

## SPRG Wins Five Major Industry Awards

(Hong Kong, 3 December 2009) - **Strategic Public Relations Group** (“SPRG” or the “Group”), the largest Asian independent PR network, is pleased to announce that the Group and its **Chairman & Managing Director, Mr Richard Tsang** have recently won five major industry awards in recognition for commitment to corporate social responsibility, achievements in corporate sustainability and outstanding entrepreneurship.

### Asia Pacific Entrepreneurship Awards (“APEA”)

Mr Tsang received the APEA **Outstanding Entrepreneur Award** from Enterprise Asia last night. In addition to recognising entrepreneurial excellence, the world-class award aims to spur greater innovation, fair practises and growth in entrepreneurship.



Mr Tsang, 43, is an investor relations/PR veteran of over 20 years. He founded SPRG in Hong Kong at the age of 29 and, in less than 15 years, built it into the largest Asian independent PR network. This year he was also elected Vice President, Asia-Pacific of Public Relations Organisation International (“PROI”), the world’s largest and longest-standing independent PR consultancy network. A true industry leader, he has been contributing to the greater business community through his involvement in HKIoD, FHKI and HKSA and many leading PRC associations and, a fervent supporter of higher education, he has lectured part-time at the Chinese University of Hong Kong for 15 years, been an advisor to AIESEC,

and coached over 20 university students under mentorship programmes. His social commitments include charitable/volunteer work, equal opportunity employment and environmental protection.

### **Asia Responsible Entrepreneurship Awards (“AREA”)**

SPRG also received the **Investment in People Award** from AREA, one of the most prestigious awards honouring responsible entrepreneurship in Asia. Again presented by Enterprise Asia, the AREA programme recognises those who, in the running of their business, have exhibited such attributes as strong leadership, promoted responsible and ethical values, shown respect for the individual and have been actively involved in the community, including protection of the environment.

SPRG believes that its stable workforce is the driving force behind its success. Many of its middle to senior level colleagues have worked for the Group for more than 10 years. To equip staff members with essential know-how and give them the widest exposure, junior staff members are each assigned a mentor and jobs supervised by different directors. Internal training is given annually by the directors and seminars featuring business elites and professionals from various industries are also organised to enhance their professional aptitude and broaden their horizon.

The exchange programme introduced earlier this year allows staff members in Hong Kong to gain experience at one of the Group’s regional offices. Four colleagues so far had spent up to three months in the Taiwan, Beijing and Singapore offices.

Furthermore, the management encourages staff participation in CSR activities to help the community and their personal development. In giving back to the industry, SPRG has helped groom fresh talents and had offered internships to over 70 university students in the past decade.

### **Top 100 Brands and Enterprises with the Most Development Potential** and **Outstanding Contributors to Social Harmony in China**

SPRG went on to be named one of the **Top 100 Brands and Enterprises with the Most Development Potential** while Mr Tsang was declared one of the **Outstanding Contributors to Social Harmony in China** by the Association for the Promotion of Trade of China. The accolades acknowledge the Group’s and Mr Tsang’s dedication to local economic development and scientific progress as well as for promoting a harmonious society in China. Senior member of SPRG were presented with the awards at the Great Hall of the People, in Beijing.

### **HSBC Living Business Awards 2009**

Lastly, SPRG and its three Hong Kong offices (Strategic Financial Relations, Strategic Financial Relations (China) and Strategic Communication Consultants) earned the **Certificate of Merit**, which recognises local SMEs that have demonstrated commitment to corporate sustainability and adopted socially and environmentally responsible practises while conducting business.

Mr. Tsang said, “2009 has been a tough but fruitful year for SPRG as we have received 15 awards/recognitions including these latest five. These accolades recognise our standing in the industry, underscore our contributions and hard work, and confirm SPRG’s commitment to being a responsible company. We will continue to take responsible action towards the industry, our staff members and society, making SPRG one of the most preferred partners for clients to work with and pleasant environment for staff to work in”.

### **About Strategic Public Relations Group**

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, travel and hospitality, healthcare and pharmaceutical brands, luxury, sports and lifestyle service and product promotion, CSR communications, new digital media marketing, conference organisation and event marketing, media skills and presentation training, issues and crisis management, media relations, editorial support and translation and production. With a global affiliation network, SPRG has access to over 100 major countries/ cities around the world.

In 2009, SPRG has been named:

- “Hong Kong Consultancy of the Year” – Asia Consultancy Report Card 2009 by the *Holmes Report*
- “Top Ten Public Relations Agencies”, “Top Ten Event Marketing Agencies” and “Top Ten Sports Marketing Agencies” – Agency of the Year 2009 by the *Marketing Magazine*
- The Most Influential Public Relations Consultancy in the PRC 2009 by PRC Management Science Research Institute
- No.1 PR Adviser to Asia-Pacific Mid-Market M&A: Volume in the Year End 2008 and 1H 2009 *mergermarket* League Tables of PR Advisers

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### **Enquiries**

Strategic Public Relations Group

Eveline WAN

Tel : (852) 2864 4822

Fax : (852) 2114 4948

Email : [eveline.wan@sprg.com.hk](mailto:eveline.wan@sprg.com.hk)

Website : [www.sprg.com.hk](http://www.sprg.com.hk)

Member companies : Hong Kong | Beijing | Shanghai | Guangzhou | Taiwan | Singapore | Malaysia