

SPRG WINS EIGHT STEVIE® AWARDS AT 2019 INTERNATIONAL BUSINESS AWARDSSM

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RICHARD TSANG HONOURED AGAIN FOR LIFETIME ACHIEVEMENT

(Asia, 14 August 2019) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is proud to announce that it has garnered eight Stevie® Awards at The 16th Annual International Business Awards®.

SPRG has for the sixth and seventh consecutive year took home the honours of **PR Agency of the Year in Asia, Australia and New Zealand** and **Public Relations Agency of the Year in Asia (China, Japan and Korea)** respectively. The campaigns it planned and implemented for clients also received altogether five awards. These accolades affirm SPRG’s excellence in developing creative communication strategies for clients, as well as the professionalism of its teams.

Furthermore, the Group is especially proud for its Chairman Richard Tsang, who received the Lifetime Achievement Award in Business Services Industries for the second consecutive year. Contenders of the award are entrepreneurs and senior business executives from all over the world, and Richard is the only awardee from the PR industry. The international judging panel has high acclaims for Richard’s accomplishments in the industry and also his dedication to contributing to society as evidenced by the establishment of Strategic CSR Network Limited, the first and only NGO funded by a PR agency.

The 2019 IBAs received nominations of more than 4,000 organisations of all sizes and in different industries from 74 countries and territories, a record high in the history of the Awards.

PR Agency



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

Management



- **Lifetime Achievement Award -Business Services Industries**
- **Richard Tsang**

Client-related campaigns

Communications or PR Campaign of the Year



- *Crisis Management*
- **Bestinet Sendirian Berhad**



Small-Budget Marketing

- **PSB Academy**

Online Marketing

- **PSB Academy**

Investor Relations

- **Tai Hing Group Holdings Limited (stock code:6811)**
 - **Mansion International Holdings Limited (stock code: 8456)**
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About Strategic Public Relations Group (“SPRG”)

SPRG is a leading public relations network and the largest public relations consultancy in Hong Kong. It has more than 320 professionals working from 15 offices, as well as an associate company in Australia under the SPRG brand across the Asia Pacific, providing clients with integrated communication services. With affiliates around the world and PROI Worldwide as a close partner, SPRG can help clients access 140 cities globally.

Since its founding in 1995, SPRG has proved to be an investor relations and financial communications specialist. It has also become a leader in IPO communications in Hong Kong, having completed over 440 projects to date. SPRG has more than 170 listed company retainer clients and maintains a highly diversified portfolio of multinational and local financial institution clients. Indicative of SPRG’s diverse yet exceptional corporate communications capabilities, it advises clients on public, investor, media and government relations, corporate and marketing communication, issues and crisis communication management, event management and digital marketing, as well as provides media and presentation skills training, design and content creation, and editorial support.

SPRG has garnered over 360 prominent awards in the agency, client project and CSR/non-industry categories, including “Network/Agency of the Year” titles from The Holmes Report, Campaign/PRWeek, Marketing magazine, The Stevie® and Communication Director; all are a testament to its dedication to excellence.

For more information on SPRG and its services visit: www.sprg.asia

Enquiries

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