

An integrated PR group and specialist in IR and financial communications
公關顧問. 投資者關係. 財經傳訊

SPRG

縱橫公關集團

20

— YEARS OF SUCCESS —



2015 ISSUE

20 YEARS A SOLID FOUNDATION FOR SUSTAINABLE GROWTH

廿載基石 · 持續發展

SPRG PARTNERS WITH VARIOUS
STAKEHOLDERS TO CONTRIBUTE
TO SOCIETY

縱橫公關集團與各界合作
回饋社會





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20 Years: A Solid Foundation for Sustainable Growth 廿載基石 · 持續發展

2015 was an extremely special year for all SPRGers. In addition to celebrating our 20th anniversary as a Group, the Beijing office welcomed its 15th anniversary and the Taiwan and Singapore offices both marked their 10th anniversary. What's more, Strategic CSR Network Limited ("Strategic CSR Network") commenced its first year of operation.

Ahead of the Group's major milestone, we invited colleagues from all nine regional offices to gather in Hong Kong in July, the month in which SPRG was founded 20 years earlier. Besides visiting our headquarters, colleagues were treated to a fun day at Ocean Park and a memorable banquet with their families. Some 70 colleagues also participated in our first-ever two-day regional staff training course, which we named SPRG Dynamics 2015.

The highlight of our celebrations was the 20th Anniversary Cocktail Reception that welcomed more than 600 guests, including clients and business partners with whom we have enjoyed valuable and long-standing partnerships – ties that I look forward to further strengthening in the years to come.

Certainly adding to specialness of this anniversary year has been the many industry awards bestowed on SPRG. In 2015, the Group was named "Public Relations Agency of the Year in Asia" and "Public Relations Agency of the Year in Asia Pacific", by The Stevie® Awards for the third and second consecutive year respectively. While all of the accomplishments, awards and records broken over the years have been immensely rewarding, it is the contributions made to society and the social values disseminated that truly constitute our proudest achievements.

Correspondingly, the establishment of Strategic CSR Network on our 20th anniversary has been particularly meaningful. The not-for-profit platform brings together corporations, NGOs, charities and volunteers to help the underprivileged in society. And fittingly, its motto: "We Care, We Connect, We Contribute", perfectly summarises our dedication to serve the local communities in which we live and work.

Going forward, we will continue to uphold the business rationale and corporate vision that have underpinned SPRG's development, and which will enable us to further strengthen our leading position in the Asia market. Moreover, our teams will

remain fully committed to strengthening partnerships and reaching more business milestones with our stakeholders in the coming years. Just as important, through Strategic CSR Network, we will work together with our benefactors and partners to also make a difference in society!

2015年是非常特別的一年。縱橫公關集團慶祝20週年之際，也喜迎北京分公司15周年，台灣及新加坡分公司10週年，當然還有縱橫社會責任網絡有限公司（「縱橫社會責任網絡」）的正式成立。

集團20年前於七月份成立，九家分公司的同事於本年七月齊集香港參觀總部，並連同家人參加海洋公園一天游及員工晚宴，當中70多名同事更參與集團首次舉辦的兩天區域培訓課程SPRG Dynamics 2015。

至於全年慶祝活動的重點當然是20週年慶祝酒會。當日來賓逾600位，包括客戶及業務夥伴，全是我們十分重視的老朋友，期望大家繼續合作無間，讓彼此互信的關係歷久彌新。

回首過去廿載，集團在不同領域表現優秀，今年也不例外，繼續獲得多項業界殊榮，包括獲Stevie®大獎連續第三年評為「亞洲最佳公關顧問」和連續第二年評為「亞太區最佳公關顧問」，成績令人鼓舞。但我深信，縱橫公關最引以自豪的不是我們贏了多少獎項，創了多少紀錄，而是我們是否對人有益處，對社會有價值。

為使週年慶祝更有意義，集團成立非牟利平台縱橫社會責任網絡，將企業、非政府機構、慈善團體及義工等不同群體連繫起來，一同關顧弱勢社群，並以「關心·連心·愛心」為願景，身體力行，服務我們生活及工作所在的社區。

展望將來，集團會繼續秉持一貫的經營理念，實現可持續發展的企業願景，鞏固我們在亞洲市場的領導地位。我們各地的專業團隊，會繼續跟客戶及商業夥伴攜手合作，共創佳績；並透過縱橫社會責任網絡，與各界有心人一起，為社會作出貢獻！

Richard Tsang
Chairman
主席 曾立基

At 20 – Happiness Never Ends | 20週年 – 快樂無間斷

20

YEARS OF SUCCESS
— 屢創高峰二十載 —

SPRG



Activities 活動

March 三月

Sweet surprise! Tailor-made macarons emblazoned with the Group's 20th anniversary logo are prepared for everyone at SPRG Hong Kong as part of the new logo launch. SPRG Malaysia celebrates with unique cupcakes

甜蜜驚喜! 20週年標誌正式推出, 集團訂製印上週年標誌的馬卡龍, 送給每位香港同事; 馬來西亞分公司則以特別的杯子蛋糕來啟動20週年慶祝活動

May 五月

Over 130 Hong Kong colleagues and their family members enjoy a four-day company trip to Seoul, South Korea

香港同事及家人一行逾130人, 參加集團的南韓首爾四日游

July 七月

A series of celebratory activities are organised as over 300 SPRGers and their loved ones gather in Hong Kong :

- 20th Anniversary Cocktail Reception
- Fun Day at Ocean Park
- Staff Dinner
- SPRG Dynamics 2015 Training Programme
- Annual Regional Meeting

A cheque presentation ceremony for establishing a scholarship with The School of Journalism and Communication, The Chinese University of Hong Kong is organised

Strategic CSR Network is officially launched

超過300個縱橫人及親友聚首一堂, 參加一連串慶祝活動:

- 20週年慶祝酒會
- 海洋公園同樂日
- 員工晚宴
- SPRG Dynamics 2015 培訓課程
- 集團年度會議

香港中文大學新聞與傳播學院獎學金支票遞交儀式

縱橫社會責任網絡正式成立

August 八月

On a sunny day, SPRGers and their family members enjoy a wonderful boat trip

縱橫人與家人一起遊船河, 享受燦爛陽光

October 十月

All together to watch *The Intern* – and it's a private screening

包場睇好戲《見習有限署》

December 十二月

A Christmas barbecue serves as a fitting finale for an unforgettable year

壓軸活動: 聖誕燒烤派對

On Facebook, 10 funny teasers – produced in-house by member offices – are launched consecutively to kick-start celebratory activities
10段各地同事自家製作的有趣短片在臉書上發佈, 為連串慶祝活動揭開序幕



Milestones across the Group | 連環慶



Taiwan 台灣



SPRG Taiwan reaffirmed its commitment to serve local communities by organising the meaningful “Hair for Hope” CSR campaign on its 10th anniversary. The Taiwan office worked with Hope Foundation for Cancer Care and Hong Kong and Macau Taiwanese Charity Fund to help patients fighting cancer. 110 Taiwan citizens subsequently donated their hair to produce wigs for cancer patients.

台灣分公司十週年慶祝活動以回饋社會出發，回到創立的初衷，聯同癌症希望基金會與港澳台灣慈善基金會為癌友打氣，以「希望從頭開始」活動，召集全台110位民眾捐發為癌友編織美麗假髮，善盡企業社會責任。



Singapore 新加坡

SPRG Singapore celebrated its 10th anniversary with a 1920s Shanghai-themed party. Guests and colleagues participated enthusiastically in games that included the Best Dressed Contest. During the occasion, General Manager Edwin Yeo also revealed plans for the launch of the agency's own content hub – SPRG Newsroom – at the end of March 2016.

新加坡分公司十週年派對以1920年代上海為主題，席間總經理楊志聰宣佈將於2016年三月底成立公司資訊中心SPRG Newsroom。當晚賓主盡歡，眾人落力參與各項遊戲與最佳衣著環節。



Beijing 北京

SPRG Beijing celebrated its 15th anniversary during the year. At the same time, the office relocated to new premises in July so that colleagues would enjoy a more spacious and comfortable workplace. The company also organised the “We Are Family” annual dinner, during which trophies were presented to staff members who have served the company for five years or more. Among these long-term colleagues included two SPRGs who have been with the Beijing office since its inception.

北京分公司適逢成立15週年，在7月搬遷到新辦事處，給予同事更寬敞舒適的工作環境，並於年末舉辦「We Are Family」週年晚會，感謝同事對公司的貢獻 - 在公司工作5年以上的員工獲頒發禮框，當中兩位更在公司成立之時已加入。

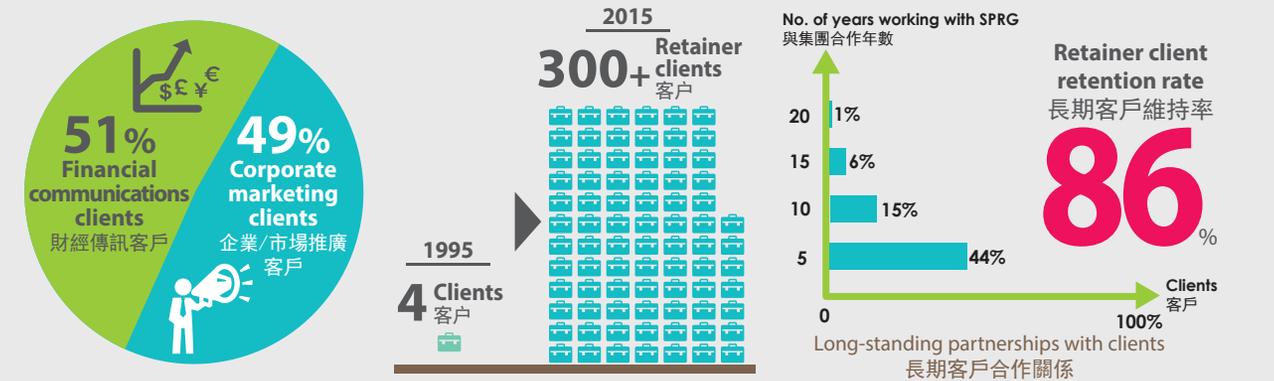


Fast Facts 2015 懶人包

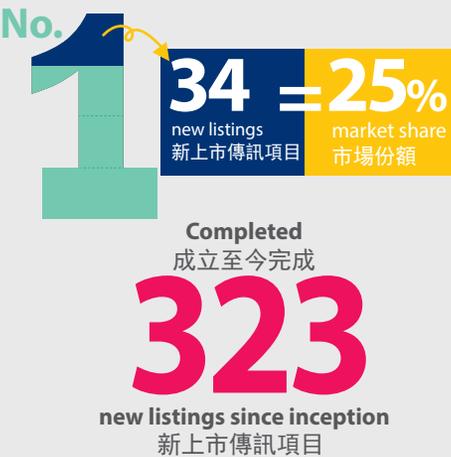
Founded in 1995, SPRG began as a boutique financial PR consultancy in Hong Kong. With a skeleton staff of five, the company provided professional financial communications services for just four clients in its first year of business. Nonetheless, SPRG not only survived, but thrived, transforming into an integrated PR network, which today consists of nine offices and 300 PR professionals who serve 300+ clients across Asia.

縱橫公關集團於1995年在香港成立，開業首年只有五名員工，為四個客戶提供專業財經公關服務。現在，集團已成為多元化的公關顧問集團，在亞洲設有九家分公司，聘有300名專業公關顧問服務超過300個客戶。

One of the largest public relations networks in Asia and the largest PR agency in Hong Kong providing integrated PR consultancy services
 亞洲最大公關集團之一及香港最大公關顧問公司，提供綜合公關顧問服務



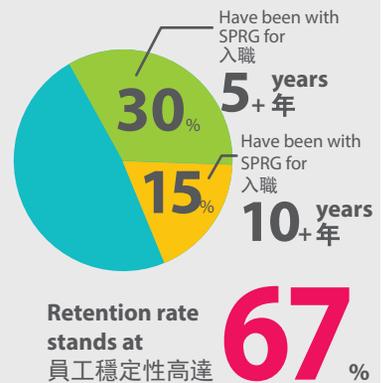
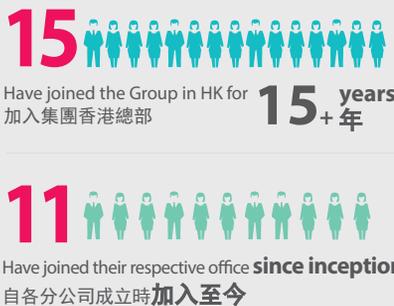
No. 1 in HK IPO/IR Communications Market
 香港新上市/財經傳訊市場領導者



Global Network 環球聯盟網絡



Stable and Experienced Workforce 穩定及經驗豐富的團隊



Thought Leadership 分享行業知識



Senior management have spoken at 管理層於



Contribution to Industry 貢獻業界



Scholarship 獎學金

School of Journalism and Communication, The Chinese University of Hong Kong 香港中文大學新聞及傳播學院

HK\$1,000,000

SPRG

Jan

Completes
完成

1st
Shanghai IPO
上海新上市
傳訊項目

Feb



Colleagues from different cultures celebrate the Year of the Goat in their own unique way. 各地同事以不同方式慶祝羊年來臨。

Mar



Hong Kong SPRGers have a splendid time during the annual dinner. 香港同事歡度週年晚宴。

Apr



SPRG is named "Best Financial PR Firm in Asia" by *Corporate Governance Asia* for the fifth consecutive year.

集團連續第五年獲《亞洲企業管治》雜誌頒發「亞洲最佳財經公關」榮譽。



Over 100 senior representatives from independent agencies around the world gather in Cape Town, South Africa to attend the "45th PROI Worldwide Global Summit".

超過100名獨立公關公司的高層代表，由世界各地來到南非開普敦，出席「第45屆國際公關聯盟全球高峰會」。

May



SPRG is proud to be the official PR partner and sponsor of the inaugural "HKIRA IR Awards".

集團為香港投資者關係協會首屆「香港投資者關係大獎」的官方公關夥伴及鑽石贊助商。

Jun

Completes
完成

300th
new listing
新上市傳訊項目

New Record 新紀錄



Richard is ranked among the world's 500 most important people in the PR industry, according to *PRWeek's* "2015 Power Book".

曾立基獲列《PRWeek》「2015 Global Power Book」全球500名最具影響力公關人物。



Jul



AT SPRG WE
ARE INTELLIGENT AND STRIVE
TO ALWAYS BE UNIQUE AND
CREATIVE WHILE MAINTAINING
OUR VISION AS A TEAM,
REACHING OUR GOALS, AS
TRUSTED LEADERS WITH
ACCOUNTABILITY, DEDICATION,
INTEGRITY AND RESPECT.



The new SPRG Beijing office looks splendid!
北京分公司新辦事處，十分明亮！

Aug



Richard hosts a bi-annual orientation meeting-cum-lunch, explaining SPRG's corporate culture to newcomers.

曾立基親自主持半年一度的迎新午餐會，向新同事分享集團的企業文化。

Sep



Richard chairs a panel discussion on Tomorrow's CSR during the Holmes Report's "In2 Summit" in Hong Kong.

曾立基在《Holmes Report》主辦的香港「In2 Summit」上主持Tomorrow's CSR论坛。

Oct

Handles
4 out of 5
HK IPOs in a day

同一天完成五個
新上市傳訊項目中之四個

New Record 新紀錄



"Hair for Hope": SPRG Taiwan colleagues celebrate the office's 10th anniversary by contributing to a meaningful social cause.

「希望從頭開始」：台灣同事以回饋社會的方式來慶祝分公司成立10週年。



Richard joins the Storming the C-suite discussion, during the Holmes Report's "Global PR Summit".

曾立基在《Holmes Report》主辦的「Global PR Summit」，參與Storming the C-suite討論環節。

3 Cities,
4 Days,
11 Awards



SPRG captures a total of 11 awards in four days, including "The Gold Stevie® Awards".

縱橫公關集團在四天內橫掃包括Stevie®金獎，合共11個業界獎項。

Nov

DEBRETTS'S
100
HONG KONG

Richard is ranked among Hong Kong's top 100 most influential people in the "2015 Debrett's Hong Kong 100". This marks the first time that Debrett's, a 250-year-old British luxury lifestyle brand, has compiled a top 100 list for Hong Kong. 擁有250年歷史的英國高級生活品牌 Debrett's 首度來港推出「2015 Debrett's Hong Kong 100」。曾立基被選為100名最具影響力的本地人物之一。

Dec



SPRG is the official PR partner of "The IR Magazine Awards & Conference - Greater China". 集團為「IR Magazine 2015大中華地區會議暨頒獎典禮」的大會公共關係合作夥伴。



No.1 in Hong Kong IPO market by completing 34 new listings in 2015.

全年完成34個香港新上市傳訊項目，領導市場。



SPRG partners with various stakeholders to contribute to society 縱橫公關集團與各界合作 回饋社會

Strategic CSR Network is a registered not-for-profit organisation and a one-stop platform that aims at serving underprivileged communities in Hong Kong on an ongoing basis. Established, funded and supported by SPRG since late 2014, Strategic CSR Network leverages the existing business and social networks of SPRG, as well as its experience in devising and participating in charitable and voluntary works, to connect and bring together different parties, including corporations, NGOs, charities and volunteers to achieve common goals. Strategic CSR Network also welcomes reusable product donations so as to reduce solid waste.

縱橫社會責任網絡為註冊非牟利機構，此一站式平台旨在長期服務香港的弱勢社群。該機構在縱橫公關集團的支持下，於2014年底由集團出資成立，透過集團現有業務和社會脈絡，以及其借籌辦及參與慈善和義務工作的豐富經驗，凝聚各方，匯聚企業、非政府機構、慈善團體及義工，攜手服務社會。縱橫社會責任網絡亦歡迎可循環再用物品的捐贈，以減少資源浪費。

Vision 願景

We Care 關心

We cherish the communities in which we live and work, and are committed to making a difference in society through our actions.

我們珍視自己生活及工作所在的社區，承諾以身體力行方式，為社會帶來改變。

We Connect 連心

We connect corporations, NGOs, charities and volunteers; working together as long-term partners to support local communities.

我們將不同企業、非牟利機構、慈善團體和義工連繫起來，成為長期合作夥伴，齊心服務本地社區。

We Contribute 愛心

We collect products donated by corporations, and through organising/participating community events on a regular basis, distribute such products to those in need.

我們將從不同企業募集的物資，透過舉辦/參與各種社區活動，送給有需要的人士。



How does the CSR platform work?

縱橫社會責任網絡如何運作?



All donated products sent to Strategic CSR Network are separately stored and managed by our CSR Officer
縱橫社會責任網絡將收到的捐贈物資儲存於獨立倉庫，由項目主任妥善管理



Suitable beneficiaries and their daily needs are identified through reputable NGO/charity partners. Products are distributed through their regular community services or activities organised by Strategic CSR Network
在信譽良好的非牟利/慈善機構夥伴的幫助下，確認合適的受助人及瞭解其生活需要。物資於合作夥伴定期舉辦及縱橫社會責任網絡籌辦的社區服務活動交予受助人



Volunteers are recruited from different sectors and are involved in distributing products to the needy, as well as offering comfort and care
來自不同界別的義工將物資送到有需要的人士手上，並送上關懷



CSR Events 活動花絮



Elderly
長者



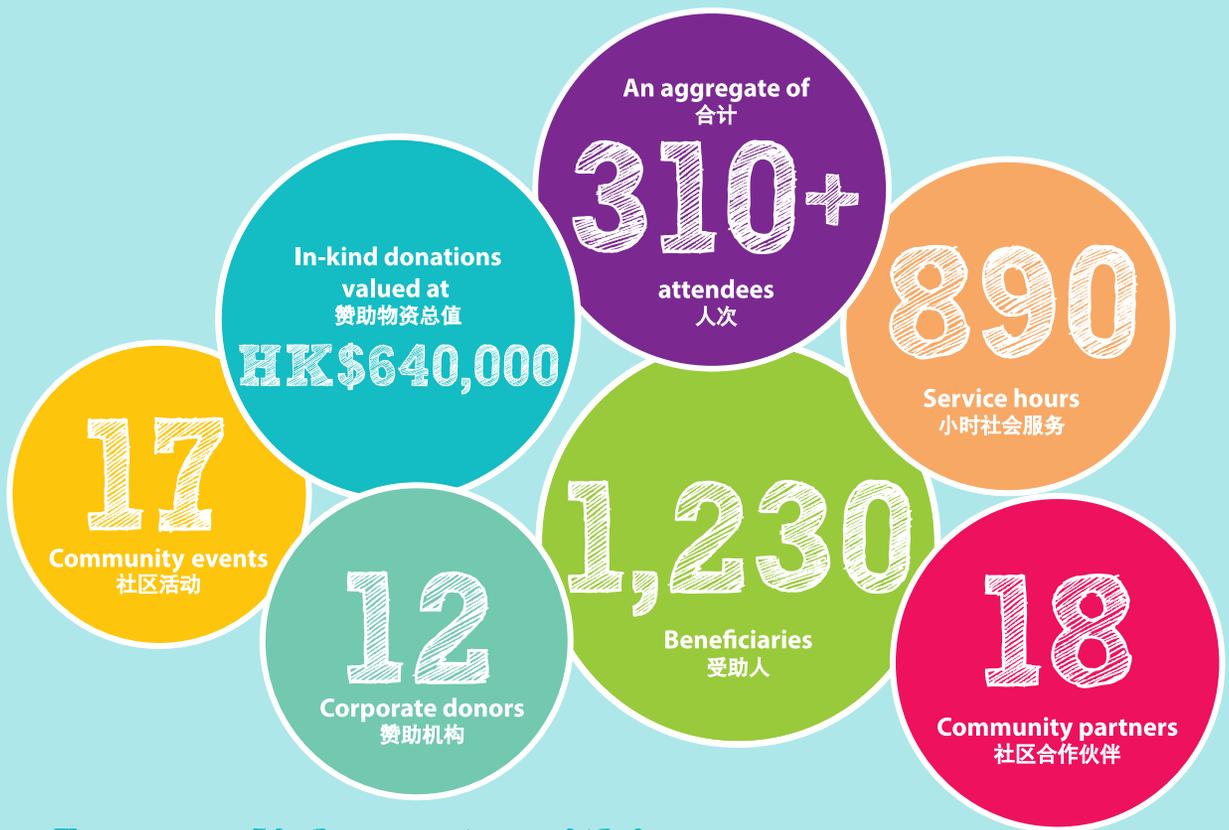
Children and Young People
兒童及青少年



Physical/Mental Disability
體障及智障



Family and Community
家庭及社區



Accomplishments within the second half of 2015 下半年的工作成績

Corporate Donors 贊助機構



Community Partners 社區合作夥伴



Pro Bono and Volunteer Works | 義工活動



"I love nature!" – SPRG colleagues join International Coastal Cleanup 2015 in Starfish Bay, Hong Kong.
「我愛大自然！」— 同事們到香港海星灣參與國際海岸清潔行動2015。



SPRG Malaysia provides pro bono media relations services for "Wonderful Tonight", a charity concert to raise funds for flood relief in Nepal and Kelantan.
馬來西亞分公司為「Wonderful Tonight」慈善演唱會義務負責媒體關係工作，為賑濟尼泊爾及吉蘭丹州水災出一分力。



SPRG Shanghai supports Shanghai Youth Bakers Programme by participating in a bakery session, with the sponsorship fee used to help run a free bakery school for disadvantaged youths.
上海同事參與非牟利團體海上青焙坊的烘培活動，並贊助貧窮年青人參加烘培班。



SPRG Volunteer Team visits elderly households with their family members.
集團的義工隊及家人一起探訪長者。

Volunteers in Action 身體力行 回饋社會



As the official PR partner (2015/2016) of Hong Kong AIDS Foundation, SPRG provides pro bono services that include PR support for its 2015 World AIDS Day event.

集團為香港愛滋病基金會2015/2016年度的義務公關顧問，早前為「2015世界愛滋病日晚會」提供公關服務。



Hong Kong colleagues enjoy a morning jog during the Po Leung Kuk Charity Run.
香港同事參與保良局慈善跑。



Beyond Social Services helps low-income households through community support programmes and by counselling at-risk youths. SPRG Singapore provided media relations support to help the organisation continue their good work.

Beyond Social Services為低收入家庭提供社區支援及為邊緣青年提供輔導。新加坡分公司義務為該機構處理媒體關係。



Global Partners | 環球夥伴



Strength through Global Partnerships
環球網絡 共享優勢





A prestigious Japanese cuisine outlet establishes a new restaurant brand in Hong Kong, called Fuku by Nishimura.

西村日本料理在香港開設全新品牌 — 馥Fuku by Nishimura。

Hershey's is actively promoting its brand story and rich history as the long-established confectionary brand expands its footprint in China.

為發展內地市場，Hershey's積極向內地媒體介紹品牌背後的豐富歷史及故事。



Food and Beverage

食品及餐飲



Yue Cui Tang, a restaurant brand under Crystal Jade Culinary, opens its first restaurant in China – located in Guangzhou – to tackle the mainland market. Through the local media, the restaurant promoted itself as a *fashionable* Chinese catering brand.

翡翠飲食集團旗下品牌悅翠堂，在廣州開設內地首家餐廳，透過當地媒體建立新派中式餐飲品牌形象。



The launch of the first student-run restaurant at Kuala Lumpur Metropolitan University College is filled with music and dance.

馬來西亞Kuala Lumpur Metropolitan University College 第一間由學生營運的餐廳開業，學生在典禮上載歌載舞。



Customers in Taiwan share their successful dieting experiences by drinking Uni-President No Sugar Added and Hi-fiber Soy Milk two times a day before meals for three months.

每天兩餐前飲用統一陽光無加糖高纖豆漿三個月，台灣受試者成功減重。





Heineken®, the official sponsor of the latest James Bond movie *Spectre*, organises a party in Hong Kong to launch a special-edition Heineken® James Bond bottle.

喜力赞助《007：鬼影帝国》，在香港举行大型派对，推出「喜力x占士邦007」特别版啤酒。

MAMA, Asia's mega music event, takes place in Hong Kong for the fourth year in a row. Joining the event included well-known K-Pop stars Big Bang, Exo, Girls' Generation and PSY among others.

年度亞洲音樂盛事「MAMA」連續4年於香港舉行，邀得著名南韓音樂單位包括Big Bang, Exo, Girls' Generation及PSY等出席參與。

Entertainment and Hospitality

娛樂及旅遊



LeEco announces its innovative business strategies, including a new product line targeting the Hong Kong market.

LeEco宣佈最新市場策略，包括香港市場的全新產品系列。



School's OUT, a reality show produced by Korean radio station Channel M, stages a surprise appearance for Korean rapper Gary Kang at a Singapore campus. The appearance resulted in extensive media coverage.

韓國電台Channel M真人騷《School's OUT》來到新加坡，安排韓國饒舌歌手姜熙建突擊探訪當地校園，吸引當地媒體的注目。





A very sophisticated looking cabin crew of HK Express attends the company's 2nd anniversary party.
香港航空兩週年慶祝派對中很帥的機組人員。



After a four-month competition across the Asia Pacific, two talented home cooks are selected winners of the "2015 Food Hero" competition.
經過四個月在亞太區各地的比拚，兩位家庭烹飪高手終於在「2015 Food Hero」中勝出。



S. Iswaran, Singapore's Minister for Trade and Industry, attends the Cable Car Sky Network Launch as the guest of honour.
新加坡貿易和工業部部長S. Iswaran為纜車啟動禮擔任主禮嘉賓。



Lawrence Ho, Co-Chairman and Chief Executive Officer of Melco Crown Entertainment; James Packer, Co-Chairman of Melco Crown Entertainment and Brett Ratner, acclaimed producer attend a media conference for Studio City's opening of the short film *The Audition*, which attracts over 300 media members from around the world.

新濠博亞娛樂聯席主席兼行政總裁何猷龍、新濠博亞娛樂聯席主席 James Packer及荷裡活著名監製Brett Ratner，一同出席新濠影匯開幕電影《選角風雲》之新聞發佈會，吸引世界各地逾300名傳媒出席採訪。



ONYX Hospitality Group hosts media members from China, who stay at two upmarket resorts under the Amari Hotel label.

內地媒體獲國際酒店宴會集團邀請，到 Amari Hotel 旗下兩所高級渡假村享受曼谷假期。



The luxurious colonial resort Capella Singapore is promoting its unique historical opulence to up-market mainland China consumers.

新加坡高級渡假村Capella Singapore，以酒店獨特的殖民地風情，吸引內地高端消費者。



Nan Fung's The Place invites APPortfolio – an art platform for youths – to organise an exhibition in Guangzhou, entitled "SHEEP is COMING". The event attracted a young audience via social media and digital platform.

南豐匯與亞洲青年創作平台 APPortfolio 合辦廣州「羊來了」藝術展覽，利用社交媒體及電子平台吸引年青人參觀。



Derek Lai, Southern Region Managing Partner of Deloitte China, organises a series of media conferences to explain the status of ATV, attracting hundreds of media members on each occasion.

德勤「金牌清盤人」黎嘉恩就報告「亞視風雲」最新狀況舉行多場記者會，每次均吸引近百傳媒採訪。



Convoy management shares the findings of a survey that the company conducted to examine investment attitude among the general public in Hong Kong. The company also promoted the proper attitude to adopt towards wealth management.

康宏管理層分享有關港人投資取態的調查數據，並推廣正確的投資理財態度。



Vanguard management, HKEx and SFC representatives preside over a toasting ceremony to celebrate the listing of Vanguard's new ETF.

領航管理層、港交所及證監會代表於領航全新ETF之首個交易日主持祝酒儀式。



"Director Of The Year Awards 2015" cocktail reception and awards presentation is organised by The Hong Kong Institute of Directors.

香港董事學會「2015年度傑出董事獎」酒會及頒獎禮。



Marsh Insurance Brokers' annual seminar, "Beyond Benefits – Employee Health & Benefit Series", is one of the most renowned HR events in Malaysia, and attracts close to 100 participants.

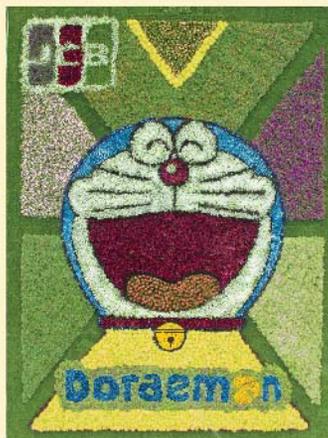
達信保險主辦的「Beyond Benefits – Employee Health & Benefit Series」年度研討會是馬來西亞人力資源界的盛事，吸引接近100人出席。

Financial Institutions and Professional Associations 金融及專業機構



Islamic Banking and Finance Institute and Financial Planning Association of Malaysia enter into a Memorandum of Agreement.

伊斯蘭銀行及金融學會與馬來西亞財務策劃協會簽署合作諒解備忘錄。



JCB builds the world's first Doraemon theme garden for its "2nd Summer Travel Fun Event" held at Chiang Kai-shek Memorial Hall. The garden features over 20,000 flowers.

JCB於台北中正紀念堂舉辦「第二屆夏日遊樂祭」，以2萬朵鮮花砌出世界第一座哆啦A夢花海。





The "1st Annual China Forum on Investment in Grenada", a roadshow introducing investment immigration programmes offered by Grenada, is held in Beijing, Shanghai and Ningbo.

「第一屆中國投資格林納達論壇」在北京、上海及寧波舉行，以路演形式推介該國的投資移民計劃。



Emeritus Senior Minister Goh Chok Tong visits "ImagiNation", an experiential exhibition, during the Singapore Kindness Movement.

榮譽國務資政吳作棟參觀新加坡行善運動的實驗性展覽「ImagiNation」。

Government and Public Bodies

政府及公營機構



Dr the Hon. Timothy S. Harris, Prime Minister of St. Kitts and Nevis, attends roadshows in Hong Kong and Singapore promoting citizenship through investment programmes offered by his country.

聖基茨及尼維斯國總理出席香港及新加坡的路演，推介該國的投資入籍計劃。



During the "20th China - Russia Prime Ministers Regular Meetings", Dmitriy Shugaev, Deputy CEO of Rostec Corporation, mentions the possible joint development of a heavy helicopter with China in 2016. He subsequently accepted an exclusive interview from CCTV.

俄羅斯技術國家集團副總經理舒加耶夫出席「中俄總理第二十次定期會晤」期間，接受中央電視獨家專訪，談及中俄雙方正考慮2016年共同研發重型直升機的計劃。



The "2015 Moscow Urban Forum" receives extensive media coverage from Singapore, Hong Kong and mainland China.

「2015莫斯科城市論壇」取得新加坡、香港及內地媒體的廣泛報導。





The “Australian Open Fanzone Shanghai” media event is attended by special guest Sun Tiantian, a former champion of the Australian Open.

澳洲網球公開賽的「球迷嘉年華」在上海開幕，邀得前澳網冠軍孫甜甜為媒體活動的特別嘉賓。



“Mizuno Ekiden 2015” is Singapore’s first fully fledged road relay. The race attracted more than 2,500 participants.

「美津濃驛站接力賽2015」是新加坡首個正規的道路接力賽，吸引超過2,500健兒出席。



Singapore’s “Great Eastern Women’s Run 2015”, comprising the 5 km run, 10 km run and half marathon, attracts over 16,000 female participants.

新加坡「2015年Great Eastern Women’s Run」吸引超過16,000女士分別參與5公里、10公里及半馬拉松競賽。

Sports

體育



The annual “NTUC Income RUN 350” in Singapore attracts 12,000 runners this year. The event also seeks to raise environmental sustainability awareness.

一年一度的新加坡「NTUC Income RUN 350」慈善賽跑今年吸引12,000健兒參與，讓更多人關注環境可持續發展的議題。



V1 Auto World Launch Ceremony cum Hong Kong-Beijing Rally 30th Anniversary Tour commences in Tianjin.

V1汽車世界的項目啟動儀式暨港京拉力賽30週年紀念活動在天津舉行。



TaylorMade launches a new series of golf clubs in Taiwan.

TaylorMade在臺灣推出全新球桿系列。





“Google Cultural Institute” – Google’s initiative to digitally preserve important cultural relics – has organised a CI open day in Shanghai.

谷歌以數碼科技紀錄珍貴文物的計劃「谷歌文化學院」，在上海舉辦了合作夥伴發佈儀式和研討會活動。



H3C launches the UIS (Unified Infrastructure System) series of products in Beijing for the cloud computing market.

華三通信在北京發佈雲計算設備 – UIS 系列產品。



Lenovo organises a Father’s Day event that challenges Taiwanese fathers to a one-arm pull-up competition.

聯想在父親節號召台灣爸爸挑戰人體單槓。

IT Communications

信息科技



Lenovo collaborates with Tsannkuen, the largest Taiwan chain store for electronics products, which will result in more benefits for retail customers.

聯想與台灣最大3C連鎖店燦坤合作，提供更多優惠給消費者。



BT Global Services signs a 5-year contract with G-NET to provide BT’s world-class audio conferencing solution to the Chinese market. This partnership sets a precedent for both BT and the Chinese conferencing market.

英國電信與中國全時簽訂五年合作協議，通過全時將英國電信世界一流的電話會議服務系列落地中國，服務於更廣範圍的客戶並為他們提供更優質的通信體驗。



Vivitek launches a home projector in Beijing, and collaborates with UTStarcom to explore the intelligent home entertainment market.

麗迅在北京推出全新家用投影機產品，並與UT斯達康合作，開拓智能家庭娛樂市場。



SPRG Malaysia’s client, Cuscapi and the Ministry of Food (MOF) Singapore marked the successful commercial deployment of REV – an interactive self-ordering tablet – at its chain of restaurants under the MOF banner.

新加坡Ministry of Food全面採用縱橫公關集團馬來西亞分公司客戶Cuscapi的平板電腦自助點餐機。



H3C demonstrates the future of network infrastructure development by launching the Connect+ strategic and related solutions in Beijing.

華三通信在北京正式發佈Connect+（大互聯）戰略及相關產品解決方案，進一步明確了網絡基礎架構業務的發展方向。





Fitbit is one of the primary sponsors of Men's Health Magazine's "Cool Guy 2015" contest in China.

Fitbit為《時尚健康》雜誌中國版「Cool Guy 2015」選拔賽的主要贊助商之一。

Sony is dedicated to providing high-resolution listening experiences to music lovers through its state-of-the-art technologies.

Sony致力以其首屈一指的技术，為音樂愛好者提供高清晰聽覺享受。

Lifestyle

生活時尚



The first-ever "BEST OF BRITISH" cultural festival showcasing the most authentic tastes of Great Britain is organised in Hong Kong, attracting over 34,000 visitors.

香港首屆大型英國文化節「BEST OF BRITISH」介紹正宗的英國文化，吸引逾34,000人次參觀。



TV celebrity Aimee Chan wears the world's largest ASHOKA® necklace, which weighs 48.21 carats and costs over HK\$100 million.

香港女星陳茵媺出席ASHOKA®品牌發佈會，配戴價值超過港幣1億元及重48.21克拉的鑽飾，以高貴姿態瑰麗登場。





Logitech's new product series generate intense interest via a Facebook campaign. 透過臉書推廣，Logitech新產品系列在社交媒體成為潮流。



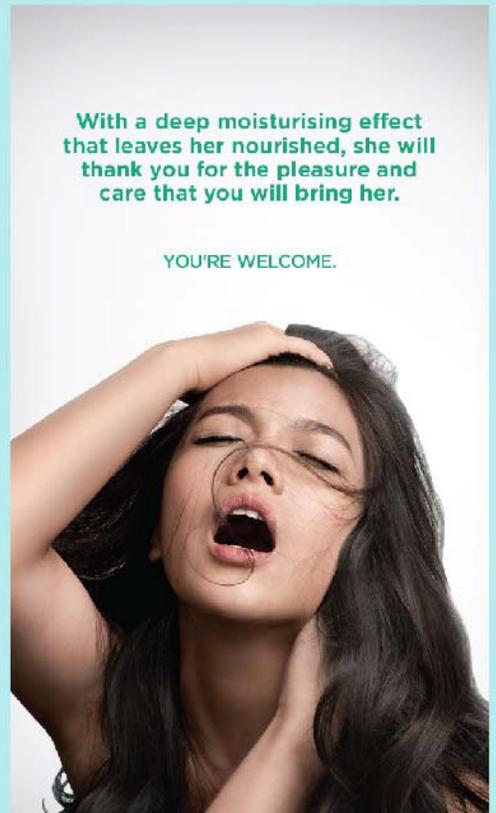
An event organised by GLY DERM to promote its anti-wrinkle cream in Taiwan successfully attracts local attention.

GLY DERM舉辦果蕾緊致撫紋霜體驗活動，吸引一眾台灣女生出席。



SIAM PIWAT invites the mainland Chinese media to visit its two anchor shopping malls in Bangkok – the Siam Centre and Siam Paragon – and to meet with CEO Chadatip Chutrakul in person.

SIAM PIWAT 邀請內地媒體到曼谷，參觀名下兩大購物中心 Siam Centre and Siam Paragon，並與行政總裁 Chadatip Chutrakul見面。



With a deep moisturising effect that leaves her nourished, she will thank you for the pleasure and care that you will bring her.

YOU'RE WELCOME.

Okamoto celebrates the confidence of the 21st century woman – a person who is unafraid to express her sexuality – via a 30-second video produced by Singaporean film director, Eric Khoo.

岡本邀請新加坡導演Eric Khoo製作30秒短片，表揚自信自主、懂得享受性愛的21世紀女性。



Actress and model Lin Chiling is appointed ambassador of "6 Minutes Protect A Life" – a campaign that encourages women in Taiwan to receive regular preventative checkups for female cancers and be aware of any abnormal changes in their body.

林志玲擔任P&G「6分鐘護一生」活動大使，藉此提醒台灣女士定期進行婦癌篩檢，並留意自己身體有否不良變化。



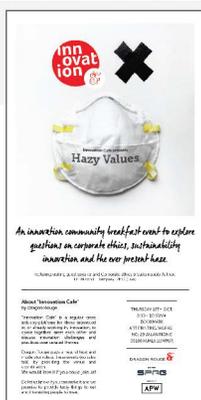
Corporate Social Responsibility

企業社會責任



SPRG Malaysia and Dragon Rouge host an "Innovation Café" breakfast talk to discuss the impact of environmental, social and governance performance on brand reputation.

馬來西亞分公司與Dragon Rouge合辦「Innovation Café」早餐會講座，討論企業的環境、社會及企業管治表現對品牌聲譽的影響。



Taiwan Millennium Health Foundation launches a mobile app for monitoring blood pressure.

台灣千禧之愛健康基金會推出「千禧i健康」血壓測量手機應用程式。





Singapore Kindness Movement organises "ImagINation" – an experiential exhibition. The centrepiece is *SW/TCH*, an interactive short film where the audience's choices can alter the story's eventual outcome. 新加坡行善運動籌辦實驗性展覽「ImagINation」，互動短片《SW/TCH》讓觀眾選擇故事的結局，是展覽的焦點。

Digital and Social Media

數碼及社交媒體



"Run as ELLE, Let's Fitbit" is a Shanghai running tour co-hosted by Fitbit and *ELLE* Magazine. The 5 km run involved over 50 participants including celebrity Liu Liyang, and was broadcasted live on Weibo garnering 700,000 impressions from first-tier cities in China.

Fitbit 與《ELLE—世界時裝之苑》合辦「Run as ELLE, Let's Fitbit!」上海市內5公里賽跑活動。明星劉力揚及50名健兒的比賽過程在微博直播，在內地一線城市錄得共70萬次點擊率。



BVLGARI celebrates the opening of "Elizabeth Taylor and BVLGARI – A Passion for Jewellery Exhibition" in Plaza 66 in Shanghai. The exhibition successfully attracted public attention via WeChat.

寶格麗在上海恆隆廣場舉行「伊莉莎白·泰勒與寶格麗」珍藏珠寶藝術展，利用微信平台成功吸引公眾關注。



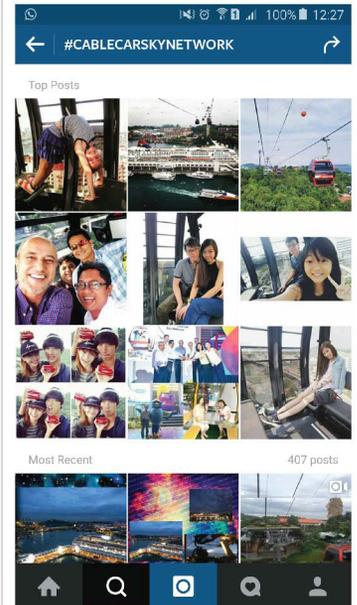
CIMB Bank's Octo mascot is popular with the social media in Malaysia.

CIMB銀行吉祥物Octo在馬來西亞的社交媒體上受到廣泛關注。



SPRG Beijing is entrusted with conducting a deep-dive online/social media data acquisition project for BHC. The office provided a market analysis report on China as part of its responsibilities.

北京縱橫公關為BHC進行深入的網上/社交媒體數據搜集，並提供中國市場分析報告。



Tourists snap photos of themselves taking the cable car on the new Sentosa Line. The images are subsequently posted on Instagram via hashtag #CableCarSkyNetwork to win prizes.

聖淘沙旅客乘搭全新纜車線時自拍，並以題標#CableCarSkyNetwork上載照片到Instagram專頁，可贏取禮物。





International guests and media attend the first "World Credit Rating Forum" in June in Beijing.

全球各地嘉賓及媒體於六月雲集北京，出席首屆「世界信用評級大會」。



SPRG is proud to be the official PR partner of the "1st HKIRA Investor Relations Awards". Richard spoke about Crisis Management Strategy during the conference.

縱橫公關集團為首屆「香港投資者關係大獎」官方公關夥伴，曾立基於會議上就危機管理策略發表演說。



SPRG is delighted to be AVCJ's PR partner for its "28th Annual AVCJ Private Equity & Venture Forum".

集團成為AVCJ「第28屆AVCJ Private Equity & Venture Forum」的公關夥伴。

Events and Conferences

活動及會議



Maciej Ossowski, Director of Enterprise Sales, accepts a souvenir on behalf of GetResponse, the Platinum Sponsor of the "5th Asia e-Commerce Conference" in Kuala Lumpur.

GetResponse是吉隆坡「第五屆亞太電子商務會議」的鉑金贊助商，企業銷售總監 Maciej Ossowski代表接受大會紀念品。



SPRG proudly assists in organising a "High-Level Forum on South-South Cooperation for Sustainable Development", which is followed by a fundraising dinner.

縱橫公關集團負責統籌「南南合作可持續發展高級別論壇暨慈善晚宴」，取得空前成功。



An example of good internal communication, Milwaukee announces its 5-year strategic plan to staff during a meeting at its Doungguan factory.

Milwaukee重視各地的員工溝通，在東莞廠房員工會議公佈未來5年發展計劃。





Prof. Dan Shechtman, 2011 Nobel Laureate in Chemistry, speaks at "UC RUSAL President's Forum". 2011年諾貝爾化學獎得主丹·史特曼教授於「俄鋁校長論壇」任主講嘉賓。



SPRG is the official PR partner of "Innocell Asia Symposium 2015". Attending the event included over 400 professionals from the legal and compliance, audit and internal control, corporate risk management, cyber crime, IT audit, information security and white collar crime fields.

縱橫公關集團為「2015英諾斯唯亞洲論壇」的大會指定公關夥伴。是次有達400多人出席論壇，大部份為公司法規、審核及內部控制、公司風險管理、網絡犯罪、信息科技審核、信息安全及白領罪案等方面的專業人士。



SY Lau, Senior Executive Vice President of Tencent and President of its Online Media Group, delivers a keynote speech at "Malaysian CMO Conference 2015".

騰訊公司集團高級執行副總裁及網絡媒體事業群總裁劉勝義在「2015馬來西亞CMO研討會」上擔任主講嘉賓。



SPRG is pleased to be the official PR partner of "The IR Magazine Awards & Conference - Greater China", having worked with *IR Magazine* for the past four years. During the conference, investor relations professionals from the Greater China region got the unique opportunity to gather and discuss pressing issues, learn best practices and acknowledge each other's achievements.

縱橫公關集團已經與《IR Magazine》合作了四年，今年很榮幸能成為「IR Magazine 大中華地區會議暨頒獎典禮」的大會指定公關夥伴。在會議中，來自大中華地區的投資者關係人員可以借此機會與同業聚首交流和討論迫切的議題，從而互相學習最佳守則，並與得獎者慶祝。



SPRG proudly serves as the official PR partner of "Mines and Money Hong Kong" for the fifth consecutive year.

縱橫公關集團連續五年成為「Mines and Money Hong Kong」大會指定公關夥伴。



SPRG arranges a conference hosted by the Moscow City Government, entitled "Emerging Trends: Coastal Areas Leisure/Cultural Sites Developments", in Hong Kong.

縱橫公關集團在香港為莫斯科市政府策劃業界研討會「Emerging Trends: Coastal Areas Leisure/Cultural Sites Developments」。





Regina Miracle (HKEx: 2199) is one of the best performing IPOs in Hong Kong in 2015.

維珍妮國際(股份代號: 2199)乃香港2015年度表現最佳的新上市公司之一。

IPO Communications 新上市傳訊



The Founder and Chairman of PuraPharm (HKEx: 1498), Abraham Chan, is joined by Executive Director Viola Man in striking the gong, officially ushering the company's listing.

培力(股份代號: 1498)創辦人兼主席陳宇齡與執行董事文綺慧齊敲鑼, 標誌著公司正式上市。



The management team of NIRAKU (HKEx: 1245) hosts a traditional Japanese sake barrel breaking ceremony (Kagami-Biraki) to celebrate the company's listing in Hong Kong.

NIRAKU(股份代號: 1245)管理層及主禮嘉賓以日本傳統喜慶方式—「清酒擊桶儀」, 慶祝公司在香港上市。



Liu Wing Sun Winson, Chairman of Yat Sing (HKEx: 3708), presents a memento to HKEx on its listing day. The object symbolises Yat Sing's commitment to safety and quality.

日成(股份代號: 3708)主席廖永燊致送紀念品予港交所。該紀念品象徵著公司多年來對工程安全及質量控制的堅持。



During the company's celebration dinner, the management of Ahsay Backup Software Development (HKEx: 8290) makes a toast to their guests in appreciation of their support.

亞勢備份軟件開發(股份代號: 8290)的管理層於慶祝晚宴上祝酒, 感謝來賓的支持。



The listing of Chinney Kin Wing (HKEx: 1556) marks the 30th IPO campaign handled by SPRG in 2015. The company's shares were oversubscribed by 168 times for its public offering.

建業建築(股份代號: 1556)的上市傳訊計劃為縱橫公關集團於2015年完成的第30個項目, 其公開招股部份錄得超額認購168倍。





SPRG's first IPO client in Shanghai since the launch of Shanghai-Hong Kong Connect – Zhejiang Jasan (SSE: 603558) – is listed on Shanghai Stock Exchange on 27 January.

滬港通啟動後，縱橫公關集團首個上海新股客戶—浙江健盛（股份編號：603558）在一月廿七日正式在上海交易所掛牌。



Dr Henry Cheng, Chairman of FSE Engineering (HKEx: 0331), presents a listing souvenir to Dieter Yih, Listing Committee Member, who accepts it on behalf of HKEx.

豐盛機電（股份代號：0331）主席鄭家純博士致送上市紀念品予港交所，由上市委員會委員葉禮德接受。



The management team of Asiaray Media Group (HKEx: 1993) introduces their unique space management operating concept to investors.

雅仕維傳媒集團（股份代號：1993）一眾管理層向投資者介紹公司獨特的「空間管理」經營概念。



Kelvin Tan, Chairman of KPM Holding (HKEx: 8027), and the management team share their joy with attendees during the listing ceremony.

吉輝（股份代號：8027）主席陳添吉及公司管理層出席上市儀式，與來賓分享成功上市的喜悅。



AAG Energy (HKEx: 2686) offers clean energy and impetus to the development of the country's green economy.

亞美能源（股份代號：2686）為中國經濟供應清潔能源。



Kwak Joung Hwan, Chairman of Cowell e Holdings (HKEx: 1415), attends a ceremony with the management team to share the joy of the company's listing.

高偉電子（股份代號：1415）主席郭正煥及管理層出席上市儀式，分享成功上市的喜悅。



Lin Zhiqiang, Chairman of Time2U (HKEx: 1327), models one of the company's self-branded watches during its listing ceremony.

時間由你（股份代號：1327）主席林志強於公司上市儀式上展示自有品牌手錶。



Guru Online (HKEx: 8121) presents a souvenir made from LEGO to HKEx to highlight the strong creativity of its team.

超凡網絡（股份代號：8121）向港交所送贈特製的樂高模型，象徵著其團隊的豐富創意。



Ting Pang Wan, Founder and Chairman of Madison Wine (HKEx: 8057), presents a listing souvenir to a representative of HKEx.

麥迪森酒業（股份代號：8057）創辦人兼主席丁鵬雲致送上市紀念品予港交所代表。



Tony Wong, Hong Kong's King of Comics, congratulates Jason Zhuang, Chairman of China Animation (HKEx: 1566) at the company's listing ceremony.

於華夏動漫(股份編號: 1566)上市儀式上, 香港大師級漫畫家黃玉郎蒞臨恭賀公司主席莊向松。



Lim Kiah Meng, Executive Director, Lim Kia Hong, Chairman, and Lim Hwee Hai, Non-Executive Director of SIS Mobile (HKEx: 1362) pose for a photo during the listing ceremony.

新龍移動(股份代號: 1362)執行董事林家名, 主席林嘉豐及非執行董事林惠海於上市儀式留影。



China Parenting Network (HKEx: 8361) CEO Cheng Li and CFO Zhang Lake Mozi, strike the ceremonial gong, officially marking its listing in Hong Kong.

中國育兒網絡(股份代號: 8361)行政總裁程力及財務總監 Zhang Lake Mozi 敲響銅鑼, 標誌著公司在港上市。

IPO Communications 新上市傳訊



Philip Yang, Chairman of Creative China (HKEx: 8368), meets the media with one of its cornerstone investors – famous Chinese actress Zhao Wei – after the listing ceremony.

中國創意(股份代號: 8368)主席楊劍於上市儀式後, 和基礎投資者兼中國著名影星趙薇一起接見傳媒。



C Cheng (HKEx: 1486) is Hong Kong's first architectural services provider to list on HKEx. In 2015, the company moved from the GEM to the Main Board.

首間於港交所上市的建築設計服務供應商一思城(股份代號: 1486)於創業板上市短短一年多, 成功於2015年到主板掛牌。



D&G Technology (HKEx: 1301) presents a miniature model of its environmental friendly asphalt mixing recycling plant to HKEx during its listing ceremony.

德基科技(股份編號: 1301)將其研發的環保新科技—可將舊瀝青回收再造的再生滾筒製成迷你模型, 於上市儀式贈予港交所。



Hung Kwong Yee, Chairman of Ten Pao (HKEx: 1979), and the management attend the company's IPO media conference.

天寶(股份代號: 1979)主席洪光椅及管理層出席上市記者招待會。



Eddie Lam, Chairman of Thelloy Development (HKEx: 8122), presents a special Chinese interlocking burr puzzle to HKEx on its listing day.

德萊建業(股份代號: 8122)主席林健榮於上市當天致送「魯班鎖」予港交所留念。



Flat Glass (HKEx: 6865) is the largest manufacturer of PV glass globally based on sales revenue of PV raw glass and processed PV glass in 2014.

按2014年的光伏玻璃原片及光伏深加工玻璃的銷售收益計, 福萊特玻璃(股份編號: 6865)是全球最大的光伏玻璃製造商。





At Differ Group's (HKEx: 6878) celebration dinner, the management team makes a toast to commemorate its successful transfer to the Main Board.

鼎豐集團（股份代號：6878）成功轉主板上市，管理層於慶祝晚宴上舉杯祝酒，祝願公司業務蒸蒸日上、更進一步。



Tsui Kam Ling, Chairman of Advanced Card Systems (HKEx: 2086), presents a donation to Kong Churk Hoi Billy, BBS, MH, JP, Executive Committee Deputy Chairman of The Community Chest, on the day of the company's listing.

龍傑智能卡（股份代號：2086）主席崔錦鈴於上市當天將善款交給公益金執行委員會副主席江焯開BBS, MH太平紳士。



Tianyun International (HKEx: 6836) principally engages in the production and sale of processed fruit products. The company sells processed fruits both on an OEM basis and under its own brands.

天韻國際（股份代號：6836）主要從事生產及銷售加工水果產品。公司以OEM及兩個自有品牌出售加工水果產品。



Ng Kin Siu, Chairman of FDB (HKEx: 8248), and the management team pose for a photo during the listing ceremony.

豐展（股份代號：8248）主席吳建韶及公司管理層出席上市儀式並拍照留念。



1. Pa Shun Pharmaceutical (HKEx: 0574) is successfully listed on the Main Board of HKEx.
百信藥業（股份代號：0574）成功於港交所主板上市。
2. The listing of Chia Tai Enterprises (HKEx: 3839) on the Main Board of HKEx will allow it to pursue a more focused strategy and accelerate growth.
正大企業（股份代號：3839）於港交所主板掛牌，正好配合其積極的發展策略和增長目標。
3. Lap Kei Engineering (HKEx: 8369) Chairman, Wong Kang Kwong, and Executive Director, So Nui Ho, attend the company's listing ceremony.
立基工程（股份代號：8369）主席黃鏡光及執行董事蘇女好出席公司的上市儀式。
4. Cheung Chun To, Chairman of Major Holdings (HKEx: 1389), presents a souvenir to Helen Zee, member of HKEx Listing Committee.
美捷匯控股（股份代號：1389）主席張俊濤致送紀念品予港交所上市委員會成員徐閔。
5. Ringo Yu, Chairman of Fraser (HKEx: 8366) poses for a photo during the company's listing ceremony.
Fraser（股份代號：8366）主席余錫萬於公司上市儀式留影。
6. Wong Chin To and Tse Chun Kit, Chairman and CEO of Pak Wing (HKEx: 8316) respectively, possess over 15 years of experience in the foundation and construction industry.
柏榮（股份代號：8316）主席黃展韜及行政總裁謝俊傑乃地基及建築行業專才，分別擁有逾15年豐富經驗。
7. Yip Pak Hung, Chairman of KPa-BM (HKEx: 8141) presents a listing souvenir to HKE.
應力（股份代號：8141）主席葉柏雄致送上市紀念品予港交所。





Investors from Hong Kong, Beijing, Shanghai, Guangzhou and Shenzhen attend Xtep's 2016 Q1 Sales Fair in Xiamen.

來自香港、北京、上海、廣州及深圳的投資者出席特步於廈門舉行的2016年第一季度訂貨會。



Ding Shui Po and Terry Ho, Chairman and CEO of Xtep respectively, draw attention to the company's latest running shoe.

特步主席丁水波及首席財務官何睿博展示最新跑鞋系列。



Lenovo Group makes a splash at "Lenovo Tech World" – its first exclusive technology event – by revealing its newest product innovations. The world's great tech leaders, fans, media, investors, partners and suppliers attended the event.

聯想集團召開首屆「聯想科技創新大會」，展示了突破性的概念產品。業界巨頭、來自世界各地的數千粉絲、媒體、投資者、合作夥伴和供貨商出席了本次大會。



Lenovo Group has recorded excellent business results for the FY2014/15 financial year. Yang Yuanqing, Chairman and CEO, is optimistic about the company's ability to realise its future plans and achieve further business growth.

聯想集團2014/15全年業績表現卓越，董事長兼行政總裁楊元慶對公司業務表現及未來發展表示樂觀。

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Dr Wong Man Li, Chairman of Man Wah Holdings, leads the management team in a toasting ceremony during the company's 10th Listing Anniversary Celebratory Dinner.

敏華控股主席黃敏利博士帶領一眾管理層，在公司上市10週年慶祝晚宴中主持祝酒儀式。



The "CONNECTION" charity photo exhibition displays photos by renowned photographer Ming Thein, as well as a special series contributed by Ir Dr Derrick Pang, Deputy Chairman of Chun Wo. The exhibition was held at Hong Kong Arts Centre.

慈善攝影展覽「CONNECTION連·系」於香港藝術中心舉行，展出著名攝影師Ming Thein及俊和副主席彭一邦博士工程師的作品。



Dr Lin Zhenhui, CEO of CITIC Telecom, announces the launch of "DataMall", the world's first international mobile data trading platform.

中信國際電訊行政總裁林振輝博士宣佈，公司推出全球首個國際移動數據流量交易平台—DataMall「自由行」。





Dr Zhang Hongjiang, CEO of Kingsoft, is interviewed by Bloomberg. He takes the opportunity to explain the company's splendid annual results in 2014, including a 54% jump in revenue.

金山軟件首席執行官張宏江博士接受彭博電視訪問，表示2014年公司取得亮麗的全年業績，收益對比上年增加了54%。



Johnson Ho, CFO of Yip's Chemical and Wendy Tse, IR & Corporate Communications Director attend an awards dinner organised by Asiamoney.

葉氏化工財務總裁何世豪及投資者關係企業傳訊總監謝憶珠出席《亞洲貨幣》頒獎晚宴。



Lawrence Ho, Co-Chairman and CEO of Melco Crown Entertainment, and James Packer, Co-Chairman, are joined by Fernando Chui, Chief Executive of Macao SAR, and Edmund Ho, Vice-Chairman of The Chinese People's Political Consultative Conference, as they unveil Studio City – the Hollywood-inspired, cinematically-themed integrated resort.

荷裡活電影主題概念的綜合度假村項目「新濠影匯」正式開幕，新濠博亞娛樂聯席主席兼行政總裁何猷龍、聯席主席James Packer，聯同澳門特別行政區行政長官崔世安及全國政協副主席何厚鏞，一起主持揭幕儀式。



Joy City Property holds a grand opening ceremony for its largest commercial complex project, which is also the company's biggest investment in Shanghai. Many renowned stock commentators, leisure and travel columnists, and financial and travel journalists flew in from Hong Kong to attend the event and tour the landmark project.

大悅城地產在上海主持旗下最大型、最大投資的綜合商業項目開幕典禮，香港的知名股評家、休閒旅遊專欄名人以及財經、旅遊記者均到現場參加典禮，並實地考察這個標桿項目。



The management of Xinyi Glass and Xinyi Solar provides business updates and explains the companies' future plans during an investor presentation.

信義玻璃及信義光能舉行投資者推介會，向投資者闡述其業務近況及未來發展。



Sun Art Retail operates its hypermarket business under two recognised banners – "Auchan" and "RT-Mart". This practice has resulted in excellent financial results.

高鑫零售以「歐尚」及「大潤發」兩大知名品牌經營大賣場業務，業績理想。



China Gas management announces its FY2015/16 interim results. The company achieved healthy operational growth and strong financial performance, allowing for the distribution of a substantially higher interim dividend per share. 中國燃氣管理層宣佈其2015/16年度中期業績，公司營運及財務表現穩健，每股中期股息大幅增加。



To celebrate UC RUSAL's 15th anniversary, the company invites guests to attend a cocktail reception that is followed by *The Flames of Paris*, an emotion-filled spectacle featuring the Bolshoi Ballet.

為慶祝俄鋁成立15週年，公司舉辦酒會，並招待嘉賓觀賞由莫斯科大劇院芭蕾舞團演出的激情之作—《巴黎火焰》。

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Tsui Wah's management spreads sweet condensed milk on giant crispy buns and raises a toast using its milk tea champagne to celebrate the reopening of the company's Wellington Street restaurant.

翠華管理層於特製的巨型豬仔包上擠上奶油並以香檳奶茶祝酒，標誌中環威靈頓街分店正式回歸。



China Traditional Chinese Medicine Co. Limited announces its future strategy, including its latest milestone, the substantial acquisition of Tianjiang Pharmaceutical.

中國中藥宣佈未來業務策略，包括公司最新的里程碑—對天江藥業進行重大收購。



UC RUSAL launches "Digital Dreams of Russia", Hong Kong's first multimedia exhibition of Russian art, featuring digitally animated Russian visual art masterpieces.

俄鋁於香港展出《俄羅斯 夢·幻之旅》—香港首個以多媒體形式展示俄羅斯美術的視覺藝術展覽。



Sinomax Group and XCOR Space Expeditions Asia reach a strategic collaboration agreement. Sinomax will provide visco-elastic foam materials for the seats used in XCOR's space vehicles. The materials are able to off-set the 4G forces that occur during spaceflight, thereby protecting the spine of astronauts.

盛諾集團與XCOR Space Expeditions Asia達成戰略合作夥伴協議。盛諾為其太空船座椅研發特製太空棉，緩解太空中的四倍地球引力，保護宇航員的脊骨。





Fortune REIT announces its annual results for FY2014, highlighting its 11th consecutive year of growth.

置富產業信託公佈2014財年全年業績，連續第十一年錄得增長。



Lee Wai Kwong, CEO of ASMP, presents the company's 2014 annual results.

ASMP行政總裁李偉光向投資者闡釋公司2014全年業績。



Dr Lui Che Woo, Chairman of K.Wah International, announces the company's solid financial results for FY2014. It benefited from quality property projects in first-tier cities in China.

嘉華國際主席呂志和博士出席2014年度業績發佈會，指公司受惠於內地一線城市推出優質住宅項目，令業績維持穩健。



Yang Xiangbo, Chairman of Shirble Department Store, Yang Ti Wei, Chief Executive Officer and representatives from Eternity (Asia) Limited make a toast during the MOU signing ceremony.

歲貨百貨董事長楊祥波、行政總裁楊題維與恆美(亞洲)之代表於諒解備忘錄簽約儀式上進行祝酒。



Hop Hing Group, the operator of Yoshinoya QSR restaurant chains in Northern China, introduces its newest and exclusive products for mainland China to the Hong Kong financial media.

於中國北部經營吉野家連鎖快餐的合興集團，向本港財經記者推介只供內地分店發售的新產品。



Christine Chan, Managing Director of AEON Stores, and Marina Leung, Deputy General Manager of Portfolio Leasing Department of Henderson Land, conduct an eye-doting ceremony to bring the dancing lions to life – part of a ceremony to celebrate the reopening of the AEON Tsuen Wan Store.

永旺百貨董事總經理陳佩雯及恆基兆業租務部副總經理梁柏璇，於全新面貌的AEON荃灣店的開幕典禮上為醒獅點睛。



Chevalier Group's 45th Anniversary Cocktail Reception is graced by the presence of prominent government officials and business leaders. Tung Chee Hwa, Vice-Chairman of The Chinese People's Political Consultative Conference, and Dr Chow Yei Ching, Chairman of the company, officiated at the ceremony.

其士集團45週年慶祝酒會獲多位政府重要官員及工商領導出席。全國政協副主席董建華與公司主席周亦卿博士一同主持亮燈儀式。

Animated about Prospects Ahead 動畫創建未來

Client 客戶: China Animation Characters Company Limited
華夏動漫形象有限公司 (HKEx 股份編號: 1566)

China Animation, which transformed from an animation character products trading company into a leading multimedia animation company, sought to list in Hong Kong last March. The company's business model was relatively new and lacked of comparable peers. Furthermore, with its new business still at an early stage of development, it had yet to generate significant revenue. Therefore, SPRG faced a number of challenges when planning the company's IPO communications strategy.

With the clear goal of promoting China Animation's newest business interest, we organised its first activity – a media trip to phase one of Shanghai JOYPOLIS Indoor Amusement Park. During the occasion, we impressed upon the Hong Kong media the company's strategic partner, SEGA, so as to bolster the project's reputation. Separately, we extensively promoted the Shenzhen concert of Violet – the company's virtual idol – in Hong Kong, including inviting media and investors to attend so as to highlight yet another facet of the company's business.

In the final stage of promotion, just prior to the company's share subscription, we arranged for cosplayers dressed as Violet and Han Ba Gui – the company's two leading animation characters – to participate in China Animation's IPO media and investor conferences in order to attract maximum attention. During these events, we also demonstrated the company's AR technology, which integrates virtual images with reality. As a result, the media and investors' understanding of the company's business strengths and growth prospects was greatly enhanced.

With immense support from the investment community and media, China Animation was successfully listed. Moreover, the attendance of the director of SEGA and Mr Tony Wong, Hong Kong's King of Comics, at the company's listing ceremony enabled China Animation to capture the spotlight.



華夏動漫去年3月在香港上市。這原本是一家從事動漫角色衍生品的傳統貿易公司，後來銳意發展成為領先的多媒體動漫集團。由於業務模式比較新穎，而這些新業務處於剛開始階段，還未帶來明顯收益，市場亦沒有相類的公司作參考，因此縱橫公關集團當時為華夏動漫策劃上市宣傳別具挑戰。

我們定下清晰目標，大力宣傳公司的新業務。首個活動是邀請香港媒體參觀上海JOYPOLIS室內樂園的第一期，藉此介紹公司的知名合作方—日本世嘉登場，突出這項目的優越性。隨後，乘著公司打造的虛擬演唱偶像「紫媽」在深圳舉行中國首場演唱會，我們在香港展開宣傳攻勢，並邀請媒體及投資者出席演唱會現場體驗。到公司股份認購前的最後宣傳期間，除了公司旗下的動漫人物紫媽和憨八龜現身為公司爭取曝光外，我們更到場展示公司虛擬與實境結合的AR技術，讓與會的媒體及投資者深刻瞭解公司的業務及優勢，認同其未來發展前景。

結果華夏動漫在投資者及外界熱烈支持下成功上市，並非常榮幸獲得日本世嘉董事以及香港漫畫教父黃玉郎出席上市儀式向公司祝賀，因此又成為當日的傳媒焦點。



On the Road to a Brighter Future 奔向美好明天

Client 客戶: Bentley Motors China 賓利汽車

This year, Bentley Motors China organised its first CSR effort, "Bentley Village Education Programme" (BVEP), to address concerns over public welfare in China. BVEP represents a new juncture for the luxury automaker, as it seeks to be in the world's largest car market and a socially responsible corporate citizen.

BVEP offers long-term financial and education assistance to poverty-stricken high school students. The first project took place at Yi County High School, Auhui, during which the Bentley Class – aimed at self improvement – was introduced. Company representatives were also present for student home visits and media field trips.

SPRG Beijing was responsible for concept development, event management, sponsorship identification and media relations for the event. Despite the fact that the activity was held in a rural region of China, where support from local service providers was limited, the event was a complete success.

今年，賓利汽車於中國舉辦首個企業社會責任項目—「賓利鄉村教育計劃」，為中國公眾福利出一分力。此舉標誌著賓利汽車發展的新關口，除了其一貫全球最大豪華汽車製造商的定位，亦凸顯其負責任的企業形象。

「賓利鄉村教育計劃」為貧困的高中生提供長期經濟援助及教育輔助，首個項目於安徽黟縣高中舉行，活動包括賓利自強班開班、公司代表家訪及媒體體驗當地文化。

縱橫公關集團北京分公司負責整個項目的概念策劃、活動管理、尋找贊助商及媒體關係。雖然活動於偏遠的鄉村進行、當地供貨商的支援有限，活動仍圓滿完成。



MasterChef Asia 亞洲頂級廚師

Client 客戶: A+E Networks Asia

Commissioned by A+E Networks Asia for the Lifetime channel, "MasterChef Asia 2015" is the first Asian version of the global reality cooking contest, *MasterChef*. Produced in Singapore by Endemol Southeast Asia, the inaugural series featured culinary genius Susur Lee; three Michelin stars chef Bruno Ménard; and TV culinary personality and "MasterChef Australia" finalist, Audra Morrice, as judges.

Apart from devising a comprehensive communications plan, SPRG Singapore proposed ideas aimed at raising awareness and encouraging the masses to rally behind the show. One such idea involved recreating the iconic *MasterChef* set at a local shopping mall so that fans could imagine themselves being in the TV programme. "MasterChef Asia" adopted the idea, and the set subsequently doubled as the battleground for a Mystery Box Challenge. All of the local contestants were critiqued live by the "MasterChef Asia" judges during the occasion.

全球廚藝比賽真人騷「頂級廚師」的首個亞洲版－「亞洲頂級廚師2015」由Endemol Southeast Asia於新加坡製作，獲馬尾大廚李國緯、米芝蓮三星大廚 Bruno Ménard和「澳洲頂級廚師」決賽者名廚Audra Morrice擔任評審，並於A+E Networks Asia旗下的Lifetime頻道播放。

縱橫公關集團新加坡分公司策劃全面的傳訊計劃，建議「頂級廚師」於當地一商場搭建節目佈景，讓大眾有如置身比賽中，吸引其注意。而其中一集的神秘盒任務更移師該佈景進行，由評審即場評分。



Attracted coverage from key media outlets
獲多家主要媒體機構報導



13,000,000+

TV viewers
電視觀眾



79,000,000+

Netizens engaged
網民支持



SG\$10,000,000

PR value
公關效益



Uncage Street Flavours 釋放街頭滋味

Client 客戶: Heineken Hong Kong 喜力香港 – Tiger Beer

Heineken Hong Kong, the parent company of Tiger Beer, appointed SPRG to help raise public awareness of its brand in Hong Kong. Originating from Singapore, Tiger Beer is lesser known among Hong Kongers, hence it is not their usual choice. Shrewdly, instead of positioning it as a newcomer to the market, SPRG chose to promote Tiger Beer as an exciting experience – one that would resonate with target consumers. Aligning with this experience, SPRG developed the Tiger Bites – Uncage Street Flavours theme.

During the campaign, SPRG assisted Tiger Beer in cooperating with various local restaurants, promoting the former as the perfect complement to the latter. Correspondingly, a Tiger Food Truck travelled across Hong Kong for 20 days, providing beer and street food, as well as promoting the idea of uncaging food experiences.

Tiger Beer母公司喜力香港委任縱橫公關集團在香港協助品牌提升知名度。港人對源於新加坡的Tiger Beer認識不多，一般均不會視其為啤酒首選。然而集團沒有將Tiger Beer定性為新品牌，反而巧妙地將其包裝為一個「新體驗」，並以「Tiger Bites 一釋放街頭滋味」作為宣傳活動的主題。

集團協助品牌與多間本地餐廳合作，打破街頭小食舊有的單一形象，使Tiger Beer成為香港人享受街頭小食時的絕妙配搭。品牌的小食車Tiger Food Truck於20日內走遍香港大街小巷，為大眾提供啤酒及小吃，真正釋放街頭滋味。



Award-winning campaign
獲頒發業界獎項



Audience attracted to the special finale
客人參與最後一日的特別活動

The three videos on "100 Most" have been viewed
三條於100毛的影片點擊率達

186萬
350,000+ times次



Extensive media coverage
獲媒體廣泛報導



30

AWARDS IN 2015



Marketing Magazine – Marketing Excellence Awards
Bronze Award 銅獎
· Heineken Hong Kong 喜力香港 – Tiger Beer

Corporate Governance Asia

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



PRCA Malaysia – Malaysia PR Awards

Bronze 銅獎

AB Theme Park Sdn Bhd
(Angry Birds Activity Park 憤怒鳥主題樂園)



Marketing Magazine – PR Awards Hong Kong

Gold Award 金獎

· CFA Institute

Silver Award 銀獎

· China Animation Characters Company Limited 華夏動漫形象有限公司
· P&G – Olay

Bronze Award 銅獎

· AAG Energy Holdings Limited 亞美能源控股有限公司





The Stevie® Awards
International Business Awards 國際商業大獎

Group 集團

Gold 金獎

- Public Relations Agency of the Year in Asia Pacific 亞太區最佳公關顧問
- Public Relations Agency of the Year in Asia 亞洲最佳公關顧問

Client 客戶

Gold 金獎

- Sinomax Group Ltd. 盛諾集團有限公司
- AB Theme Park Sdn Bhd (Angry Birds Activity Park 憤怒鳥主題樂園)

Bronze 銅獎

- Hung Fook Tong Group Holdings Ltd. 鴻福堂集團控股有限公司

Asia-Pacific Stevie® Awards

Bronze 銅獎

- Hung Fook Tong Group Holdings Ltd. 鴻福堂集團控股有限公司



PR News – Platinum PR Awards

Honourable Mention 優異獎

- Hung Fook Tong Group Holdings Ltd. 鴻福堂集團控股有限公司
- NIRAKU GC HOLDINGS, INC.



Marketing Magazine – Marketing Events Awards
Gold Award 金獎

- Great Eastern Life 大東方人壽保險

Silver Award 銀獎

- Great Eastern Life 大東方人壽保險 (Best Home Grown Event 最佳本土公關活動)
- (Best Sponsorship Activation 最佳贊助商推廣)



The Hong Kong Council of Social Services 香港社會服務聯會



Environmental Campaign Committee 環境保護運動委員會



The Hong Kong Productivity Council 香港生產力促進局



The Hong Kong Productivity Council 香港生產力促進局



Mandatory Provident Fund Scheme Authority 強制性公積金計劃管理局



Social Enterprise Research Institute 社會企業研究所





SPRG

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WE'RE STILL THE SAME...
ONLY BETTER!

www.sprg.asia



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