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PROI Worldwide Appoints Richard Tsang as Chair of APAC Regional Development Group

Chairman of Hong Kong's largest communications firm directs growth plans for PROI

NEW YORK: – In a move to recognize the growing importance of strategically expanding its presence in Asia Pacific, PROI Worldwide, the world's largest partnership of independent integrated communications companies, has appointed Richard Tsang Chairman, APAC Region, for its Global Development Group.

"Richard Tsang's understanding of, and influence on, our industry, especially in Asia Pacific makes him the ideal person to further develop our footprint in the region" said Bob Frause, the US-based President of PROI Worldwide. Tsang is Chairman of the Strategic Public Relations Group (SPRG), the largest PR consultancy in Hong Kong and also among the largest PR firms in Asia with operations in China and other markets.

PROI Worldwide is actively expanding its presence in the Asia Pacific Region. The partnership currently includes some of Asia's well known agencies including Adfactors PR and Integral PR in India, Cosmo Public Relations and Asahi Agency in Japan, Senate in New Zealand, INR in Korea, Awareness id in Vietnam, Red Public Relations and Senate/SHJ in Australia and SPRG in Hong Kong, China and Taiwan.

Tsang is a board member of several distinguished Government bodies in Mainland China and he holds over 40 board, committee and advisory positions in the business, education, religion and social welfare spheres. They include serving as Council Member of the Hong Kong Institute of Directors; Director of the Board, Ocean Park Hong Kong; Chairman, Alumni Association of the School of Journalism and Communication, The Chinese University of Hong Kong; Committee Member of Hong Kong Trade Development Council Professional Services Advisory Committee; Caring Company Scheme Steering Committee Member of The Hong Kong Council of Social Service and Treasurer, The Methodist Church, Hong Kong.

Indicative of his positive impact on the communications industry and business community as a whole, Tsang has been honoured with numerous accolades, including the 2003 "Young Entrepreneur Award", organised by DHL/SCMP Hong Kong Business Awards; "Excellence in Achievement of World Chinese Youth Entrepreneurs", presented by Yazhou Zhoukan and the World Federation of Chinese Entrepreneurs Organisation in 2009; and "Outstanding Individual Achievement," during the 2012 Asia-Pacific SABRE Awards – the only Chinese individual to earn such a distinction.

Tsang, who is an investor relations/PR veteran with over 20 years of industry experience, founded his independently owned firm at age 29 in 1995. Tsang was elected a Vice-President of PROI Worldwide in 2009, a position he also continues to hold.

About PROI Worldwide

PROI Worldwide is the world's largest partnership of independently owned integrated communications firms founded in Europe in 1970. It is represented in more than 100 cities in 50+ countries, with 56 leading independent partner companies and more than 3,200 experienced practitioners servicing 4,400+ clients worldwide. Founded forty-three years ago, PROI Worldwide's combined fee turnover of its partners exceeds US\$382m., positioning PROI Worldwide as the world's fourth largest communications companies by revenue.

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