

WITHERS APPOINTS SPRG AS ITS PUBLIC RELATIONS AGENCY IN THE GREATER CHINA REGION

(Asia, 21 December 2022) – Withers, the world’s leading international law firm dedicated to the business, personal and philanthropic interests of successful people, their businesses, families and advisors, has appointed SPRG to handle their PR, branding and media relations activities in Hong Kong.

Headquartered in London, Withers has been established in Hong Kong since 2008, offering tax and wealth planning, trust, family law, litigation, charity and corporate advice to clients. Withers advise many international families and businesses on their activities in Hong Kong, as well as assisting local clients with access to international markets.

SPRG will be responsible for establishing and consolidating media relationships in Hong Kong, Mainland China and Japan on Withers’ behalf. SPRG will provide traditional public relations services as well as innovative marketing tools and solutions, including social media marketing and SEO, to the firm.

Wei Zhang, Managing Director of Withers said, “SPRG’s rich experience, comprehensive offerings and long-standing industry relationships have provided us with a new breadth of expertise. We see this collaboration as a significant step in the right direction for our expansion strategy in the Greater China Region.”

Esther Chan, Managing Director of Strategic Financial Relations said, “SPRG is thrilled to be working with Withers. We are determined to realise Withers’ ambition of further strengthening its leading international law firm status in Asia, whilst positioning the firm as an expert in specific practices. We will support Withers through the provision of seasoned professionals, market insights, and well-crafted communication strategies, and will work closely with the firm to achieve its ultimate goal.”

About Withers

Withers is an international law firm with a broad-ranging client base including multinational corporations, governments, international institutions and individuals and their businesses.

With over 200 partners and more than 450 other lawyers, we have unparalleled expertise in commercial, tax, trusts, estate planning, financial services, litigation and international arbitration, public international law, real estate, charities, philanthropy, employment, family law and other legal issues facing individuals and their families. The firm has advised 66% of the top 100 UK Sunday Times Rich List, 25% of the Forbes 400 List, 35% of the Hong Kong Forbes Rich List, and 35% of Forbes Asia's Richest Families list.

Withers has 17 offices worldwide in London, New York, New Haven, Greenwich (Connecticut), Boston, San Francisco, San Diego, Los Angeles, Texas, Hong Kong, Singapore, Tokyo, the British Virgin Islands, Geneva, Milan, Padua and Cambridge.

For more, visit withersworldwide.com

About Strategic Public Relations Group ("SPRG")

Established in 1995 as an investor relations specialist in Hong Kong, SPRG has now grown into an integrated PR group that delivers exceptional services to local and international clients in Asia Pacific. SPRG has 250+ professionals working from 18 offices and a JV in Hong Kong plus an associate company in Australia, all providing clients with integrated communication services. With affiliates around the world, SPRG can help clients access over 165 cities globally. Visit www.sprg.asia for more information.

Enquiries

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