PCMI Payments Coffee Chats

Panel discussions with senior industry voices

Demystifying Agentic Commerce in Latin America

From PCMI Global Payments Megatrends in 2026

May 2026



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Guest speakers



Fernanda Landgraf
Consultant
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Carlos Berlanga
Head of solutions architecture for LATAM and US West
stripe

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The Global Payments Story in 2026:

More Rails, More Intelligence, More Fragmentation

1. **Multi-rail world: The battle for micro transactions intensifies**
2. **AI Becoming the Gateway to Commerce**
3. **Cross-border is fragmenting with growing intra-regional flows**
4. **The great acquiring unbundling – Emergence of acceptance ecosystems**
5. **B2B payment modernization and strategization**

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Artificial Intelligence

Becoming the Gateway to Commerce

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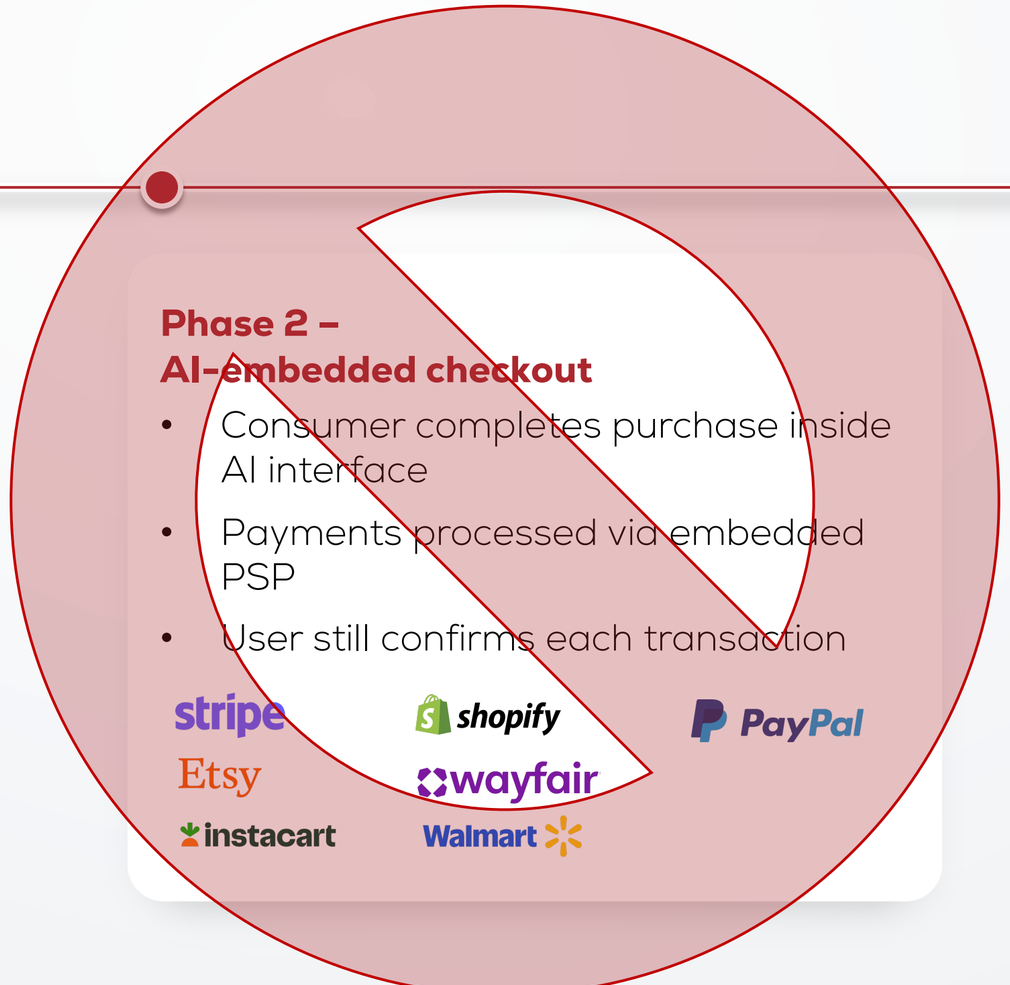
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Maturity curve of consumer AI-enabled shopping

- Eliminated by OpenAI in March 2026
- Still live for Gemini for select merchants and products

The industry is here

Still conceptual



Phase 1 – AI assisted discovery

- Use AI chatbots to find products
- Payment takes place on merchant website

Phase 2 – AI-embedded checkout

- Consumer completes purchase inside AI interface
- Payments processed via embedded PSP
- User still confirms each transaction

stripe shopify PayPal Etsy wayfair instacart Walmart

Phase 3 – Autonomous agentic commerce

- AI monitors preferences, inventory and prices
- Transactions triggered automatically within constraints
- Budgeting, replenishment, and switching are autonomous

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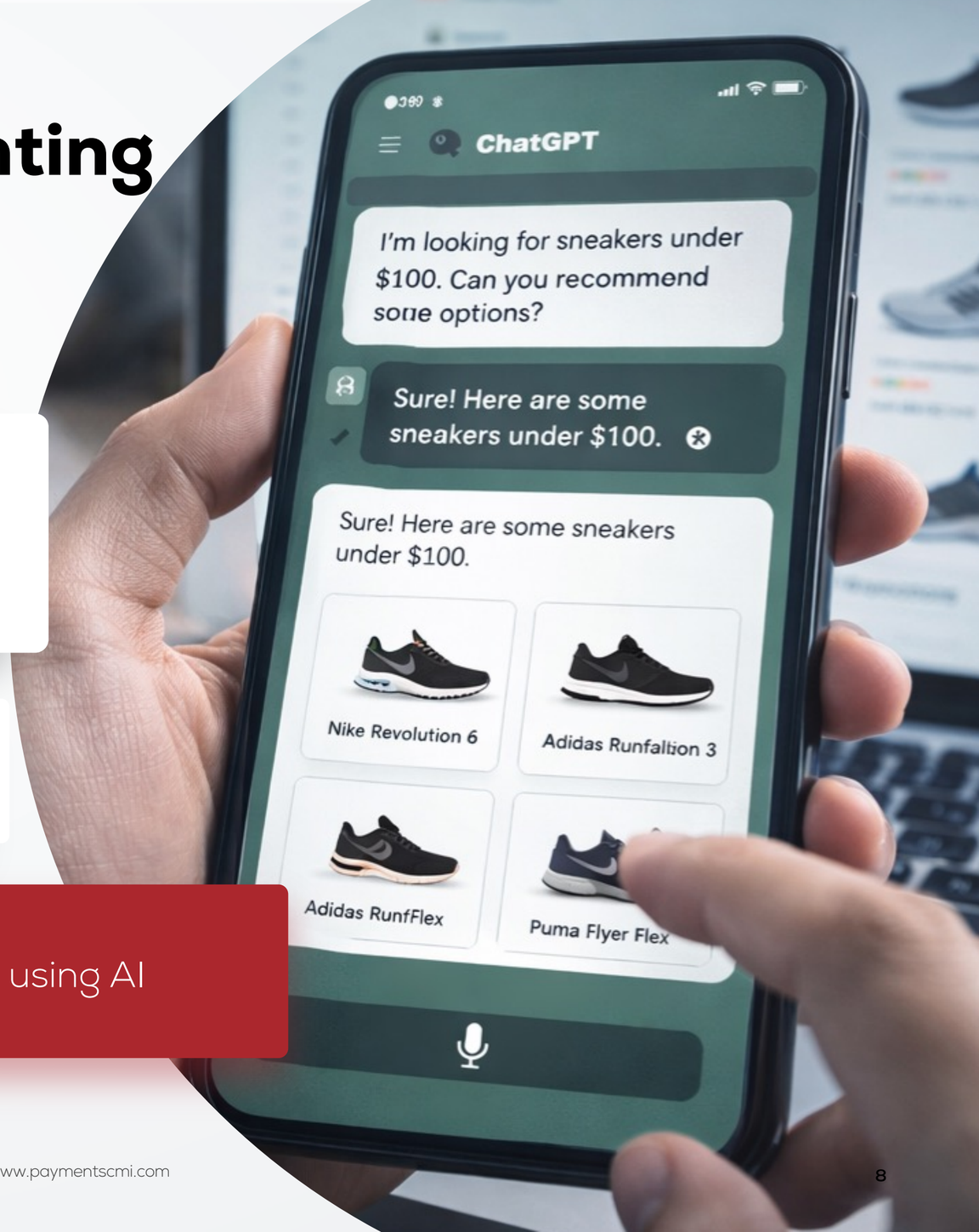
Latin Americans are experimenting with AI-enabled shopping

70% of Latin Americans have used AI for shopping (61% in the US)

- Gift inspiration
- Price comparison

83% YoY growth in e-commerce site traffic via AI tools

Consumers **are 30%** more likely to buy if they are using AI tools



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Source: Visa, 50Ambito

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What is missing to enable AI-orchestrated commerce?

The role	The company	The capability	Available in LAC?	
AI Chat App	Gemini	User interface	✓	
Checkout surface owner	Gemini	Payment orchestration, wallet selection, checkout execution	✗	
Identity wallet	Google Other identity wallet	Stored card tokens, email identity, address	✓	~50% card tokenization Unified identity wallet not dominant
PSP/acquiring	Stripe, Shopify payments	Retrieves network token, authorization, settlement	✓	Tier 1 acquirers



No AI-native checkout orchestration layer
Fragmented identity + wallet layer
3DS / authentication orchestration friction

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Phase 3: Could Latin America enable autonomous commerce faster than the US?

Brazil is automating commerce faster than other regions thanks to Pix Automático and Payment Initiation

What is required for autonomous, agentic payments?

1. API-exposed merchant inventory
2. Tokenized and agent-ready payment credentials
3. Pre-authorized mandates and programmable constraints
4. Programmable transaction initiation without human confirmation

What already exists in Brazil?

1. Embedded commerce
2. Push-payment APIs
3. Recurring payment protocols
4. Open Banking and payment initiation

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Phase 3: Could Latin America enable autonomous commerce faster than the US?

What still needs to be built to
enable agentic commerce in Brazil?

Current flow



What still needs to be built?

Structured way for Agent X to initiate payments with Y
Programmable guardrails
Clear liability rules

Do consumers really want this? In which use cases?

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Demystifying Agentic Commerce
PCMI Coffee Chat

Carlos Berlanga
May 20, 2026

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Agenda

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01 Stripe’s vision

02 The LatAm reality

03 What can we do about it today?

Reclaim ownership of the buyer journey

Traditional Commerce

Your Customers



Direct relationship with customer across brand journey

Your Brand



Agentic Commerce without Stripe

Your Customers



AI agent manages experience and relationship

AI Agents



Multiple endpoints (feed, checkout, etc.), fragmented visibility, no single trust layer

Your Brand



Agentic Commerce with Stripe

Your Customers



AI Agents



Single integration, full visibility, fraud protection across all agents, secure payments

Your Brand



stripe

Agentic Commerce Suite: a complete solution to becoming agent-ready

Stripe's Agentic Commerce Suite

Discovery

For maximizing visibility

- Business profile for agent discoverability
- Multi-agent support
- Product feed management

Checkout

For managing customer experience

- Stripe-hosted ACP
- Link by Stripe

Identity & Fraud

For validating identity

- Reporting and data
- Fraud controls

Payments

For agentic payments

- Shared Payment Token
- Agentic payment processing
- Global LPM support
- Multi-processor support

Powered by the Stripe Platform

$1.4T
Processed annually

92%
Credit cards seen before

50%
Of the Fortune 100

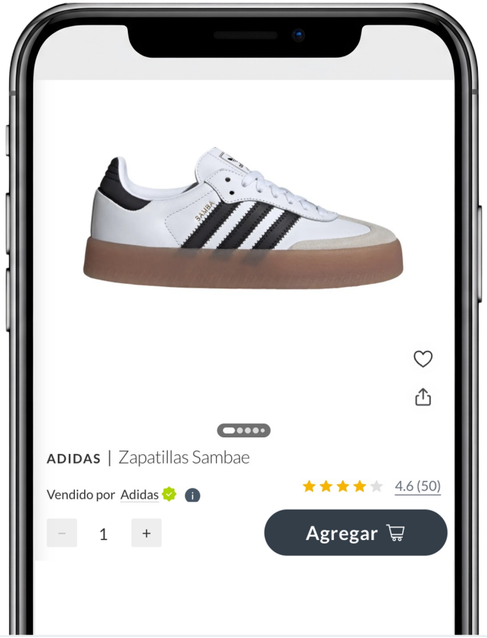
78%
Of the Forbes AI 50

Agentic Commerce Protocol

Make your product discoverable by AI agents

Discovery → Checkout → ID & Fraud → Payment

You want to sell your SKU on AI agents…



…so you set up a Stripe business profile…

Settings > Stripe profile

Stripe profile

Review suggested details

We've suggested profile information from your Stripe account. Review it carefully before saving to ensure it contains only appropriate business details and no personal information.

Required information

Adding information will increase credibility with other businesses.

Display name

My business

Profile name

@cactuspractice

… and enable connections with multiple AI agents with few clicks.

Add your external catalog

Make sure your CSV is formatted correctly. Download example

Upload a catalog using Stripe APIs
You can use Stripe APIs to upload your product catalog CSV.

We recommend using sandbox to validate parsing, field mappings, and data quality before enabling live updates. Updates can be sent every 15 minutes.
View docs

Connect a third-party app
Upload your catalog using supported apps

Upload a CSV through our dashboard
Manually upload your file

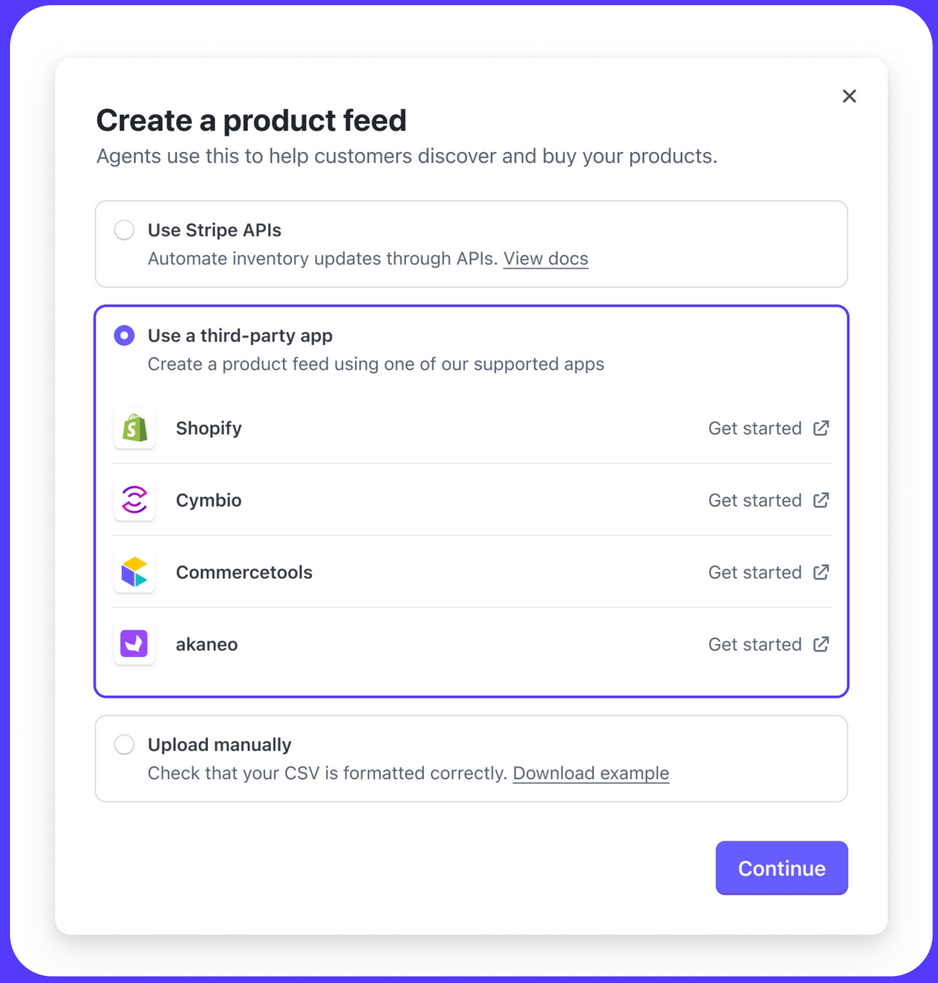
Continue

Skip for now

Connect your product catalog and make it agent-ready and ready to publish

Discovery → Checkout → ID & Fraud → Payment

stripe

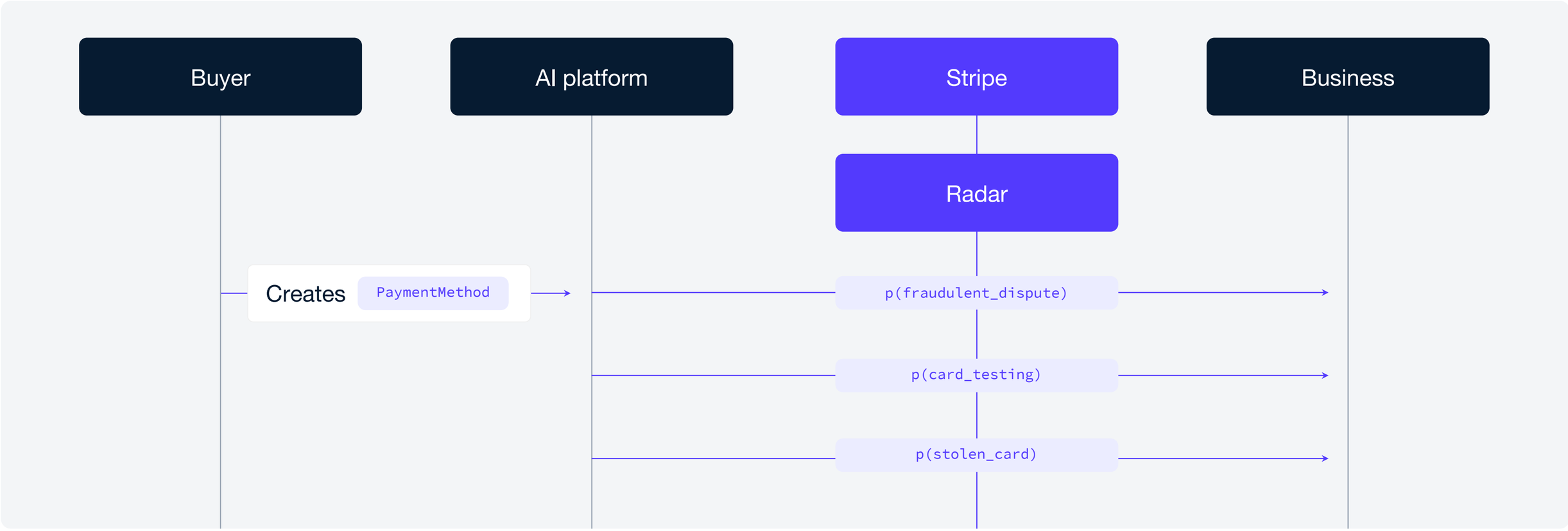


Support for Shopify coming soon

stripe

Identify legitimate AI-initiated transactions from fraudulent activity with Stripe Radar

Discovery → Checkout → ID & Fraud → Payment



Agentic commerce reshapes fraud detection

Discovery → Checkout → ID & Fraud → Payment

How fraud is changing



Signals tuned to human traffic are outdated



New fraud patterns



Automated attacks at scale

Impact

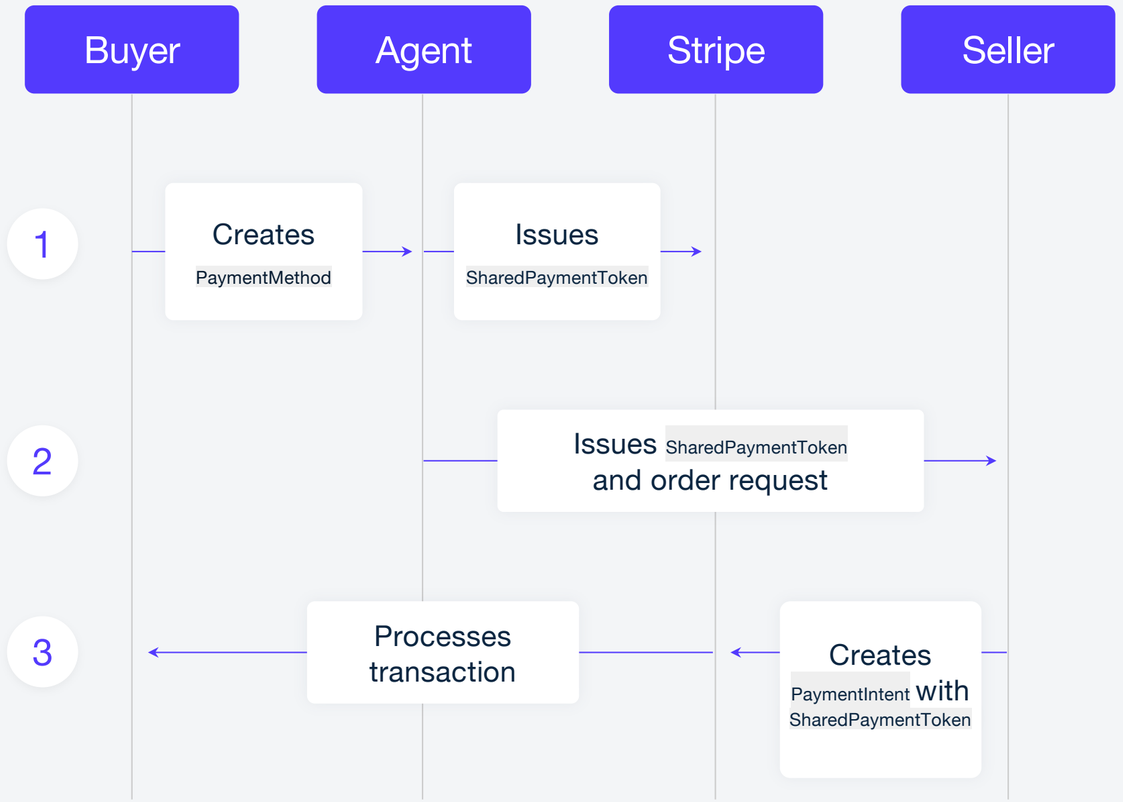
- More resources spent fighting fraud
- Revenue loss & chargebacks
- Customer & brand trust erosion

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Securely accept agentic payments with Shared Payment Tokens

Discovery → Checkout → ID & Fraud → Payment

- Securely passes payment data from AI agents, without exposing raw credentials.
- Prevents unexpected agent actions. Tokens scoped to specific business, amount, and time window.
- Reduces fraud risk by providing real-time Stripe Radar risk scores.
- Interoperable with other PSPs.c



stripe

The region has structural advantages, but the rails need to be ready

Tailwinds

- Brazil #3 globally for ChatGPT; LatAm usage 3x YoY
- Pix: $6.7T in 2025; 42% of Brazil e-commerce
- 88% smartphone penetration; digital wallets +20% in 2025
- Regional rail proliferation: Bre-B, SPEI, Pix expanding
- Pix Automático launched mid-2025; ~$30B in e-commerce unlocked

What’s missing

- Tokenization maturity uneven across the region
- Local payment method fragmentation
- Lower trust baseline for AI-initiated transactions
- Regulatory clarity on agent authority still nascent
- Merchant readiness: structured catalogs, real-time inventory, etc.

What can you do about it today?

Banks and processors

Learn: Evaluate where you sit relative to ACP/UCP; assess whether your token infrastructure supports agent-scoped credentials.

Think: how do Pix and SPEI become "agent-callable" rails?

Rethink: Update fraud models. Good bots vs. bad bots is a new category

Merchants

Make it easy to convert after the agent hands off

Accept local methods: Pix, SPEI, OXXO, installments, wallets

Make catalogs machine-readable: structured data, real-time inventory

Track AI referral traffic in analytics today



Carlos Berlanga

Head of solutions architecture for LATAM and US West

stripe

Contact Carlos on LinkedIn

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Strategic Choices and Outcomes at Stake

Will agentic commerce be built via card tokenization or wallet identity authority + account alias?

Strategic intention	Own (UX, identity, data)	Enable (the integrations)	Optimize (economics, competitive position)
Possible actions	Control the AI checkout interface and credential layer	Become the embedded payment engine behind AI platforms	Preserve economics within AI-driven flows
	Own the agent credential: tokenized card or identity mandate	Integrate token vaults or Open Finance / Pix APIs into AI ecosystems	Pioneer in agentic while maintaining consumer trust
	Build proprietary data flywheel from AI-driven purchasing behavior	Lay the foundation for a fully tokenized ecosystem	Reduce dependency on AI surface owner
Outcome	**Grow**	**Grow, Measure**	**Measure, Protect**

PCMI's role	• **Build intelligently:** Identify where agentic commerce will generate real economic value • **Monitor and defend**: Track competitive control of credentials, tokenization, and wallet identity layers • **Reflect consumer demand:** Build for what will actually scale without eroding trust

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See you next time on...

June 10th

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