

SPRG RECEIVES DISTINCTIONS DURING ASIA RESPONSIBLE ENTREPRENEURSHIP AWARDS 2016

(Hong Kong, 23 June 2016) – **Strategic Public Relations Group** (“SPRG” or the “Group”) has been awarded with two distinctions at Asia Responsible Entrepreneurship Awards 2016. Its recognition in the Investment in People and SME CSR categories of the awards are a testament to SPRG’s dedication and ability to create not only a pleasant workplace where staff are provided with opportunities to excel, but also a better community for all.

Investment in People



SPRG is Hong Kong’s largest PR consultancy and one of the largest PR networks in Asia. A key to its success over the past 20 years has been its loyal and committed workforce. Such dedication is a reflection of SPRG’s ability to build a pleasant workplace where staff are provided with bright prospects.

SME CSR



To help the underprivileged, SPRG established Strategic CSR Network in late 2014 – the only registered NGO founded by a PR consultancy in Hong Kong. Its aim is to bring corporations, NGOs and volunteers together for the common good. To date, Strategic CSR Network has lined up more than 30 community events that have helped over 1,850 individuals.

About Asia Responsible Entrepreneurship Awards

The Asia Responsible Entrepreneurship Awards programme (AREA) recognises and honors asian businesses for championing sustainable and responsible entrepreneurship in green leadership, investment in people, health promotion, social empowerment, SME CSR and responsible business leadership.

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. With 300 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group delivers tailored solutions in investor relations, corporate and marketing communications, event consultancy and management, product promotion, CSR communications, new digital media marketing, B2B communications, conference organisation, media skills and presentation training, issues and crisis management, editorial support and production. 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 a global public relations network, SPRG can assist clients access over 110 cities around the world.

Agency-specific awards earned by SPRG include the following:

	<p>Stevie® Awards – International Business AwardsSM</p> <ul style="list-style-type: none"> - Public Relations Agency of the Year in Asia Pacific (2014 & 2015) - Public Relations Agency of the Year in Asia (2013, 2014 & 2015) - Grand Stevie® Award (2013)
<p>MARKETING</p>	<p>Agency of the Year</p> <ul style="list-style-type: none"> - Most Outstanding Client/Agency Partnership (2016) - Best Crisis Management Team (2014) - Local Hero – Public Relations Agency of the Year (2010, 2011, 2012, 2013 & 2016) - Local Hero – Media Relations Agency of the Year (2010)
	<p>Agency of the Year Awards</p> <ul style="list-style-type: none"> - Greater China Independent Agency of the Year – Silver (2012) <p>Asia Pacific PR Awards</p> <ul style="list-style-type: none"> - Asia Pacific Network of the Year (2010)
<p>TheHolmesReport</p>	<p>Asia Pacific SABRE Awards</p> <ul style="list-style-type: none"> - Asia Pacific Financial Consultancy of the Year (2011) - Hong Kong Consultancy of the Year (2009)
	<p>Asian Excellence Award</p> <ul style="list-style-type: none"> - Best Financial PR Firm in Asia (2011, 2012, 2013, 2014, 2015 & 2016)
	<p>Asia Responsible Entrepreneurship Awards</p> <ul style="list-style-type: none"> - SME CSR (2016) - Investment in People (2009 & 2016)

Campaigns that SPRG has devised for clients have won more than 70 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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