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Hong Kong Roundtable: Geopolitics, Trust, and Why “Ecosystem” Isn’t Just a Buzzword Anymore

Fin.Tech Marketing Community Roundtable Discussion Recap, Hong Kong, 3 March 2026

The Fin.Tech Marketing Community met in Hong Kong on 3 March for a roundtable that went bigger than AI. The room included leaders from fintech, investment banking, tech, and strategic advisory, and the conversation kept circling back to one question: are we adapting to structural global change, or are we still planning as if the old rules apply?

Here is what the group landed on.

Geopolitics Is the Operating Environment Now

This was the opening discussion and it set the tone. For companies operating in Asia, geopolitical volatility is not a disruption to plan around. It is the baseline. Hong Kong-based participants pointed out that businesses in the region have been operating under complexity for nearly a decade. The shift now is from reactive planning to building resilience into how teams operate day-to-day.

The practical implication for marketers: static annual plans do not hold up. Shorter planning cycles, more scenario work, and the ability to pivot messaging quickly are becoming requirements.

Trust Is Moving from Platforms to People

One of the sharpest threads in the conversation: trust in algorithm-driven media is eroding. When social platforms amplify noise, especially during conflict, people migrate toward curated networks and peer-validated information.

For fintech marketers, this means verification and authenticity are not nice-to-haves. They are infrastructure. If your audience does not trust the platform, they need to trust you. And that trust is built through consistency, transparency, and showing up in the right communities with something real to say.

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AI: From Experimentation to Intentional Deployment

The group consensus: 2025 was the year of AI experiments. 2026 is the year you have to wire it into how the business actually works. That means designing agent-based systems, restructuring workflows, and aligning AI investment with long-term strategy instead of chasing the latest tool.

The distinction that came up repeatedly: AI that helps you do things faster is useful. AI that changes how decisions get made is transformational. Most teams are still in the first category.

Industry Boundaries Are Dissolving

Several participants pushed the idea that companies define themselves too narrowly. A bank is not just a bank if it is also a data platform and a distribution channel. A SaaS company is not just software if it is embedded in its customers operating workflows.

The implication: winning teams will be the ones that think in terms of connected ecosystems rather than isolated product categories. That requires a different kind of marketing, one that positions the company as part of a larger value chain rather than a standalone vendor.

Venture Capital Is Recalibrating

AI is compressing startup lifecycles. Business models are being disrupted before they reach revenue maturity, and traditional scaling assumptions are under strain. Investors are reassessing what "defensible" means when the technology landscape shifts every six months.

For marketing leaders at growth-stage companies, this matters because your funding narrative may need to evolve faster than your product roadmap.

Talent: The Quiet Risk

AI amplifies experienced professionals. But it also threatens entry-level pathways. If junior tasks get automated, how do the next generation of leaders learn judgment, context, and critical thinking?

The group flagged this as an industry-wide blind spot. Critical thinking, emotional intelligence, and adaptability remain the capabilities that matter most, and they are the hardest to develop without hands-on experience.

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Hong Kong Role Going Forward

The group agreed that Hong Kong remains a critical node: a capital intermediation hub, a legal and IP center, and a bridge between China, emerging markets, and global investors. Its continued relevance depends on maintaining trust, neutrality, and connectivity across those networks.

What to Do With This

If any of these themes resonated, pick one and bring it back to your team this week. Run a 30-minute session on how geopolitical shifts affect your messaging calendar, or audit whether your AI investments are still experimental or actually integrated into workflows.

Share what you find with the community. That is how we all get smarter.

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