

**SPRG IS CROWNED “CORPORATE CONSULTANCY OF THE YEAR”  
AT ASIA PACIFIC SABRE AWARDS 2017**

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**SPRG ALSO CAPTURES GOLD SABRE – GREATER CHINA AWARD**

(Hong Kong, 15 September 2017) – It was a celebratory night for **Strategic Public Relations Group (“SPRG” or the “Group”)** at yesterday’s Holmes Report Asia Pacific SABRE Awards ceremony, as the agency was named **Corporate Consultancy of the Year**. The panel of judges for this year’s awards scrutinized some 1,200 nominations. And despite fierce competition, SPRG received the coveted title due to its commitment to delivering superior PR services.

SPRG is one of the largest PR networks in Asia and the largest PR consultancy in Hong Kong. It has maintained its leading position in Hong Kong’s IPO/IR market by completing 30 IPOs in 2017 and 375 since inception. Serving over 160 listed companies, SPRG also caters for the PR needs of multinational corporations, professional associations and public organisations. With two member offices added last year; specifically, AsiaNet, a government relations and public affairs specialist, and Strategic DigitalLab, a newly established full-service digital marketing agency to cope with the growing demand for digital communications space, the Group now has 15 offices in seven Asian locations, serving clients through the collaborative efforts of 310 professionals.



Richard Tsang, Chairman of SPRG receives the SABRE trophy for “Corporate Consultancy of the Year” from Paul Holmes, Founder and Chair, and Arun Sudhaman, CEO & Editor-in-Chief of *The Holmes Report*.

In addition to the aforementioned honour, SPRG also received the **GOLD SABRE Award – Greater China** for the communication campaign, “*MW vs MWR – A Battle for Reputation*” that it devised for the sofa manufacturer, Man Wah Holdings Limited (“Man Wah”, HKEX: 1999). Through carefully devised communication strategies backed by effective implementation, SPRG was able to quash accusations by a short seller which in turn helped erase market concerns and regain the confidence of investment communities, ultimately resulting in a rebound in Man Wah’s share price and restoration of its reputation.



Arun Sudhaman presents the Gold SABRE – Greater China trophy to members of the SPRG team.

In accepting the awards, **Richard Tsang, Chairman of SPRG**, remarked, “We feel extremely honoured and grateful for receiving the ‘Asia-Pacific Corporate Consultancy of the Year’ title, as well as the Gold SABRE trophy for the *battle* that we fought together with Man Wah Holdings – it was by no means an easy journey. Such achievements not only serve as encouragement but also as evidence to support why SPRG is a trusted PR partner as well as an expert tactician capable of turning the impossible into the possible! I cannot express enough my gratitude for our clients longstanding supported, some of whom have maintained ties with SPRG for over 20 years. I also wish to thank my staff for their dedication to the Group’s success, and our partners for enabling us to help clients access over 140 cities around the world.”

## About Strategic Public Relations Group

Strategic Public Relations Group is one of the largest public relations networks in Asia and the largest public relations consultancy in Hong Kong.

SPRG is an integrated public relations group and an investor relations and financial communications specialist. With 310 professionals working from 15 offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group delivers tailored solutions in investor relations, corporate and marketing communications, public affairs and government relations, event consultancy and management, product promotion, CSR communications, new digital media marketing, B2B communications, conference organisation, media skills and presentation training, issues and crisis management, editorial support and production.

SPRG clients include prominent members of the automobile, banking and finance, IT, travel and hospitality, healthcare and pharmaceutical, lifestyle, entertainment, and sports industries, as well as government bodies and associations.

Through its own network and affiliation with PROI Worldwide, the world's largest independent affiliation partnership, SPRG can assist clients in accessing over 140 cities around the world.

Agency-specific awards earned by SPRG include the following:

	Stevie® Awards – International Business Awards <sup>SM</sup> <ul style="list-style-type: none"><li>- <b>Public Relations Agency of the Year in Asia Pacific (2014, 2015, 2016 &amp; 2017)</b></li><li>- <b>Public Relations Agency of the Year in Asia (2013, 2014, 2015, 2016 &amp; 2017)</b></li><li>- <b>Grand Stevie® Award (2013)</b></li></ul>
<b>MARKETING</b>	PR Awards <ul style="list-style-type: none"><li>- <b>Best of Show – Agency (2016)</b></li><li>- <b>Best Crisis Management Team (2014)</b></li></ul> Agency of the Year <ul style="list-style-type: none"><li>- <b>Most Outstanding Client/Agency Partnership (2016)</b></li><li>- <b>Local Hero – Public Relations Agency of the Year (2010, 2011, 2012, 2013 &amp; 2016)</b></li><li>- <b>Local Hero – Media Relations Agency of the Year (2010)</b></li></ul>
<b>campaign</b> <small>Asia Pacific</small>	Agency of the Year Awards <ul style="list-style-type: none"><li>- <b>Greater China Independent Agency of the Year – Silver (2012)</b></li></ul> Asia Pacific PR Awards <ul style="list-style-type: none"><li>- <b>Asia Pacific Network of the Year (2010)</b></li></ul>
TheHolmesReport	Asia Pacific SABRE Awards <ul style="list-style-type: none"><li>- <b>Asia Pacific Corporate Consultancy of the Year (2017)</b></li><li>- <b>Asia Pacific Financial Consultancy of the Year (2011)</b></li><li>- <b>Hong Kong Consultancy of the Year (2009)</b></li></ul>
	Asian Excellence Award <ul style="list-style-type: none"><li>- <b>Best Financial PR Firm in Asia (2011, 2012, 2013, 2014, 2015, 2016 &amp; 2017)</b></li></ul>
	Asia Responsible Entrepreneurship Awards <ul style="list-style-type: none"><li>- <b>Investment in People (2009 &amp; 2016)</b></li><li>- <b>SME CSR (2016)</b></li></ul>

Campaigns that SPRG has devised for clients have won more than 130 awards from such distinguished publications and organisers as the **Bulldog Reporter**, **Marketing**, **Campaign**, **The Holmes Report**, **IPRA**, **PRNews**, **PublicAffairsAsia**, **Stevie Awards**, **Communication Director** and **Mer Comm**.

### Enquiries

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