

RICHARD TSANG BECOMES FELLOW MEMBER OF HONG KONG INSTITUTE OF MARKETING

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(Hong Kong, 7 December 2023) – Strategic Public Relations Group Limited (“SPRG” or the “Group”) is pleased to announce that Richard Tsang, Chairman and Founder of the Group, has accepted the invitation to become a Fellow Member of the esteemed Hong Kong Institute of Marketing (HKIM).

Richard's remarkable contributions to the field of public relations have earned him this prestigious recognition. In fact, Richard was inducted into the HKIM Distinguished Hall of Fame just last year.

As the founder of SPRG, an industry-leading PR agency in the Asia Pacific region, Richard's visionary leadership has grown the agency into one of the largest networks in the region since its inception in 1995. With a team of 250 PR professionals and a network of 18 offices, SPRG has garnered more than 500 awards and accolades worldwide, a testament to its commitment to delivering high-quality services.

Richard's influence extends far beyond his role at SPRG. In 2016, he was appointed Global Chairman of PROI Worldwide, the world's largest and oldest global PR affiliation network, becoming the first Asian to hold this prestigious position since the organisation's inception in 1970. Richard's expertise and guidance have extended to over 80 boards and committees of more than 40 diverse organisations spanning the corporate, religious, educational, governmental, and non-governmental sectors.

Richard's outstanding achievements have earned him 25 awards, including the prestigious Outstanding Individual Achievement Award from the Asia-Pacific SABRE Awards, making him the first Chinese recipient in the history of the awards. He has also been recognised as one of the 100 Most Influential People in Hong Kong by Debrett's Hong Kong 100. Richard's dedication to nurturing PR talent is exemplified by his 30-year tenure as a part-time lecturer at the School of Journalism and Communication at The Chinese University of Hong Kong (CUHK). He also serves as an adjunct professor at The Hang Seng University of Hong Kong and advises the communication schools of other prestigious universities. Richard further demonstrated his commitment to education by establishing the CUHK RTCL Scholarship in 2005, donating HK\$1 million to found the SPRG Scholarship in 2015, and most recently establishing the SPRG FCF Scholarship for senior undergraduate students at CUHK.

In addition to his professional achievements, Richard founded the Strategic CSR Network in 2014, a registered non-profit organisation dedicated to serving underprivileged communities in Hong Kong. This initiative showcases Richard's commitment to corporate social responsibility and making a positive impact on society.

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About Strategic Public Relations Group (“SPRG”)

Established in 1995 as an investor relations specialist in Hong Kong, SPRG has grown since and is today an integrated PR group that prides exceptional services to local and international clients in Asia Pacific. SPRG has 250 professionals working from 18 offices across Asia Pacific, providing clients with holistic communication services. With affiliates around the world and PROI Worldwide partners, SPRG can help clients access over 165 cities globally. Visit www.sprg.asia for more information.

Enquiries

Strategic Public Relations Group

Eveline WAN

Tel: (852) 2864 4822

Email: eveline.wan@sprg.com.hk

Website: www.sprg.asia

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