

An integrated PR group and specialist in IR and financial communications



公关顾问·投资者关系·财经传讯 纵横公关集团

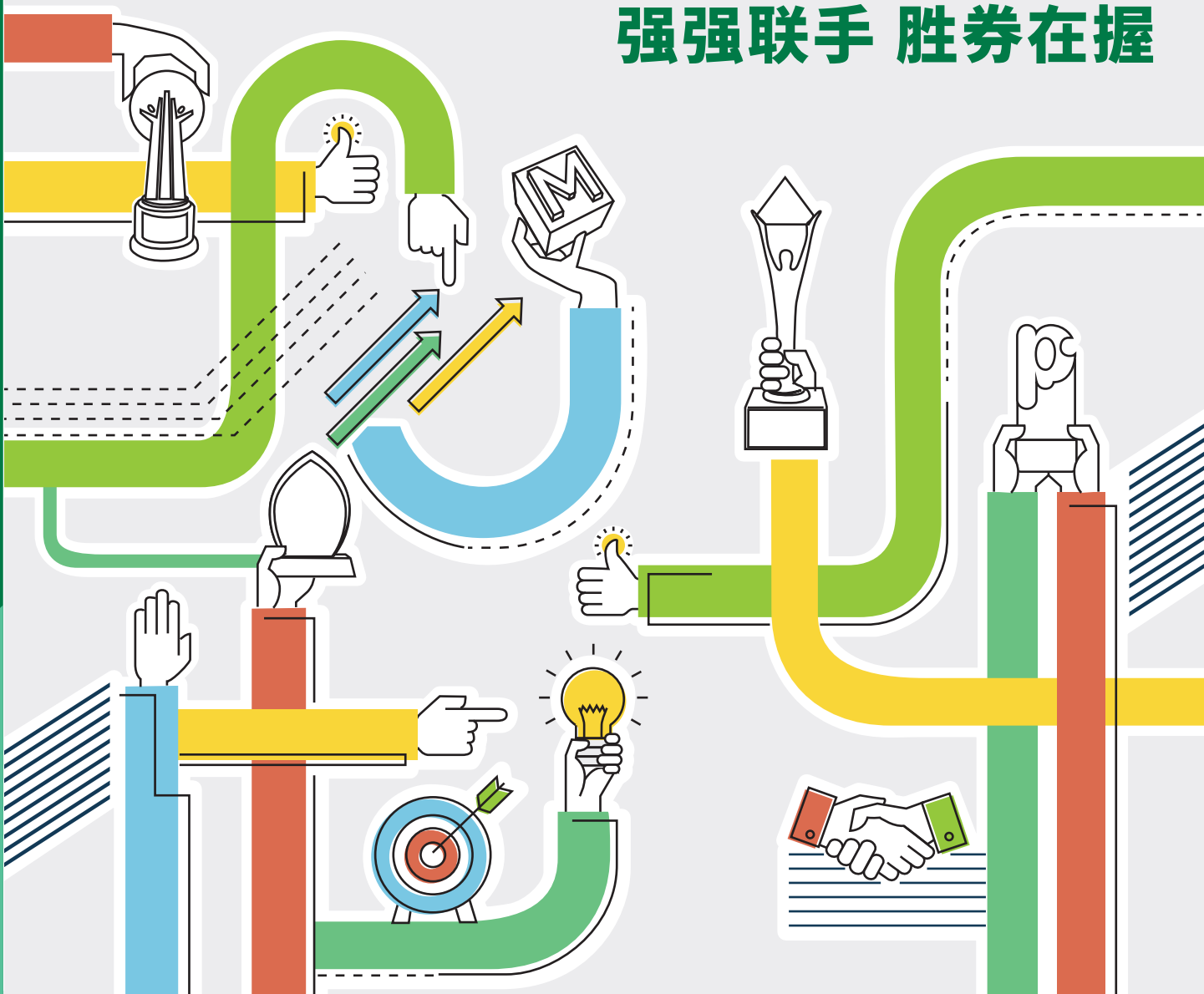


<http://sprg.asia>

2016

Work with the Best to Achieve the Best Results

强强联手 胜券在握





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Chairman's Words 「曾」心話...

SPRG continued to make great strides in 2016, sustaining growth momentum and passion to deliver the highest quality services. Such are the virtues that enabled it to mark its 20th anniversary back in 2015, and the same reasons why it is the preferred PR partner of clients from a diverse spectrum of industries.

In beginning the next decade of our journey in public relations, we sought to further diversify SPRG's services; consequently welcoming AsiaNet Communications Limited ("AsiaNet") to the fold, and in so doing bolstering our already comprehensive suite of world-class communications services by including public affairs, government relations and lobbying. AsiaNet's extensive ties with the public and private sectors will directly benefit SPRG's international clients; specifically those seeking to enter the Hong Kong and China markets.

Aside from strengthening and broadening our services, we also expanded our physical presence. The expansion and renovation of our Hong Kong headquarters has enabled Strategic Financial Relations, Strategic Financial Relations (China) and SPRG to be all under one roof and all financial teams to work within close proximity to each other. And now that we have even more and bigger conference rooms, all of which feature state-of-the-art AV equipment, we will be able to serve our clients' needs even better. Also recognising the importance of staff wellbeing, the new office includes a large kitchen-cum-pantry with lounge seating to encourage bond building and team meetings, as well as a nursing room to cater for our many new mothers. Besides Hong Kong, both Singapore and Shanghai offices are also expanding to accommodate business and staff growth.

Just as SPRG has grown in services and scale, so too has my responsibility to the Group and the industry. In respect of the latter, it is my great pleasure and privilege to be appointed Global Chairman of PROI Worldwide in 2016, the world's largest and oldest partnership of independent integrated communications agencies. I am in fact the first Asian elected to take the helm of PROI Worldwide since its establishment in 1970. PROI Worldwide is already the global benchmark in terms of the number of PR professionals under its roof, the scope of services provided and the depth and breadth of network coverage. As its chairman, my mission will be to help the organisation scale new heights by developing it into one of the world's most recognisable brands.

The year 2016 has been a memorable period in another respect. SPRG received 72 awards and accolades in the

span of 12 months, which is a record high. I am particularly moved by the fact that SPRG garnered the Stevie® IBA "Public Relations Agency of the Year in Asia Pacific" and "Public Relations Agency of the Year in Asia" awards for the third and fourth consecutive year respectively. These awards help underscore SPRG's unwavering commitment to provide consistently high quality services for its clients. Worth noting as well was the winning of 17 awards for client campaigns, leading to the earning of a grand award, namely "Best of Show – Agency" from Marketing Magazine's PR Awards 2016. And on the same evening that SPRG collected this large haul of awards, Enterprise Asia presented me with a "Gold Trophy" for outstanding entrepreneurship as part of Asia Pacific Entrepreneurship Awards 2016 – the second time that I have been so honoured. It was truly an exceptional night for SPRG!

While every SPRGer can take pride in these accomplishments, I believe what we should particularly pride ourselves on is our contribution to society. As a responsible corporate citizen, SPRG is aware of the importance of proactively tackling social and environmental issues, whether at work or in the community. We have adopted many different approaches for giving back to the community, including offering pro bono PR services. The establishment of Strategic CSR Network ("SCSR"), the first and only non-governmental organisation in Hong Kong established by a PR consultancy has certainly been our most ambitious undertaking to date. In completing its first full year of operation, SCSR has collected nearly HK\$2.6 million in in-kind donations and assisted around 2,580 beneficiaries through 40 community events.

As one year ends and another year commences, we again relish the opportunity to surpass our past achievements. Apart from leveraging AsiaNet, an additional ally to our cause will be Strategic DigitalLab Pte Ltd ("SDL"), a new member office in Singapore and the Group's 15th office in the region. SDL focuses on digital marketing, which I trust will not only reinforce SPRG's already strong digital capabilities, but also allow it to have much greater flexibility to respond to the ever changing PR landscape, as well as creatively address the needs of clients from different sectors. With AsiaNet and SDL in the fold, all SPRG teams will be able to make the most of their respective strengths to capture new opportunities. By no means ignoring our obligation to society, we will capitalise on SCSR and its partnerships to make even greater contributions – delivering support to those who most need our help.

2017, here we come!



纵横公关集团保持为客户呈献优质服务的热诚,持续成为客户们最理想的公关合作伙伴,初心不变,方能成就我们在2015年庆祝成立20年后,继续在2016年飞跃前进!

当纵横公关集团迈向另一个十年之际,亚联政经顾问有限公司(「亚联政经」)正式加入纵横公关集团。新成员使到本已多元化的服务在增加公共事务、政府关系及倡议的范畴后更为全面。亚联政经与公共及私营机构所建立的坚韧纽带,使之成为锐意进军香港及中国市场的国际性客户的最佳专业顾问。

在拓展业务方面固然不遗余力,我们同时也展开了香港总部的扩充和翻新工程,此举使到纵横财经、纵横财经(中国)及纵横公关集团汇聚于同一屋檐下,进一步促进财经公关服务团队之间的紧密交流。新办公室增加了更多更大及配置更先进音效设备的会议室供客户使用。员工福利是我们最重要的考量,因此特别设计了一间餐厅作为同事的休憩空间;我们也为新妈妈们增设了育婴室。除了香港,新加坡及上海办公室也随着业务量及员工的增加而扩充。

当纵横公关集团的业务规模与日俱增,我在集团及业内所肩负的责任也越来越大。以后者为例,我有幸出任全球最大及历史最悠久的独立公关顾问联盟—国际公关联盟(PROI Worldwide)之环球主席一职,成为国际公关联盟自1970年成立以来首位亚洲人士出任环球主席。国际公关联盟所汇聚的公关精英数目、服务范畴之广泛,以及网络覆盖面的深度及广度,无不成为全球标杆。带领国际公关联盟更上一层楼并将之塑造成全球公关企业品牌,是我任内的重点工作。

在一年内荣获72个奖项及荣誉绝对刷新了纵横公关集团的获奖纪录,也是2016年另一项卓越成就!对于纵横公关集团在Stevie®国际商业大奖上连续第三年及第四年分别获颁「亚太区年度公关顾问」及「亚洲年度公关顾问」大奖,本人深感振奋,这代表了业界对我们的服务质量给予最大

的认同。集团凭借为客户策划优秀的传讯项目而在Marketing杂志举办的PR Awards 2016中囊括了17个奖项,更因此夺得「公关顾问全场大奖」!同一晚,我亦获Enterprise Asia颁发「亚太企业家」金奖,这是我二度获此殊荣。

作为纵横公关集团的一员,在业务上取得优秀成绩我们固然感到自豪,更令我们倍感骄傲的是我们对社会怀揣深切的关怀。作为负责任的企业公民,纵横公关集团深知无论在职场或社会层面,皆存在很多问题迫切需要各方伸出援手,我们对此积极响应,包括提供义务公关服务以贡献一己之力。成立纵横社会责任网络有限公司(「纵横社会责任网络」)—香港首家及唯一一家由公关顾问公司成立的非牟利机构,正是我们为关顾社会而迈出的重要跨步。2016年为其全面投入服务的第一年,已成绩斐然,所获得的实物捐赠总值接近港币260万元、所举办的社区活动达40次、受助人约2,580名!

物转星移,一年又始,我们珍视每个能让我们突破自己,再攀高峰的机会。除了亚联政经外,我们在2017年伊始再添一名新成员—Strategic DigitalLab Pte Ltd (「SDL」),它亦成为集团在亚洲区内的第15间成员公司。SDL主要提供数码营销服务,它将进一步加强集团在数码领域的优势,使集团在瞬息万变的公关行业中游刃有余,最重要是可以满足各类客户的不同需求。在社会责任方面,我们将进一步发挥纵横社会责任网络及各合作伙伴之间的效益,为最需要帮助的群体予以最大支持,力求为社会作出更多贡献。

2017年,我们来也!



Richard Tsang
Chairman
主席 曾立基

Extends Service Offerings 拓展新业务

AsiaNet Communications Ltd 亞聯政經顧問有限公司

AsiaNet Communications Limited ("AsiaNet"), established by Heidi Cheng in 2007, has been providing strategic PR services to corporations and government bureaus and departments for the past decade. Heidi is a communications veteran with solid experience in media relations, community networking, promotion campaigns and crisis management.

郑丽敏女士于2007年成立亚联政经顾问有限公司(「亚联政经」)。亚联政经主要提供公共事务及政府关系的策略性咨询服务。郑女士在香港公关及传媒界的资历深厚, 彼与传媒及社区的关系密切, 在营销推广及危机处理等范畴更拥有丰富经验。



"SPRG is a market leader and Richard is without doubt an influential veteran in the communications industry. I am honoured to join the SPRG family and am confident that AsiaNet will complement SPRG's existing range of integrated communications services."

「纵横公关集团是业内翘楚, Richard 在传媒界更是举足轻重, 亚联政经能够加入纵横公关集团, 本人与有荣焉, 我深信亚联政经加盟后, 将有利于集团进一步完善其综合传讯服务。」

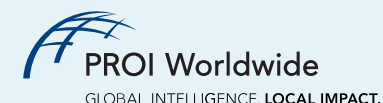
AsiaNet Managing Director Heidi Cheng
亚联政经 董事总经理郑丽敏



Expanding Physical Presence 更大更新更完备



The first Asian elected to take the helm of PROI Worldwide since its establishment in 1970 国际公关联盟成立46年以来首位亚洲人士出任环球主席



Founded in 1970, PROI Worldwide is the largest and longest-running partnership of market-leading independent public relations agencies in the world.

"Following the establishment of PROI Worldwide, numerous strategic alliances were forged between partner companies. This not only led to a rise in business volume and the number of cases handled among partners, but also resulted in PROI Worldwide taking up the important responsibility of reshaping the global PR industry landscape, including its contributions to society. I firmly believe that by leveraging the strong growth momentum gathered by PROI Worldwide and its ability to go beyond geographical boundaries, we will provide assistance to the needy and give back to society with even greater success!"

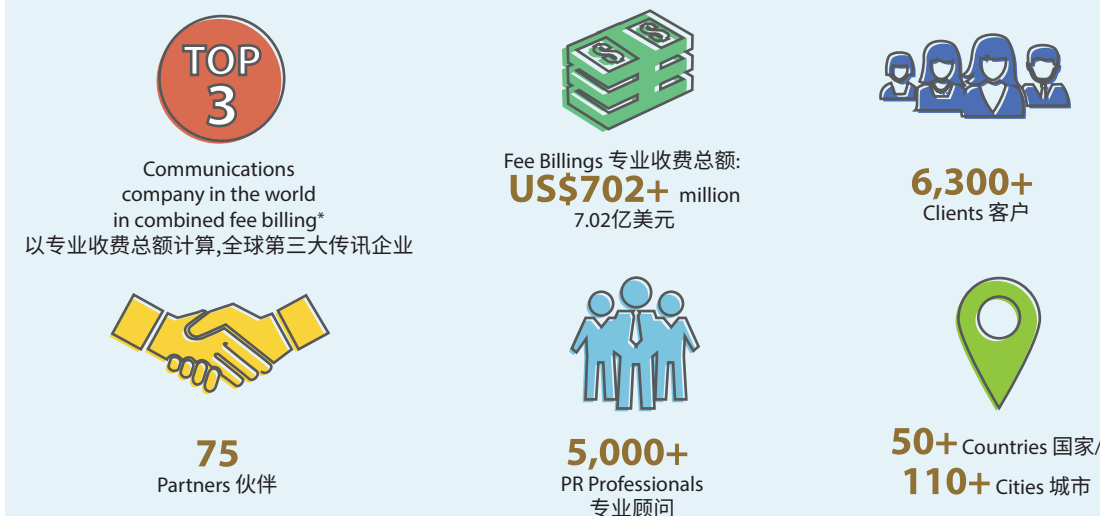
国际公关联盟于1970年在欧洲成立, 是全球最大及历史最悠久的多元化独立公关顾问联盟。

「国际公关联盟成立至今, 各成员企业之间所缔结的战略联盟多不胜数, 一方面促成更多的合作机遇, 另一方面, 国际公关联盟肩负了重塑全球公关行业新格局的重任, 这包括对社会的奉献。我深信借助国际公关联盟所凝聚的强劲势头, 我们更有能力突破地域界限, 为有需要人士伸出援手, 全力回馈社会。」



2016	Global Chairman 环球主席
2013-Present 现在	Chairman, APAC Region, Global Development Group of PROI Worldwide 国际公关联盟环球发展委员会亚太区主席
2009-2012	Vice-Chairman, Asia-Pacific 亚太区副主席
2007	Join PROI Worldwide 正式加盟

Fast fact of PROI Worldwide 关于国际公关联盟



*Holmes Report's Global Top 250 PR Agency Ranking 2016
Holmes Report - 2016全球首250名公关机构排名

Work with the Best to Achieve the Best Results 最强联手创佳绩

72

Awards and Recognition in 2016 ...

...we garner 19 awards in ONE day
1天内勇夺19奖



Marketing Magazine PR Awards Hong Kong

Best of Show – Agency
全场大奖 – 公关顾问

Best of Show – Brand
全场大奖 – 品牌

Client 客户:
Melco Crown Entertainment
新濠博亚娱乐

7 Gold | 3 Silver | 6 Bronze

Clients 客户:

D • PARK 愉景新城

Google

Lee Tung Avenue 利东街

Melco Crown Entertainment

新濠博亚娱乐



Marketing Magazine Agency of the Year Awards

Local Hero – PR Agency in Hong Kong
年度最佳本地公关顾问

1 Gold

Client 客户:

Melco International Development
新濠国际发展



Marketing Magazine PR Awards Singapore

1 Gold | 1 Silver

Clients 客户:

A + E Networks

Singapore Kindness Movement



Marketing Magazine Marketing Event Awards

1 Gold | 1 Silver

Clients 客户:

Google

DBS Bank(Singapore) 星展银行(新加坡)



Marketing Magazine The MARKies Awards

1 Gold | 1 Bronze

Clients 客户:

Melco Crown Entertainment
新濠博亚娱乐

Heineken Hong Kong – Tiger Beer
喜力香港 – Tiger Beer



Marketing Magazine Marketing Excellence Awards

2 Bronze

Clients 客户:

D • PARK 愉景新城

Lee Tung Avenue 利东街



The Stevie® Awards Asia Pacific Stevie® Awards

Gold –
Innovation in Community Relations
or Public Service Communications
社区关系或公益服务传讯创意奖 – 金奖

1 Gold | 3 Bronze

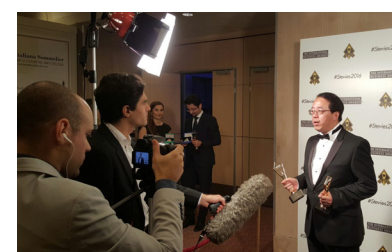
Clients 客户:

A + E Networks

Regina Miracle International 维珍妮国际

Sinomax Group

盛诺集团



The Stevie® Awards International Business Awards

Gold –
PR Agency of the Year in Asia Pacific
亚太区年度公关顾问 – 金奖

Gold – PR Agency of the Year in Asia
亚洲年度公关顾问 – 金奖

Silver – CSR Programme in Asia
亚洲企业社会责任项目 – 银奖

Bronze –
CSR Programme in Asia Pacific
亚太区企业社会责任项目 – 铜奖

4 Silver | 3 Bronze

Clients 客户:

China Animation 华夏动漫

Human Health 盈健医疗

Regina Miracle International 维珍妮国际

Melco Crown Entertainment

新濠博亚娱乐

Xtep 特步



Campaign PR Awards Asia

1 Silver

Client 客户:

Regina Miracle International 维珍妮国际



Asia Responsible Entrepre- neurship Awards

Investment in People 人才投资奖
SME CSR 中小企业社会责任奖



China Golden Awards for Excellence in Public Relations

2 Silver

Clients 客户:

Regina Miracle International 维珍妮国际

Russian Federation 俄罗斯联邦

Corporate Governance Asia

Best Financial PR Firm – Asia
最佳财经公关顾问 – 亚洲

PR News

PR Agency Elite Awards

Honourable Mention –
Community Relations/Volunteer
Programs
社区关系/义工项目 – 优异奖

PR News – Platinum PR Awards

2 Honourable Mention

Clients 客户:

Nameson Holdings 南旋控股

Regina Miracle International 维珍妮国际

The 5th Social Network Marketing Golden Bee Awards

The Most Notable Social Network
Marketing Agency
最值得关注的社交网络营销公司 – 金奖

1 Gold

Client 客户:

Google

Singapore Sports Awards

Best Sports Event of the Year (Local)
年度最佳体育活动大奖(本地)

Client 客户:

Great Eastern Life 大东方人寿保险

Mr Richard Tsang's Personal Achievement 曾立基先生个人荣誉



Asia Pacific Entrepreneurship Awards

Gold trophy
金奖

The Innovator 25 Asia – Pacific



First Half 上半年



Let's start 2016 – The Year of the Monkey – together!

喜迎2016丙申猴年!



At Richard's 50th birthday party, besides giving him a wonderful gift, he also receives a word search puzzle. The puzzle contained 50 words that SPRGers provided based on the question: What are the 50 words that best describe Richard?

在为Richard庆祝50岁的生日会上,一份别出心裁的礼物必不可少,但令主席喜出望外的,是再收到一个字谜游戏:找出同事们形容自己的50个词语!



Senior management members are invited to cross-industry forums in Russia, Beijing and Hong Kong where they share their knowledge of the PR profession.

各位高管应邀在俄罗斯、北京及香港的跨行业论坛上分享公关范畴的专业知识。



Richard speaks at the Bulgarian Association of PR Agencies baprasummit 2016.

Richard获邀在保加利亚一公关高峰会上担任演讲嘉宾。



One TV interviews Richard.

Richard接受亚太第一卫视专访。

Global ranking
全球排名

The ONLY Hong Kong-based agency is listed.
唯一榜上有名的香港公关顾问。

campaign

Ranked 排名

68th

TheHolmesReport

Ranked 排名

78th



Annual Regional Meeting and SPRG Dynamics 2016 Training Programme are held at Hong Kong headquarters.

集团年度会议及SPRG Dynamics 2016培训课程在香港总部举行。

Second Half 下半年



Richard shares SPRG's corporate culture at the orientation session.

在迎新会上, Richard分享集团的企业文化。



Richard is interviewed by TVB J5 Channel, during which he talks about how he established SPRG.

Richard接受无线电视J5台专访, 畅谈创立纵横公关集团的点点滴滴。



During Holmes Report PProvoke16 Global PR Summit 2016, Richard says that he is proud to work with staff who he personally recruited 10-15 years ago as they share the same entrepreneurial spirit.

在The Holmes Report的高峰会上, Richard表示他在10至15年前亲自聘请的同事至今仍然和集团一起努力拼搏, 他对此引以为傲。



Work hard, play harder!

同事暂时逃离繁重工作,共渡愉快假期!



Richard explains the mission and vision of Strategic CSR Network during a summit organised by The Holmes Report.

Richard在The Holmes Report的高峰会上阐述成立纵横社会责任网络的理念和期望。



SPRG is pleased to be presented with a Certificate of Merit in the SME category of the 7th Hong Kong Outstanding Corporate Citizenship Award from Hong Kong Productivity Council. The Council recognised SPRG's efforts in fulfilling its corporate social responsibilities, which include offering pro bono PR services to various NGOs and establishing Strategic CSR Network to serve underprivileged communities in Hong Kong on a long-term basis.

纵横公关集团获香港生产力促进局颁发「香港杰出企业公民奖」「中小型企业」奖项类别之「企业公民嘉许标志」, 以对集团推行良好的企业社会责任措施的认同。这些措施包括向非政府机构提供义务公关服务, 以及成立纵横社会责任网络以长期服务香港的弱势社群。

15
— YEARS OF SUCCESS —
SPRG
Shanghai
上海



SPRG Shanghai Office celebrates its 15th anniversary!

纵横上海15岁生日快乐!



Merry X'mas everyone!
圣诞快乐!

Since its founding in 1995,
SPRG has completed

345

new listings,
far outperforming its peers.

自1995年创立至2016年, SPRG共完成了345个新上市项目, 成绩傲视同侪。



About Strategic CSR Network 关于纵横社会责任网络

To help the underprivileged, we established SCSR in 2014, a registered not-for-profit organisation funded and fully supported by SPRG. It serves as a one-stop platform involved in charitable works on an ongoing basis.

纵横公关集团在2014年出资成立纵横社会责任网络。纵横社会责任网络是一间注册非牟利机构，此一站式平台旨在长期服务香港的弱势社群。

Our Vision 我们的理念

We Care 关心

We cherish the communities in which we live and work, and are committed to making a difference in society through our actions.
我们珍视自己生活及工作所在的社区，承诺身体力行，为社会带来改变。

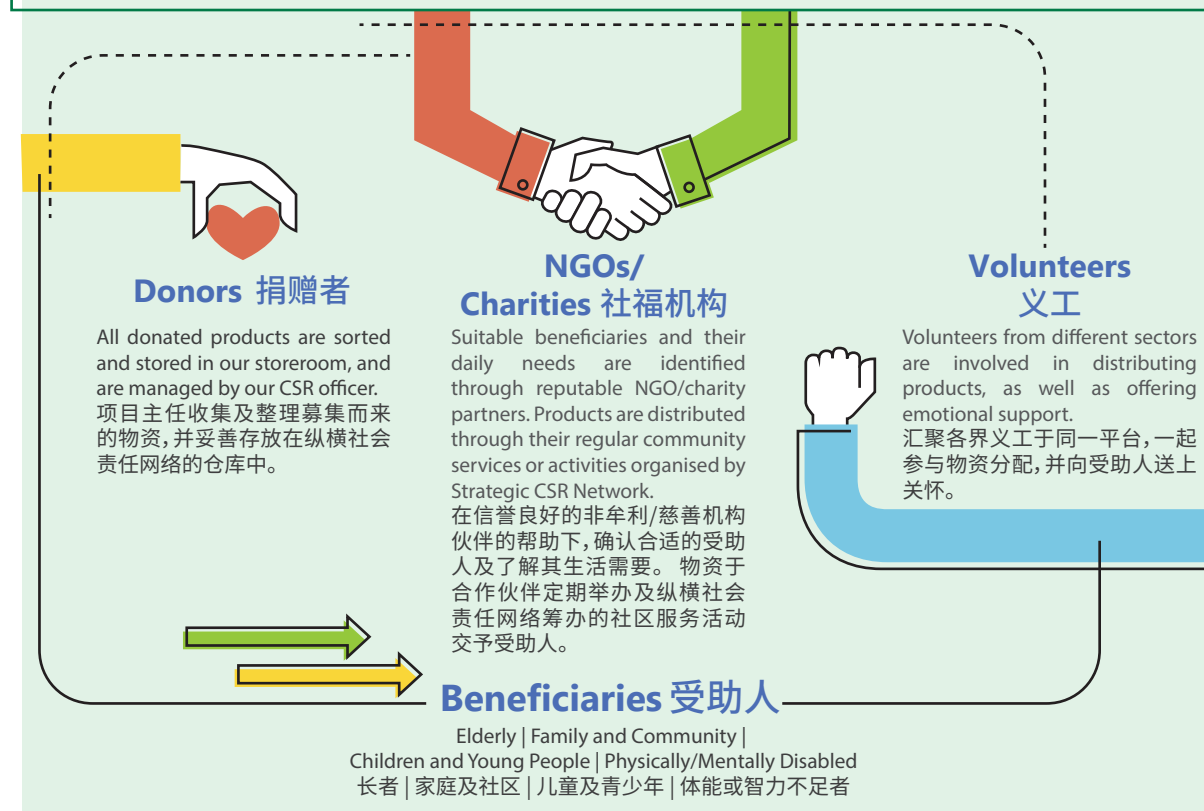
We Connect 连心

We connect corporations, NGOs, charities and volunteers; working together as long-term partners to support local communities.
我们将不同企业、社福机构、慈善团体和义工连系起来，成为长期合作伙伴，齐心服务本地社区。

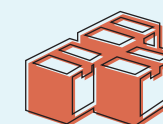
We Contribute 爱心

We collect products donated by corporations, and through organising/participating in community events on a regular basis, we distribute such products to those in need.
我们向不同企业募集物资，再透过举办或参与各种社区活动，赠予有需要人士。

How the CSR Platform Works 纵横社会责任网络如何运作



Achievements in 2016 成果



Donations valued at
捐赠物资总值

HK\$2,559,344



An aggregate of Volunteers
合计义工人次

623



Service hours
社会服务时数

1,605.5



Corporate donors
企业捐赠者

26



Beneficiaries 受助人

2,576



36 Partners
合作伙伴



40 Community events
社区活动

Corporate Donors 企业捐赠者

金至尊
3D-GOLD雅利多證券
ARISTO SECURITIES LIMITEDbauhaus
包浩斯国际(控股)有限公司蒙牛
MENGNIU

crostini

大昌行集團
DAH CHONG HONG HOLDINGS大快活
Fairwood置富
FortuneFrieslandCampina
nourishing by nature

HS 衍生集團

滿記甜品
HONEYMOON DESSERTHOP HING GROUP HOLDINGS LIMITED
合興集團控股有限公司合興食油集團有限公司
HOP HING OIL GROUP LIMITED鴻福堂
HUNG FOOK TONGMELCO
新濠南旋控股有限公司
NAMESON HOLDINGS LIMITEDOcean's Park
Hong KongSAM WOO CONSTRUCTION GROUP LIMITED
三和建築集團有限公司La Chapelle
上海拉夏贝尔服饰
股份有限公司SINOMAX
盛诺集团有限公司SPRG
战略公共关系集团
战略公共关系集团SUGA
信佳国际集团有限公司TTI
创科实业有限公司香港股票分析師協會
The Hong Kong Institute of Financial Analysts
and Professional Commentators Limited

天韵国际控股有限公司

葉氏化工
YIPS CHEMICAL

Community Partners 社区合作伙伴

Asbury Methodist
Social Service
循道卫理亚斯理社会服务处Caritas Family Support and
Networking Team - Sham Shui Po
明爱深水埗家庭支援网络队基督教香港信義會
馬鞍山長者地區中心
ELCHK, Ma On Shan District
Elderly Community Centre基督教香港信義會
太和青少年綜合服務中心
ELCHK Tai Wo
Integrated Youth Service Centre基督教香港信義會
社會服務部
Evangelical Lutheran Church
Social Service - Hong KongHabitat
for Humanity
Hong KongHONGKONG AIRLINES
香港航空循道卫理观塘
社会服务处爱秩序灣綜合青少年服務
Aldrich Bay Integrated Children & Youth ServicesMethodist Epworth Village
Community Centre, Social Welfare
循道爱华村服务中心社会福利部陳校長
免費補習天地
2022-2023 Registration No. 9011019SAHK
香港耀能協會聖雅各福群會
St. James' Settlement香港唐氏綜合症協會
The Hong Kong Down Syndrome Association

HKSB

The Industrial
Evangelistic Fellowship
工业福音团契The Mong Kok
Kai Fong Association Limited
旺角街坊会陈庆社会服务中心The Neighbourhood
Advice-Action Council
Shamshui Po District
Elderly Community Centre
邻舍辅导会
深水埗康齡社区服务中心The Neighbourhood
Advice-Action Council
Shamshui Po Family Support
Networking Team
邻舍辅导会
深水埗家庭支援网络队

救世軍

Wan Chai Methodist Centre
for the Seniors
循道卫理湾仔长者服务中心

Volunteer Partners 义工伙伴

Asbury Methodist
Primary SchoolCUHK
中大·關懷置富
Fortune鴻福堂
HUNG FOOK TONGNorth Point
Methodist Church
循道卫理联合教会
北角卫理堂SPRG
战略公共关系集团香港中文大學學生會
第五屆中醫推廣學會醫藥潮承
The 5th Chinese Medicine Promotion Society,
The Student Union of
The Chinese University of Hong KongTin Shui Wai
Methodist Primary SchoolKind-hearted
SPRGers
爱心纵横

Elderly 长者

Children and Young People
儿童及青少年Family and Community
家庭及社区Physically/
Mentally
Disabled
体能或智力不足者



We are the official media partner of The Hong Kong Society for the Blind, which includes offering pro bono media relations service for their First Tandem Charity Ride.

我们义务为香港盲人辅导会举办的「全港首次协力车慈善行活动」担任媒体关系顾问。



SPRG participates for the first time in the School-Company Partnership Programme, organised by the Young Entrepreneurs Development Council. Among the many corporations that took part, we are honoured to be awarded with the 2016 Best Performance of School-Company Partnership trophy, together with NTHYK Tai Po District Secondary School – our partner school.

纵横公关集团首次参与由青年企业家发展局创办的「商校家长计划」，在芸芸参与机构中，我们和新界乡议局大埔区中学联袂夺得2016「最佳商校合作伙伴」殊荣。



SPRG is one of the supporting partners of Hong Kong Aids Foundation, providing media relations services to facilitate education on the prevention of AIDS.

作为香港艾滋病基金会的支持伙伴，我们为其提供传媒服务，协助推行艾滋病预防教育。



SPRG is an active participant in the Business-School Partnership Programme, organised by Hong Kong General Chamber of Commerce. Through various activities, we have helped students of Heep Yunn School – our partnering school in this programme – to understand more about the commercial world.

纵横公关集团积极参与由香港总商会创办的「商校交流计划」。我们希望透过不同的活动，能够促进我们所伙拍的协恩中学的同学们，进一步了解商业世界的运作。



SPRG once again participates in the Po Leung Kuk Annual Charity Run!

纵横公关集团为善不甘后人，二度挑战保良局慈善跑。



We offer media support to Outward Bound Corporate Challenge 2016, organised by Outward Bound Hong Kong. 我们为香港外展训练学校主办的「外展冲劲乐2016」提供传媒关系服务。



Global Partners 环球伙伴

Bringing Great Minds Together
群英荟萃



Young Elites 年少菁英 Nurturing Future Industry Leaders 启迪新生代



Clients Snapshots 客户快拍

- Beauty and Health 美容及健康
- Food and Beverages 食品及餐饮
- Financial Institutions and Professional Associations 金融及专业机构
- Government and Public Bodies 政府及公营机构
- Hospitality and Entertainment 旅游及娱乐
- IT Communications 信息科技
- Sports 体育
- Lifestyle 生活时尚
- CSR 企业社会责任
- Conferences and Events 会议及活动
- Digital and Social Media 数码及社交媒体
- IPO Communications 新上市传讯
- Investor Relations 投资者关系



HOPE Foundation for Cancer Care Taiwan encourages stomach cancer patients to receive treatment and to never give up.

台湾癌症希望基金会呼吁胃癌病友「胃」了自己积极治疗不放弃。



Airlie (International) Biomedical & Cosmetic Polyclinic Group unveils new products at Guangzhou Beauty Expo.

爱尔丽医学美容集团在广州(国际)美博会上展出最新美容科技及旗下明星产品。

Beauty and Health 美容及健康



Zespri sponsors Taipei Elderly Sports Day annually. The event attracted more than 3,600 senior participants this year.

Zespri每年持续赞助台北老年运动会,今年更吸引超过3,600名老年人参与。



Zespri shares research findings on metabolic health and vitamin C with doctors and professionals during 11th IDF-WPR Congress 2016 and 8th AASD Scientific Meeting.

Zespri在第十一届IDF-WPR大会2016和第八届AASD科学会议上向医生和专业人士公布代谢健康和维生素C的研究结果。



Taiwan's prominent model Chi-Ling Lin performs P&G Six Minutes Workout for live online programmes to promote P&G's Six Minutes Protect a Life campaign. She utilizes every channel available to convey cancer prevention messages to women.

台湾名模林志玲小姐在在线实时节目大跳P&G 6分钟护一生健康操,伊人不放过任何宣传渠道,积极向妇女们推广防癌信息。



At Tao Heung's Dongguan integrated complex, the restaurateur's first "Robot Waiter" serves freshly made dim sums to the journalists visiting the complex, giving them "a taste" of the merits of automation in the restaurant industry

第一个传菜机械人在稻香的东莞综合餐饮休闲中心为香港传媒送上新鲜出炉的点心,让记者们一「尝」餐饮行业自动化的好处。

Food and Beverages 食品及餐饮



HONEYMOON DESSERT proudly announced the opening of its flagship restaurant "HONEYMOON DESSERT de avenue" at Hysan Place, Causeway Bay. The restaurant is dedicated to delivering the very best cuisine, and has received overwhelmingly positive feedback from both traditional and online channels.

香港满记甜品汇聚多年心血结晶,首家旗舰店「HONEYMOON DESSERT de avenue」成功进驻铜锣湾希慎广场,为顾客奉上更多优质破格新品,大众反应非常热烈,更成为传媒热门话题。



A survey done by Zespri suggests those who are single should consume more vegetables and fruits to cheer themselves up.

Zespri的一项调查显示:单身一族吃愈多的水果和蔬菜,身体会愈快乐!



Mr Austin Marsh, CEO and Country Manager of Cigna Hong Kong meets the HK media for the first time, and uses the opportunity to share the company's latest business update.

信诺香港行政总裁马浩廷首次与香港传媒会面，畅谈业务发展方向。



Mr. Philipp Baertschi, Chief Investment Officer at Bank J. Safra Sarasin shares his outlook on the economic impact of US election and Brexit.

瑞士嘉盛银行投资总监Philipp Baertschi和传媒分享美国大选及英国脱欧对经济的影响。

Financial Institutions and Professional Associations 金融及专业机构



SPRG posts short articles on the social media that complement "DBS Asian Insights 2016", the bank's 3-month brand building campaign. The Facebook page had over 380,000 views during the campaign period.

纵横公关集团在社交平台发放推广短文，协助星展银行展开为期三个月的品牌提升活动——「星展亚洲灼见2016」。其facebook专页在活动期间获得超过38万浏览人次。



Mr. Derek Lai, Managing Partner of Deloitte China Southern Region, provides the latest update related to provisional liquidation for ATV. 「德勤南天王」黎嘉恩先生等人向传媒汇报「亚视风云」的最新进展。



SPRG, with pleasure and pride, offers media relations support to The Hong Kong Institute of Directors Annual Dinner cum Presentation Ceremony of Directors Of The Year Awards 2016 and is also the Master of Ceremony of the event.

纵横公关集团欣然为香港董事学会周年晚宴及2016年度杰出董事颁奖典礼担任大会司仪并提供传媒公关服务。



SPRG is honoured to organize the ceremony-cum-cocktail of Export-Import Bank of China as it celebrates the opening of its Hong Kong representative office.

中国进出口银行正式在香港成立代表处，纵横公关集团很荣幸为其统筹盛大的典礼暨庆祝酒会。



Prime Minister Lee Hsien Loong officiates at the launch of the Ang Mo Kio - Model Walking and Cycling Town, a development by Land Transport Authority of Singapore and client of SPRG.

「宏茂桥模范行与自行车市镇」是新加坡陆路交通管理局所推行的项目，新加坡总理李显龙以主礼嘉宾身份主持启动仪式。

Government and Public Bodies 政府及公营机构



Telecommunications service providers and public bodies express their support for "Building Up Wi-Fi.HK Through Collaboration", during an event co-organised by the Office of the Government Chief Information Officer and Hong Kong Wireless Technology Industry Association.

政府资讯科技总监办公室与香港无线科技商会联合举办的「携手共建Wi-Fi.HK」活动，获得各大电讯商和公营机构踊跃支持，积极推动本港Wi-Fi发展。



Land Transport Authority Singapore launches the Safe Riders Campaign to encourage safe riding habits among cyclists and personal mobility devices users. Associate Professor Muhammad Faishal Ibrahim (Right), Chairman for the Active Mobility Advisory Panel and Parliamentary Secretary for Education, Social and Family Development, was the guest of honour of the event.

新加坡陆路交通管理局为了鼓励脚踏车和各类个人交通工具使用者养成良好的骑行习惯而推出「安全骑行运动」。活跃通勤咨询小组主席及教育部兼社会及家庭发展部政务次长费绍尔博士(右)是是次活动的荣誉嘉宾。



Hospitality and Entertainment 旅游及娱乐



In the Singapore segment of tvN's original programme produced in Asia, *My Unexpected Sweet Trip*, Korean model and "it girl", Irene Kim, explores the city like a local and discovers the true beauty of the Lion City.

在tvN亚洲原创节目《都市蜜游—新加坡篇》中,韩国模特儿兼时尚潮人Irene Kim在狮城自由穿梭,发掘这座城市美丽的一面。



A joint production of tvN Korea and tvN Asia, *Go Go With Mr. Paik* in Singapore is the finale of a three-part travelogue cooking programme that is filmed in the republic. The broadcast of the programme resulted in unprecedented success. SPRG Singapore organised a media session for the host of the programme and popular chef Paik Jong Won and K-Pop stars, Onew (Shinee) and Jung Chae-yeon (Produce 101, DIA).

tvN与tvNAsia共同制作的全球性节目—《白老师放煮假》第三辑的终结篇在新加坡取景。节目取得空前成功,我们安排了传媒与主持人—料理达人白钟元、韩星温流和郑彩娟见面。



tvN's *Entourage* is a Korean adaptation of a Hollywood TV series of the same name. tvN invited Seo Kang-joon and Lee Dong-hwi, the main characters of *Entourage*, to attend a press conference and media interviews in Singapore with local and regional media from Taiwan, Hong Kong and Malaysia.

tvN推出韩版《我家也有大明星》,剧中主要角色徐康俊和李东辉获邀出席新加坡新闻发布会,并接受台湾、香港和马来西亚媒体的采访。



Korea's leading entertainment conglomerate, CJ E&M, has announced the launch of its latest venture in Singapore, tvN Movies – the world's FIRST & ONLY Korean blockbuster movie channel. To celebrate the launch of the new movie channel, tvN Movies invited popular Korean artistes Yeo Jin-goo and Shim Eun-kyung to the channel launch events.

韩国娱乐业巨擎CJ E&M再献新猷-在新加坡推出全球首个及唯一一个劲爆影院频道tvN Movies。韩国艺人吕珍九和沈恩敬更为庆祝tvN Movies登陆新加坡而亲临狮城宣传造势。



Mr Lawrence Ho, Chairman and Chief Executive Officer of Melco Resorts & Entertainment, joined by honorable officiating guests from the Macao Government and the Central People's Government Liaison Office of the Macao SAR, unveil – "Morpheus" – the fifth hotel tower and a brand new hotel brand at City of Dreams.

新濠博亚娱乐主席兼行政总裁何猷龙先生联同澳门政府及澳门中联办多位高级官员隆重揭晓新濠天地第五栋全新酒店大楼的新酒店品牌—「沐梵世」。



The British Academy of Film and Television Arts ("BAFTA") hosts masterclasses in Beijing during the China Britain Film Festival with BAFTA-winning casting director, Nina Gold. SPRG assisted in organising the masterclass and Nina's feature interviews with major Chinese media. Also, the SPRG team organised two feature interviews for Amanda Berry, OBE, the CEO of BAFTA.

纵横公关集团在英国电影和电视艺术学院来华参加「2016中英电影节」期间,协助举办了著名选角导演妮娜·金的大师课,并为BAFTA执行总裁阿曼达·贝瑞(OBE)安排了多家主流媒体的访问。



The reopening of Siam Discovery in Bangkok brings The Biggest Arena of Lifestyle Experiences to visitors.

泰国曼谷 Siam Discovery购物中心以全新面貌登场,成为泰国「最大的生活方式实验体验中心」。



SPRG assembles senior media members to visit Shanghai Disney Resort, which includes a cosy tasting event at the bluefrog restaurant – the latter proved to be the highlight of the day. 纵横公关集团邀请媒体参观上海迪士尼度假区,到蓝蛙西餐厅酒吧—尝各款特色美食为此行的亮点。



Several splendid performances are put on to celebrate the grand opening of Creativo – an Italian palazzo-style shopping destination located in Tianjin. The elaborate opening ceremony and press conference preceded the welcoming of more than 50,000 visitors to Creativo on its opening day. The event was a complete success, receiving excellent feedback from the media and client.

创意米兰是一座位于天津的意大利宫廷风格购物商场。商场于开幕当日精心安排了连串精彩表演以及举行媒体发布会,成功吸引了逾五万位访客于当日到场参观。



Benefiting from SPRG's support, the Ciwen Strategy Development Media Conference is crowned a success. Great market buzz was generated, as substantiated by over 400 media reports, a 476% jump on the Baidu Index by Ciwen and 85 million pageviews of the company's social media account. Ciwen is the producer and publisher of *The Journey of Flower*.

在纵横公关集团的协助下,「慈文传媒战略发展网聚分享荟」取得圆满成功—争取到超过400篇媒体报导、慈文传媒百度指数上升476%、新浪微博#天慈良缘#话题阅读量达8,523万。慈文是《花千骨》的制作和发行公司。



Vivitek and Ruifeng Culture adopt the latest projection technology to display five major items at the 6th Guangzhou International Light Festival 2016, attracting millions of Guangzhou visitors.

Vivitek (丽讯) 携手锐丰文化使用最新投影技术打造2016年第六届广州国际灯光节五大展项, 吸引上百万广州市民参观。

IT Communications 信息科技



The Google Developer Day in Beijing and Shanghai attract over 2,000 Chinese developers who wish to learn about Google's innovative products and technologies and how Google can help them "Go Global".

Google开发者大会分别在北京与上海举行。超过2,000位中国开发者参与大会, 学习Google创新的产品与技术, 并了解Google是如何帮助他们走向国际市场。



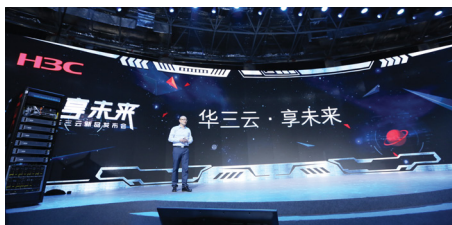
Edenred joins Carrefour Taiwan in launching Carrefour Ticket Xpress – the first digital voucher service introduced globally by Carrefour Group.

宜睿智慧与台湾家乐福合作推出家乐福即享券, 是家乐福集团首次在全球推出电子票券服务。



Sundar Pichai and Sergey Brin, CEO and co-founder of Google, respectively, visit the China Qi Yuan and speak with Nie Weiping, Go master (9-dan), and Yu Bin, head coach of the national go team.

Google CEO Sundar Pichai与Google联合创始人Sergey Brin造访中国棋院, 并与「棋圣」聂卫平九段及中国围棋队总教练俞斌九段进行了愉快的交流。



H3C launches the "Cloud Strategy" and a series of new products, including the virtual platform CAS3.0, cloud platform system H3Cloud OS and hyper-converged system UIS 3.0. The company also announced its technological alliance and cooperation plans.

H3C重磅推出「云享战略」, 并发布虚拟化平台CAS3.0、云平台系统H3Cloud OS、超融合系统UIS 3.0等一系列新品以及技术联盟合作计划。



Sir Michael Rake, Chairman of BT Group, visits China and engages with key media, accompanied by Annabella Yau and Ken Ho, Managing Directors of North East Asia and China. The chairman shared his insights and outlook on the worldwide development of information and telecommunication industry, illustrated BT's expertise in thought leadership and presented its dedication to Chinese market.

英国电信集团董事主席Sir Michael Rake在东北亚及中国董事总经理邱湘营、何伟勤陪同下亲访中国, 与重点媒体深入交流沟通, 分享全球信息通讯行业发展见解及未来展望, 诠释公司领先业界的视野, 展现其致力于服务中国市场。



Xtep announces its encouraging annual results and introduces its latest footwear products to the media and investors.

特步向媒体及投资者汇报全年业绩表现理想, 并展示新款鞋履产品。

Sports 体育



Football for Friendship (F4F) is an international event for children, organised by Gazprom (a natural gas company from Russia). For the 4th annual event, SPRG brought the media to Milan to report on F4F. An interview of a Chinese team by Sina was broadcasted live to an audience of some 100 million during the final game.

由俄罗斯天然气公司Gazprom专为儿童举办的年度国际盛事——「足球·友谊」赛, 今年已是第四届。纵横公关集团带领一众传媒飞往米兰对赛事进行报导。大约一亿观众透过直播观看新浪在决赛现场访问中国代表队。



SPRG organises a viewing party for the 2016 Australian Open. Over 30 media members attended the event, helping celebrate the first grand slam of the year. A press conference for Zhang Shua, China's leading player at the Australian Open, was also held.

为迎接网球界于2016年首项大满贯赛事——澳洲网球公开赛, 纵横公关集团协助大会举办了一场「观赏派对」, 并邀请了逾30位媒体出席, 同场采访了代表中国出战的女选手张帅。



PUMA appoints SPRG to arrange a media launch for PUMA IGNITE Ultimate featuring Badrul Hisyam Abdul Manap, Malaysian national sprinter and PUMA Friend, as the guest of honour.

PUMA委托纵横公关集团为其策划PUMA IGNITE Ultimate新品发布会, 并邀得当地著名短跑选手及品牌用家Badrul Hisyam Abdul Manap以贵宾身份出席活动。



The third annual PUMA Night Run in Malaysia attracts a record 10,000 runners, including participants hailing from Singapore. SPRG arranged a pre-run training session for the media, managed social media communications with participants and successfully recruited over 80 members of the media to participate in the run.

第三届马来西亚「PUMA荧光夜跑」活动打破纪录, 吸引一万名来自新加坡及马来西亚的选手参与。纵横公关集团于活动前先安排了一节媒体试跑, 并透过社交媒体成功吸引逾80位传媒朋友参与活动。



Igor Chechikov, Deputy CEO of Russian Helicopters, brings the company's latest helicopters to the 2016 Zhuhai Air Show, and speaks about the immense potential of the Chinese helicopter market during a CCTV interview.

俄罗斯直升机集团执行副总裁伊戈尔·切奇科夫在2016年珠海航展上带来了他们的最新设计产品并在接受CCTV采访时强调中国直升飞机的市场潜力巨大。

Lifestyle 生活时尚



SPRG invites over 60 media members to attend the launch of an exhibition on Baker in Nanjing, as well as arts and craft salons in Shanghai, Beijing and Shenzhen. Baker is a 126-year-old premium furniture brand.

纵横公关集团邀请了超过60间媒体出席具有126年历史的高级家具品牌Baker在南京举行的首展,以及在上海、北京和深圳的艺术沙龙。



While at the workshop of CX Aviation Academy 2016, a Cathay Pacific representative explains to journalists the airline's engineering prowess and what makes Cathay Pacific the world's safest airline.

国泰航空在2016「国泰航空学院」工作坊上向媒体讲解其机械技术的高超水平及被评为「全球最安全航空公司」的秘诀。



Wu Xiaobo, a prominent finance and economics influencer, is invited to visit Shaohaihui in Qingdao and participate in livestream discussions on such topics as developing the intelligent home, ecological chain and industrial development

财经名家吴晓波莅临参观青岛少海汇智能家居产业园,现场直播深入探讨智能家居生态链及产业发展。



Qiantu Motor's K50 electric roadster makes its debut at Auto China 2016. 前途K50纯电动跑车亮相2016北京国际车展。



SPRG assists Plaza 66 in implementing the "My Style My Way" campaign.

纵横公关集团协助上海恒隆广场举办「你的名师时尚大片」活动。



The Hershey Company invites the media to participate in Love Kitchen Opening Ceremony, held in Shenqiu County, Henan Province. Hershey donated kitchenware to impoverished primary schools, which benefited over 4,500 students.

好时邀请媒体参加在河南省沉丘县举行的「好时爱心厨房」项目启动仪式。好时向一众贫困小学捐赠厨房设备等物资,逾4,500名学生受益。

CSR 企业社会责任



FUNtastic QRE Festival is a local attraction recommended by the Hong Kong Tourism Board. Representatives from government departments, District Council and stakeholders from the community attended the opening ceremony to lend support.

皇东节为旅游发展局推荐之活动,政府部门、区议会及地区持份者代表都出席开幕礼以示支持。



SPRG assists Schroders in devising its first CSR event in 2016 – a fraud education and protection campaign for seniors in Taiwan. Working with Hondao Senior Citizen's Welfare Foundation, the largest organisation of its kind in Taiwan, Schroders meshed anti-fraud messages to the lyrics of a Taiwanese folk opera that was subsequently performed across the island.

施罗德投信展开2016年关怀台湾的公益推广活动。是次活动的关怀对象为银发族。施罗德投信与全台最大的老年人福利机构——弘道老人福利基金会共同举办全台反诈骗歌仔戏巡演。



"Race to Feed 2016", the annual fundraising event of Heifer Hong Kong, is hailed a huge success with more than 1,600 people joining the run. Heifer Hong Kong was honoured to have Mrs Carrie Lam, Chief Secretary for the SAR serves as officiating guest, firing the starter pistol for the "3K Family Fun Run" and then officiating the Heifer Opening Ceremony. She was accompanied by Mr Antony Leung, Chairman of Heifer Hong Kong and Mr Simon To, Chairman of Heifer Hong Kong Fundraising Committee, all of whom expressed their strong support for Heifer's poverty alleviation projects.

小母牛香港的年度大型筹款活动-小母牛「竞跑助人2016」取得空前成功,吸引了超过1,600位人士参与。政务司司长林郑月娥担任活动的主礼嘉宾,并在小母牛香港主席梁锦松先生及小母牛香港筹款委员会主席杜振源先生陪同下,为家庭组「3公里爱心跑」鸣枪及主持「竞跑助人2016」启动仪式,以表达对小母牛扶贫工作的支持。



SPRG is proud to be the official public relations partner of the "1st Greater China INED Forum", which is organised by The Hong Kong Independent Non-Executive Director Association. Mr. Charles Li Xiaojia, Chief Executive of Hong Kong Exchanges and Clearing Limited, is one of the keynote speakers of the forum. 香港独立非执行董事协会主办的首届「大中华独立董事论坛」委任纵横公关集团为大会指定公关伙伴。活动邀得香港交易及结算有限公司集团行政总裁李小加担任专题演讲嘉宾。



SPRG manages media relations for World Halal Conference 2016, including press conferences with ministers and interviews with key local and international speakers.

纵横公关集团为「World Halal Conference 2016」负责媒体关系管理, 包括为部长安排新闻发布会以及著名演讲者的媒体采访安排。

Conferences and Events 会议及大型活动



The Sixth "Economic & Financial Forum of Economic Daily from Mainland China, Economic Daily News from Taiwan and Hong Kong Economic Times from Hong Kong" is held in Hong Kong and attracts more than 400 guests to discuss the future economic and commercial development across the Greater China.

第六届「两岸及香港《经济日报》财经高峰论坛」於香港举行并汇聚超过400名嘉宾, 共商大中华地区未来的经贸发展。



A full house on the first day of the 2016 AVCJ (Asian Venture Capital Journal) Forum! SPRG serves as PR partner of the event for the second consecutive year.

2016 AVCJ Forum首日即座无虚席, 纵横公关集团连续两年成为此项活动的公关伙伴。



Mr Tim Shen, Director of Marketing, Dahua Technology, participates in an interview at Security China 2016 in Beijing on behalf of ONVIF (Open Network Video Interface Forum).

来自ONVIF会员公司大华技术的美国市场总监沈建廷代表ONVIF出席2016中国国际社会公共安全产品博览会并接受记者采访。



SPRG is the PR partner of The Hong Kong Investor Relations Association (HKIRA) IR Awards for the second consecutive year. We are pleased to see the IR standards of Hong Kong companies reaching new heights.

纵横公关集团连续两年成为香港投资者关系协会香港投资者关系大奖的公关伙伴。我们喜见香港公司的投资者关系水平屡创新高。



SPRG has been the PR partner of the leading Asian mining investment conference "Mines and Money Asia" for six consecutive years.

纵横公关集团连续六年成为亚洲领先矿业投资会议Mines and Money Asia的公关伙伴。



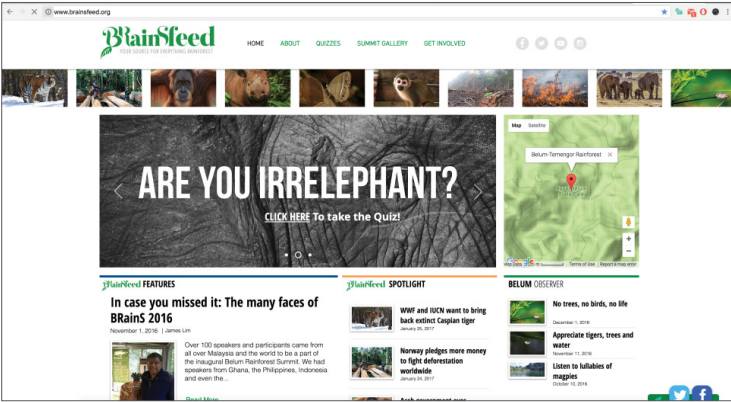
The inaugural Belum Rainforest Summit 2016 brings together 100 conservationists, scientists and policy makers from five continents to discuss pressing topics on rainforest conservation and sustainable use.

来自五大洲的100位自然资源保护专家和科学家在首届Belum雨林高峰会上就保护热带雨林和可持续发展等议题展开热烈讨论。



We are honoured to be IR Magazine's long-term PR partner in Hong Kong, supporting its annual Greater China IR Magazine Awards and Conference.

我们很荣幸成为IR Magazine 在香港的长期公共关系合作伙伴, 全力支持其每年一度的IR Magazine大中华地区会议暨颁奖典礼。



Jointly presented by Pulau Banding Foundation and SPRG, BBrainSfeed is a blog-like platform dedicated to news and information on the 130 million-year-old Belum-Temengor rainforest in Malaysia, as well as conservation efforts happening across the globe.

纵横公关集团与万丁鸟基金会一起建立了BBrainSfeed博客平台，主要上载世界上最古老的热带雨林之一，在马来西亚存在了1亿3千万年的Belum-Temengor热带雨林以及全球性保育工作的报导和信息。



Digital and Social Media 数码及社交媒体



Since December 2015, SPRG has been responsible for managing the WeChat account of Pizza Delfina, and assisting them in attracting customers to their newly opened restaurant in Shanghai via marketing activities. Previously, SPRG organised an O2O event at the restaurant in collaboration with the INTO app.

纵横公关集团自2015年12月起负责管理Pizza Delfina的微信帐号，同时亦为其上海新店进行公关推广工作，吸引人流。早前更与手机程序「INTO」合作，于店内举办线上到线下(O2O)活动。



Sundar Pichai visits the Nie Weiping Go School in his first trip to China since becoming the CEO of Google. SPRG made timely posts via Google's social media accounts in China and maintained communication with key media members, resulting in on-message coverage from the mainstream media.

Google首席执行官Sundar Pichai在新上任后的首次中国之行中到访了北京聂卫平围棋学校。纵横公关集团通过Google中国官方社交媒体平台上的实时活动图文发布以及与重点媒体沟通，成功实现在中国主流媒体上的核心信息精准传播。



At Nameson Holdings (HKEX: 1982) listing celebration dinner, Chairman and its guests make a toast to commemorate its successful listing on the Main Board.

南旋控股(股份代号: 1982)主席与一众嘉宾于上市庆功晚宴上举杯共贺集团成功于主板上市。

IPO Communications 新上市传讯



Jacobson (HKEX: 2633) is a leader in the generic drugs market in Hong Kong. Its product portfolio includes household medicine brands such as Po Chai Pills.

雅各臣(股份代号: 2633)为本港非专利药市场的领先企业。居家药品「保济丸」更是其产品系列中的皇牌。



Mr Alex Lau, CEO (left) and Mr Charles Ong, COO (right) of Anacle (HKEX: 8353) strike the ceremonial gong at HKEX to mark the listing of the Singapore-based IT company in Hong Kong!

安科(股份代号: 8353)行政总裁刘伊浚先生(左)及营运总监王瑞兴先生(右)于香港联交所内敲响铜锣，标志着这家新加坡信息科技公司成功于香港上市!



China Wood Optimization (HKEX: 1885) transfers its listing from the GEM to the Main Board of HKEX, marking a new milestone in its development.

中国优材(股份代号: 1885)成功从港交所创业板转往主板上市，标志集团发展的新里程碑。



Expert Systems (HKEX: 8319), a well-established IT infrastructure solutions provider in Hong Kong, is successfully listed on the GEM.

香港知名的信息科技基础设施解决方案供应商思博系统(股份代号: 8319)成功在创业板上市。



The first company from Hainan province listed on the A-share market during 13th Five-Year Plan period, Hainan Haiqi Transportation (603069.SH) looks forward to taking its business to new heights at its management striking the gong to mark the beginning of trading of its shares. 海汽集团(603069.SH)是「十三五」期间首家登陆A股市场的海南省企业,管理层鸣锣开市预示着集团迈向新的发展高点。



The board members and officiating guests of Perfect Group (HKEX: 3326) make a toast to guests during the company's listing celebration dinner. 保发集团(股份代号:3326)的董事会成员及主礼嘉宾于其庆祝晚宴上向在座嘉宾祝酒,一同庆贺集团成功上市。

IPO Communications 新上市传讯



Mr Sandeep Sekhri, Chairman, CEO and Executive Director of Dining Concept (HKEX: 8056), introduces the company's corporate video and shares his joy with guests during its listing ceremony. 饮食概念(股份代号:8056)主席、行政总裁兼执行董事石成达先生于上市仪式向宾客展示企业录像,分享上市的喜悦。



Mr Lau Pong Sing (right), Chairman of AP Rentals (HKEX: 1496), presents a listing souvenir to Mr Kevin Chan, Listing Committee Member, who accepts it on behalf of HKEX. 亚积邦租赁(股份代号:1496)主席刘邦成先生(右)致送上市纪念品予港交所,并由上市委员会委员陈永德先生代表接受。



Altus Holdings (HKEX: 8149) celebrates the joy of successful listing on the GEM with their treasured guests. 浩德控股(股份代号:8149)宴请一众贵宾共同庆祝上市成功。



Shares of Clifford Modern Living (HKEX:3686) are actively traded during the company's first trading day. Share price rose 35% above the initial offer price. 祈福生活(股份代号:3686)上市首日股票交投活跃,收市价较发售价上升约35%。



Mr Winston Sim, Chairman and Executive Director of SingAsia (HKEX: 8293), marks the company's official listing in Hong Kong by striking the gong. 星亚控股(股份代号:8293)主席兼执行董事沈学助先生敲响铜锣,标志公司正式在香港上市。



Mr Zhang Wei, Chairman of Weiye Holdings (HKEX: 1570), poses for a photo during the company's listing ceremony. 伟业控股(股份代号:1570)主席张伟先生于公司上市仪式留影。



Ever Smart International (HKEX: 8187) is listed on the GEM. 永骏国际(股份代号:8187)成功于创业板上市。



Mr Kwok Tung Keung, Chairman of Super Strong (HKEX: 8262), and Mr Li Xiao Jia, Executive Director and Chief Executive of HKEX Group, strike the ceremonial gong to mark the company's listing on HKEX. 宏强控股(股份代号:8262)主席郭栋强先生与香港交易所执行董事兼集团行政总裁李小加先生于香港联交所内为成功上市敲响铜锣。



Mr Ng Choi Wah, Chairman of Ching Lee (HKEX: 8318), and his spouse Mrs Ng offer a donation to The Community Chest on the day of the company's listing. 正利控股(股份代号:8318)主席吴彩华先生及其夫人于上市当天将善款赠予公益金。



The shares of Ever Harvest (HKEX: 1549) are oversubscribed 288 times! 永丰集团(股份代号:1549)在香港公开发售股份录得288倍超额认购的佳绩!



Mr Lee Seung-Hyun (middle), cornerstone investor of Luk Hing Entertainment (HKEX: 8052), joins the Group's management at the listing celebration dinner. 陆庆娱乐(股份代号:8052)的基础投资者李升炫先生(中)与集团管理层在上市庆功晚宴上聚首一堂。



The listing of Human Health (HKEX: 1419) draws overwhelming response from the market – its IPO is significantly oversubscribed by 668.3 times! 盈健医疗(股份代号:1419)的上市计划得到市场的热烈支持,公开发售股份录得668.3倍超额认购!



The chairmen of Xinyi Glass (HKEX: 868) and Xinyi Hong Kong (HKEX: 8328) both strike the ceremonial gong at HKSE to celebrate the listing of spin-off company Xinyi Hong Kong. 信义玻璃(股份代号:868)及信义香港(股份代号:8328)主席于香港联交所内敲响铜锣,标志着成功分拆信义香港上市。



During the IPO press conference, the management of IBI Group (HKEX: 1547) have a great time with reporters, many of whom are interested in knowing more about their listing plan and growth strategies. IBI Group(股份代号:1547)的管理层于上市传媒发布会上分享其上市详情及增长策略。



Mr Vincent Choi, Chairman of Vincent Medical (HKEX: 1612), introduces the Group's award-winning "Hand of Hope" to investors and the media. 永胜医疗(股份代号:1612)主席蔡文成先生向投资者及传媒朋友展示得奖产品「希望之手」。



Hong Kong and China financial media visit the China Gas Nanjing operation to gain a better understanding of the Group's LPG, LNG and Value-Added Services business segments.

香港和内地媒体到南京视察中国燃气的液化石油气、液化天然气和增值服务业务。

Investor Relations 投资者关系



Mr Lee Wai Kwong, CEO of ASM Pacific Technology, provides business updates and the company's prospects during its 2015 annual results investor luncheon presentation.

ASM Pacific Technology行政总裁李伟光先生于2015年度全年业绩投资者午餐会上分享公司的业务状况及发展计划。



Mr Marvin Hung, CEO of Hop Hing Group, explains entrepreneurship to Ms Astrid Chan, the host of *The CEO Dinner*, a TV programme broadcasted on TVB J5.

合兴集团行政总裁洪明基先生接受无线电视J5台《与CEO进餐》专访，与主持人陈芷菁小姐分享其创业之路。



AEON Stores representatives and officiating guests host the grand opening ceremony of "AEON STYLE Whampoa".

永旺百货代表及主礼嘉宾主持「AEON STYLE黄埔」的盛大开幕仪式。



China SCE management shares business updates and future plans with investors during the company's investor presentation.

中骏管理层在业绩发布会上与投资者分享业务发展成果及未来愿景。



Mr Jose Manuel MARTINEZ GUTIERREZ, Group CEO of Esprit, presents the company's FY2015/16 annual results to investors and the media, which substantiate its business turnaround.

思捷环球集团行政总裁Jose Manuel MARTINEZ GUTIERREZ先生向投资者及传媒汇报集团2015/16年度业绩成功转亏为盈。



DYNAM JAPAN, the largest pachinko hall operator in Japan, presents its business updates and future plans to the media during the company's annual results media conference.

日本最大日式弹珠机游戏馆营运商DYNAM JAPAN, 于其全年业绩记者招待会讲解业务进展及未来发展策略。



China Animation acquires 85.1% interest in Sega Live Creation Inc. from Sega Sammy Holdings Inc. China Animation will then be able to grow its global footprint by operating indoor amusement parks in additional cities such as Tokyo and Dubai, and integrate its super IP and VR businesses with SEGA's JOYPOLIS brand.

华夏动漫收购日本世嘉旗下Sega Live Creation Inc.的85.1%权益。收购后华夏动漫可在全球更多城市扩大参与经营室内游乐园，包括东京及杜拜等；并可超级IP及VR产业与世嘉JOYPOLIS的品牌结合。



The year 2016 marks the 10th listing anniversary of China Communication Services (CCS). SPRG has been honoured to serve CCS since its listing, witnessing its growth.

2016年中国通信服务上市十周年，纵横公关非常荣幸由公司上市开始便一直为其服务，见证公司成长。



Canvest garners all six awards for Small-Caps at Hong Kong Investor Relations Association's Investor Relations Awards, including "Overall Best IR Company - Small Cap".

粤丰环保于香港投资者关系协会主办的投资者关系大奖中，包揽小型股类别全数6项大奖，包括整体最佳投资者关系公司大奖。



Mr Wang Ya Nan, Chairman and CEO of Tongda, has been named the winner in the technology category of EY Entrepreneur of the Year China 2016 for his outstanding entrepreneurial achievements.

通达集团主席兼行政总裁王亚南先生荣获「安永企业家奖2016中国」科技业类别大奖，以表扬其杰出的企业家成就。



The 2016 interim results of CITIC Telecom International reveal steady growth. The management subsequently provides business updates during an investor presentation.

中信国际电讯2016年中期业绩稳步上升；管理层向投资者阐述其业务近况。



The management of JHC Retail officiates at the grand opening ceremony of JHC North Point Concept Store together with renowned Hong Kong TV actress Natalie Tong and actor Kenneth Ma.

国际家居零售一众管理层与著名演员唐诗咏及马国明为北角「JHC日本城」概念店开幕典礼剪彩。



Following the selection of AAC Technologies to become a constituent stock of the Hang Seng Index, the company announces record revenue for the 2016 interim period at a media conference.

瑞声科技在获选为恒生指数成份股后的记者招待会中公布，2016年上半年收入创新高。



The appointment of Mr Patrick Pun (third from left) as Independent Non-Executive Director of CPMC is approved at the company's Extraordinary General Meeting. Mr Pun is a renowned financial expert.

中粮包装股东特别大会通过委任资深财经专家潘铁珊先生(左三)为公司独立非执行董事。



The leading fashion apparel company Shanghai La Chapelle is pleased to explain its annual results and multi-brand strategies to investors.

著名时装集团上海拉夏贝尔欣然向投资者解释其全年业绩及多品牌策略。



The management of Xinyi Glass and Xinyi Solar provides business updates during an investor gathering.

信义玻璃及信义光能管理层向投资者汇报业务进展。



The management of Fortune REIT presents its FY2015 annual results to the media. The company successfully achieved another year of excellence, marking twelve years of sustainable growth since listing.

置富产业信托管理层向记者阐释其2015年全年业绩。集团于年内再创佳绩，自上市以来连续12年录得增长。

Investor Relations 投资者关系



PuraPharm partners with TRE to open Hong Kong's first private Chinese and Western Medical Integrative Breast Center for mammary gland diseases. PuraPharm's Nong's® clinics remain the largest chain of Chinese medical clinics in Hong Kong.

培力伙拍TRE开设全港首间私营的「中西医结合乳腺诊疗中心」。旗下「农本方®」诊所继续成为香港最大的连锁中医诊所集团。



The management of Techtronic Industries explains the company's record-breaking performance and reveals its latest products to media and investors during the FY2015 Annual Results presentation.

创科实业管理层于2015年全年业绩记者会及投资者推介会上宣布业绩创新高，同场更展示了其最新产品。



A group of analysts tour Man Wah's plant and store in Wujiang and Shanghai to understand the latest developments of the company.

一众分析师到访敏华位于吴江及上海的厂房和店铺，从中了解敏华的最新业务发展。



Mr Dominic Pang (middle), Chairman of Asia Allied Infrastructure, and Ms Wong Ching Hung (left), Director of WEDO GLOBAL, present a souvenir to Dr Alice Yuk (right), JP, Chairman of Hong Kong General Chamber of Social Enterprises.

亚洲联合基建主席彭一庭先生(中)与爱同行WEDO GLOBAL董事黄静虹女士(左)致送纪念品予香港社会企业总会会长郁德芬博士BBS太平绅士(右)。



Dr Lui Che Woo, Chairman of K. Wah International, announces the FY2015 annual results of the Group. The company performed exceptionally through the timely launch of several quality residential projects in Hong Kong and Mainland China, which has also laid a solid foundation for future profits.

嘉华国际主席吕志和博士于2015年度业绩发布会上宣布集团在香港及中国内地推出多个优质住宅项目，创出骄人成绩，为未来盈利奠定扎实的基础。



Mr YY Hung, Chairman and CEO of Regina Miracle, together with the management team share the Group's business strategies with the media during the company's FY2015/16 annual results announcement press conference.

维珍妮主席兼行政总裁洪奕奕先生于2015/16年度业绩记者招待会上，向传媒分享集团的最新业务发展策略。



Lee & Man Paper's management team introduces its latest tissue paper products to investors and journalists as part of its results announcement event.

理文造纸的管理层在业绩发布会上向投资者及记者介绍其最新的卫生纸产品。



Lenovo announces its FY2015/16 results and demonstrates its latest products to investors and reporters attending the event.

联想集团公布其2015/16全年业绩，同时向参与发布会的投资者及记者展示集团的最新产品。



Ms Ada Wong, CEO of Champion REIT, meets with leading Hong Kong stock commentators at Eaton House, Three Garden Road Central, to enjoy some pre-Christmas drinks.

冠君产业信托行政总裁王家琦女士与一众香港著名股评家于圣诞节前在位于中环花园道三号的Eaton House畅饮欢聚。



The management of Sinomax draws attention to its business development strategies during an investor presentation.

在投资者推介会上，盛诺管理层向投资者展示来年的发展蓝图。



The investor presentation of Sun Art Retail attracts more than 220 analysts and fund managers.

高鑫零售的投资者推介会吸引超过220名分析员及基金经理到场。



Mr Vincent Lam, Chairman and Executive Director of Asiaray and Board of Directors pose for a photo at the company's Annual General Meeting.

雅仕维主席兼执行董事林德兴先生及一众董事会成员于股东周年大会上拍照留念。



China New Town, dual listed in Hong Kong and Singapore, holds its Annual General Meeting and Extraordinary General Meeting in Singapore.

香港及新加坡两地上市的中国新城镇于新加坡举行股东周年大会暨股东特别大会。

Are you Curious? 你好奇吗?

Client 客户: Merck 默克

Merck KGaA ("Merck") is a world leading science and technology company in healthcare, life science and related performance materials. In 2015, Merck kicked off the first ever global research on curiosity in the workplace, the first step made by the company to unlock the power of curiosity. It was also a critical move for Merck in establishing its brand image as a world leading technology enterprise and innovator.

In 2016, Merck took its Curiosity Initiative to China. As Merck's public relations consultant in the Asia Pacific region, SPRG was able to localise the "curiosity concept" for easy grasp by the Chinese people and executed a series of publicity activities including online communications, celebrity/opinion leader outreach, online ads, high-level content marketing and media events.

We invited Professor Wei Kunlin, a renowned scholar from the School of Psychological and Cognitive Sciences at Peking University, who is also a TV celebrity and social media heavy-weight with a following of 3.6 million fans on Weibo, to represent China on the Merck's Global Curiosity Council. We also engaged 10 other experts in healthcare and innovation who are also active on the social media to maximise the public impact of the initiative.

Starting in Sept 2016, online ads were launched by SPRG on major online media outlets and websites. In terms of content, SPRG prepared and published articles that discuss forward-looking views and ideas in relation to healthcare, life science and related performance materials on Curiosity Initiative's major communication platform – the "Curiosity Hub".

The SPRG team also proposed to produce a video to help localise the curiosity concept and have it shown on Asia's longest outdoor screen at The Place, Beijing's iconic shopping & lifestyle area, so that locals would be able to "see" and appreciate the Merck brand and also understand the purpose of the Curiosity Initiative. In Nov 2016, the findings of The State of Curiosity Report 2016 were revealed at a press conference held in Beijing, which attracted the attendance of 54 media.



默克 (Merck KGaA) 是一家全球领先的科技公司, 主要致力于创新型制药、生命科学以及前沿功能材料技术。2015年, 默克首次对当代全球职场中员工的好奇心状态进行了广泛研究。这标志着默克迈出了解锁好奇心力量的第一步, 而此次好奇心活动是默克建立其作为全球领先的科技和创新公司品牌形象的关键一步。

2016年, 默克的「好奇心状态调查活动」来到了中国。作为默克亚太地区的公关顾问, 纵横公关集团将好奇心概念充分本土化使之更易被国人理解, 并在大中华区执行了一系列营销活动, 包括线上传播、名人/意见领袖传播、在线广告、内容营销和媒体活动。

纵横公关集团邀请了北京大学心理学系魏坤琳教授作为默克全球好奇心委员会的中国代表。魏教授同时也是电视名人、拥有360万微博粉丝的社交媒体重量级人物。我们还邀请到十位健康医疗领域的专家, 他们同时也是社交媒体的活跃用户, 帮助好奇心活动能够在最大程度影响到广泛的公众。

自2016年9月起, 纵横公关集团在主要社交媒体和视频网站上先后为默克投放在线广告。在内容传播方面, 我们在此次好奇心活动的主要传播平台—「好奇心中枢」上, 发布了在医疗保健、生命科学和性能材料相关领域具有前瞻观点的科学文章。同时, 我们团队提出了将好奇心概念制成本土化的品牌视频, 使中国受众能够以视觉化的方式理解默克以及此次好奇心活动, 并提议在北京具有标志性的购物区—世贸天阶上亚洲最大的户外天幕上投放品牌视频。2016年11月, 2016年好奇心状态报告发布会在北京举办, 54家媒体参加了新闻发布会。



The Curiosity Initiative activities in China were tremendously successful: 「好奇心状态调查活动」在中国取得空前成功:



85,006,185
Ad impression
曝光率 (次)



63,445,321
Reach
到达率 (次)



RMB\$5,270,700
PR value
发布会传播价值



265,000
Press conference
online viewer
发布会在线观看人次

Google DeepMind Challenge: Lee Sedol vs AlphaGo 人机对弈

Client 客户: Google

Google's Artificial Intelligent (AI) system AlphaGo defeated the legendary Go champion Lee Sedol. SPRG helped the client plan and execute a publicity programme for the match in China. The programme featured a series of hot topics in relation to the game, AI and how technologies can serve mankind better, which received overwhelming responses in the social media and nationwide.

The five-day match was extensively covered registering including **280+ million** livestream views; **300+ million** pageviews via Sina Weibo; **5,400+** in-depth articles on WeChat and **178** rolling reports on all CCTV channels, including 5 reports on CCTV1-Xinwen Lianbo (No.1 news broadcast programme in China); **18,000+** media reports, and a 30-page cover story in Sanlian Life Weekly magazine with readers all over China.

Google人工智能程序AlphaGo与韩国职业九段棋手李世石展开了一场「人机对弈」。纵横公关集团协助客户策划和实施了此次比赛在中国大陆地区的公关传播, 策划了一系列有关围棋、人工智能、以及科技如何更好地服务人类之话题, 在社交网路和全国范围内获得热烈反响。

五天赛事合共录得逾**2.8亿**次线上直播浏览量、**3亿**多次新浪微博浏览量、逾**5,400**篇微信深度文章, 以及于中央电视台所有频道滚动报导达**178**次, 而其中五次更在中国影响力最大的电视新闻节目CCTV1之新闻联播栏目中播出。此次活动获得超过**18,000**篇媒体报导, 包括读者遍全国的三联生活周刊长达30页的封面故事。



St. Paul's College Celebrates its 165th Anniversary 圣保罗书院165周年快乐

Client 客户: St. Paul's College 圣保罗书院



To celebrate its 165th Anniversary last year, St. Paul's College organised a series of celebratory activities themed "The Pride of St. Paul's Boys". The activities included a School Exhibition Day, a Concert, Annual Dinner and a Carnival, with the support of many alumni well-known in the society.

SPRG arranged a number of media interviews from different angles with in-depth coverage for St. Paul's College, letting the public appreciate the school's 165th anniversary activities, as well as gain a better understanding of its culture and history.

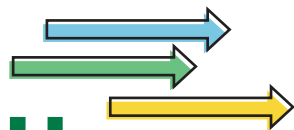
为庆祝圣保罗书院165周年校庆, 学校以「The Pride of St. Paul's Boys」为主题举办了一连串庆祝活动, 当中包括学校展览日、音乐会、旧生晚宴, 以及校庆嘉年华等, 获得一众知名校友鼎力支持。

纵横公关集团为圣保罗书院安排了多个详尽的采访及报导, 故事内容和角度十分多元化, 带领大家一起走进165年的悠久历史中, 一起见证圣保罗书院的深厚文化和流金岁月。





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