**Shared Power Banks Enter Latin America: Building the Next Digital Infrastructure**

As mobile internet becomes deeply integrated into everyday life, staying connected at all times has turned into a necessity. Shared power banks, once a niche service, are now emerging as essential infrastructure for modern digital lifestyles. Relink—one of the earliest manufacturers in the industry—today announced its strategic expansion into Latin America, a region that presents enormous untapped opportunities.

### Proven Experience, New Horizons

Over the past decade, our company has built a solid track record across Europe and North America. From advanced hardware design and large-scale manufacturing to intelligent management platforms and operational services, we have established a complete ecosystem that enables both convenience for users and profitability for partners. This experience gives us confidence to replicate and adapt our model in Latin America.

### Market Potential in Latin America

Latin America is entering a critical stage of digital transformation. The region’s demographics are highly favorable, with a young and tech-savvy population driving rapid smartphone adoption. Yet, despite the increasing reliance on mobile devices, public charging infrastructure remains scarce. Consumers frequently experience “low-battery anxiety,” especially when traveling or spending extended time outdoors. This gap represents a natural opportunity for shared power banks to thrive.

### Strong Demand Across Key Scenarios

Beyond demographics, Latin America’s growing tourism, retail, and nightlife economies create multiple high-demand scenarios. International airports, shopping malls, restaurants, bars, tourist attractions, and transportation hubs are all places where consumers need quick and reliable charging solutions. By collaborating with local partners, we aim to bring safe, user-friendly, and efficient services to end-users, while offering merchants new ways to attract customers and generate additional revenue.

### A Commitment to Ecosystem Building

“Our vision goes beyond supplying hardware,” said a company spokesperson. “We are committed to building a sustainable ecosystem that integrates technology, service, and partnership. Latin America has all the conditions to become the next growth engine for the shared power bank industry, and we are determined to make that happen.”

### Looking Ahead

As part of this expansion, our company will introduce localized solutions tailored to the habits and preferences of Latin American consumers. We will also strengthen collaboration with regional stakeholders to ensure smooth deployment and operation. With this strategy, we aim to position shared power banks not just as a convenient service, but as a vital element of the region’s digital infrastructure.

By enabling seamless charging anytime and anywhere, shared power banks will enhance user experiences, support business growth, and contribute to the broader vision of smart city development. For Latin America, the era of accessible, on-the-go power has just begun.