

**RICHARD TSANG IS FEATURED IN PRWEEK'S
2015 GLOBAL POWER BOOK
TOP 500 MOST INFLUENTIAL PROFESSIONALS IN THE PR WORLD**

THE ONLY AGENCY OWNER IN HONG KONG TO BE LISTED

(Asia, 25 June 2015) - **Strategic Public Relations Group** (“**SPRG**” or the “**Group**”), one of the largest public relations networks in Asia, is pleased to announce that **Mr Richard Tsang, Chairman of SPRG**, has been included in “**PRWeek’s 2015 Global Power Book**”, which outlines the top 500 most influential professionals in the PR world. Richard becomes the only agency owner in Hong Kong to be included in the listing. His accomplishments and contributions to the industry have therefore been recognised by PRWeek once again, having been included in the “**Asia Power List 2014 - The 50 Most Influential People in PR**”.

Richard is an investor relations/PR veteran with over 25 years of industry experience in Asia. At the age of 29, he founded a boutique consultancy specialising in financial communications in Hong Kong. Under Richard’s leadership, SPRG successfully branched out, becoming an integrated public relations group with 300 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia. Within 20 years time, SPRG has transformed into an award-winning agency.

Richard is a frequent speaker at international forums and seminars, offering his insights on a wide range of topics, including investor relations, brand communications and marketing, reputation management, media relations, and issues and crisis management. In so doing, he has helped raise the stature of the PR industry.

Correspondingly, Richard has been honoured with over 10 accolades in recognition of his professionalism. He was the winner of the 2003 “Young Entrepreneur Award”, a constituent of the DHL/SCMP Hong Kong Business Awards; a recipient of “The Excellence in Achievement of World Chinese Youth Entrepreneurs 2009” title from the Yazhou Zhoukan and World Federation of Chinese Entrepreneurs Organisation; and awardee of the 2012 Asia-Pacific SABRE Award for “Outstanding Individual Achievement”, becoming the first Chinese individual to receive such distinction.

Indicative of his positive impact on the communications industry and business community as a whole, Richard has been representing partners in Asia on the PROI Board as the Chairman, APAC Region, Global Development Group of Public Relations Organisation International (“PROI Worldwide”) since 2009. Aside from this important chairmanship, he also holds over 50 board, committee and advisory positions in the business, education, religion and social welfare spheres.

“I am deeply honoured to be featured in PRWeek’s 2015 Global Power Book. Having been in the business for 25 years now, I feel I have an obligation to foster the development of the industry by promoting best practices and helping enhance the professionalism of public relations and communications. Consequently, aside from sitting on various boards, I also allocate time to groom the next generation of PR professionals by serving as a part-time lecturer at The Chinese University of Hong Kong – a personal commitment that dates back to 1994,” Richard remarked. He added, “Most recently, I have set up a not-for-profit organisation to fully utilise our connections and social networks; linking up corporations, NGOs and volunteer workers to help the underprivileged.”

About Strategic Public Relations Group

Strategic Public Relations Group (SPRG) 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. It has 300 professionals working from nine offices in the region.

Through its own offices and affiliation with a global public relations network, SPRG can assist clients to access more than 110 cities around the world. The World PR Report ranks SPRG plus the other 74 global independent agencies within PROI Worldwide as the 5th largest network in the world by net fee income.

Enquiries

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