



## **RICHARD TSANG RECEIVES PROI FOUNDER'S AWARD**

(Hong Kong, 23 June 2025) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is proud to announce that Richard Tsang, Founder and Chairman of SPRG, has been awarded the “Founder’s Award” by PROI Worldwide, the world’s largest and longest-standing partnerships of market-leading independent public relations agencies.

**Mr Tsang** expressed his excitement upon receiving the accolade, saying, “I am extremely honoured to receive this prestigious award. It is an absolute privilege to be recognised by my peers who are inspirational leaders in the international PR arena. Receiving this award at this very moment holds immense significance for me as SPRG, which I founded in 1995, is celebrating its 30th anniversary this year! Over the past three decades, SPRG has evolved from a boutique agency into a leading integrated PR group in APAC. This achievement is the result of the collective effort and relentless pursuit of excellence by colleagues who continue to uphold professionalism in the face of an ever-changing business landscape. These valuable qualities are also present in PROI partners, and drive us forward together to make PROI Worldwide the global benchmark in terms of the number of PR professionals under its umbrella, the scope of services provided and the depth and breadth of network coverage.”

In Tsang’s honor, PROI made a US\$1,000 donation to Hong Kong Committee for UNICEF (UNICEF HK).

In 2016, Mr Tsang was elected Global Chairman of PROI Worldwide. The appointment was particularly significant as he became the first Asian to chair PROI Worldwide since its inception in 1970. Prior to this, he was Vice Chairman of PROI Worldwide for the APAC region from 2009 to 2012.

**Angela Scaffidi, Global Chair of PROI Worldwide** said, “Richard exemplifies the spirit and vision of our community of independent communications agencies. His dedication to innovation, excellence, and collaboration has significantly enriched the PROI network and the broader industry. We are thrilled to recognise his remarkable achievements with the Founders Award.”

Indicative of Mr Tsang's long-standing commitment to developing PR talent, he was a part-time lecturer at the School of Journalism and Communication at The Chinese University of Hong Kong for 30 years and is an Adjunct Professor of The Hang Seng University of Hong Kong. Mr Tsang is also an advisor to the schools of communication of other universities and has provided internships at SPRG to more than 150 university students over the past 10 years. In addition, Mr Tsang established the CUHK RTCL Scholarship, the SPRG Scholarship and the SPRG FCF Scholarship, which provide students with extended internship opportunities at any of SPRG's or its partners' offices.

Although Mr Tsang's passion lies in public relations, he recognised that his accumulated knowledge, connections, and rich life experience could also be used to help the wider community. Mr Tsang currently serves on over 100 boards and committees in more than 50 organisations, including corporate, religious, educational, governmental, and non-governmental entities, both locally and internationally. What's more, the nomination committee was impressed by his commitment to contributing to society, including his establishment of Strategic CSR Network Limited, the first and only NGO funded by a PR agency.

Mr Tsang's expertise and experience have earned him 26 awards from various circles, including the Outstanding Individual Achievement Award from the SABRE Awards – making him the first Chinese recipient in the history of the awards, the Young Entrepreneur Award from the DHL/SCMP Business Awards, and named one of the 100 Most Influential People in Hong Kong by Debrett's Hong Kong 100. He has also been inducted into the Hong Kong Institute of Marketing's Hall of Fame.

#### **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 Asia Pacific. 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](http://www.sprg.asia) for more information.

#### **Enquiries**

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