

**SPRG GARNERS TWO SILVER AWARDS AT
THE 12TH CHINA GOLDEN AWARDS FOR EXCELLENCE IN PUBLIC RELATIONS**

(Hong Kong, 23 June 2016) – **Strategic Public Relations Group** (“SPRG” or the “Group”) has captured two awards at The 12th China Golden Awards for Excellence in Public Relations, biennially organised by the China International Public Relations Associations (CIPRA). Specifically, the Group’s Beijing office has earned a **SILVER AWARD** in the **Government Relations** category, while the second **SILVER AWARD** for **Financial Communications** went to SPRG Hong Kong.



Cindy Qin, General Manager of SPRG Beijing and her team is presented with the trophy at The 12th China Golden Awards for Excellence in Public Relations

Russian Federation: “East Outlooker” – Silver Award, Government Relations

SPRG Beijing developed the “East Outlooker” communications campaign for the Russian Federation to reinforce the image of Igor Shuvalov, Russia’s first deputy Prime Minister. Shuvalov is an outstanding national leader whose economic strategies have led to strengthened economic partnerships with China and other Asian countries – many have become proponents of his economic growth programme. The project not only raised the profile of Igor Shuvalov, an individual few Chinese were aware of prior to the campaign due to the absence of Chinese media coverage, but also changed public perception of Russian economic reforms and policies.



Dr Linda Tsui, Chairman, Steering Committee of HK Public Relations Professionals' Association (PRPA) presents the Silver Award in Financial Communications to Ms Maggie Au, Account Director and Ms Katrina Leung, Senior Manager of SPRG Hong Kong.

Regina Miracle: “Creating Miracle” – Silver Award, Financial Communications

SPRG Hong Kong also earned a Silver Award in the Financial Communications category for the IPO communications campaign “Creating Miracle” that it developed for Regina Miracle (HKEx: 2199), an intimate wear and functional sports products manufacturer. SPRG injected creative elements into the company’s campaign to highlight its Innovative Design Manufacturer (IDM) business model, which included two fashion shows during the IPO presentation and media conference respectively, as well as the distribution of its signature intimate wear and sports products to attendees of the two events. Despite the unstable market conditions and five other IPOs on the same day as Regina Miracle, the company’s stock received strong support from the investment community and went on to become one of the best performing IPOs in 2015.

Mr Richard Tsang, Chairman of SPRG, remarked, “We are pleased to receive two Silver Awards from CIPRA. The Group has been an active participant in local, regional and international awards covering a number of spheres, including industry, business and CSR, and so far we have garnered 21 awards in 2016 and 16 awards within two months, and still counting. These achievements not only help our teams and clients garner the limelight for their outstanding efforts, but also help raise the stature of the sectors that they belong to.”

About The China Golden Awards for Excellence in Public Relations

The China Golden Awards for Excellence in Public Relations (Awards for Excellence) has been organised biennially by the China International Public Relations Associations (CIPRA) to celebrate and credit outstanding public relations campaigns ran in China (including Mainland, Hong Kong, Macau and Taiwan) and is recognised as China’s most prestigious awards in public relations practices.

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 members 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 network 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 SM <ul style="list-style-type: none">- Public Relations Agency of the Year in Asia Pacific (2014 & 2015)- Public Relations Agency of the Year in Asia (2013, 2014 & 2015)- Grand Stevie® Award (2013)
MARKETING	Agency of the Year <ul style="list-style-type: none">- Most Outstanding Client/Agency Partnership (2016)- Best Crisis Management Team (2014)- Local Hero – Public Relations Agency of the Year (2010, 2011, 2012, 2013 & 2016)- Local Hero – Media Relations Agency of the Year (2010)
campaign <small>Asia-Pacific</small>	Agency of the Year Awards <ul style="list-style-type: none">- Greater China Independent Agency of the Year – Silver (2012) Asia Pacific PR Awards <ul style="list-style-type: none">- Asia Pacific Network of the Year (2010)
TheHolmesReport	Asia Pacific SABRE Awards <ul style="list-style-type: none">- Asia Pacific Financial Consultancy of the Year (2011)- Hong Kong Consultancy of the Year (2009)
	Asian Excellence Award <ul style="list-style-type: none">- Best Financial PR Firm in Asia (2011, 2012, 2013, 2014, 2015 & 2016)
	Asia Responsible Entrepreneurship Awards <ul style="list-style-type: none">- SME CSR (2016)- Investment in People (2009 & 2016)

Campaigns that SPRG has devised for clients have won more than 70 awards from such distinguished publications and organisers as the **Bulldog Reporter**, **Marketing**, **Campaign**, **The Holmes Report**, **IPRA**, **PRNews**, **PublicAffairsAsia**, **Stevie Awards** and **Mer Comm**.

Enquiries

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