Panel Discussion – “Smart Communications in Tough Times” – Part of Malaysian Office Launch

To celebrate the launch of SPRG’s new member company in Malaysia, the Group initiated a communications forum in the country. The GM of EUMCCI, GM of TuneHotels.com, and marketing and media specialists were invited to join Richard Tsang, Chairman and Managing Director of SPRG to discuss Smart Communications in Tough Times. During the event, panelists shared with the audience – mostly corporate communications professionals – strategies and insights on building high-trust brands regionally, marketing effectively using various channels and the latest trends in new media strategies.

“An Analysis of the Economic Situation in China” Forum in Hong Kong

SPRG recently co-organised a government-level economic forum in Hong Kong with the Shanghai Guo Li Economic & Cultural Research Institution – the first by Weekly Economic Observer outside the Mainland. Speakers included government officials from the PRC, reputable scholars, and senior management of international investment banks. The forum was attended by listed companies, investment banks, venture capitalists, law firms, auditing firms and real estate companies. Among the major topics discussed included the PRC economy and the country’s property market.

“Image and Reputation in India and China: An Integrated Process” – A Topic of Significant Interest at Brazilian Forum

Richard actively participates as speaker at major forums and seminars that are conducted around the world. Most recently, he presented a speech at an event organised by a PROI partner in Brazil. Explaining how to achieve effective communications in the PRC, Richard offered vivid examples to an audience comprising representatives from highly recognised companies. Such tireless effort has further raised SPRG’s profile well beyond the Asian stage.

Shenyang Forum Examines Fund Raising and IPO Opportunities in Hong Kong

The Hong Kong Stock Exchange and Liaoning Provincial Government co-organised a forum in Shenyang in September, covering IPO-related activities in Hong Kong. Of all the professional services intermediaries, SPRG was the sole PR consultancy involved in the forum attended by over 200 representatives from local enterprises. During the round table discussion, Richard shared with corporations his experiences in managing successful IPO communications projects.

The 5th China International Finance Forum in Shanghai

The China International Finance Forum, held in mid-September, was hosted by the Financial Service Office of Shanghai Pudong New Area and a number of associations from sectors including banking, securities, insurance and futures. SPRG was the official PR partner of the forum. Apart from erecting a booth and inviting attendees to learn more about the Group, Richard delivered a presentation on how to plan and conduct powerful IPO communications programmes.

Recognition from the Motherland

SPRG and Richard were honoured to receive the 2008 Great Wall Advanced Model Unit of Patriotic Acts (above) and 2008 Great Wall Patriotic Contribution Award (below) respectively. Consequently, SPRG’s Patriotic Manifesto, along with those from government leaders and high officials of the PRC, scientists, Chinese leaders from around the world, Olympic champions and cultural figures, among others, will be engraved on the “Champion of Patriotic Acts” List located at the Juyongguan Pass of the Great Wall.

In addition, Richard also received the accreditation of Outstanding Leader of Reform & Innovation in 2008 from China International Economic Development Research Centre and was appointed as the Special Researcher of the Centre.