



Three Decades of Excellence: SPRG Marks 30 Years with Celebration and Social Impact

(APAC, 3 July 2025) – **Strategic Public Relations Group** (“SPRG” or the “Group”) proudly commemorated its 30th anniversary with a cocktail party reception for clients, business partners, media and friends, celebrating three decades of professional excellence, meaningful partnerships, and community engagement. More than 300 guests attended the event to witness this significant milestone.



SPRG hosted a cocktail reception in Hong Kong to celebrate its 30th anniversary.

During the cocktail reception, Richard Tsang, Founder and Chairman of SPRG, said, “I founded SPRG in 1995 with a team of five. I am proud of our growth from a boutique financial communications agency to one of the largest integrated public relations networks in APAC. This would not have been possible without our dedicated and professional PR team in the region. I would also like to thank our clients, business partners, media and friends for their continuous support.”

Today, SPRG employs over 250 professionals across eight locations in APAC, and is ranked 83rd globally by PRWeek and 129th by PRovoke Media. It is also the sole agency in China to be included in PRNEWS’ 2025 Agency Elite Top 120. Since its inception, the Group has received more than 540 awards and accolades in recognition of its pursuit for excellence, including Asia Pacific Network of the Year, Public Relations Agency of the Year (Asia and Asia Pacific), Greater China Independent Agency of the Year, and Best Crisis Management Team.

The cocktail party began with a stunning performance by the Hong Kong Dance Company, setting the tone for a celebration rich in heritage and vision. One of the most special moments of the night was the celebratory toast led by Richard alongside the senior leadership team and long-standing clients, in recognition of the enduring relationships that have powered the Group's journey.

Nurturing Future Talent

SPRG is committed to supporting young talent and elevating professional standards. To commemorate its 20th anniversary in 2015, the Group established the HK\$1 million SPRG Scholarship in partnership with The Chinese University of Hong Kong ("CUHK"), aimed at recognising outstanding students from the Department of Journalism and Communication. Since then, additional scholarships have been introduced, benefitting 38 CUHK students, 12 of whom secured overseas internship opportunities.

This evening, Richard announced an additional HK\$300,000 donation to the SPRG Scholarship, reinforcing the Group's long-term commitment to education and professional development. Professor Anthony Chan, Vice-President of CUHK, along with Professor Donna Chu and Kaman Lee from the Department of Journalism and Communication, accepted the cheque from Richard on stage.



Richard presented a HK\$300,000 cheque to CUHK in support of the SPRG Scholarship.

Building a Better Society

Strategic CSR Network Limited ("SCSR") – a non-profit organisation established and funded by SPRG to mark its 20th anniversary – continues to bring corporations, NGOs, and volunteers together to serve Hong Kong's underprivileged communities. In the decade since, we have organised nearly 400 volunteer activities to assist those in need, from the homeless and elderly people living alone, to families living in subdivided flats and new immigrants. This July, SPRG and SCSR will host a "CSR Carnival", inviting families from the local community to enjoy an afternoon of engaging activities, workshops, and prizes.

As part of its 30th anniversary celebrations, the Group and its member companies will launch 30 community service and pro bono projects across their offices this year. With a legacy rooted in purpose, SPRG remains steadfast in its mission to drive positive social impact through care, collaboration and contribution.

Celebrating 30 Years of Excellence

Throughout the year, a series of anniversary initiatives were rolled out at SPRG's Hong Kong headquarters and member companies in the APAC region. These included a 30th Anniversary Logo Design Contest, a surprise breakfast with massages to welcome the first working day of 2025, a celebratory lunch in Hong Kong on 2 July, and a range of charitable activities across the region.

"As we look to the future, SPRG remains committed to excellence, innovation, and nurturing the next generation of professionals. We will continue to embrace technology, expand our service offerings, and give back to the communities we serve," said Richard.

About Strategic Public Relations Group ("SPRG")

Established in 1995 as an investor relations specialist in Hong Kong, SPRG has grown to become an integrated PR group that prides itself on providing exceptional services to local and international clients in APAC (global replace from now on as some use Asia Pacific and some use APAC). SPRG has 250 professionals working from eight locations across APAC, providing clients with holistic communications 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.

About Strategic CSR Network Limited ("SCSR")

SCSR is a not-for-profit organisation that aims to serve underprivileged communities in Hong Kong on an ongoing basis. By leveraging SPRG's existing business and social networks, and by functioning as a one-stop platform, SCSR is able to connect and bring together different parties, including corporations, NGOs/charities and volunteers to achieve common goals. SCSR also welcomes reusable product donations so as to reduce solid waste. Visit www.sprg.asia/scsr-network for more details.

Enquiries

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