

China-LATAM Business Development Journey 2026



Chengdu · Shanghai

**Unlocking Strategic Growth Between
China and Latin America**



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Where Latin American decision-makers and Chinese innovators meet to build the next decade of business.

An immersive executive journey starting **March 22nd, 2026**, designed to connect senior leaders from Latin America with companies, institutions and investors in China. Through curated forums, B2B meetings and cultural insight, participants gain a practical roadmap to expand into China – while giving Chinese partners a trusted bridge into the fast-growing Latin American market.



- High-level business forums in Shanghai and Chengdu with Chinese executives, associations and trade representatives.
- Curated bilateral opportunities: LATAM brands seeking China, and Chinese companies seeking LATAM partners.
- Full executive support: itinerary, logistics, interpretation and local business context taken care of, so you focus on deals.

Dates: From March 22nd, 2026 · **Format:** 7-day executive program · **Organized by:** SAB Marketing Connections & partners in China



What This Journey Is – And Who It's For

A 7-day, on-the-ground business development program in Beijing, Chengdu and Shanghai, combining strategic forums, company visits, networking events and cultural experiences.

- **One program, two directions:** LATAM leaders exploring China and Chinese companies exploring Latin America.
- **From theory to deals:** real conversations with executives, agencies, associations and potential partners – not just sightseeing.
- **Curated, not generic:** every element of the agenda is selected to open concrete business opportunities, not only “nice meetings”.

Participants will leave China with:

- A **personal network** of executives, associations and potential partners in Beijing, Chengdu and Shanghai.
- A clear view of **where the real opportunities are** for their industry in China and in Latin America.
- A deeper understanding of **Chinese business culture** – from meeting etiquette to negotiation styles – and how to translate it into successful LATAM-China relationships.



What This Journey Is – And Who It's For

For Latin American executives, brands and agencies who want to:

- Understand how business really happens in China – beyond reports and webinars.
- Identify potential partners in sectors like consumer goods, automotive, technology, lifestyle and marketing.
- Learn from Chinese innovation in e-commerce, platforms, retail and data-driven growth – and bring back ideas to apply in LATAM.
- Build a trusted network of Chinese contacts, guided by SAB MC's international experience.

You travel with a **curated agenda, local context and strategic translation** – turning every meeting into a potential project.

For Chinese companies, investors and institutions who want to:

- Access reliable, on-the-ground expertise about Latin American markets, consumers and regulations.
- Meet decision-makers from across Latin America – not only one country – in a single, focused program.
- Explore bilateral projects: market entry, distribution, joint ventures, marketing partnerships, cross-border campaigns.
- De-risk expansion into LATAM by working with trusted intermediaries who already operate across the region.



Why China–LATAM, Why Now

A new corridor of growth

The world's growth is no longer defined by a single axis. While China keeps leading innovation in manufacturing, technology and e-commerce, Latin America is consolidating itself as a dynamic consumer market with young populations and growing middle classes. The next decade of opportunity sits at the intersection of these two regions.



China: a powerhouse in technology, platforms, infrastructure and advanced manufacturing.

LATAM: fast-growing markets, creativity, natural resources, and strong demand for consumer and digital services.

Together, they can create **new value chains, brands and investments that neither region can unlock alone.**



Why now, why this program

For Latin American companies, “waiting” is no longer an option.

- Competitors are already building supplier, innovation and investment ties with China.
- Chinese platforms, products and investors influence how consumers buy and what they expect.
- Understanding China’s pace, negotiation style and decision-making is now a strategic advantage, not a “nice-to-have”.
- Being physically in China, with the right introductions, accelerates learning and shortens the path to real deals.

For Chinese companies, Latin America is a massive opportunity – but not a simple one.

- 30+ countries, different regulations, cultures, consumer habits and political realities.
- Hard to read from afar, easy to misinterpret without local insight.
- Expansion requires trusted partners who know the region, speak the language and understand decision-making in LATAM corporations and governments.



Who we are in this story

Specialized in executive journeys built around high-impact networking at the world's leading marketing and creativity festivals. We don't travel "to see what happens": we define your objectives, open the right doors, and support every step so you come back with qualified, high-value contacts. We build bridges between brands, markets and cultures.

For this journey, we partner with trusted local experts and organizations in China to design not just a trip, but a powerful business development platform.

We design the journey so you don't just visit China – you connect with it

- **Curator:** we select forums, visits, speakers and experiences that have clear strategic value for both LATAM and Chinese participants.
- **Translator:** we help interpret not only the language, but also business codes, expectations and unspoken signals on both sides when needed.
- **Connector:** we make sure every participant meets the right people, at the right time, with clear objectives.



- A handcrafted itinerary covering Beijing, Chengdu and Shanghai, aligned with business and cultural goals.
- Support with logistics, coordination, local guides and interpretation, so executives can focus on building relationships.
- Clear pre-briefings before each key session: who you're meeting, why it matters and what outcomes to aim for.

- Not a standard tourist package with a few corporate visits added.
- Not a generic conference where you are one more badge in a crowd.
- It is a **small, focused, curated program** where every participant, meeting and experience is chosen with **China-LATAM** opportunities in mind.

China-LATAM Business Development Journey · 2026



Program at a Glance – 7 Days Between China and Latin America

Day 1 – Arrival in Shanghai & First Immersion

Date: March 22, 2026

- Individual **arrivals in Shanghai** and hotel check-in (central, business-focused district).
- **Evening welcome briefing:** China–LATAM today – key trends, opportunities and what to expect from the week.
- **Evening welcome dinner:** introduction to Chinese culture, etiquette and basic business codes, so every meeting during the journey starts on the right foot.

Host: King Lai

Day 2 – Shanghai: City Visit, Transfer to Chengdu & Regional Perspective

Date: March 23, 2026

- **Morning:** Yu Garden and Bund visit.
- **Evening:** Flight to Chengdu, capital of Sichuan and key hub for China’s “Go West” and “Go Global” strategies.
- Check-in at a centrally located, with easy access to business areas and meeting spaces.
- Informal networking over a local dinner – first contact with southwestern Chinese cuisine.

Day 3 – Chengdu: “China Opportunities in Latin America” Forum

Date: March 24, 2026

- **Full day at the Chengdu Forum:** China Opportunities in Latin America, hosted by the Sichuan Marketing (Business) Association (SMA).
- **Keynotes and panels led by SAB on:**
 - Latin American market overview
 - Consumer branding in LATAM
 - Business strategy development and case studies
- **Evening:** Meet-up sessions with companies exploring bilateral opportunities.

Day 4 – Tour, Company Visits & Transfer to Shanghai

Date: March 25, 2026

- **Morning:** Cultural tour.
- **Evening:** Company visits hosted by SAB and SMA.
- Flight from Chengdu to Shanghai, China’s economic engine and global financial hub.
- Check-in at a centrally located, with easy access to business areas and meeting spaces.

Day 5 - Shanghai: SAB program

Date: March 26, 2026

- **Morning:** Session on China’s role in global business, innovation and platforms, with a focus on implications for Latin American companies. And time for reflection on “what opportunities does this open for my company or for my entry into LATAM/China?” led by SAB.
- **Evening:** Networking lunch with all participants.
- Free time for business meetings, sightseeing, or shopping.

Day 6 - Shanghai: China–LATAM Business Event

Date: March 27, 2026

- **Full-day Shanghai Event:** China and Latin America Business, hosted by SAB with surprise Chinese business speakers.
- Plenary sessions + breakouts + B2B meetings focused on concrete bilateral projects.
- **Evening:** closing cocktail reception with guests and partners.

Day 7 – Culture, Reflection & Departure

Date: March 28, 2026

- **Morning:** Wrap up.
- **Evening:** Free time and departures.

Starting March 22nd, 2026 – 7 days between Chengdu and Shanghai.

High-Impact Forums & B2B Sessions

The core of this journey is built around two high-impact business events in Chengdu and Shanghai, designed to create real opportunities for both Latin American and Chinese participants.

Chengdu: “China Opportunities in Latin America” Forum

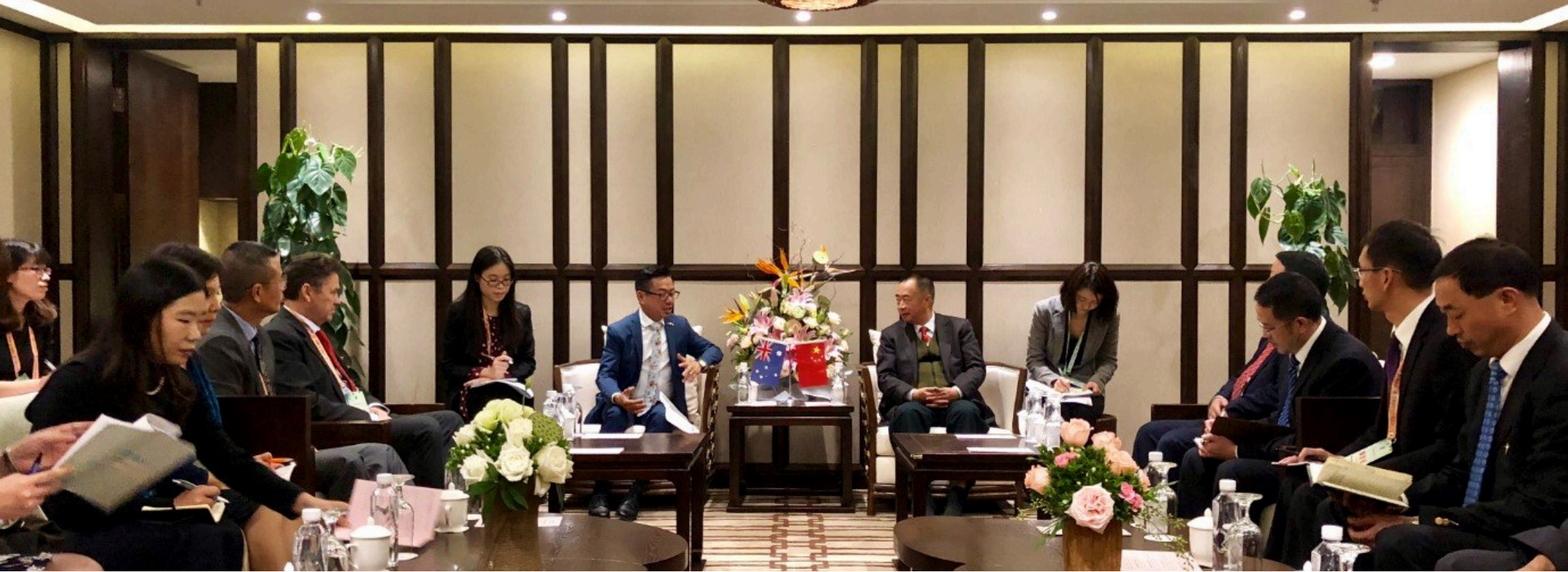
Host: Sichuan Marketing (Business) Association (SMA)

Focus of the day:

- Present a clear and practical view of Latin American markets to Chinese executives in western China.
- Explore how companies in sectors like automotive, technology, consumer goods and services can collaborate with LATAM partners.
- Latin America market overview: key countries, consumer profiles and growth sectors.

B2B “Meet-up” opportunities:

- Small-group and one-to-one meetings with local companies.
- Present your market, capabilities and portfolio in a room full of Chinese decision-makers who are already curious about Latin America.
- Understand how companies in inland China think, invest and evaluate international partnerships.



Shanghai: “China and Latin America Business” Forum

Host: SAB with the presence of special guests.

Format:

- Opening plenary on the future of China–LATAM collaboration.
- Panel discussions on topics such as:
 - Consumer trends across both regions
 - Cross-border marketing and media
 - Innovation, e-commerce and platforms.
- Rotating B2B tables where Chinese and LATAM participants present their interests, challenges and concrete collaboration ideas.

Value for LATAM participants:

- A concentrated day in Shanghai with a high-level, pre-qualified audience you would not reach alone in one week.
- Space to pitch your company, country or sector to decision-makers who already understand global business.

Value for Chinese participants:

- Direct conversations with executives and experts from across Latin America, not only one market.
- A safe environment to test ideas, explore entry models and identify reliable partners, agencies and advisors.



Culture, Food and Moments That Open Doors

Why culture matters for business

In China, many of the most important conversations do not happen in meeting rooms, but at the dinner table, during a walk by the river or in a tea house. This journey uses culture and gastronomy as strategic tools to build trust between Latin American and Chinese participants.

- Shared experiences make it easier to speak honestly about opportunities and risks.
- Understanding rituals, symbols and small codes helps avoid misunderstandings later.
- These moments become the bridge between presentations and real partnerships.

Yu Garden & The Bund: decoding Shanghai

- Guided visit to Yu Garden, a 16th-century architectural jewel that reveals the aesthetic and spiritual depth of imperial China.
- Walk along The Bund, facing the Huangpu River, where participants can see how Shanghai evolved into a global city and how East and West fuse in its skyline.

A gastronomic journey designed for connection

- 3 carefully selected restaurants for three meals.
- Welcome dinner with traditional cuisine and an introduction to Chinese culture and etiquette.
- Chengdu local dinner showcasing the flavors of southwest China and its relaxed yet vibrant way of hosting guests.
- Skyline lunch in Shanghai with urban views, perfect for informal conversations.



PACKAGES & INVESTMENT

We offer two core packages for individual executives and small teams, plus the option to design a custom corporate program. Final pricing depends on group size, hotel category and confirmation dates, and will be detailed in a tailored quotation for your company.

Premium Package

Designed for leaders and teams who want a higher level of personalization and access.

Includes everything in the Standard Package, plus:

- Room upgrades and/or 5★ executive rooms in selected hotels.
- Enhanced private transportation for specific meetings or corporate visits requiring flexibility.
- Additional exclusive dinners or small-circle sessions with selected executives, association leaders or invited guests.
- Priority support from SAB's leadership after the journey to structure follow-ups and next steps.
- Additional nights in China, extra cities or factory/office visits.
- Private sessions or workshops with SAB MC and local partners focused on your brand, category or market entry strategy.

Pricing: provided in a customized proposal based on your objectives and number of participants.

Standard Package

Ideal for executives or small teams who want a complete and efficient experience.

Investment (per person):

From **USD 5,000** (the reference pricing is based on a minimum group of 5 participants).

Includes:

- 7-day China–LATAM Business Development Journey starting March 23rd, 2026.
- Selected group dinners and cultural activities (Yu Garden & The Bund experience, welcome and networking dinners).
- Stays in 4–5★ hotels in Chengdu and Shanghai, with breakfast included.
- 1 Selected group dinner in each city.
- Transport within China.
- Domestic flights in economy class between program cities.
- Ground transportation in each city: luggage van from/to airports and daily transportation for the group.
- Overall operational coordination of the journey by SAB MC and local partners.
- Pre-trip briefing session on objectives, expectations and cultural codes.
- On-site support from SAB.
- Participation in the Chengdu Symposium and Shanghai Business Forum, including plenary sessions and business meet-ups.



Not Included for the Standard Package

- International flights from/to your home country and China.
- Chinese visa costs and processing (if needed).
- Travel insurance (medical, luggage, cancellation).
- Some lunches and dinners that are intentionally left free for individual meetings or personal time.
- Personal expenses (room service, minibar, hotel extras, shopping, etc.).
- Optional extra nights in China before or after the official program dates.
- Translation in events and tours to other languages different to english.

We can support participants and companies with additional services (extra nights, upgrades, custom extensions in China or LATAM) upon request, to match specific business agendas.

YOUR HOSTS & LEADERSHIP TEAM

This journey is hosted by a team that understands both Latin America and China – strategically, culturally and operationally. You will travel with people who are used to turning international connections into real projects.

Mauricio Sabogal

Senior executive, strategist and connector with 25+ years of international experience in advertising, marketing, media and business transformation. He is known for building high-impact global networks, leading regional and global projects across Latin America and supporting brands at Cannes Lions, CES, ADWEEK and FIAP. On this journey, he acts as the main strategic host, turning each forum, visit and conversation into part of a clear, actionable China–LATAM roadmap.

King Lai

Senior executive and team builder with nearly three decades of leadership across Asia Pacific and global markets. He has served as APAC CEO and Global Board member for Kinetic Worldwide and Initiative Worldwide, and as CEO for NetEase.com and Saatchi & Saatchi in China and Taiwan, driving turnarounds, high-growth agendas and a landmark NASDAQ listing for a China internet company. On this journey, he is a strategic advisor and cultural navigator, helping participants decode Chinese dynamics and turn them into concrete business opportunities.

Partners in China

SAB works with a selected network of local partners in China who contribute to the design of the itinerary, content and business forums. They ensure that the program reflects current Chinese realities, opens the right doors and respects local culture and protocols.

- Local experts in business culture, market intelligence and networking such as the Sichuan Marketing Association.
- Representatives from business associations, academies and private sector.

How we work with you

From the first briefing call to the post-trip follow-up, our role is to make sure that every day in China is aligned with your business objectives.

- Pre-trip call to understand your goals (China → LATAM, LATAM → China or both).
- On-the-ground support to navigate meetings, events and informal conversations.

You will not travel alone. You will travel with a team fully focused on making this journey matter for your business.

YOUR HOSTS & LEADERSHIP TEAM

Sichuan Marketing Association (SMA)

The Sichuan Marketing Association (SMA) is a prestigious non-profit academic organization in Sichuan Province, jointly established by over 50 leading institutions, including Sichuan University, Southwest University of Finance and Economics, Southwest Jiaotong University, University of Electronic Science and Technology of China, Chengdu Mobile, and Chengdu Di'ao Group.

The association is dedicated to advancing marketing research, fostering academic-industry collaboration, and promoting cutting-edge marketing practices in Sichuan and across China.

Key Functions & Initiatives:

Academic Research & Exchange

- Organizes marketing forums, seminars, and workshops, featuring insights from scholars and industry leaders.
- Co-hosted events like the "First Chengdu-Chongqing Marketing Forum", focusing on digital marketing innovation and disciplinary development.

Professional Training & Talent Development

- Offers training programs, masterclasses, and executive speeches to enhance marketing expertise.
- Members include university professors, corporate executives, and marketing professionals, with over 70% holding master's or doctoral degrees.

Industry Insights & Trend Analysis

- Prof. Li Wei, SMA President, has emphasized strategic agility in 3C industries, advocating for "offensive-defensive" capabilities and the impact of "fashion-tech" trends on consumer markets.

Cross-Sector Collaboration

- Partners with government agencies, enterprises, and trade associations to drive marketing innovation.
- Example: Collaborated with Sichuan Liquor Circulation Association and GroupM China to release the "White Paper on Omnichannel Marketing for Baijiu", exploring new retail strategies.

FAQ

Q1: What is the overall economic profile of Chengdu, Sichuan Province?

A: Chengdu, in Sichuan Province, has a diversified and fast-growing economy with:

- Complete industry ecosystems from chips to EVs to drones
- A thriving digital economy with gaming and FinTech clusters
- Strong government support for emerging tech sectors
- Global consumer brands across multiple categories

Key industry leaders include:

- Tech: BOE, BDWatch, Extreme Tech
- Drones: CAIG, JOUAV
- Gaming: Tianmei, 37 Interactive
- FinTech: Alipay Chengdu, Sichuan Bank
- F&B: ChaPanda, Xiaolongkan

Note: Chengdu now accounts for 15% of China's game development workforce, with the gaming industry expected to exceed US\$50 billion in 2025.

Q2. What kind of industries will be represented?

A: We expect participants from sectors such as consumer goods, retail, technology, mobility, financial services, tourism, marketing and communication, among others. The focus is on companies and institutions interested in bilateral opportunities between China and Latin America, not on a single **vertical**.

Q3. Can I bring a colleague or travel as a small team?

A: Yes. Packages can be adapted for multiple participants from the same company, and we can help you design a shared agenda.

Q4. How intense is the agenda? Will I have time for my own meetings?

A: The program is intense but carefully paced. Most days will combine plenary sessions, visits, networking and some personal time. We also leave open windows for participants who want to schedule their own side meetings or follow up with specific contacts they meet during the journey.

Q5. Is the program safe and suitable for first-time visitors to China?

A: Yes. The journey is designed to be safe, structured and comfortable, even for participants who have never been to China. Hotels, transfers and activities are organized to minimize friction, and you will always have SAB and local partners as points of contact in case of questions or needs.

Ready to Explore the Next Chapter of China–LATAM Business?

If you see China and Latin America as part of your next growth chapter, this journey is designed for you. The earlier we talk, the better we can align the agenda, the forums and the meetings with your specific objectives.

To receive a tailored proposal and reserve your place, please contact us at: sabtravel@sabmarketingconnections.com

Let's turn one week in China into years of opportunities between China and Latin America.