

**Hong Kong International Film Festival Society appoints  
Strategic Public Relations Group for PR Communications Support**

**HONG KONG, 8 January, 2015** – The Hong Kong International Film Festival Society (HKIFFS) has appointed Strategic Communications Consultants (SCC), a wholly owned subsidiary of Strategic Public Relations Group (SPRG), to manage its public relations communications efforts in Hong Kong for a third consecutive year.

Following a successful partnership in 2013 & 2014 that saw SPRG as the official agency for the 7<sup>th</sup> Asian Film Awards, the 11<sup>th</sup> Hong Kong-Asia Film Financing Forum and the 38<sup>th</sup> Hong Kong International Film festival, SPRG has been invited to assist in the 39<sup>th</sup> Hong Kong International Film Festival in 2015. SPRG will be covering corporate, trade and consumer communications, as well as managing special events.

The HKIFFS is a charitable, non-profit and non-governmental organisation that is dedicated to promoting and strengthening the position of Chinese film culture globally, as well as inspiring and motivating creativity in the local film industry. The Society's main annual events: The Hong Kong International Film Festival, and the Hong Kong-Asia Film Financing Forum play a major role in the development of a dynamic and exciting film culture in Hong Kong and across Asia.

Roger Garcia, Executive Director of HKIFFS said, "We are thrilled to be working with SPRG and look forward to an exciting year ahead. Through our shared experience and expertise we hope to confirm our international position and continue our tradition of raising awareness of the ever expanding Chinese and Asian film industries."

"It is a real honour to be a part of the Hong Kong International Film Festival Society, an organisation that plays such a major part in the promotion and advancement of our local creative and cultural scene. We at SPRG are certain that this relationship will prove fruitful and we anticipate much success for HKIFFS in 2015," said Vivian Fok, Managing Director of SCC.

For further information, please contact:

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