



SPRG CELEBRATES FOURTH WIN AT HKIM MARKET LEADERSHIP AWARDS

(Hong Kong, 25 August 2025) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is extremely pleased to announce that it has once again been honoured with the “Market Leadership in Public Relations” award at the HKIM Market Leadership Awards 2024/25, organised by the Hong Kong Institute of Marketing (“HKIM”).

This marks the fourth time that SPRG has received this prestigious accolade in recent years, underscoring the Group’s unwavering commitment to excellence and innovation in the PR industry.

“We are tremendously honoured to receive this recognition for the fourth time,” said Richard Tsang, Founder and Chairman of SPRG. “This award reflects the dedication of our teams, the trust of our clients, and our determination to push the boundaries in the PR industry. I would like to express my gratitude to HKIM and the panel of judges for this esteemed honour. At SPRG, we remain focused on delivering impactful, forward-thinking solutions that shape the future of communications.”



The HKIM Market Leadership Awards is a prestigious annual event that recognises outstanding enterprises and individuals for their significant contributions to the marketing landscape across Hong Kong and China. Following a rigorous evaluation process by the nomination committee, SPRG was selected for its distinguished achievements and leadership in marketing over the past year.

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. 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.

Enquiries

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