

## RICHARD TSANG IS AMONG “DEBRETT’S HONG KONG 100” MOST INFLUENTIAL PEOPLE

(Hong Kong, 11 November 2015) - **Strategic Public Relations Group** (“**SPRG**” or the “**Group**”) is delighted to announce that **Mr Richard Tsang, Chairman and Founder of SPRG, is among “Debrett’s Hong Kong 100”**. For the first time in its 250-year history, the luxury lifestyle brand Debrett’s has expanded its annual nomination of influencers beyond the United Kingdom with the launch of *Debrett’s Global Series*. “Debrett’s Hong Kong 100” represents the first of this series to be published, in which the city’s 100 most influential people were selected by Debrett’s in consultation with experts in each category, including journalists from *South China Morning Post*.



Richard Tsang, Chairman of SPRG, is recognised by Debrett’s as among the most influential people in its inaugural “Debrett’s Hong Kong 100” listing

Under Richard’s leadership, SPRG successfully branched out from a team of five people, specialising in financial communications/investor relations to become Hong Kong’s largest PR consultancy and one of Asia’s largest PR networks within two decades. Today, SPRG is an award-winning PR stalwart, with 300 professionals working from nine offices in the region, and member of a close-knit global affiliation network covering over 110 cities worldwide.

Richard currently holds over 50 board, committee and advisory positions in various business, religious, education and non-governmental organisations. Among his obligations include serving as Council Member of the Hong Kong Institute of Directors; Director of the Board of Ocean Park Hong Kong; Treasurer of The Methodist Church, Hong Kong; and Chairman of Alumni Association of the School of Journalism and Communication, The Chinese University of Hong Kong. Aside from such responsibilities, Richard devotes considerable time and effort to help nurture young professionals, while raising the stature of the PR and communications industry.

Richard's contributions extend to society as well, and this is demonstrated by the founding of Strategic CSR Network Limited ("Strategic CSR Network") in December 2014, a not-for-profit organisation that operates under the motto "Care • Connect • Contribute". The platform allows corporations, NGOs/charities and volunteer workers to network and join forces to help underprivileged people in Hong Kong on an ongoing basis. Over the past six months, Strategic CSR Network has received HK\$580,000 worth of product donations from clients, part of which has been distributed to 580 beneficiaries through more than 10 charity events, representing approximately 600 service hours.

In appreciation for his professionalism and accomplishments, Richard has been bestowed with over 10 accolades since 2003, including inclusion in *PRWeek's 2015 Global Power Book* "Top 500 most influential professionals in the PR world" and "Asia Power List 2014 – The 50 Most Influential People in PR", as compiled by *PRWeek Asia*. Further, Richard became the first Chinese individual to collect the Asia-Pacific SABRE Award for "Outstanding Individual Achievement" back in 2012. In addition, he received "The Excellence in Achievement of World Chinese Youth Entrepreneurs 2009" title from the Yazhou Zhoukan and World Federation of Chinese Entrepreneurs Organisation, and was the winner of *DHL/SCMP Hong Kong Business Awards*' "Young Entrepreneur Award" in 2003.

### **About Debrett's Hong Kong 100**

Debrett's, the luxury lifestyle brand, has 250 years of heritage and is the trusted authority on achievement, etiquette and style. The Debrett's 500 is published in the Sunday Times and celebrated at an invitation-only party of the most influential people in Britain. For the first time in its history, Debrett's is expanding this exclusive network globally through the launch of the first "Debrett's Global Series" in Hong Kong.

Debrett's Hong Kong 100 is an annual list that celebrates the city's 100 most influential people, featuring those who have inspired, achieved and instigated change beyond expectation throughout the past year. A place on the list is not determined by wealth; it recognises those shaping Hong Kong life and contributing to global debates.

## **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 300 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, lifestyle, entertainment, and sports industries, as well as government bodies and associations.

Through its own and affiliation with a global public relations network, SPRG can assist clients access over 110 cities around the world.

Agency-specific awards earned by SPRG include the following:

	Stevie® Awards – International Business Awards <sup>SM</sup> <ul style="list-style-type: none"><li>- <b>Public Relations Agency of the Year in Asia Pacific (2014 &amp; 2015)</b></li><li>- <b>Public Relations Agency of the Year in Asia (2013, 2014 &amp; 2015)</b></li><li>- <b>Grand Stevie® Award (2013)</b></li></ul>
<b>MARKETING</b>	Agency of the Year <ul style="list-style-type: none"><li>- <b>Local Hero – Public Relations Agency of the Year (2010, 2011, 2012 &amp; 2013)</b></li><li>- <b>Local Hero – Media Relations Agency of the Year (2010)</b></li></ul>
<b>campaign</b> <small>Asia Pacific</small>	Agency of the Year Awards <ul style="list-style-type: none"><li>- <b>Greater China Independent Agency of the Year – Silver (2012)</b></li></ul> Asia Pacific PR Awards <ul style="list-style-type: none"><li>- <b>Asia Pacific Network of the Year (2010)</b></li></ul>
	Asia Pacific SABRE Awards <ul style="list-style-type: none"><li>- <b>Asia Pacific Financial Consultancy of the Year (2011)</b></li><li>- <b>Hong Kong Consultancy of the Year (2009)</b></li></ul>
	Asian Excellence Award <ul style="list-style-type: none"><li>- <b>Best Financial PR Firm in Asia (2011, 2012, 2013, 2014 &amp; 2015)</b></li></ul>

Furthermore, the campaigns SPRG devised for clients have won over 55 award, which are recognised by the **Bulldog Reporter, Marketing, Campaign, The Holmes Report, IPRA, PRNews, PublicAffairsAsia, Stevie Awards** and **Mer Comm.** etc.

### Enquiries

Strategic Public Relations Group

Eveline WAN

Tel : (852) 2864 4822

Fax : (852) 2114 4948

Email : [eveline.wan@sprg.com.hk](mailto:eveline.wan@sprg.com.hk)

Website : [www.sprg.asia](http://www.sprg.asia)

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