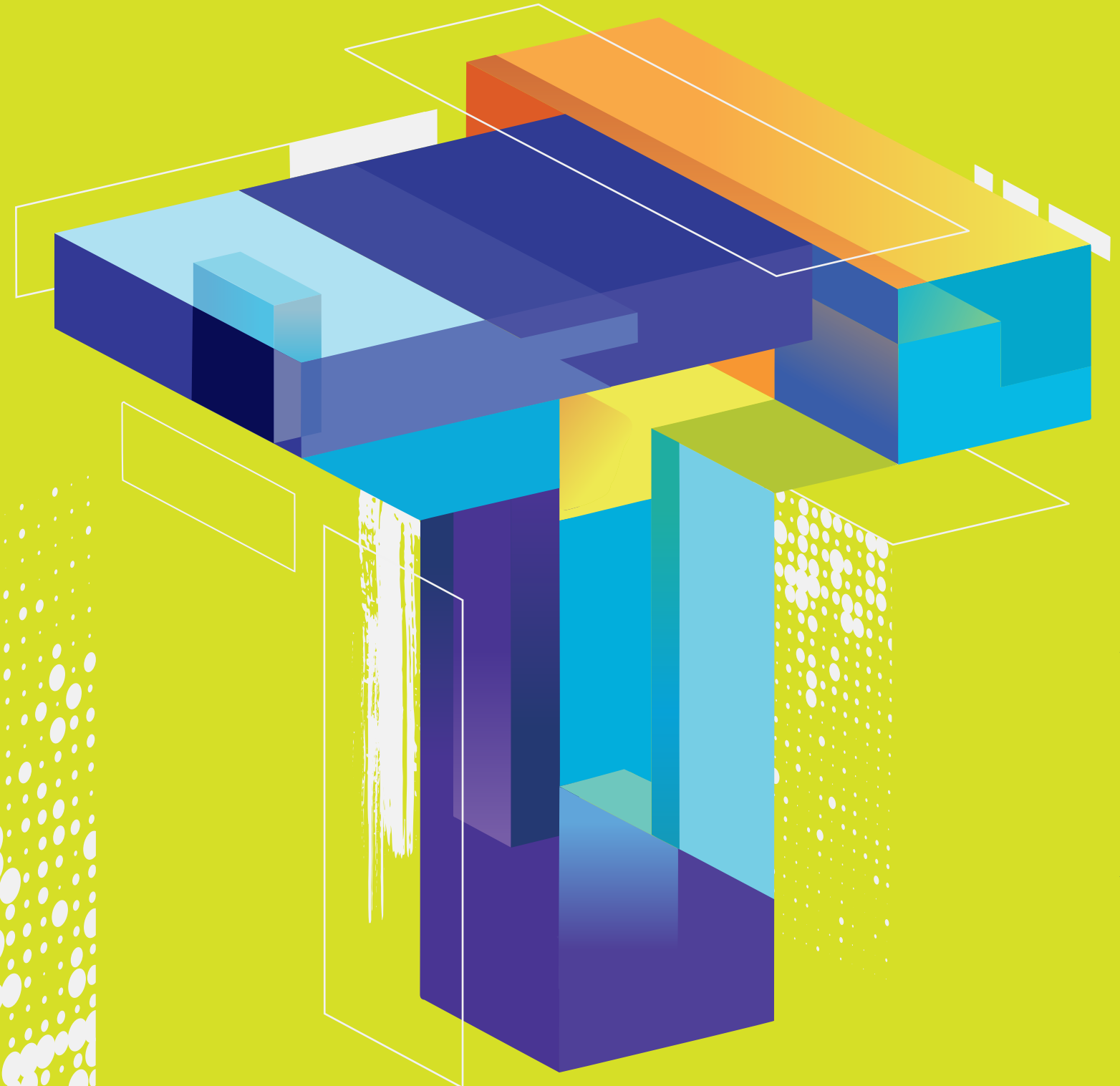


# SPRG

## Precision in Thought and Action!



## CONTACT US 联络我们



Headquarters 集团总部

📍 24/F, Admiralty Centre I,  
18 Harcourt Road, Hong Kong  
香港金钟夏慼道18号  
海富中心第一期24楼

☎ (852) 2527 0490

✉ enquiry@sprg.asia

www.sprg.asia

精于思  
臻于行

## Precision in Thought and Action! - Written at the Time of SPRG's "29+1"

### 精于思 臻于行 — 写在纵横公关集团「29+1」时

As I write this, SPRG is on the brink of bidding farewell to its 20s and stepping confidently into its 30th year. Reflecting on our establishment 29 years ago, we have traversed a remarkable journey, marked by both significant achievements and challenging obstacles. Throughout these peaks and troughs, from the Millennial generation to the current Generation Alpha, we have consistently set the industry benchmark—not by chance, but rather by our vision and desire to see further, strive further, and do better.

The global political and economic landscape is complex and ever-changing. It is crucial that we approach each challenge with calmness and resilience. As a PR consultant, I believe this insight is invaluable for our clients, especially in these turbulent times. To empower our clients to see beyond the horizon, SPRG has established a dedicated research department led by experts in environmental, social, and governance (ESG) matters. This team, with its academic expertise, professional knowledge, and deep understanding of global trends, conducts targeted surveys and research to provide tailored solutions. We believe this new department will not only fulfill the needs of our existing clients but also attract new ones while diversifying our service offerings.

Strategic DigitaLab (SDL), our flagship for creative services and digital content creation, was launched in 2016. This year, we have taken a significant step forward by refreshing its brand image. This rebranding reflects our strategic intent to integrate regional resources and enhance the synergy between creativity and digital services. With exceptional storytelling capabilities, SDL excels across multiple platforms, effectively driving clients to seek large-scale content creation services that engage, inspire, and motivate their target audiences. By harnessing the power of collaborative creativity and digital expertise, we are positioned to seize early opportunities and better meet the demands of major clients in this rapidly evolving landscape.

执笔之时，正是纵横公关集团向「二字头」挥别，准备昂首阔步向三十周年迈进之际！回首二十九前创立集团，一路飞云踏海，时而盈车嘉穗；时而举步维艰。然而，历经高山低谷，从千禧世代走到如今阿法世代 (Gen Alpha)，我们仍然是行业标杆，靠的不是运气，而是看远一点、多走一步、做好一些。

全球政经格局复杂多变。万物流变，沉着应战，相信这是作为为客户建言献策的公关顾问的最大感悟，想必近年尤甚。为了助力客户看得更远，纵横公关集团成立了研究部，由环境、社会和管治（简称ESG）领域的专家领导。利用团队的学术背景、专业知识、社会资源和对全球趋势的了解，为客户提供具有针对性的专题调查和研究，并制定解决方案。集团认为新部门不仅能够满足现有客户的需求，更能吸引更多潜在客户，同时使集团的服务呈多元化发展。

集团的创意服务和数字内容创作旗舰 Strategic DigitaLab (「SDL」) 于 2017 年成立。今年再多走一步，致力于重新塑造品牌形象。品牌焕新彰显了纵横公关集团整合区域资源、强化创意与数字服务协同性的战略决心。SDL 凭借其卓越的叙事能力，在多元平台上得以全面发挥，成功带动客户为了迎合、启发和鼓动目标受众而寻求高效并极具规模的内容创作服务。透过创意和数字能力的共享优势，使得集团能够占得先机，更能充分满足各大客户在瞬息万变的时代中的各种需求。

Additionally, we are thrilled to announce our acquisition of Financial & Corporate Relations Pty Limited (FCR), an Australian consultancy with 40 years of expertise in investor, corporate, and financial communications. This acquisition allows us to better serve clients in the southern hemisphere, and we are eager to achieve new breakthroughs with the support of FCR.

From our roots as a professional financial public relations consultancy to our evolution into an integrated public relations network, we have continuously expanded our presence and scope while upholding our commitment to delivering exceptional services and pursuing ongoing advancement. This dedication has earned us over 540 awards and accolades, including prestigious international honors and recognition for our marketing initiatives. This year, we celebrated our ninth win as the Public Relations Agency of the Year gold winner in Asia, Australia, and New Zealand, as well as our seventh win in the same category for Asia (China, Japan, and Korea) honoured by the International Business Awards. Furthermore, we received the "Market Leadership in Public Relations" award for the third time and were honored with the "Triple Crown Award" by the Hong Kong Institute of Marketing, underscoring our outstanding marketing achievements over the years.

SPRG is about to embark on a new chapter. As one of the largest PR networks in APAC, we have been able to brave the torrents of the times and move forward. I would like to thank our clients and partners for their support and trust, and our teams for their dedication over the years. We couldn't have achieved our success without all of your encouragement. I can't wait to celebrate our 30th anniversary with everyone in 2025!

Financial & Corporate Relations Pty Limited (「FCR」) 是澳洲一间40年来专注于投资者、企业及财经传讯的顾问公司。为配合集团在南半球的客户需要，我们于年内全面收购了FCR并邀请专才加盟。我们殷切期待FCR为集团带来新突破。

从一家专业的财经公关顾问发展成为综合公关网络，除了在业务版图和范畴上扩张有度外，对服务的专业，秉持每每做好一些的执着，使我们累计获得超过540个奖项和殊荣，当中包括国际行业奖项以及为客户策划的营销方案。集团今年已是第九度在蜚声国际的国际商务大奖中获得亚洲、澳大利亚和新西兰年度公关顾问金奖，以及第七座亚洲（中国、日本及韩国）年度公关顾问金奖。此外，集团第三度获香港市务学会颁发「市场领袖大奖」，同时被冠以「三连冠」之殊荣，肯定集团多年来在市场营销方面的杰出成就。

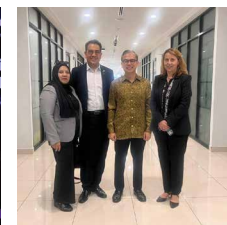
纵横公关集团即将掀开新的篇章。作为其中一家在亚太地区最大的公关顾问集团，能够在新时代洪流中乘风破浪，坚毅前行，实有赖客户和合作伙伴多年以来的支持和信任，以及我们团队每一位成员的付出和努力，在此谨致诚挚感谢。热切期盼和大家一同迎接2025年集团30周年志庆！



Richard Tsang  
Chairman  
主席曾立基



# 齐心奋进 2024





# SHINE A SPOTLIGHT ON SPRG CLIENTS

## 高光时刻



The Future Science Prize Award Ceremony  
香港未来科学大奖



YASHK 香港青年科学院



Young Academy of Sciences Summit  
青年科学家峰会



Tam Jai International  
谭仔国际



Deloitte  
德勤



IGG 全球电子互动娱乐媒体公司



SUN ART 高鑫零售



Google 谷歌



MUFG Pension & Market Services  
MUFG 退休金管理及市场服务



3DG Jewellery 金至尊



SUGA 信佳



CeraVe



Lopal 龙蟠科技



Alpro Sugi



CITIC Telecom 中信国际电讯



Dempsey Hill



Hidili 恒鼎



Bai Chuan Management Sdn Bhd



Kwong Wah Hospital 广华医院



Prudential 保诚



HKIRA Awards 投资者关系大奖



China Resources Pharmaceutical  
华润医药集团



Deyi Dairy 得益乳业



COEHK 香港中华职教社



HKUST 香港科技大学



AEON Credit Service(ASIA)  
AEON 信贷财务(亚洲)



investED



Techtronic Industries 创科实业



China Lilang 中国利郎



Melco 新濠博亚



China Resources Medical  
华润医疗控股



Man Wah Holdings 敏华控股



Singamas 胜狮货柜



Profit Royal 盈宗制药



Google I/O Connect China



Chery Commercial Vehicle  
奇瑞商用车



La Roche Posay



MCE Holdings Berhad



China Tower 中国铁塔



Champion REIT 冠君产业信托



BASE Entertainment



AEON Stories 永旺百货



Fortune REIT 富源产业信托



Sino Biopharm 中国生物制药



Man Wah Holdings 敏华控股



Singamas 胜狮货柜



Profit Royal 盈宗制药



Google I/O Connect China



Chery Commercial Vehicle  
奇瑞商用车



La Roche Posay



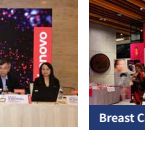
MCE Holdings Berhad



SpringREIT 春泉产业信托



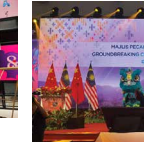
Lenovo 联想集团



Breast Cancer Foundation



China Communications Construction (ECRL) Sdn Bhd



Fairwood 大快活



YAICHI Group 谷日百货



China Risun 中国旭阳



I-League  
Football Association of Singapore



Sinoferm 中化化肥



La Roche Posay



MCE Holdings Berhad



Master Insight & HSUHK  
约见名家及恒生大学



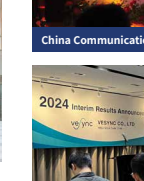
Tuhu 途虎养车



Hang Lung Properties  
恒隆地产



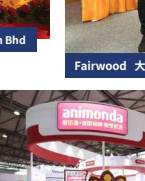
VeSync



Animonda 爱诺德



XTEP 特步



ESCEG



Wing Lee 荣利营造



Dulux 得利油漆



CityU HK TECH 300 颁奖礼



Studio City 新濠影汇



Hong Kong Guangdong Chamber of  
Foreign Investors  
香港广东外商公会



China National Building Material  
中国建材



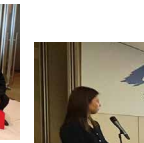
SenseTime & ASL  
商汤科技与自动系统



CITIC Resources Holdings  
中信资源控股



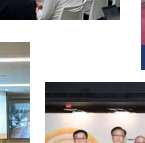
Intron Technology 英恒科技



Beijing Enterprises  
北京控股



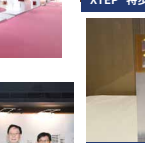
Yuexiu Property 越秀地产



Blue Moon 蓝月亮



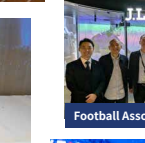
CityU HK TECH 300 颁奖礼



Studio City 新濠影汇



Hong Kong Guangdong Chamber of  
Foreign Investors  
香港广东外商公会



China National Building Material  
中国建材



MCE Holdings Berhad



La Roche Posay



MCE Holdings Berhad



# STRATEGIC CSR NETWORK

## 纵横社会责任网络



### SCSR Achievements at a Glance in 2024 : 纵横社会责任网络在2024年的努力成果 :



### Thank you for our corporate donors 感谢企业捐赠者支持



# MEMBER COMPANIES

## 集团成员

### HONG KONG 香港

Strategic Public Relations Group 纵横公共关系顾问集团	Strategic Financial Relations Limited 纵横财经公关顾问有限公司	Strategic Financial Relations (China) Limited 纵横财经公关顾问(中国)有限公司
Richard Tsang 曾立基	Iris Lee 李慧媛	Anita Cheung 张丽云
Eveline Wan 温淑贤	Veron Ng 吴慧怡	
Chairman 主席	Managing Director 董事总经理	Managing Director 董事总经理
Executive Director 执行董事	Deputy Managing Director 副董事总经理	
Strategic Communications Consultants Limited 纵横传讯顾问服务有限公司	AsiaNet Communications Limited 亚联政经顾问有限公司	Muse Consultancy Group Limited 慧思顾问集团有限公司
Vivian Fok 霍嘉慧	Gloria Lam 林建盈	Wendy Hui 许芳文
Managing Director 董事总经理	General Manager 总经理	Senior Consultant 高级顾问
Strategic CSR Network Limited 纵横社会责任网络有限公司		
Eveline Wan 温淑贤		
Honourary General Secretary 义务总干事		

### BEIJING 北京

Beijing Strategic Communications Consultants Limited  
北京纵横传讯公关顾问有限公司

Cindy Qin  
覃冰

General Manager  
总经理

### SHANGHAI 上海

Shanghai Strategic Consulting Company Limited  
上海纵横公共关系顾问有限公司

Shufen Tan  
陈淑芬

General Manager  
总经理

### GUANGZHOU 广州

Guangzhou Strategic Public Relations Limited  
广州纵横策略咨询服务服务有限公司

Eveline Wan  
温淑贤

General Manager  
总经理

### TAIPEI 台北

Taiwan Strategic Communications Consultants Limited  
台湾纵横传讯公关顾问有限公司

Nancy Huang  
黄兆慧

General Manager  
总经理

### SINGAPORE 新加坡

Singapore Strategic Public Relations Pte Limited  
新加坡纵横公共关系顾问有限公司

Edwin Yeo  
杨志聪

General Manager  
总经理

### KUALA LUMPUR 吉隆坡

Malaysia Strategic Public Relations Sdn Bhd  
马来西亚纵横公共关系顾问有限公司

Stefanie Braukmann  
General Manager

### SYDNEY 悉尼

Financial & Corporate Relations Pty Limited

James Murray  
Managing Director

### JOINT VENTURE 合资公司

### HONG KONG 香港

Montieth SPRG Communications Consultants Limited  
盟天纵横传讯顾问服务有限公司

Joyce Lee  
李欣婷

Account Director  
客务总监

### GLOBAL NETWORK 环球网络



A cohesive global affiliation network covering 165+ cities  
覆盖超过165个城市的全球公关联盟网络

