

**SPRG PARTNERS WITH WOMEN IN LEADERSHIP FORUM ASIA
AS “PUBLIC RELATIONS ADVISOR”**

(Hong Kong, 2 February 2012) – **Strategic Public Relations Group** (“SPRG” or the “Group”) will serve as the sole “Public Relations Advisor” during the 2nd Women in Leadership Forum Asia to be held on 16-17 February 2012 in Kuala Lumpur, Malaysia.

For the second year in a row, Women in Leadership Forum Asia enjoys the patronage of *Her Excellency Datin Paduka Seri Rosmah Mansor*, wife of the Prime Minister of Malaysia, who will be delivering a keynote address as well as present the *Women In Leadership Asia Awards* which recognise and reward influential Asian Women leaders and organisations for their outstanding achievements and initiatives. Women in Leadership Forum Asia is representative of those who understand the urgency of working towards creating responsible, united, forward-thinking and successful environments that deliver real value to every woman in Asia. SPRG will be entrusted with PR and media relations responsibilities during this year’s event.

Richard Tsang, Chairman and Managing Director of SPRG, remarked, “SPRG is honoured to be appointed as the exclusive Public Relations Advisor by Women in Leadership Forum Asia this year. With strong connections with the media in the region, the Group is an ideal partner for organisations aiming to effectively promote their forums and/or seminars. We will continue to leverage our significant resources to generate interest and excitement as well as raise awareness of Women in Leadership Forum Asia.”

Since 2009, Women in Leadership series has brought together over 2,000 successful, international business leaders to network and exchange experiences. In addition to presentations made by inspirational speakers, the two-day event offers excellent networking opportunities. A highlight of this year’s event will be the presentation of the 2nd Women in Leadership Asia Awards which will provide recognition to individuals and organisations who have helped advance the development and empowerment of women in society.

Confirmed speakers at the 2nd Women in Leadership Forum Asia include:



For further details of Women in Leadership Forum Asia, please visit www.wilforumasia.com

About Strategic Public Relations Group

Established in 1995, Strategic Public Relations Group is one of the largest public relations networks in Asia and the largest public relations consultancy in Hong Kong.

SPRG is an integrated public relations group with major focus on investor relations and financial communications. With 280 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group provides clients with a comprehensive suite of world-class public relations services covering investor relations, corporate and marketing communications, consultancy and event management for automobile, IT, travel and hospitality, healthcare and pharmaceutical, luxury, sports and lifestyle service and product promotion, CSR communications, new digital media marketing, B2B communications, 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 cities around the world.

In 2009-2012, SPRG earned the following accolades:

	<p>Asia-Pacific SABRE Awards 2011</p> <ul style="list-style-type: none"> - Asia Pacific Financial Consultancy of the Year - Winner – Financial Communications (Client: SBI Holdings, Inc.) - Winner – Corporate Image (Client: 3D-GOLD Jewellery (HK) Limited) <p>The Holmes Report Top 250 Global Rankings 2011</p> <ul style="list-style-type: none"> - Ranked 64 – the ONLY Hong Kong-based PR network on the list <p>The Holmes Report Asia Consultancy Report Card 2009</p> <ul style="list-style-type: none"> - Hong Kong Consultancy of the Year
	<p>Marketing magazine's Agency of the Year</p> <ul style="list-style-type: none"> - Local Hero of the Public Relations Agency of the Year (2010 & 2011) - Best PR Campaign – Media Relations (2011) (Client: United Company RUSAL Plc.) - Local Hero of the Media Relations Agency of the Year (2010)
	<p>Campaign Asia-Pacific PR Awards 2010</p> <ul style="list-style-type: none"> - Asia Pacific Network of The Year - Financial Campaign of The Year (Client: United Company RUSAL Plc.)
	<p>P&G Taiwan</p> <ul style="list-style-type: none"> - Best Integrated Marketing Case in PR Campaign (2010 & 2011)
	<p>PRC Management Science Research Institute</p> <ul style="list-style-type: none"> - The Most Influential Public Relations Consultancy in the PRC 2009
	<p>mergermarket League Tables of PR Advisers</p> <ul style="list-style-type: none"> - No.1 PR Adviser to Asia-Pacific Mid-Market M&A: Value (2009)/Volume (2008)

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