion, and one of the main problems that could be observed in the research is the financing for it.

To approximate a figure in terms of support for this sector, Nacional Financiera [Nafin] (2016) announced the financing to which companies had access through Banco Santander, and the average balance was almost 120,000,000,000 pesos in benefit of more than 100,000 companies. However, in that same year, only access to credit was obtained by

existing companies in the bank's portfolio. Without a doubt that is another difficulty for MSMEs that saw themselves in a scenario of opportunity and growth, in addition to the exhaustive credit investigation to which the company was subjected to obtain support.

On the other hand, it is deduced with this example that it is difficult to survive the rejection of multiple and private banks for the acquisition of a credit or financing, because, in addition to carrying internal variables in excellent condition, other factors must also be taken into account to the companies that look for a growth, or perhaps an expansion: an opening to new markets, the payment to suppliers, the payment to payroll or the beginning to the exports, only to mention of the most important. It is difficult, once again, if you do not also have an extraordinary credit history.

How will a credit be achieved if the company is new, or perhaps if the company does not have enough resources, if its management is obsolete, or worse still if it does not give it confidence in the country's internal financial market? The financing in Mexico by the Government (development banking) and financial institutions (multiple banking) has generated greater uncertainty and distrust towards entrepreneurs, for reasons such as the level of insecurity, the parity with the dollar, interest rates, Internationally political, social and economic changes that are currently underway, as well as the high costs of acquiring a loan, which has significantly diminished them.

The Single Business Management System [SUGE] (2016), a dependency of the Government of the State of Mexico, does not agree with the administration or with the internal processes handled and argues that they take advantage of the situation of MSMEs, as they delineate in the opening, extension and organization theme to limit the growth of the business sector.

Some of the requirements to be subject to credit by the development bank as a company are similar to those of multiple banks, since it runs the risk of the company's ability to pay, to estimate the profitability and feasibility of the project, and that in many occasions also releases an atmosphere of stress and tension for entrepreneurs in the response time, which is not necessarily positive.

MSMEs and banking, lack of alliances?

The National Entrepreneur Institute [Inadem] (2016) developed a program to promote productivity in the business sector through defined alliances and strategies. This project was

allocated 140,000,000 pesos, of which 99% of the capital was used but only for small, medium and large companies.

So what happens to microenterprises? Who supports them? Under what guidelines do they decline credit? Why are they not subject to credit or financing by banks? It should be noted that in 2015 alone they formed 97.6% of the business stratum, with 75% of employed personnel.

And of course, this without counting the states that benefited: State of Mexico, Coahuila de Zaragoza, Guanajuato, Mexico City, Jalisco, Morelos, Sinaloa, Hidalgo, Veracruz, Tamaulipas, Puebla, Colima, Oaxaca and Nayarit. Which opens the way to the next question: What about the rest of the country?

But these problems have a root, which has been, in economic terms, favorable, and in terms of business growth, a difficult blow. Since, although in 2015 the Basel III Committee gave the "C" rating to Mexico, which implies compliance with the requirements demanded by the agreement, the problems generated by the policy must also be raised.

The public policy in the country, which is the one who makes the financial decisions in Mexico, then, is opposed to the use of the millionaire profits by the high interest rates charged by the bank in terms of credit and financing that politicians cover. Moreover, the life of credit in Mexico, as described, is obsolete and does not meet the expectations of the business stratum, since it is not only the issue of regulation, it is also the issue of opening new sources of financing and the lack of vision that the entrepreneur must represent in his MSME.

According to the Inegi report (2015a), the main characteristics of microenterprises are as follows: they have 75% of the economy's employed staff and 14.7% have higher education. Based on what has been described, it can be deduced that almost 70% of the company's capacity stops its effective and efficient productivity completely due to the lack of economic freedom towards its expansion, since in the years of operation it is more concerned with paying high interest for the acquisition of a credit instead of investing it in your company, or in the lack of mastery of the staff, because with low salaries only 11% train your workforce - of course it is because of the personnel leakage and constant rotation of the same. This just to justify some of the different problems described that microenterprise has.

While in that same year but from another month the same Inegi (2015a) described the characteristics of small businesses: 51% of employed personnel have a higher secondary education. Small businesses remain in a category of low growth, since their level of productivity is 45%, that is, just over half is concentrated in the escape of employees. Medium-sized companies have the greatest growth opportunities, since 74 out of every 100 companies provide training and 43.6% of companies solve problems in the production process and implement continuous improvement. With respect to the above, here the growth opportunities are more favorable than in the other sectors, since their growth rate based on the acquisition of a loan is 80%, that is, more than half have an excellent level of approval by the bank.

The scenario in Mexico for MSMEs

The problem of financing and credits is not so catastrophic in medium-sized companies because, although not all get help, they also do not have absolute denial; rather, medium-sized companies should be more concerned with joining value chains and seeking excellence in results of a productive nature in their field and taking advantage of those benefits they have for training their plant, and thus becoming large companies in a timely manner. determined.

With respect to development banks, Nafin in 2009 lent 240,000,000,000 pesos, while in 2014 there were 303,000,000 pesos, that is, growth was clearly seen. However, it should be noted that only 50% of the companies that had a guarantee from Safin were given the financing opportunity, according to Banxico (2015).

Then, the obstacles and constant unknowns continue today and the problem comes from previous years, and the worst thing is that they are for companies that have fewer workers, who have no action plans, enough seniority, among others, and logically they are affected and as a future they tend to disappear due to lack of support.

The banking system for the development of MSMEs is obsolete in Mexico. Therefore, a comparison of the support from institutions to companies that are developed within a country will be presented, in order to observe the difference and effectively verify that in Mexico a culture of support for companies, especially MSMEs, is needed. . Next, table 1 describes companies with credit in other countries compared to those in Mexico, according

to Banxico (2015) and the Economic Commission for Latin America and the Caribbean [Cepal] (2015).

Tabla 1. Empresas con crédito en otros países y en México

Empresas formales con crédito bancario			
País	Hasta 100 empleados	Más de 100 empleados	Proyecciones del PIB
Chile	78.0	81.7	3.0
Perú	63.0	92.7	4.2
Colombia	51.3	92.2	3.6
Brasil	57.0	89.6	-0.9
Uruguay	46.5	75.2	3.0
Argentina	46.5	75.3	0.0
Bolivia	44.9	78.6	5.0
Promedio	45.4	67.5	
Venezuela	29.5	85.4	-3.5
Honduras	30.3	31.7	3.0
México	29.5	54.0	3.0
Panamá	21.0	10.1	6.0

Fuente: Elaboración propia con base en Banxico (2015) y Cepal (2015)

Mexico has an average gross domestic product (GDP) compared to other countries, but financing for MSMEs is low, especially in Mexico as described in the table above. Therefore, the International Financial Corporation [IFC] (2013) relates these dilemmas to the following:

- 1) The moral hazard. That the debtor does not pay on time,
- 2) Lack of real guarantees. Reputation used as collateral,
- 3) Difficulty of monitoring. Business negligence.

In such a catastrophic scenario due to the lack of confidence that banks have for MSMEs, the result is obviously reciprocal: the absence of companies and the stagnation of economic growth in Mexico and in different external and internal factors of the economy.

In short, MSMEs need an alternative model for obtaining credits or financing to use them in some of the mentioned variables. Hence the importance of the present investigation.

In addition to proposing a model, the problem needs to be understood from the outset, with an analysis of the impact of the Basel III agreement on the granting of credit to MSMEs in Mexico.

For what? To infer in the reasons why banking behaves in this way with the organizations that make up this group; deciphering the international MSME market, and assimilate the regulations by the hand of a new proposal with the model that you wish to express for the contribution of an appropriate methodology for credit towards these companies in Mexico.

For Gitman (2012) and Zutter (2012), the conceptual definition of financing should be understood as the transaction of funds by the individuals of a society, by the business stratum, or by the Government, which is acquired for meet your needs However, when some type of financing is acquired by the company, for example, it is necessary to have a financial administration for the incorporation of finance, the economy, budgets and marketing.

In reality, finances and the economy are always essential for the company, since most of the actions carried out by the company depend on them. In economic theory, Aristotle and Plato exposed different currents for social evolution. Since the existence of humanity there has always been an exchange of products for the benefit of all parties involved.

While with the doctrines of realism and liberalism national societies and international societies were affected by the lack of agreements and exact data of the present life, in addition to having a position focused in real terms to transcendental consciousness. Here also, on the other hand, of the explanation of realism and liberalism, an issue that is fundamental to the foundations of theories of international relations and the economy are more current trends for the development of healthy finances within the company.

Then, these doctrines, in a direct way, have an impact on international agreements; agreements that countries must have to boost their growth. This is how the Basel Committee I, II and III enters into this context for the foundation of the strong economies of the countries involved. Robles (2012) says that, definitely, financing is necessary for the company, in addition to being clear that the definition of the company, the finances themselves and the financial functions are aspects that should also be considered.

In the sense that requesting some type of financing in Mexico is currently not easy, and that although there are international regulations there is no understanding or application

of them. If the companies do not have a credit history, guarantees of any guarantee, international relations with foreign companies, trained and senior staff in some cases, among others, multiple banks and development banks forget this sector and have a preference for medium and big. Thus, taking into account what has been said so far, the following questions are raised: What happens in micro and small businesses? Where do they get financing and growth? Why are you not given the same opportunities as in the two remaining strata?

If it were not for angel investors, the business plan, the contribution of resources to third parties, in many cases MSMEs would disappear, following Moreno (February 25, 2010). For other economists, for example, Berger (1996) and Udell (1996), given this situation, an interesting aspect to highlight is that in both developed and developing countries, MSMEs have had less access to external financing, In addition to being more limited in its operation and growth.

But this has happened because existing companies in nations such as Japan, Germany, Canada and the United States have adopted systems of high productivity, quality processes and internal political strategies. That is why the financing requested by MSMEs is lower every day.

In this sense, for a company, especially pioneer, it is essential to obtain financing, to make the right budget and be prepared for future problems in accordance with market speculations, which occur simultaneously with its development. The creation of companies must be detailed by various current affairs, accounting and administration; in turn, undertake certain investigations and have the correct indebtedness, if it is supposed to be so.

However, there must be different reasons for the creation of the company and the reason for financing it. First, the existence of a population where the project can be executed. Second, the support of different institutions for the financing issue. Third, as indicated by Sanchís (1999) and Ribeiro (1999), the support of commercial relations.

Having said the above, it is important to take into account the high opportunity rates that loans and financing offer to raise the economy of a country, and it is okay to be careful of the medium and large business stratum, but do not completely forget about micro and small businesses in Mexico.

The Organization for Economic Cooperation and Development [OECD] (2012) points out that the most important international channel is the financial or indebtedness channel. An important aspect is that each nation must support MSMEs and hence depart for

growth. The younger they are in commercial terms, the more considerable and profitable they will be in the operation of their daily activities, and avoid the risk of a sudden stop or sudden stop, named for economists, and financing problems due to “disruptions” in the markets of international capitals

That is, as a result of the above, in addition to adequate indebtedness, it is also necessary as a company to be formulating an emerging action plan to consider all the necessary possibilities in the execution of the brand and not generate a sudden stop.

However, the term sudden stop is also described as the threshold of sudden funds or resources, and in the worst case they can represent fiscal sustainability problems (Suárez and Poveda, 2016). Therefore, data and information that are related to the objective topic and that may be subject to further analysis, as a reference for new research, will be sought.

For other economists such as Del Cid (2007), Méndez (2007) and Sandoval (2007) it is important to detail the sources of information, the characteristics of the population, which are the units of analysis, that is, what they will face the researcher, the main variables object of state of the same: it must begin with the content, place and time.

Method

Design of the investigation

For this research, the methodology applied was qualitative and the deductive method, with the purpose of reviewing the main variables presented by Basel III and its incursion in the development and multiple banks of the country. To later review the factors and the way in which the opposition of a credit or financing to MSMEs and the rest of the country affects the economy.

Elements of the investigation

The main sources were the business stratum of Mexico; The most important sector that develops and is part of the great economic activity of Mexicans, MSMEs. Supported and based information in various institutions and applied the analysis of the Basel III agreement.

Data collection

Sources cited from various official portals, mainly the SFM (Amaii, 2017), Banxico (2015), the Basel III Committee, the Inegi (2015a, 2015b, 2016a, 2016b), ECLAC (2015) and Popolo (2016), among other.

Indicators

This is the specific segment of the population, without the need to study all its elements, and as a main feature the representation of the same characteristics of the population. Below are some variables for understanding a credit (see table 2).

Tabla 2. Variables de entendimiento de un crédito

VARIABLES DE ESTUDIO		OPERACIONALIZACIÓN DE LAS VARIABLES		
Variables	Indicadores	Concepto	Operación	Función de la banca
Categorías sociodemográficas	<ul style="list-style-type: none"> a) Población b) Producción c) Productividad d) Tecnologías de la información y la comunicación (TIC) e) Investigación y desarrollo 	Cepal (2016): características sociales y demográficas que determinan el comportamiento con base en necesidades específicas de un segmento.	Estudios y encuestas de la población, producción, TIC e investigación del desarrollo.	Hace una investigación a todos los indicadores descritos y con base en el resultado otorga el crédito. Aquí es en donde se determinan variables como el monto, tasa y plazo del mismo.
Situación técnica de las mipymes	<ul style="list-style-type: none"> a) Antigüedad b) Giro c) Perfil de empresarios d) Distribución sectorial 	Instituto PYME (2014), Se refiere a identificar las fuerzas y los fenómenos clave que determinan a la empresa, al control interno y	Cómo se va a ejecutar el modelo con base en el resultado de los indicadores de las variables de estudio.	En este estudio de la situación técnica de la empresa, la banca otorga, de acuerdo con el resultado, la línea de crédito, la cuenta que será depositado y algunos otros

		a su mercado meta.		beneficios, como tarjetas de crédito empresariales, por mencionar tan solo una.
Elementos de las mipymes	e)PFAE f) Personas morales g)Distribución según tamaño h)Ventas e ingresos	Dirección General de Industria y de la Pequeña y Mediana Empresa (2014): Se refiere a identificar qué ambiente genera la empresa a través de su tamaño, y de variables importantes.	En la investigación se desarrollan respuestas específicas de acuerdo con los resultados en los elementos importantes de las mipymes.	En el caso de que la empresa solicite a la banca comercial, esta determinará si es óptima la vía, o en su defecto el solicitante debe aplicar a otra institución. A través de los elementos de la mipyme es como se mide este indicador.

Fuente: Elaboración propia con base en Del Popolo (2016), Banxico (2017) y la Dirección General de Industria y de la Pequeña y Mediana Empresa (2014)

This is how the study variables and their operationalization in development banking are described in detail, that is, the entities that are backed by the Government in Mexico. Therefore, with respect to the functions of the entities, a representation of the activities and functions that the institutions have to support and offer to the Mexican account holders, specifically to MSMEs, which is the study segment will be developed.

In the financial markets there must be bidders and claimants (who offers and who requests a loan respectively); in the meeting of both, different variables coincide: the interest rates, the amounts of the credits or financing and the credit lines in the different media (credit cards, payroll credits, specific credits, replacement credit, business credit or simple , etc); in addition to the business of attracting resources that the plaintiffs generate in their credit history, through checking accounts, savings accounts, fixed-term investments, dollar investments, and different instruments to manage and invest money towards banks in Mexico (the indicators can be seen in table 2, in the section “Technical situation of MSMEs”).

This is where precisely the bank obtains the highest remuneration, because once the investing public places their money through the means described, financial institutions make it available to the public that needs credit and financing through high rates of interest and with unfortunate returns.

Therefore, the bank does not use its own resources, rather the resources of third parties to continue issuing, generating and inviting to acquire credits and financing, as well as investments so that, in turn, from there apply a leverage in its own way.

Not only do you need to have the norms and standards from which the institutions issue their policies, you must also try to clarity and transparency in the selection processes so as not to fall into a risk that the institution can hardly leave and not fall into excessive bankruptcies.

Results

These problems are where the risks of the credit portfolio in the SFM derive. For example, in the absence of payment or late payment for the monthly interests that run in the credit financed by the bank to the user, or the lack of payment of the bank's investment return towards the client.

Therefore, there are also different theories to try to eradicate these problems, with the possibility of non-compliance by both parties or minimize the margins of millionaire losses that banks in Mexico must attend. Because in some way all agreements, interest rates, efficient valuation by credit rating agencies and internal capital restoration processes for the purpose of issuing loans and financing to MSMEs are issues that as a country are They must try.

It would undoubtedly be different to use such guidelines and in turn support the domestic market instead of supporting foreign companies, selling private banks and signing agreements that, far from benefiting Mexicans, manage to limit the growth of the economy.

The growth of MSMEs in Mexico has been good, however, it has not been constant, since with economic changes, the parity of the dollar, the policy of neighboring countries, the price of oil, among other factors, has been affected its development

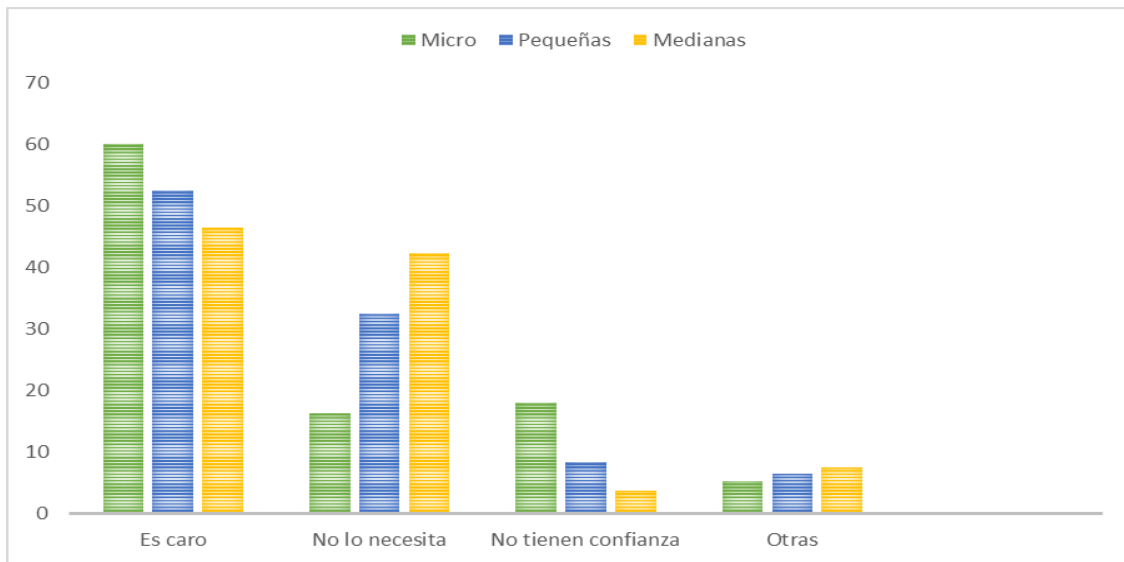
Mexican companies must be more efficient and worry about export tasks, the acquisition of new products and the grabbing of other markets in order to increase their growth.

Discussion

Some of the main reasons why MSMEs do not request a loan are the ones presented below: It is expensive (53%), they do not need it (34%), they have distrust (10%) and other reasons (3%) . These data are part of the survey conducted by Inegi (2015a), with the support of organizations in this sector.

Figure 1 shows the reasons for not requesting a loan, in order to see what has been described.

Figura 1. Razones de no solicitar un crédito en México



Fuente: Elaboración propia con base en Inegi (2015a)

From the previous figure, it can be ensured that an adequate model for the protection of customers must be applied, in this case of MSMEs in the Mexican financial sector. It is of no use to have support networks for the entrepreneur or the small business owner if the requirements become practically traumatic, since only access to loans are to existing companies in the portfolio of banks, companies that have recommendations and that also The brand is subject to a thorough credit investigation.

It must be remembered that investigations to obtain a loan can take up to six months for MSMEs, as already mentioned. Since they require the verification of the account statements, the inquiries of the average balance in the accounts, the capture of financial resources or investments that MSMEs have in the requesting bank, the acquisition of credits to other entities of banking, credit bureau review and payment agreements that the company has with its suppliers, that is, letters of recommendation from the latter two, in most cases. Then an appropriate model must be applied for the protection of the members of this item in the Mexican financial sector.

According to the National Commission for the Protection and Defense of Users of Financial Services [Condusef] (2016), the reality is that in practice this is the most common thing that arises, since, in addition to the appearance they manage to have entrepreneurs in the framework of financing in Mexico, also, in most cases, do not even have the notion of generating value to their brand or company, that is, in the training of personnel, in excessive indebtedness in the first years of operation, in poorly directed financing and, of course, in the lack of knowledge of the guidelines of its regulatory framework.

Conclusions

From what has been investigated, a clear picture can be seen that only the alliance between credit and company is achieved by the number or size of the company, since it does not have the same support in any other case. In addition to the fact that the regulation of the framework of the Basel agreements (I, II and III) is not working properly, it can only be deduced that, although there are treaties in the country, micro and small companies do not have the same opportunities for development than medium and large Mexican companies.

And it is that throughout this text some growth figures have been seen by the bank when a loan is granted, but it is not yet adequate, since the economy is sustained by almost all the activity of MSMEs. So, in accordance with the above, there are many more indicators that banks must measure so that this sector is trusted and provided an opportunity for growth and expansion.

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