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SPRG

YEARBOOK 2021
2021 年报

REINVENT
INNOVATE
TRANSFORM
SUSTAIN

With the vision and dexterity we possess as a strong and cohesive team, we can help our clients remain agile and turn crisis into opportunity.

团队的远见卓识,助力客户在困局中进退自如,化危为机。

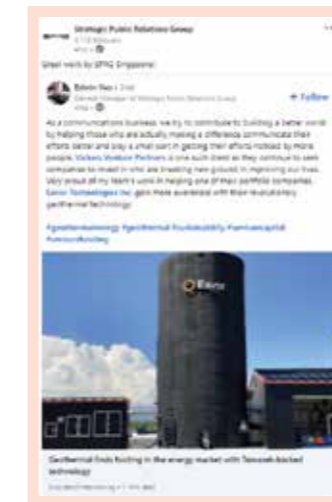
Richard Tsang
Chairman
主席 曾立基



RT Talks in English
主席的话 (英文)



RT Talks in Chinese
主席的话 (中文)



The latest tidbits and bytes from SPRG 数码新章节

It all began in the first few days of the year as SPRG explored new ways to expand its support to clients and bond more closely with them – the reasons that sparked the introduction of the SPRG Chatroom and SPRG Thoughts. In a podcast and blog format, SPRG helps its clients to stay on top of the game by providing down-to-earth business hacks and the essence of trending topics, but not overloading them with information, particularly critical during the pressure of the pandemic.

Also, through a steady feed of posts on social media and the Company website, potential and current stakeholders can keep abreast of developments of both the Group and clients.

We earnestly look forward to welcoming you offline and online!

一年之计在于春 — 正当我们在寻思该如何进一步拉近和客户的无间合作以及提供更到位的服务时,「SPRG Chatroom」和「SPRG Thoughts」便在我们的思潮涌现下应运而生!借助「播客」和「部落格」平台,我们和嘉宾分享营商法则、洗耳恭听其对时事的精辟见解。在疫情困局之中,要言不繁,只求助力客户伫于时代之巅。

另外,企业网站和社交媒体上时有发文,潜在客户和持份者无不能时刻掌握本集团和客户们的最新动态。

热切期待和您线上线下相见!



Link to our social media platforms 连结我们的社交平台

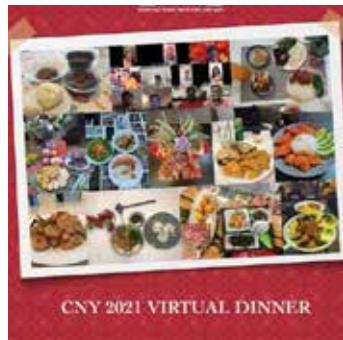
MEMORIES

WE MADE TOGETHER

缔造共同印记



21
Awards and Recognition
奖项及殊荣



Internships
实习计划
16 interns this year
今年共有16位学生参与
实习计划



Completion of
500th
IPO project
完成第500个
新上市项目



Talks and Sharing Sessions
讲座及分享



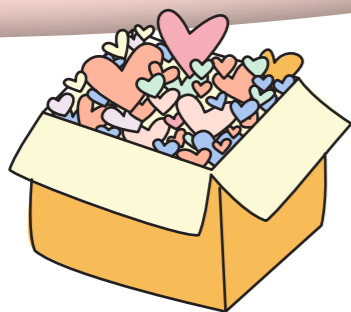
Scholarship
奖学金
Four students received
SPRG and RTCL
scholarships this year
今年共有4位学生获颁
SPRG及RTCL奖学金



SCSR

Achievements at a Glance in 2021

2021纵横社会责任网络成果



HKD 1.29M+
Donations received 获捐赠物资总值



13
Corporate and individual donors
企业及个人捐赠者

39

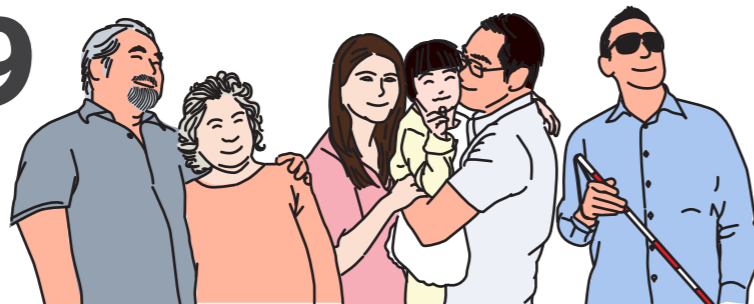
Community events
社区活动



22
Partners 合作伙伴

9,139

Beneficiaries 受助人



MEMBER COMPANIES 集团成员

HONG KONG 香港

Strategic Public Relations Group
纵横公共关系顾问集团

Richard Tsang 曾立基
Chairman 主席

Eveline Wan 温淑贤
Executive Director 执行董事

Strategic Communications Consultants Limited
纵横通讯顾问服务有限公司

Vivian Fok 霍嘉慧
Managing Director 董事总经理

BEIJING 北京

Beijing Strategic Communications Consultants Limited
北京纵横通讯公关顾问有限公司

Cindy Qin 覃冰
General Manager 总经理

TAIPEI 台北

Taiwan Strategic Communications Consultants Limited
台湾纵横通讯公关顾问有限公司

Nancy Huang 黄兆慧
General Manager 总经理

Strategic Financial Relations Limited
纵横财经公关顾问有限公司

Esther Chan 陈曼菁
Managing Director 董事总经理

Iris Lee 李慧媛
Managing Director 董事总经理

AsiaNet Communications Limited
亚联政经顾问有限公司

Gloria Lam 林建盈
General Manager 总经理

SHANGHAI 上海

Shanghai Strategic Consulting Company Limited
上海纵横公共关系顾问有限公司

Shufen Tan 陈淑芬
General Manager 总经理

SINGAPORE 新加坡

Singapore Strategic Public Relations Pte Limited
新加坡纵横公共关系顾问有限公司

Edwin Yeo 杨志聪
General Manager 总经理

Strategic Financial Relations (China) Limited
纵横财经公关顾问(中国)有限公司

Anita Cheung 张丽云
Managing Director 董事总经理

Strategic CSR Network Limited
纵横社会责任网络有限公司

Eveline Wan 温淑贤
Honourary General Secretary 义务总干事

GUANGZHOU 广州

Guangzhou Strategic Public Relations Limited
广州纵横策略咨询服务有限公司

Eveline Wan 温淑贤
General Manager 总经理

KUALA LUMPUR 吉隆坡

Malaysia Strategic Public Relations Sdn Bhd
马来西亚纵横公共关系顾问有限公司

Stefanie Braukmann
General Manager 总经理

JOINT VENTURE 合资公司

HONG KONG 香港

Montieth SPRG Communications Consultants Limited
盟天纵横通讯顾问服务有限公司

Joyce Lee 李欣婷
Account Director 客务总监

ASSOCIATE COMPANY 联营公司

SYDNEY 悉尼

Financial & Corporate Relations Pty Limited

Anthony Tregoning
Chairman 主席

WE ARE YOUR GO-TO PARTNER FOR CONNECTING WITH THE WORLD

连结世界 舍我其谁

A COHESIVE GLOBAL AFFILIATION NETWORK COVERING **165+** CITIES
覆盖超过**165**个城市的全球公关联盟网络

www.sprg.asia

SHINE A SPOTLIGHT ON SPRG CLIENTS

高光时刻

