



STRATEGIC PUBLIC RELATIONS GROUP
縱橫公共關係顧問集團

Richard Tsang Received “The Excellence in Achievement of World Chinese Youth Entrepreneurs” Accolade

(Hong Kong, 27 October, 2009) - **Strategic Public Relations Group** (“SPRG” or the “Group”), the largest Asian independent PR network, is pleased to announced that **Mr Richard Tsang, Chairman and Managing Director of SPRG**, has received the accolade: “**The Excellence in Achievement of World Chinese Youth Entrepreneurs**”. The trophy and certificate were presented to Richard by Mr Edmund Ho Hau Wah, Chief Executive of Macau SAR, in Macau on 24 October 2009.

“The Excellence in Achievement of World Chinese Youth Entrepreneurs”, co-organised by *Yazhou Zhoukan* and the World Federation of Chinese Entrepreneurs Organisation, is now in its second year. The award recognises young Chinese entrepreneurs who have exhibited passion for their business, sincere support to public welfare and made contributions to society in Asia.

Richard founded SPRG in 1995 at the age of 29, with only seven staff members. Under his leadership, SPRG expanded to become Hong Kong’s largest public relations consultancy within three years, and since 2007 is the largest Asian independent PR network. Currently with over 240 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, this dynamic workforce advises over 200 retainer clients and provides a full range of PR services. SPRG’s commitment to excellence has earned it the title, “Hong Kong Consultancy of the Year 2009” by the Holmes Report and one of the “Top Ten PR Agencies” by Marketing Magazine in 2009. The Group has been an IPO/IR market leader, and has completed over 200 IPO communications programmes. Since 2000, the Group has captured on average one-third of Hong Kong’s IPO communications market each year.

Contributing back to society, Richard has taken up various roles within industry associations, educational institutions and NGOs, which also explains why he has earned this latest accolade. He is a member of several industry associations and an active speaker, sharing valuable insights and experiences in PR. Richard has, for over 15 years, been a part-time lecturer, nurturing future leaders of society. Building SPRG to be a caring company, Richard encourages staff members to donate money, time and expertise to help those in need.

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About Strategic Public Relations Group

Established in 1995, Strategic Public Relations Group is the largest Asian independent public relations network and the largest public relations consultancy in Hong Kong. With over 240 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, it provides clients, both local and international, with a comprehensive suite of world-class public relations services covering investor relations, corporate and marketing communications, consultancy and event management for IT, travel and hospitality, healthcare and pharmaceutical brands, luxury, sports and lifestyle service and product promotion, CSR communications, new digital media marketing, conference organisation and event marketing, media skills and presentation training, issues and crisis management, media relations, editorial support and translation and production. With a global affiliation network, SPRG has access to over 100 major countries/ cities around the world.

SPRG is named one of the “Top Ten Public Relations Agencies”, “Top Ten Event Marketing Agencies” and “Top Ten Sports Marketing Agencies” – Agency of the Year 2009 by the *Marketing Magazine*; “Hong Kong Consultancy of the Year” – Asia Consultancy Report Card 2009 by the *Holmes Report*; The Most Influential Public Relations Consultancy in the PRC 2009 and No.1 PR Adviser to Asia-Pacific Mid-Market M&A: Volume in the Year End 2008 and 1H 2009 *mergermarket* League Tables of PR Advisers.

Enquiries

Strategic Public Relations Group

Eveline Wan

Tel : (852) 2864 4822

Fax : (852) 2114 4948

Email : eveline.wan@sprg.com.hk

Website : www.sprg.com.hk

Member companies : Hong Kong | Beijing | Shanghai | Guangzhou | Taiwan | Singapore | Malaysia