



STRATEGIC PUBLIC RELATIONS GROUP
縱橫公共關係顧問集團

PROI Elects Richard Tsang as Vice President, Asia-Pacific

(Hong Kong, May 26, 2009) – **Strategic Public Relations Group** (“SPRG” or the “Group”), Hong Kong’s largest public relations consultancy, announced that Mr. **Richard Tsang**, Chairman and Managing Director of SPRG, has been elected Vice President, Asia-Pacific of Public Relations Organisation International (“PROI”).

PROI is the largest and longest-standing independent PR consultancy network in the world. Founded in 1970, PROI comprises 47 local-owned independent public relations consultancies and marketing firms in different parts of the world. With combined fee billings of more than US\$290 million, these PR and marketing experts are leaders and some are the largest in their respective regions, such as SPRG in Hong Kong, and partners in Germany, France, Spain/Portugal and India. Currently, all PROI partners together hire more than 2,600 staff and are representing over 3,200 clients in more than 90 cities around the world.

Since it joined the reputable global network in 2007, SPRG has been active in providing support to clients of PROI partners in Asia. And, at the same time, by tapping into the vast PROI network and also building on its own network, SPRG has gained depth for its PR services and extended its reach to over 100 cities and countries.

In his new capacity, Mr. Tsang will represent Asia partners on the PROI Board and work closely with the Board to formulate policies and strategies to aid development of the network of the organisation.

Mr. Tsang said, “For the PROI network to provide prompt and best quality consultancy and services to clients, the owners of its partners must be ready to devote time and effort to support the operation and growth of the network. At the Annual General Meeting held in Vienna, Austria last week, we discussed many initiatives including new PR techniques, industry trends, ways to continue to expand regional presence thus strengthen the PROI network and enrich the service scope and extend the geographical coverage of the organisation that it may better meet the different needs of partners and their clients.”

About Strategic Public Relations Group (“SPRG”)

Established in 1995, Strategic Public Relations Group is the largest Asian independent public relations network and the largest public relations consultancy in Hong Kong. With over 240 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, it provides clients, both local and international, with a comprehensive suite of world-class public relations services covering investor relations, corporate and marketing communications, consultancy and event management for IT, healthcare and pharmaceutical brands, sports and lifestyle service and product promotion, CSR communications, digital/social media, conference and event management, media and presentation skills training, issue and crisis management, media relations, editorial services and collateral production. With a global affiliation network, SPRG has access to over 100 major countries/ cities around the world.

PROI Worldwide Network

Europe, Middle East & Africa	Stockholm, Sweden	Tallahassee, US
Amsterdam, The Netherlands	Stuttgart, Germany	Tampa, US
Barcelona, Spain	Valencia, Spain	Vancouver, Canada
Basel, Switzerland	Valletta, Malta	Washington D.C., US
Berlin, Germany	Vienna, Austria	Asia Pacific
Bilbao, Spain	Americas (US, Canada, Mexico and Brazil)	Ahmedabad, India
Bratislava, Slovak Republic	Athens, US	Bangalore, India
Brussels, Belgium	Atlanta, US	Beijing, China
Copenhagen, Denmark	Chicago, US	Brisbane, Australia
Dubai, United Arab Emirates	Cleveland, US	Chandigarh, India
Frankfurt, Germany	Dallas, US	Chennai, India
Hamburg, Germany	Denver, US	Guangzhou, China
Helsinki, Finland	Los Angeles, US	Hong Kong, China
Hemel Hempstead, England	Mexico City, Mexico	Hyderabad, India
Istanbul, Turkey	Minneapolis, US	Jaipur, India
Lisbon, Portugal	Montreal, Canada	Kolkata, India
London, England	New York, US	Mumbai, India
Madrid, Spain	Orlando, US	New Delhi, India
Malaga, Spain	Portland, US	Pune, India
Milano, Italy	Raleigh, US	Seoul, South Korea
Munich, Germany	San Francisco, US	Shanghai, China
Oporto, Portugal	Sao Paulo, Brazil	Shenzhen, China
Paris, France	Seattle, US	Singapore, Singapore
Sevilla, Spain	St. Louis, US	Taipei, Taiwan
Sofia, Bulgaria		Tokyo, Japan

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