



**RICHARD TSANG IS AMONG THE INDIVIDUALS SELECTED BY
THE HOLMES REPORT'S
INAUGURAL INNOVATOR 25 ASIA-PACIFIC 2016**

(Asia, 27 September 2016) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is delighted to announce that Richard Tsang, Chairman and Founder of SPRG, has been recognised by The Holmes Report in its inaugural Innovator 25 Asia-Pacific 2016 class. Launched in 2013, Innovator 25 has become an important barometer of innovation with regards to professionals from the marketing and communications field. This year represents the first time that innovators from the Asia-Pacific region have been recognised.

Under Richard’s leadership, SPRG has grown from a handful of staff to among the largest PR networks in Asia today, with 300 professionals working from 10 wholly-owned offices in the region. In the past two decades, Richard has initiated and led the Group to many first-of-their-kind PR programmes, setting benchmarks for the PR industry in the process. He has extended his influence beyond the IR/PR arena to different business sectors and helped elevate the stature of the PR profession. Richard currently sits on more than 50 board, committee and advisory positions in business, religious, education and non-governmental organisations. This May, he began his two-year tenure as Global Chairman of PROI Worldwide – the first Asian to do so. Apart from holding such responsibilities, Richard is also a frequent speaker at global conferences and judges many PR campaign competitions. His professionalism and business achievements have been recognised by the PR industry and across various business sectors through numerous awards and accolades.

In 2015, Richard established Strategic CSR Network (“SCSR”), the first and only non-governmental organisation to be founded by a PR consultancy in Hong Kong. SCSR is a one-stop platform engaged in charitable works on an ongoing basis. The creation of SCSR aligns with Richard’s belief that communicators are in ideal positions to bring together different parties for achieving CSR goals, given that they are cognisant of social issues yet can also understand the objectives of various stakeholders. Correspondingly, SCSR’s innovative approach towards helping society involves bringing together the media, stakeholders and volunteers/NGOs that share similar motivations, and by leveraging their unique strengths help address the needs of different communities in a cost-effective manner. This approach puts into practice the SCSR motto of Care • Connect • Contribute.

About Innovator 25

The Holmes Report’s inaugural Innovator 25 class in Asia Pacific provides a unique glimpse of communication industry’s future, shining the light on those individuals who are reshaping influence and engagement in an era of dramatic marketing and communications disruption. The people recognised in this class includes industry veterans from creative strategy, digital execution, influencer mapping, media storytelling.

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 10 offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group delivers tailored solutions in investor relations, corporate and marketing communications, public affairs and government relations, 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 PROI Worldwide, the world's largest independent affiliation partnership, SPRG can assist clients access over 110 cities around the world.

Agency-specific awards earned by SPRG include the following:

	Stevie® Awards – International Business Awards SM <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)
MARKETING	Agency of the Year <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)
campaign <small>Asia-Pacific</small>	Agency of the Year Awards <ul style="list-style-type: none">- Greater China Independent Agency of the Year – Silver (2012) Asia Pacific PR Awards <ul style="list-style-type: none">- Asia Pacific Network of the Year (2010)
TheHolmesReport	Asia Pacific SABRE Awards <ul style="list-style-type: none">- Asia Pacific Financial Consultancy of the Year (2011)- Hong Kong Consultancy of the Year (2009)
	Asian Excellence Award <ul style="list-style-type: none">- Best Financial PR Firm in Asia (2011, 2012, 2013, 2014, 2015 & 2016)
	Asia Responsible Entrepreneurship Awards <ul style="list-style-type: none">- Investment in People (2009 & 2016)- SME CSR (2016)

Campaigns that SPRG has devised for clients have won more than 90 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

Strategic Public Relations Group

Eveline WAN

Tel : (852) 2864 4822

Fax : (852) 2114 4948

Email : eveline.wan@sprg.com.hk

Website : www.sprg.asia

Member Companies: Hong Kong | Beijing | Shanghai | Guangzhou | Taiwan | Singapore | Malaysia

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