

Immediate Release

STRATEGIC PUBLIC RELATIONS GROUP CELEBRATES 20TH ANNIVERSARY AND LAUNCHES STRATEGIC CSR NETWORK LIMITED

(Hong Kong, 7 July 2015) - **Strategic Public Relations Group** (“SPRG” or the “Group”) hosted a Cocktail Reception in Hong Kong to celebrate its 20th anniversary, attended by more than 600 guests. During the event, Richard Tsang, Chairman of the Group officially launched **Strategic CSR Network Limited** (“Strategic CSR Network”), a not-for-profit organisation that brings different parties together, including corporations, NGOs/charities and volunteers, to serve underprivileged communities in Hong Kong on an ongoing basis.

The Group also held a series of activities in Hong Kong this July for its 300 staff in the region, including an annual regional meeting, fun day at Ocean Park, dinner and training courses on Sunday and Monday (5 and 6 July).



Strategic Public Relations Group hosted a Cocktail Reception in Hong Kong to celebrate its 20th anniversary.

As a leading local PR industry player, SPRG feels obligated to attract more young individuals to the fold by helping enhance professional standards and raising the stature of the industry. The Group therefore set up a **HK\$ 1 million scholarship**, with The School of Journalism and Communication, The Chinese University of Hong Kong, to recognise the best students.

Success Stretching 20 Years

SPRG was founded in 1995 with a team of just five individuals. Under Mr Tsang’s leadership, the consultancy steadily grew, eventually becoming one of Asia’s largest public relations networks and Hong Kong’s largest public relations consultancy. Today, the Group has a 300 strong professional workforce with PR practitioners working from offices across Asia, including Hong Kong, Guangzhou, Shanghai, Beijing, Singapore, Taiwan and Malaysia.

With its leading position in the IPO/IR market, the Group has completed over 300 IPO communications projects to date, and is providing IR services to more than 160 listed companies on a continuing basis. Furthermore, since 2000, the Group has captured on average, one quarter of the Hong Kong IPO market each year. Equally adept at corporate and marketing communications, SPRG has successfully raised awareness and bolstered the image of more than 200 local and international brands. Such efforts have in turn allowed the Group and its clients to earn numerous industry awards and accolades.

SPRG has won more than 180 industry awards since inception, including **Asia Pacific Network of the Year, Public Relations Agency of the Year in Asia Pacific, Grand Stevie® Award, Public Relations Agency of the Year in Asia, Greater China Independent Agency of the Year, Hong Kong Consultancy of the Year, Local Hero – Public Relations Agency of the Year, Local Hero – Media Relations Agency of the Year, Asia Pacific Financial Consultancy of the Year and Best Financial PR Firm in Asia.**

SPRG is a Partner of Public Relations Organisation International (“PROI Worldwide”), the oldest global partnership of independent public relations firms and the world's largest partnership of independent agencies based on fee income. The PROI Worldwide network consists of 75 Partners that are either the largest or leading consultancies in their respective markets. If PROI Worldwide network is viewed as a single international consultancy, it would be among the world's top three consultancies.

Commenting on SPRG’s achievements, Mr Tsang said, “Thanks to the long-standing trust and support of our clients and business partners, as well as the hard work and dedication of our colleagues, SPRG has grown and developed into a successful group. In the future, we aim to reinforce our leading position in the industry by further expanding our clientele and network in the Asia Pacific region; leveraging our international vision and local experience.”

Responsibility to Build a Better Society

SPRG is deeply rooted in Hong Kong and has freely offered its services to a wide range of not-for-profit organisations. Mr Tsang has also sought to contribute to society by serving as committee/board/advisory member of more than 50 commercial, educational, religious and social welfare organisations.

To celebrate the Group’s 20th anniversary, SPRG established Strategic CSR Network. The not-for-profit organisation and one-stop platform aims to serve underprivileged communities in Hong Kong on an ongoing basis by leveraging SPRG’s existing business and social networks, as well as its experience in devising and participating in charitable and voluntary works. Strategic CSR Network is able to connect and bring together different parties, including corporations, NGOs/charities and volunteers to achieve common goals.



Back in June, Strategic CSR Network co-organised its first community event with the Methodist Centre; identifying 100 elderly households residing in Wanchai. Strategic CSR Network solicited in-kind donations from SPRG’s clients, including CEC International Holdings Limited (HKEx: 759), Dah Chong Hong Holdings Limited (HKEx: 1828), Hin Sang Group (International) Holding Co. Ltd. (HKEx: 6893), Hop Hing Group Holdings Limited (HKEx: 47), Hung Fook Tong Group Holdings Limited (HKEx: 1446) and Sinomax Group Limited (HKEx: 1418) as part of the community event. Furthermore, Strategic CSR Network brought together 100 volunteers, comprising staff members

from SPRG and its clients, together with the CUHK • Care Service Team and volunteers from the Wan Chai Methodist Centre for the Seniors. Among their responsibilities included packing gifts, valued at over HK\$800 dollars per bag, and delivering the items to the elderly during their visits. Strategic CSR Network is set to organise more community events in the future, with clients including Fairwood Holdings Limited (HKEx: 52) and Yip's Chemical Holdings Limited (HKEx: 408) already pledging their support.

About Strategic Public Relations Group

Strategic Public Relations Group (SPRG) 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 and an investor relations and financial communications specialist. With 300 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group delivers tailored solutions in investor relations, corporate and marketing communications, event consultancy and management, product promotion, CSR communications, new digital media marketing, B2B communications, conference organisation, media skills and presentation training, issues and crisis management, editorial support and production.

SPRG clients include prominent players of the automobile, banking and finance, IT, travel and hospitality, healthcare and pharmaceutical, lifestyle, entertainment, and sports industries, as well as government bodies and associations.

About Strategic Corporate Social Responsibility Network Limited

Strategic CSR Network Limited (Strategic CSR Network) is a not-for-profit organisation that aims to serve underprivileged communities in Hong Kong on an ongoing basis. By leveraging SPRG's existing business and social networks, and by functioning as a one-stop platform, Strategic CSR Network is able to connect and bring together different parties, including corporations, NGOs/charities and volunteers to achieve common goals. Strategic CSR Network also welcomes reusable product donations so as to reduce solid waste.

Enquiries

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