

China Developer Marketing Plan 2026

Strategic Focus: Cloud | Mobile | Gaming | Edge AI

Fei Xiang | March 2026
Arm Developer Marketing



Cloud



Mobile



Gaming



Edge AI

Executive Overview

2026 China Developer Marketing Strategy at a Glance

4

Focus Areas

Cloud · Mobile
Gaming · Edge AI

8

Key Pillars

Events, Webinars,
Ambassadors & more

6+

Major Events

SuperAI, ChinaJoy,
Arm Dev Days, Unreal Fest
& more

10

Key Initiatives

Hackathons, campaigns,
events & more

Our 2026 China Developer Marketing Plan targets four high-growth segments with coordinated campaigns, events, grassroots activities and hackathons, ambassador programs, and community building to grow Arm's developer mindshare across China's technology ecosystem.

Developer Marketing Strategy Framework

12 strategic dimensions mapped across every project and activity in 2026

REACH

01 **Developer Awareness**

Reach developers where they are — Bilibili, WeChat, InfoQ, industry events — with Arm's key narratives.

02 **Engage at Industry Shows**

In-person presence at ChinaJoy, Computex, Arm Dev Day, Unreal Fest and SuperAI.

03 **Partner Developer Program Collab**

Joint programs with AWS China, Alibaba, and ModelScope for co-branded content at scale.

ENGAGE

04 **Developer Education**

Webinar series, technical blogs, ADP tutorials and hands-on labs in Mandarin.

05 **Technical Demo & Early Access**

Hands-on labs, hackathons, and partner events with real performance on Arm hardware.

06 **Developer Content & Thought Leadership**

High-quality content from Arm engineers and ambassadors across ADP and social channels.

CONVERT

07 **Showcase Partner Success Cases**

Case studies with leading China studios, cloud partners and mobile OEMs.

08 **Build Success Cases via Partner Events**

AWS Tech Days, Arm × Alibaba Hackathon, and ChinaJoy for publishable success stories.

09 **Developer Journey Conversion**

Convert attendees into ADP members via targeted CTAs and community onboarding.

SCALE

10 **Grassroots & Ambassador Amplification**

China Arm Ambassadors lead local meetups, creating peer-to-peer reach at scale.

11 **Identify & Cultivate Advocates**



Spot high-potential developers through events and nurture them into long-term advocates.

12 **Community Building & Peer Learning**

ADP 2.0 China Hub as a self-sustaining space with forums and ambassador-moderated discussions.

Global Strategy Alignment

China 2026 is fully embedded in global strategy — customized for China's unique market dynamics

	Global Strategy	China Customization	Why China is Distinct
 Cloud	Build, migrate & scale on Arm. Target hyperscalers (Tier 1), platform infra (Tier 2), cloud-native enterprises (Tier 3). Key proof point: up to 50% price-performance gain.	Alibaba Cloud + ModelScope partnership. Arm x AWS China Tech Days & webinars. Mandarin-language cloud webinar series.	China has its own cloud giants. AWS China operates independently. Content must be localized and suitable for local CSP's current compute offerings.
 Mobile	Android dominates APAC (80%). SME2 addresses fragmentation & on-device AI. Build → Optimize → Scale across thousands of devices.	SME2 x InfoQ campaign. WeChat & Bilibili content. Ambassador-led mobile meetups. ADP 2.0 as China hub.	China is the world's largest Android market. Fragmentation is extreme. Local channels (InfoQ, Bilibili, CSDN) are distinct from global.
 Gaming	Neural Graphics (NX/NSS/NFRU) adoption via Unreal & Unity. Make NT tangible through engines. China named as leading-indicator market.	NX campaign via tech media channels, and our own Bilibili & WeChat. ChinaJoy / Unreal Fest with technical session and demos. Ambassador meetups. MOU with Unity China and co-marketing opportunities.	Global strategy states: 'China is a leading indicator for NX adoption. Success here de-risks global strategy.'
 Edge AI	Make Arm the intentional choice for Edge AI. Build → Optimize → Scale. Target: embedded → IoT → Edge AI → Mandalay pipeline.	Global AI Hackathon China track. Arm x Alibaba Tongyi Hackathon. Arm Dev Day Edge AI sessions in Shanghai & Shenzhen.	Vast embedded & IoT base. Data sovereignty drives on-device AI. Alibaba's Tongyi/ModelScope form a distinct partner ecosystem.

Overview by Focus Area

Four strategic pillars driving China developer engagement in 2026



Cloud

Cloud Developers

Arm is the best platform for cloud-native AI workloads — from inference to migration.

→ Arm x AWS China Tech Days & Webinars · Cloud Webinar Series · Unlocked Shenzhen Dev Day



Mobile

Mobile App Developers

Unlock peak mobile performance with Arm SME2 — the engine behind the next era of on-device AI.

→ SME2 Campaign with InfoQ · Webinars on SME2 capabilities · Arm x Alibaba Hackathon · Unlocked Shanghai Dev Day



Gaming

Mobile Game Developers

Neural Graphics on Arm sets a new bar for visual fidelity and efficiency in mobile games.

→ ChinaJoy Dev Event presence · Unreal China · NX China Campaign



Edge AI

Edge & Embedded Developers

Arm enables intelligent, efficient Edge AI — from IoT to on-device inference at scale.

→ · Arm x Alibaba Tongyi Hackathon · Unlocked Shenzhen Dev Day

Projects & Activities

Target: Cloud Developers

Key Message: Arm is the best platform for cloud-native AI — from inference to seamless migration.

Arm Developer Day — Shenzhen

Engage at Developer Events

- Cloud AI sessions at Arm Dev Day Shenzhen Sep 10
- Showcasing our Cloud Migration tool offerings and technical sessions on how-tos.
- Demonstrating agentic workflow on Arm CPU with end-to-end AI tooling support.

Cloud Webinar Series

Developer Education

- Dedicated cloud webinar track: Arm Total Performance, MCP Server, infra deep-dives **(Estimated time: first webinar around June)**
- Technical content delivered in Mandarin for China developer community
- Arm MCP Server launch webinar and blog pipeline for Q2–Q3

Partner Integrations

Showcase Partner Success Cases

- Success stories from Alibaba and other partners on our tooling like Performix(ATP), Arm MCP server, etc.
- Cloud Migration Tooling guides for moving workloads to Arm-based cloud
- Co-marketing with Alibaba Cloud, AWS China, etc. ecosystem on key cloud AI narratives and developer success stories

Arm × AWS China Collaboration

Partner Dev Program Collab

- Joint Tech Days with AWS China — developer sessions on Arm Graviton & cloud AI **(Estimated time: first event around May)**
- Co-hosted webinars on cloud migration and performance optimization
- Co-branded content, blog series, and social amplification via AWS China channels

Goal: Grow Arm's cloud developer mindshare through AWS China partnership, cloud webinar series, and Alibaba co-marketing

Projects & Activities

Target: Mobile App Developers

Key Message: Unlock peak mobile performance with Arm SME2 — the engine behind the next era of on-device AI.

SME2 Campaign with InfoQ

Developer Awareness

- Multi-article series targeting Chinese mobile devs
- Technical deep-dives on SME2 architecture and benefits
- Cross-post to WeChat and Bilibili channels

Arm Developer Day - Shanghai

Engage at Developer Events

- AI on Mobile sessions at Arm Dev Day Shanghai Sep 8
- Deep dive into our mobile technologies such as SME2, Neural Graphics, etc.
- Showcase app developer success cases using SME2 and NX.

Webinars on SME2

Developer Education

- Live demo webinars showcasing SME2 performance gains
- Hands-on labs hosted on ADP 2.0 China Hub
- Q&A with Arm engineers — Mandarin sessions
- **(Timeline: two webinars on Apr 8 and Apr 15)**

Arm × Alibaba Tongyi Hackathon

Partner Dev Program Collab

- Co-branded AI coding challenge leveraging Alibaba Tongyi models on Arm
- Targets cloud + edge developers; drives ADP acquisition and mindshare
- Aligned with ModelScope integration — showcase Arm-optimized model inference

Goal: Establish Arm SME2 as the leading mobile AI platform; drive developer adoption via targeted content and events

Projects & Activities

Target: Mobile Game Developers

Key Message: Neural Graphics on Arm sets a new bar for visual fidelity and efficiency in mobile gaming.

NX / Neural Graphics Campaign

Developer Awareness

- Flagship China campaign for Arm's Neural Graphics (NX) technology
- Multi-channel rollout: Bilibili videos, WeChat articles, developer benchmarks
- Studio partnerships and case studies demonstrating NX visual performance gains

ChinaJoy, Unreal Fest & Industry Events

Engage at Industry Shows

- Premier China gaming conference — presence, dev sessions, NX live demos
- Unreal Fest partnership: co-created sessions on Arm-optimized rendering
- Unite conference participation (tentative) + networking with leading studios

Ambassador Meetups

Grassroots & Ambassador Amplification

- In-person ambassador and partner meetup at Arm's Shanghai office
- Gaming-focused sessions: NX deep-dive, developer Q&A, roadmap previews
- Build relationships with top China game dev ambassadors and studio contacts
- (Estimated time: first meetup around May)

Goal: Drive adoption of Arm NX / Neural Graphics in China's game ecosystem; deepen studio relationships through developer events, campaigns, and ambassadors.

Projects & Activities

Target: Edge & Embedded Developers

Key Message: Arm enables intelligent, efficient Edge AI — from IoT to on-device inference at scale.

Global AI Hackathon

Technical Demo & Early Access

- Participate in / co-host a global AI hackathon with China participation track
- Edge AI and on-device inference challenges on Arm hardware
- Prizes, mentorship, and ADP membership for top China participants
- (Estimated time: May)

Arm Developer Day — Shenzhen

Engage at Industry Shows

- Edge AI sessions at Arm Dev Day Shenzhen Sep 10
- Hands-on labs on Ethos NPU, Cortex-M, and on-device AI inference
- Showcase Alif / Raspberry Pi ecosystem; ambassador-led case study sessions

Mandalay ESP

Technical Demo & Early Access

- Collaborate with ecosystem team on developer outreach through key ambassadors for testing and getting feedback on dev kit such as Vision Pipeline Kit
- Success case sharing and technical sessions through events, webinars and blog posts
- Community events and meetups (Estimated timeline: first event around Oct)

Goal: Establish Arm as the go-to Edge AI platform; grow developer community through developer events, hackathons and partner co-marketing

Always-On Platforms

Two always-on platforms that support and amplify every focus area across the full year

Arm Developer Bilibili Channel

Primary video platform for China developer community

Tutorials & How-tos

SME2 tutorials, Neural Graphics technical guides and demos in Mandarin or Chinese Subtitles

Event Playback

Full recordings from webinars, ChinaJoy, hackathons, and webinars

Awareness & Campaign Content

Campaign hero videos for NX, SME2, and Edge AI during launch windows

Ambassador & Community Content

Videos co-created with Arm China Ambassadors — deep-dives and live Q&As

China Developer Community Site

Always-on Chinese-language hub for Arm developers

Chinese Developer Blog

Regular blog cadence covering Cloud AI, Mobile, Neural Graphics, and Edge AI in Mandarin

Developer Forum

Community discussion: Q&A threads, peer problem-solving, ambassador-moderated topics

Developer Resource Downloads

Curated library of SDKs, code samples, tooling guides, and benchmark reports

Event & Campaign Hub

Landing pages for Arm Dev Day, hackathons, and campaigns. Registration and resource bundles

Other key channels: China developer newsletter, WeChat posts

Top Project Highlights

10 flagship initiatives delivering the highest impact in 2026

01

China Community Site

Launching Mar 2026

Chinese-language developer blog, technical forum, and curated resource downloads.

02

Arm Ambassador Program — China

Onboarding Apr/May 2026

First cohort of China Arm Ambassadors across all focus areas.

03

Global AI Hackathon

Apr/May 2026

Global hackathon with China track. Edge AI & on-device inference on Arm hardware.

04

Arm × Alibaba Tongyi Hackathon

May – Aug 2026

Co-branded AI coding challenge leveraging Tongyi models on Arm.

05

Ambassador Meetups @ Shanghai

H1/H2 2026

In-person ambassador & partner meetup at Arm Shanghai office.

06

NX / Neural Graphics Campaign

H2 2026

Flagship NX campaign — Bilibili videos, WeChat articles, benchmarks, and studio partnerships.

07

Arm × AWS China Collaboration

Tech Days & Webinars, H1–H2

Joint tech days and co-hosted webinars on Arm Graviton, cloud AI, and migration.

08

Arm Developer Day China

Sep 7–10, Shanghai & Shenzhen

Flagship developer event across all four focus areas — hands-on labs, keynotes, and networking.

09

SuperAI

June 10–11, Singapore

Engage with AI developers from APAC and across the world on how agentic AI workflows run best on Arm.

10

Gaming Industry Shows

ChinaJoy (Jul) & Unreal Fest (TBD)

Premier China gaming conference presence with NX live demos, dev sessions, and co-created Arm-optimized rendering workshops.

Strategic Pillars

Eight pillars driving our China developer marketing activities in 2026



Developer Events

ChinaJoy, Computex, Arm Dev Day, Unreal Fest, Unite, SuperAI reception dinner — in-person reach at major industry events



Ambassador Program

Recruit China's first Arm Ambassadors; host meetup at Arm Shanghai office; amplify reach through peer advocacy



ADP China Community

China Community Site: developer blog, technical forum, resource downloads — plus ADP 2.0 Hub integrating Bilibili and community content



Webinars

Cloud webinar series (incl. AWS China co-hosted), SME2, NX / Neural Graphics, and infra deep-dives



Social Content

Arm Developer Bilibili Channel (tutorials, event playback, awareness videos) + WeChat Official Account and Newsletter



Partnerships

Arm × AWS China tech days, ModelScope integration, Alibaba Tongyi co-marketing, InfoQ SME2 campaign



Campaigns

NX / Neural Graphics China campaign, SME2 × InfoQ campaign, cloud migration tooling campaigns

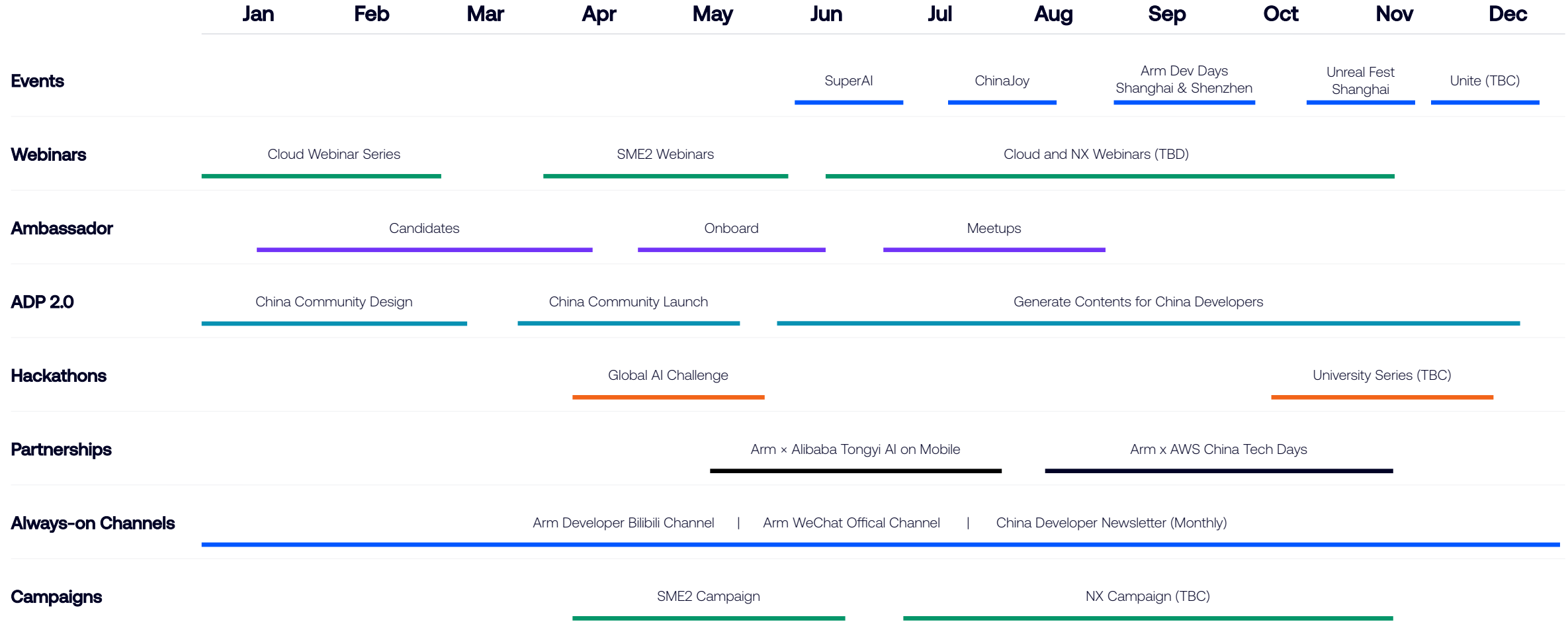


Hackathons

Global AI Hackathon (China track), Arm × Alibaba Tongyi Hackathon, and university hackathons

2026 Activities Timeline

Key milestones and activities across the year



What Success Looks Like

Goals and outcomes we are driving towards in 2026



Content Reach

Deliver key messages to target audiences across Cloud, Mobile, Gaming and Edge AI with high-quality, localized content. Reach target audience milestones through campaigns, events, webinars, and hackathons.



ADP Membership and Engagement Growth

Drive new ADP member acquisition with meaningful YoY increase. Grow Bilibili channel subscribers and video views. Build China Community Site into the go-to hub — active forum, regular blog cadence, and resource downloads.



Ambassador Program

Recruit ambassadors from all key focus areas and partner organizations. Generate high-quality thought leadership content and events led by ambassadors that multiply Arm's developer reach in China.



Partner Co-Marketing

Land co-marketing with key partners: Arm x AWS China tech days & webinars, ModelScope integration, Alibaba Tongyi AI Hackathon, and at least one major NX / Neural Graphics campaign with a studio or game engine partner.

2026 China Developer Marketing — Let's Deliver



Fei Xiang | Arm Developer Marketing China | March 2026