

**SPRG RECEIVES GOLD SABRE AWARD
AT THE HOLMES REPORT ASIA-PACIFIC SABRE AWARDS 2013**

(Hong Kong, 23 September 2013) – **Strategic Public Relations Group** (“SPRG” or the “Group”) has received a **GOLD SABRE Award** in the **Restaurants and Food Service** category for the IPO communications campaign it devised for Tsui Wah Holdings Limited (“Tsui Wah”; HKEx: 1314). During an award presentation held in Shanghai, the Group was also named finalist in six other categories, a testament to SPRG’s excellence in strategising and implementing communication plans that help clients from a diverse spectrum of industries. Public Relations Organisation International (“PROI Worldwide”) partners were also among the multiple winners and finalists announced. This year’s competition was fierce – receiving more than 1,000 entries from across the region – as all of the entrants sought to stand out among the more than 40 categories available.

Tsui Wah: Continuing Rise of a Hong Kong Legend – Gold SABRE Award



SPRG added a few innovative elements to the Tsui Wah IPO communications campaign, including creation of the “Grow with Hong Kong” image by projecting Tsui Wah as a Hong Kong legend, and encouraging the use of “I ♥ 翠華” – “I Love Tsui Wah” – image on all listing materials to gain public goodwill. SPRG also highlighted Tsui Wah’s position as a high-end Cha Chuan Teng emphasising its high growth potential via different communication channels. Subsequently, Tsui Wah was listed with the offer price set at the top-end and its share doubled in value over its initial price within several months after listing.

▼ *Ms Iris Lee, Managing Director of Strategic Financial Relations, receives the Gold SABRE Award from the CEO, Editor-in-Chief of The Holmes Report, Mr Paul Holmes*

PROI Worldwide Partners Add to Joyful Occasion

Asia-Pacific SABRE Awards 2013 was also a gratifying experience for three other PROI Worldwide partners:

Partners	Location	Award/Category
Adfactors PR	India	Asia Pacific Financial Consultancy of the Year
COSMO	Japan	Pharmaceutical - Winner
SenateSHJ	Australia	Associations - Winner

In addition, the **founder and Managing Director of Adfactors PR, Mr Madan Bahal**, was bestowed with the **Outstanding Individual Achievement** title for his accomplishments and contributions to public relations in India over the past three decades. Together with **Ms Kumi Sato, President and CEO of COSMO** and **Mr Richard Tsang, Chairman of SPRG**, both of whom received the award in 2011 and 2012 respectively, PROI Worldwide veterans have been honoured with *The Holmes Report* title for three consecutive years. This underscores the high-calibre leadership and depth of experience of the organisation’s members.

About Strategic Public Relations Group

Strategic Public Relations Group (SPRG) 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 and an investor relations and financial communications specialist. With 290 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group delivers tailored solutions in investor relations, corporate and marketing communications, event consultancy and management, product promotion, CSR communications, new digital media marketing, B2B communications, conference organisation, media skills and presentation training, issues and crisis management, editorial support and production. SPRG clients include prominent players of the automobile, banking and finance, IT, travel and hospitality, healthcare and pharmaceutical, sports, lifestyle, and entertainment industries.

Through its own and affiliation with a global public relations network, SPRG can assist clients access over 100 cities around the world.

Agency-specific awards earned by SPRG since 2009 include the following:

	Asia Pacific SABRE Awards 2011 - Asia Pacific Financial Consultancy of the Year Top 250 Global Rankings 2013 – The only HK-based network - Ranked 66 - Ranked 4 in Asia The Holmes Report Asia Consultancy Report Card 2009 - Hong Kong Consultancy of the Year
	International Business Awards SM 2013 - Grand Stevie[®] Award Winner - Gold Stevie[®] Winner – Public Relations Agency of the Year in Asia
	Agency of the Year - Local Hero of the Public Relations Agency of the Year (2010, 2011, 2012 & 2013) - Local Hero of the Media Relations Agency of the Year (2010)
	Agency of the Year Awards 2012 - Silver – Greater China Independent Agency of the Year
	Asia Pacific PR Awards 2010 - Asia Pacific Network of The Year
	Asian Excellence Recognition Awards 2012 - Best Financial PR Firm – Asia
	P&G Taiwan - Best Integrated Marketing Case in PR Campaign (2010 & 2011)

Furthermore, SPRG has devised over 30 award-winning campaigns for clients, which are recognised by the **Bulldog Reporter**, **Marketing**, **Campaign**, **The Holmes Report**, **PRNews**, **PublicAffairsAsia**, **Stevie[®] Awards** and **Mer Comm**. etc.

Enquiries

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