

2nd Summit Latin America: The event that will address global trends in consumption and sales

On May 9 and 10, executives, entrepreneurs, experts and former authorities will meet again in Miami, United States, to discuss the changes in consumer habits and upcoming trends in sales for the region.



Miami, Florida Apr 3, 2024 ([Issuewire.com](https://www.issuewire.com)) - To understand and anticipate the trends that are shaping the regional landscape, Ohla Group - Latin America's largest marketing and sales conglomerate - and Florida International University (FIU) are once again teaming up to host the **"2nd Summit Latin America: Market Insights, Trends and Consumers"** on May 9 and 10 in Miami, USA.

The event, which will be held in person at Florida International University (FIU) and streamed, will bring together more than 2,500 prominent consumer and retail leaders from across Latin America. Executives, entrepreneurs, experts and a distinguished panel of former presidents of the region will analyze how consumer habits are changing, how to successfully develop brands and how to do business in the region.

In this second edition, the congress will address the changes of the Latin American consumer towards 2030, the future of shopping channels, the democratization of communications, the impact of AI in the region and the importance of sustainability for the consumer, in addition to an analysis of the current and

future outlook of Latin America along with former authorities.

"This is a unique event in Latin America. Summit Latin America is an exceptional platform to anticipate the trends that will be key to meeting future challenges, allowing attendees to make informed and strategic decisions that drive sustainable growth and business excellence," said Antonio Monckeberg, CEO of Grupo Ohla.

For more information on the confirmed speakers, please visit www.summitlatinamerica.com. Those interested can purchase their in-person or virtual tickets at <https://boletia.com/billboards/eventos/summit-latin-america-2024>.

Official Website: <https://summitlatinamerica.com/>

About Ohla Group

Ohla Group is the largest marketing, sales and omnichannel management services retail conglomerate in Latin America. It is composed of Grupo Cosmic (Mexico), Redvolution (Central America), Visión y Marketing (Colombia) and Touch (Chile, Peru), as well as an ecosystem of companies such as Instance, Fanatic, Go Trade, among others.

It is present in 17 countries, has more than 100 clients and employs 60,000 people per year. Its client portfolio includes companies such as Nestlé, P&G, Sony, Cencosud, Rappi, Abbot, Grupo Familia, Motorola, among others.

<https://grupoohla.com/>

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