

**SPRG CAPTURES 11 STEVIE® AWARDS  
AT 2018 INTERNATIONAL BUSINESS AWARDS<sup>SM</sup>**

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**RICHARD TSANG RECEIVES LIFETIME ACHIEVEMENT AWARD**

(Hong Kong, 22 October 2018) – **Strategic Public Relations Group** (“SPRG” or the “Group”) has been bestowed 11 Stevie Awards, including two Gold statuettes at the **2018 International Business Awards®** which was held in London last Saturday. The Group is pleased to achieve a clean sweep of the Communications or PR Campaign/Program of the Year – Investor Relations category, seizing Gold, Silver and Bronze awards.



SPRG also received PR Agency of the Year in Asia, Australia and New Zealand and Public Relations Agency of the Year in Asia (Japan, China and Korea) titles for the fifth and sixth consecutive year respectively. In addition to the two agency awards, SPRG earned eight awards for client campaigns as well. To the Group’s great pride, Richard Tsang, Chairman of SPRG, received the lifetime achievement award in honour of his professionalism and accomplishments in the industry. All of the accolades have helped to elevate SPRG’s international reputation, as well as highlight its professionalism and creativity in providing PR services to its clients.

The Awards this year attracted over 3,900 nominations from more than 74 countries and territories. Stevie Award winners were determined by the average scores of more than 270 executives worldwide who served on 12 juries.

## SPRG



- **Public Relations Agency of the Year in Asia, Australia and New Zealand**



- **Public Relations Agency of the Year in Asia (Japan, China and Korea)**

## Lifetime Achievement Award



*Business Services Industries*

- **Richard Tsang**

## Client-related campaigns

### Communications or PR Campaign of the Year



*Public Service*

- **Krankin' thru China**



*Corporate Communications–*

- **BDO Limited**



*Corporate Communications–*

- **Mi Ming Mart Holdings Limited(stock code: 8473)**

*Crisis Communications–*

- **Man Wah Holdings Limited (stock code: 1999)**

### Communications or PR Campaign/Program of the Year - Investor Relations



- **Precision Tsugami (China) Corporation Limited(stock code: 1651)**



- **LH Group (stock code: 1978)**



- **Jacobson Pharma Corporation Limited (stock code: 2633)**
- **Nissin Foods Company Limited(stock code: 1475)**

## About the Stevie® Awards

Stevie Awards competitions receive more than 10,000 nominations each year from organizations in more than 70 nations. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at [www.StevieAwards.com](http://www.StevieAwards.com).

## About Strategic Public Relations Group

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 and an investor relations and financial communications specialist. With 310 professionals working from 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 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 bodies and associations.

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

Agency-specific awards earned by SPRG include the following:

	<p>Stevie® Awards – International Business Awards<sup>SM</sup></p> <ul style="list-style-type: none"> <li>- <b>Public Relations Agency of the Year in Asia Pacific (2014, 2015, 2016, 2017 &amp; 2018)</b></li> <li>- <b>Public Relations Agency of the Year in Asia (2013, 2014, 2015, 2016, 2017 &amp; 2018)</b></li> <li>- <b>Grand Stevie® Award (2013)</b></li> </ul>
<p><b>MARKETING</b></p>	<p>PR Awards</p> <ul style="list-style-type: none"> <li>- <b>Best of Show – Agency (2016)</b></li> <li>- <b>Best Crisis Management Team (2014)</b></li> </ul> <p>Agency of the Year</p> <ul style="list-style-type: none"> <li>- <b>Most Outstanding Client/Agency Partnership (2016)</b></li> <li>- <b>Local Hero – Public Relations Agency of the Year (2010, 2011, 2012, 2013 &amp; 2016)</b></li> <li>- <b>Local Hero – Media Relations Agency of the Year (2010)</b></li> </ul>
	<p>Agency of the Year Awards</p> <ul style="list-style-type: none"> <li>- <b>Greater China Independent Agency of the Year – Silver (2012)</b></li> </ul> <p>Asia Pacific PR Awards</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Network of the Year (2010)</b></li> </ul>
	<p>Asia Pacific SABRE Awards</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Corporate Consultancy of the Year (2017)</b></li> <li>- <b>Asia Pacific Financial Consultancy of the Year (2011)</b></li> <li>- <b>Hong Kong Consultancy of the Year (2009)</b></li> </ul>
	<p>Asian Excellence Award</p> <ul style="list-style-type: none"> <li>- <b>Best Financial PR Firm in Asia (2011, 2012, 2013, 2014, 2015, 2016, 2017 and 2018)</b></li> </ul>
	<p>Asia Responsible Entrepreneurship Awards</p> <ul style="list-style-type: none"> <li>- <b>Investment in People (2009 &amp; 2016)</b></li> <li>- <b>SME CSR (2016)</b></li> </ul>

Campaigns that SPRG has devised for clients have won more than 160 awards from such distinguished publications and organisers as the **Bulldog Reporter**, **Marketing**, **Campaign**, **The Holmes Report**, **IPRA**, **PRNews**, **PublicAffairsAsia**, **Stevie Awards**, **Communication Director** and **Mer Comm**.

Enquiries

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