

**RICHARD TSANG IS NAMED  
DISTINGUISHED PROFESSIONAL OF THE YEAR 2016  
BY HONG KONG PUBLIC RELATIONS PROFESSIONALS' ASSOCIATION**

(Hong Kong, 29 May 2017) – **Richard Tsang**, Chairman of Strategic Public Relations Group (“SPRG” or the “Group”), has been presented with the **Distinguished Professional of the Year Award** at the 3rd Hong Kong Public Relations Awards 2016 by Hong Kong Public Relations Professionals' Association. The awards nomination committee and judging panel selected Tsang due to his outstanding achievements in the public relations profession over the years, and for bringing the industry and its practitioners to the public eye.

To date, Tsang has received 20 regional and international awards in recognition of his professional and personal accomplishments both within and outside the PR industry, as well as for his entrepreneurial spirit. This same spirit is what drove Tsang to establish SPRG in 1995, now among the largest PR networks in Asia and the largest PR consultancy in Hong Kong. He is also currently the Global Chairman of the world’s largest and leading partnership of independent integrated communications agencies – Public Relations Organisation International, the first Asian elected to the helm since the organisation was established in 1970. Besides his heavy involvement in the PR industry, Tsang contributes to the education and community services by holding over 50 board, committee and advisory positions in various business, religious, education, non-governmental, and governmental organisations.

Apart from Tsang’s many accomplishments in the PR industry, the judging panel was also greatly impressed by his passion for nurturing young professionals and contributing to the education sector. A champion of education, Tsang has been a part-time university lecturer since 1994, and serves as advisor to many tertiary education institutions and student organisations.



“I am greatly honoured to receive this award and would like to thank the nomination committee and judges for their appreciation of my efforts in the PR industry over the years,” said Tsang. “However, my efforts are also part of a group effort at SPRG, which is why I accept this award on behalf of my staff, all of whom are committed to excellence.” He added, “The award will encourage us to build an even stronger SPRG, which includes contributing to society via our CSR platform – Strategic CSR Network Limited. The not-for-profit organisation leverages SPRG’s existing business and social networks; connecting and bringing together different parties to support those who most need our help.”

## **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 Asia.

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 access 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 &amp; 2016)</b></li><li>- <b>Public Relations Agency of the Year in Asia (2013, 2014, 2015 &amp; 2016)</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></ul> Agency of the Year <ul style="list-style-type: none"><li>- <b>Most Outstanding Client/Agency Partnership (2016)</b></li><li>- <b>Best Crisis Management Team (2014)</b></li><li>- <b>Local Hero – Public Relations Agency of the Year (2010, 2011, 2012, 2013 &amp; 2016)</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>
<b>TheHolmesReport</b>	Asia Pacific SABRE Awards <ul style="list-style-type: none"><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 &amp; 2016)</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 110 awards from such distinguished publications and organisers as the **Bulldog Reporter**, **Marketing**, **Campaign**, **The Holmes Report**, **IPRA**, **PRNews**, **PublicAffairsAsia**, **Stevie Awards** and **Mer Comm**.

### Enquiries

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