

Connections for green and resilient trade

Consolidating dialogues, knowledge exchange and pathways for collaboration on China between Proforest and partners in Brazil

8–12 June 2026 | Brasília and São Paulo





China is shaping its own definition of green trade

Jian Wan, Deputy Director of Proforest China, visited Brazil for a series of strategic discussions with leaders from organisations that shape Brazilian supply chains as part of Proforest’s efforts to provide a deeper understanding of the Brazilian market – one that goes beyond figures and reports about the Chinese market.

The meetings in Brasília and São Paulo brought together 14 stakeholders from agribusiness, civil society, research institutions and the public sector – organisations working every day to maintain and expand access to the world’s largest consumer market while meeting sustainability requirements.

China’s 15th Five-Year Plan (2026–2030), approved by the Chinese legislature in March this year, explicitly identifies the development of green and high-standard trade as a strategic priority, alongside strengthening economic relations with the Global South, including Brazil.

At the same time, China’s high dependence on agricultural imports makes resilience and food security central considerations when assessing supply chains. Throughout this document, we highlight some of the key points discussed during the week.

What is happening in China today

China is the world’s largest importer of agricultural and forest products and the main buyer of these from Brazil. Its reliance on grain imports is structural, making resilient supply chains a matter of food security.

At the same time, China is diversifying its sourcing origins to reduce the concentration of purchases from a small number of supplier countries. This shift strengthens resilience to climate, trade and logistics risks, while increasing China’s negotiating capacity with traditional markets.

For Brazil, this points to a scenario in which export growth to China may slow, even without an equivalent decline in Chinese demand, as new sourcing origins compete for a greater share of the market.

In this context, competitiveness will depend not only on volume and price, but also on the ability to demonstrate reliability, resilience, legality and sustainability.

105 MM t of soybeans imported by China in 2024	+83% external dependence on soybeans in 2024	54 % of Brazil's beef exports	42% of China's imported beef comes from Brazil
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**Systemiq (2026). China’s Food Future: Consultation paper on how China’s food-security strategy could reshape global agricultural commodity supply chains.*

What Proforest China brought to the discussion

In addition to the in-person meetings and direct exchanges with Brazilian leaders, Jian brought to Brazil insights into how China is organising internally for its next development cycle.

The presentations shared with partners and clients covered advances in Chinese policy on sustainable supply chains, the growing role of standards and certification in market access, and the channels through which Chinese demand for legally compliant and sustainable products is being structured.

For those working with soy, beef or any other commodity that plays a significant role in Brazilian exports to China, these insights help anticipate where Brazil needs to position itself over the next five years.

An agenda that begins with translation, not transposition

China is developing its own vision of green trade. For Brazil, the challenge is to connect legality and traceability with the ability to meet China’s frameworks for resilience and food security.

Brazil already has established – or emerging – systems, databases, protocols and platforms. The objective is to understand how these assets can be recognised, translated and connected to the criteria China is developing for green trade, resilient supply chains and security of supply.

“Rather than interpreting the Chinese market from the outside, we need to build a bridge between what Brazil is already doing and what China actually recognises and demands.”

Editorial synthesis based on discussions during the visit and Proforest’s work in both markets.

What did the discussions confirm?

- Sustainability is emerging as a demand trend in chinese market.
- The debate is likely to move towards the consolidation of Chinese standards and approaches compatible with national sovereignty, with a focus on food security.
- Traceability and data systems may shift from being viewed simply as costs associated with demonstrating compliance to becoming assets that support market access and differentiation.



Technical standards and trade are the two institutional areas currently guiding China’s new regulatory framework and shaping national criteria.



Insights

What emerged from the discussions

The discussions pointed less towards a fixed set of answers and more towards a series of areas of convergence that could guide the next stage of Brazil–China dialogue.

Short strategic window

China’s regulatory process has a short window for engagement. Over the next few years, China is expected to develop its green trade list and relevant standards and criteria. During this period, Brazil has an opportunity to contribute to the discussion by presenting solutions that already exist.

China will develop its own language for green trade

China respects national sovereignty and rejects unilateral decisions, while seeking to develop its own standard with global reach. It is unlikely to adopt zero deforestation as a central government policy concept, although it is already being applied as a market mechanism.

Translation, not transposition

Brazil’s traceability and legality assets need to be translated into Chinese frameworks, reinforcing the capacity of Brazilian production to contribute to resilience and food security in China.

Data only creates value when it is recognised

The challenge is to establish recognition criteria and enable integration and scale. The Agro Brasil + Sustentável Platform was identified as a potential infrastructure for data convergence.

From cost to asset

Implementation of the Brazilian Forest Code emerged as the main point of convergence between the private sector, NGOs and Chinese demand. Systems previously perceived as cost could increasingly become valued by the market.

These areas of convergence suggest a shift in perspective: from “how do we comply with an external requirement?” to “how do we position Brazilian solutions within a Chinese agenda that is still being shaped?”



Building a Brazil–China bridge

Proforest Brazil–China areas of work

Proforest has been present in Brazil for more than a decade, working with companies, public authorities, cooperatives and civil society organisations across supply chains including soy, cattle, sugar cane and other commodities. The team understands the dynamics of production landscapes, the traceability challenges at the upstream end of supply chains and the expectations of different stakeholders across the system.

Through Proforest China, this knowledge can be connected to what China actually demands, taking into account the full technical, institutional and political complexity involved. The challenge is to understand how the transformations under way in China connect with Brazil’s realities and opportunities.

1

Working with companies to support responsible, green and resilient sourcing.

2

Analysing Chinese demand and increasing recognition of local solutions in producer countries such as Brazil.

3

Supporting policymakers and standard setters to align approaches with practical implementation.

From dialogue to an agenda for collaboration

The value of the visit lies in turning market insights into the capacity to act. Four areas can help structure the continuation of this work.

Information curation and consistency

Consolidate priority messages from Brazil and connect them with Chinese discussions, avoiding fragmentation and information overload.

Recognisable tools, pilots and data

Explore toolkits, training, studies, platforms and pilots that demonstrate in practice how legality, traceability and sustainability can be recognised.

Two-way institutional translation

Interpret regulatory and market changes in China for Brazilian stakeholders, while translating Brazilian systems into frameworks for resilience, food security and green trade.

Engagement through existing channels

Make use of established forums, coalitions, events and institutional spaces, strengthening existing structures and creating scale.

Upcoming opportunities for dialogue

WAFI
Sep 2026

World AgriFood Innovation Conference 2026 will take place from 17 to 19 September 2026 in Beijing.

CIIE
Nov 2026

The 9th China International Import Expo (CIIE) will take place from 5 to 10 November 2026 in Shanghai.

SIF
Dec 2026

The 14th China Sustainable Investment Forum (China SIF) Annual Conference is planned to take place in Beijing from 30 November to 4 December 2026.

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