



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

## **SPRG NAMED “OFFICIAL PR PARTNER” BY MINES AND MONEY HONG KONG 2012**

(Hong Kong, 10 January 2012) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is glad to announce that, together with its partner Purple Communications of Australia, it has once again been named “Official PR Partner” by Mines and Money for its 2012 conference in Hong Kong.

Mines and Money Hong Kong is now the premier event for mining investment in Asia and is fast establishing itself as one of the top three international events on the global resource finance calendar. This is the second year for SPRG and Purple Communications to handle PR and media-related matters for the Mines and Money Hong Kong conference.

**Richard Tsang, Chairman and Managing Director of SPRG**, remarked, “We are honoured to partner once again with Mines and Money in promoting resources and mining related investment opportunities in Hong Kong and around Asia. With Hong Kong becoming one of the most important mining finance markets in the world, SPRG will continue to work with Mines and Money in contributing to the development of this sector, introducing quality companies from different resource sectors and markets from around the world to the Hong Kong financial market.”

More than 2,000 delegates from 38 countries attended Mines and Money Hong Kong in 2011, which was its 4th year in Hong Kong. The 5th annual Mines and Money Hong Kong 2012 will take place on 19 – 23 March 2012. This year, the event will feature over 300 mining companies, 150 international speakers from the mining and finance communities, and 95 company spotlight presentations, providing networking opportunities with over 2,500 senior-level mining and investment executives.

### **About Strategic Public Relations Group**

Established in 1995, 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 with major focus on investor relations and financial communications. With 280 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group provides clients with a comprehensive suite of world-class public relations services covering investor relations, corporate and marketing communications, consultancy and event management for automobile, IT, travel and hospitality, healthcare and pharmaceutical, luxury, sports and lifestyle service and product promotion, CSR communications, new digital media marketing, B2B communications, 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 cities around the world.

In 2009-2011, SPRG earned the following accolades:

	<p>Asia-Pacific SABRE Awards 2011</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Financial Consultancy of the Year</b></li> <li>- <b>Winner – Financial Communications (Client: SBI Holdings, Inc.)</b></li> <li>- <b>Winner – Corporate Image (Client: 3D-GOLD Jewellery (HK) Limited)</b></li> </ul> <p>The Holmes Report Top 250 Global Rankings 2011</p> <ul style="list-style-type: none"> <li>- <b>Ranked 64 – the ONLY Hong Kong-based PR network on the list</b></li> </ul> <p>The Holmes Report Asia Consultancy Report Card 2009</p> <ul style="list-style-type: none"> <li>- <b>Hong Kong Consultancy of the Year</b></li> </ul>
	<p>Marketing magazine's Agency of the Year</p> <ul style="list-style-type: none"> <li>- <b>Local Hero of the Public Relations Agency of the Year (2010 &amp; 2011)</b></li> <li>- <b>Best PR Campaign – Media Relations (2011) (Client: United Company RUSAL Plc.)</b></li> <li>- <b>Local Hero of the Media Relations Agency of the Year (2010)</b></li> </ul>
	<p>Campaign Asia-Pacific PR Awards 2010</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Network of The Year</b></li> <li>- <b>Financial Campaign of The Year (Client: United Company RUSAL Plc.)</b></li> </ul>
	<p>P&amp;G Taiwan</p> <ul style="list-style-type: none"> <li>- <b>Best Integrated Marketing Case in PR Campaign 2010 &amp; 2011</b></li> </ul>
	<p>PRC Management Science Research Institute</p> <ul style="list-style-type: none"> <li>- <b>The Most Influential Public Relations Consultancy in the PRC 2009</b></li> </ul>
	<p>mergermarket League Tables of PR Advisers</p> <ul style="list-style-type: none"> <li>- <b>No.1 PR Adviser to Asia-Pacific Mid-Market M&amp;A: Value (2009)/Volume (2008)</b></li> </ul>

Enquiries

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