

Custom Media's AIM B2B Opens Singapore Office to Support Asia-Pacific Clients

SINGAPORE, September 3, 2026 /EINPresswire.com/ -- [AIM B2B](#), the award-winning Tokyo-headquartered B2B PR and marketing agency, today announced the opening of its Singapore office, continuing the company's expansion in the Asia-Pacific (APAC) region and strengthening its ability to serve clients. The expansion also reflects the importance of Singapore as a regional hub for global businesses in APAC, especially in Japan and South Korea.



AIM B2B Singapore - Roberto De Vido, Head of Business Development, APAC

AIM B2B is an integrated agency that supports every stage of B2B business growth, offering strategic PR, media relations, content marketing, digital marketing, branding, lead generation, events, seminars and exhibition marketing. Rather than delivering isolated marketing activities, AIM B2B differentiates itself by seamlessly integrating PR and marketing into a unified strategy that supports clients throughout the entire customer journey from brand awareness and lead generation to measurable business growth.

"Singapore serves as the regional headquarters for many of our clients," said Robert Heldt, CEO of AIM B2B, "and in opening an office here, we anticipate not only deepening our relationships with their leadership teams but also helping them strengthen their bonds with their Japanese and Korean units." Robert is also the APAC President of [AMIN Worldwide](#), a global alliance of independent advertising and marketing agencies that provides brands with global reach through localised expertise and strategic partnerships.

"Business-to-consumer marketing is well-developed in Japan and South Korea, but business-to-business marketing is much less codified," he continued. "AIM B2B specialises in enterprise B2B marketing that drives growth, builds trust and creates lasting influence with stakeholders in Asia's most competitive markets."

Marketing veteran Roberto De Vido will lead AIM B2B's Singapore office. He has spent his career

in APAC, specialising in high-tech and telecoms public relations, sustainable infrastructure brand development, and APAC-focused investor relations and public affairs. He lived for nearly 15 years in Japan and has extensive experience leading pan-APAC campaigns encompassing government, community and investor relations, branding, content marketing, public relations, media relations and crisis management.

About AIM B2B:

AIM B2B is an integrated PR and marketing agency headquartered in Tokyo, Japan that is dedicated to helping B2B companies grow across Asia through strategic storytelling, creative thinking and data-driven insights.

AIM B2B launched [GlobalAgility](#), a B2B specialist international agency partnership of seven independent agencies to deploy local B2B marketing expertise worldwide.

For more information:

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