

B2B'26 Marketing Whitepaper for Greater China Launches for Year of the Horse

Independent insights for 2026 by China's Leading B2B Marketing Experts



Hong Kong, Hong Kong S.A.R. Feb 7, 2026 (IssueWire.com) - The [B2B'26 Marketing Whitepaper for Greater China](#) has officially launched, bringing together independent perspectives, insights and tips for CMOs, marketing teams and service providers operating in the B2B space in or connected with China. The report builds on the success of B2B'25 and features insights from nine leading industry experts. Topics include public relations, lead generation, industrial branding, creativity, next-gen B2B

agency model, historical and AI perspectives, as well as market-specific guidance on Hong Kong and Southeast Asia.

Co-editor Barry Colman explains: “Companies need to find new markets and new customers. Marketing teams need to impact sales and ROI more. Agencies are struggling to prove they add value. Everyone is under pressure. And because it’s China then people need to work at China-speed. People need new ideas. What works in Europe may not work in China, and for Chinese companies looking to expand, what works in China may not work in Europe. This report is designed to help.”

Co-editor Mike Golden continues: “The report shows that in order to succeed in the Year of the Horse, B2B marketers can’t afford to wait for perfect conditions underfoot but must move and adjust and at quite a fast pace. 2026 will be a year which re-defines many aspects of B2B success for both companies and professionals. This report is a must read for anyone looking to stay ahead of the field”

‘B2B’26 Marketing’ covers the following:

- Public Relations: Reclaiming its strategic seat as AI reshapes how brands are discovered and trusted.
- Lead Gen: A new era of high-velocity trust, driven by localized education and radical visibility.
- The Hong Kong Pivot: How the city remains the ultimate bridge between domestic China and the global stage.
- Industrial Branding: Technical buyers are demanding clarity and local evidence over global platitudes.
- The Creative Paradox: Staying human and indispensable when “good enough” is now automated.
- Southeast Asia in 2026: Chinese enterprises must transition from a “China-centric” mindset to a “Global-Local” framework that prioritizes cultural empathy, strategic partnerships, and deep integration into the region’s diverse social and economic mosaic.
- B2B Agencies: the next generation where holding company consolidation is being challenged by agile, specialist practitioners who prioritize outcomes over hourly fees.
- Historical Perspective: Today’s AI-driven disruption is not unprecedented—understanding past media and advertising shifts helps B2B marketers separate real change from temporary noise.
- The Machine Joins the Table: For the first time, an AI guest writer sits alongside human contributors—offering perspectives formed at machine speed, and forcing an uncomfortable question: in China’s B2B future, who is advising whom?

B2B’26 is available to download free here: [report](#).

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