

**SPRG'S RICHARD TSANG IS AWARDED
AGENCY LEADER OF THE YEAR BY MUMBRELLA ASIA**

(Hong Kong, 9 November 2017) – **Strategic Public Relations Group** (“**SPRG**” or the “**Group**”) is delighted to announce that Richard Tsang, Chairman and Founder of SPRG, has been named “Agency Leader of the Year” by Mumbrella Asia – the second individual outstanding achievement that Richard has garnered this year. Earlier, he was feted with the “Distinguished Professional of the Year” title by the Hong Kong Public Relations Professionals’ Association. This latest success adds another trophy to his personal collection, already highlighted by 21 previous prestigious regional and international industry and business awards. Moreover, Richard has consistently been featured among the world’s top rankings for communicators and PR practitioners, including *PRWeek* Global Power Book – being the only owner of an independent PR agency in Hong Kong to be listed for three consecutive years.



Under Richard’s leadership, SPRG has successfully branched out from a team of five people to become one of Asia’s largest PR networks and the largest PR consultancy in Hong Kong within two decades. With the opening of a new member office, Strategic DigitaLab, earlier this year, the Group now has 15 offices in the region. Today, SPRG is an award-winning PR industry leader, with 310 professionals providing integrated PR services to more than 300 long-term clients, of which 160 are listed companies. SPRG has maintained its leading position in Hong Kong’s IPO/IR market – with 34 new listings completed so far this year – raising the total to 379 IPOs since the Group’s inception.

Richard is a dedicated industry veteran who has raised the stature of public relations as a profession. Richard was elected Global Chairman of PROI Worldwide (2016-18), the first Asian to lead this organisation since its founding in 1970. He is also a frequent speaker at international and regional forums and conferences, offering insights into multiple aspects of PR. Richard currently holds more than 50 board, committee and advisory positions in industry, academic, health and hygiene, NGO, religious and social welfare sectors, bringing his connections, knowledge and experience to non-PR spheres as well.

To help nurture the next generation, Richard has served as a part-time lecturer at the School of Communications, Chinese University of Hong Kong (“CUHK”) since 1994, and has taught more than 2,000 students to date. Furthermore, to celebrate SPRG’s 20th anniversary, he established a HK\$1 million scholarship with the School of Journalism and Communication of CUHK to recognise the best and brightest in the communication stream. Over the years, Richard has mentored more than 60 students under the CUHK Mentorship Programme, and at last count SPRG has offered more than 400 internships.

“I am honoured to be bestowed the Agency Leader of the Year title by Mumbrella Asia. As an industry professional for almost 30 years, I feel obligated to contribute to the industry’s development by promoting best practices and enhancing the professionalism of public relations and communications. Beyond the profession, to give back to society, in 2015, I set up Strategic CSR Network (“SCSR”), a platform which fully utilises SPRG’s connections – linking up corporations, NGOs and volunteers to help the underprivileged communities in Hong Kong. SCSR remains the only registered charitable organisation to be founded and fully funded by a PR agency.”

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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 310 professionals working at 15 offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group delivers tailored solutions in investor relations, corporate and marketing communications, public affairs and government relations, 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’s clients include prominent members of the automobile, banking and finance, IT, travel and hospitality, healthcare and pharmaceutical, lifestyle, entertainment, and sports industries, as well as government and statutory bodies and associations.

Through its own network and affiliation with PROI Worldwide, the world’s largest independent public relations affiliation partnership, SPRG can assist clients in accessing PR services in over 140 cities around the world.

Agency-specific awards earned by SPRG include the following:

	<p>Stevie® Awards – International Business AwardsSM</p> <ul style="list-style-type: none"> - Public Relations Agency of the Year in Asia Pacific (2014, 2015, 2016 & 2017) - Public Relations Agency of the Year in Asia (2013, 2014, 2015, 2016 & 2017) - Grand Stevie® Award (2013)
<p>MARKETING</p>	<p>PR Awards</p> <ul style="list-style-type: none"> - Best of Show – Agency (2016) - Best Crisis Management Team (2014) <p>Agency of the Year</p> <ul style="list-style-type: none"> - Most Outstanding Client/Agency Partnership (2016) - Local Hero – Public Relations Agency of the Year (2010, 2011, 2012, 2013 & 2016) - Local Hero – Media Relations Agency of the Year (2010)
	<p>Agency of the Year Awards</p> <ul style="list-style-type: none"> - Greater China Independent Agency of the Year – Silver (2012) <p>Asia Pacific PR Awards</p> <ul style="list-style-type: none"> - Asia Pacific Network of the Year (2010)
	<p>Asia Pacific SABRE Awards</p> <ul style="list-style-type: none"> - Asia Pacific Corporate Consultancy of the Year (2017) - Asia Pacific Financial Consultancy of the Year (2011) - Hong Kong Consultancy of the Year (2009)
	<p>Asian Excellence Award</p> <ul style="list-style-type: none"> - Best Financial PR Firm in Asia (2011, 2012, 2013, 2014, 2015, 2016 & 2017)
	<p>Asia Pacific Excellence Award</p> <ul style="list-style-type: none"> - Agency of the Year (2017)
	<p>Asia Responsible Entrepreneurship Awards</p> <ul style="list-style-type: none"> - Investment in People (2009 & 2016) - SME CSR (2016)

In addition, campaigns that SPRG has devised for clients have won more than 130 awards from such distinguished publications and organisers as the **Bulldog Reporter, Marketing, Campaign, The Holmes Report, IPRA, PRNews, PublicAffairsAsia, Stevie Awards and Mer Comm.**

Enquiries

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