



## SPRG Named Hong Kong Consultancy of the Year By The Holmes Report

(Hong Kong, 15 September, 2009) - **Strategic Public Relations Group** (“SPRG” or the “Group”) has been named **Hong Kong Consultancy of the Year** according to The Holmes Report’s Asian Consultancy Report Card 2009. Each year, the Holmes Group provides credible, independent profiles of more than 400 leading public relations firms from around the world.

SPRG was one of over 150 consultancies that were vetted by The Holmes Report during the initial assessment phase. The scrutinising process included examining a firm’s size, awards earned, past and latest achievements, professional affiliations and position in their respective market. In addition, one-on-one interviews were conducted, including with clients and industry experts who were asked which firms they most respected.

SPRG is the largest Asian independent PR network with a total workforce of over 240 professionals as well as nine member companies located in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia. Through its affiliation with Public Relations Organisation International (“PROI”), the largest and longest-standing independent PR consultancy network in the world, SPRG is able to assist clients reach most major cities and markets outside its sphere of influence. The Group has been an IPO/IR market leader since 2000, capturing on average one-third of Hong Kong’s IPO communications market each year. It has completed over 200 IPO communications programmes and currently advises over 150 retainer clients in the Territory. SPRG aided four of the 12 IPOs in 1H 2009, thus taking No.1 position in the market and confirming its prominence in the investment community. SPRG has also been ranked as the No.1 PR Adviser to Asia-Pacific Mid-Market M&A: Volume by *mergermarket* in 2008 and first half of 2009.

SPRG is equally recognised as a force in marketing and corporate communications. In addition to receiving accreditations from clients, the Group has earned distinction from the Asia Pacific PR Week Awards since 2003 as well as industry recognition on numerous occasions.

**Richard Tsang, Chairman and Managing Director of SPRG**, said, “We are certainly honoured to be named Hong Kong Consultancy of the Year. Despite intense competition here in Hong Kong, we have been able to rise up to the challenges placed by both local and international corporate communications firms. The combination of international experience, local expertise, broad geographical reach and loyal workforce are all important factors that have led to our success, and The Holmes Report has helped to underscore these key attributes.”

### 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.

SPRG is an award winning agency.

### Enquiries

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