

SPRG CHAIRMAN RICHARD TSANG IS INDUCTED INTO HKIM DISTINGUISHED HALL OF FAME

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(Hong Kong, 7 December 2022) – Richard Tsang, Chairman and Founder of Strategic Public Relations Group Limited (“SPRG” or the “Group”) has been inducted into the Hong Kong Institute of Marketing (“HKIM”) Distinguished Hall of Fame. The accolade is in recognition of Richard’s outstanding contributions to his profession and the community.

To mark 40 years of excellence, HKIM launched the Hall of Fame this year as a means to honour people who have achieved phenomenal success in their own profession. The eight inductees not only served as role models in their respective field, but also showed enthusiasm in nurturing young talent and giving back to society.

Richard established SPRG at 1995 and subsequently transformed the five-person agency into one of the largest PR networks in Asia Pacific. In providing professional and high-quality services, SPRG has garnered over 500 local, regional and international awards and honours, and is in fact the only Hong Kong-based PR network to be ranked by PRovoke and PRWeek on their global top-tier lists.

As part of Richard’s business philosophy, he entrusts the senior management with running the affairs of the Group’s 18 offices in Asia Pacific. While they work conscientiously in their respective role and deliver excellent results, Richard focuses on cementing relations with renowned international partners from over 165 cities, and together, provide integrated PR services to clients across the globe.

Richard has subsequently received 25 awards for his professional and personal accomplishments. The accolades from the corporate world that are particularly meaningful to him are the Asia-Pacific SABRE Awards – the first Chinese winner in the history of the Awards, the Young Entrepreneur Award, which is part of the DHL/SCMP Business Awards, and membership in the Debrett’s Hong Kong 100 – The 100 Most Influential People in Hong Kong.

Though his passion lies in public relations, Richard is a strong advocate of corporate citizenship. Reflecting this advocacy, he holds over 80 board, committee and advisory positions in more than 40 organisations. These include corporate, religious, government and non-governmental organisations. In addition, he founded Strategic CSR Network in 2014, a registered not-for-profit organisation and one-stop platform aimed at serving underprivileged communities in Hong Kong.

Indicative of Richard's long-standing commitment to also helping nurture PR talent, he has been a part-time lecturer at his alma mater – The Chinese University of Hong Kong (CUHK), for a quarter century. Furthermore, he is an adjunct professor at The Hang Seng University of Hong Kong, and an advisor to the communication schools of other universities. In addition, Richard established the CUHK RTCL Scholarship in 2005, SPRG Scholarship in 2015 – part of SPRG's 20th anniversary celebrations, and more recently, SPRG FCF scholarship. Richard has both directly and indirectly touched the lives of many PR professionals who have gone on to contribute to the industry as well.



About Strategic Public Relations Group (“SPRG”)

Established in 1995 as an investor relations specialist in Hong Kong, SPRG has grown since and is today an integrated PR group that prides exceptional services to local and international clients in Asia Pacific. SPRG has 250+ professionals working from 18 offices across Asia Pacific, providing clients with holistic communication services. With affiliates around the world and PROI Worldwide partners, SPRG can help clients access over 165 cities globally. Not only is SPRG an award-winning agency, but it is also the only Hong Kong-based PR network on the global top-tier lists of PProvoke and PRWeek. Visit www.sprg.asia for more information.

Enquiries

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