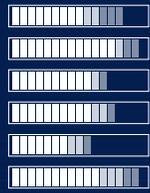


An integrated PR group and specialist in IR and financial communications

公关顾问·投资者关系·财经传讯

# SPRG

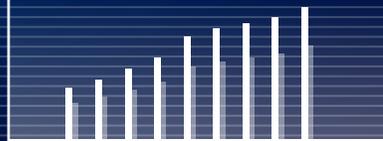
## 纵横公关集团



## CONFRONTING CHANGES THROUGH CHANGE

### 以万变应万变

# 2017



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**SPRG**

**STRATEGIC PUBLIC RELATIONS GROUP**

**縱橫公共關係顧問集團**



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**“As a leader, one of the most important tasks is to predict changes in the future, and then lead others to change before being forced to.”**

「作为领袖，最重要的任务就是要预计将来的变化，引领团队在被逼改变之前作出改变。」

Humans are instinctively afraid of change: we always avoid facing the unknown. As a leader, however, one of the most important tasks is to predict changes in the future, and then lead others to change before being forced to. While I have been in the PR industry for roughly 30 years now and have witnessed many changes, the pace of change has undoubtedly been the most rapid in the past five years. Though new technologies have resulted in conveniences that were once unimaginable, they have also created new obstacles for PR practitioners. On the one hand the rise of the Internet, smartphones and social media has enabled us to reach our target audiences more effectively and accurately, as well as to keep close communication with our media friends, but on the other hand these developments have resulted in a much shorter time to deal with many uncontrollable sources of information. As a highly competent PR consultancy, we have always kept abreast of the latest trends. More importantly, we have sought to apply new technologies and methodologies that help further our PR efforts and such efforts have enabled us to provide comprehensive digital media and new media services to our client. And going a step further, we established Strategic DigiLab (“SDL”) in Singapore earlier this year that focuses on digital marketing and creative technologies. Through SDL we are now able to offer a full suite of digital marketing services to our clients, including digital strategy, creative technology build, digital creation, content marketing and digital media buy. By collaborating, interacting and training with SDL, greater synergies will be generated among SPRG companies, improving the Group’s competitiveness as a whole.

Remaining competitive is always imperative, and particularly so in 2017. In addition to tremendous uncertainty over the global economy, fierce competition in the region and budget cuts by clients presented fresh challenges to our

operation. Despite these unfavourable factors, we still made great strides thanks to effective strategies and the efforts of our colleagues who put our plans into action. By the close of the year, we had won 34 awards, which included six agency awards, such as The Holmes Report’s Corporate Consultancy of the Year; The Stevie® Awards’ Public Relations Agency of the Year in Asia, Australia and New Zealand and Public Relations Agency of the Year in Asia (China, Japan and Korea); Asia Pacific Association of Communication Directors’ Agency of the Year; Communications Director’s Asia Pacific Excellence Award Agency of the Year and Corporate Governance Asia’s Best Financial PR Firm – Asia. These accolades further substantiated SPRG’s ability to deliver the highest quality services. It is worth noting as well that we completed 43 new listings communication campaigns in 2017, far outperforming our peers. This raises the total number of new listing campaigns completed by SPRG to 388 since its inception. I firmly believe that the key to achieving such phenomenal results, even in the face of adversity, comes down to our positive attitude. While in good times we are naturally upbeat and optimistic, there is always the possibility of losing direction; swaying from our original goals and overlooking fundamental problems. To me, I see adversity as a chance to change. In pausing and reflecting on our situation, and in examining and reducing our exposure to risks, we are ultimately able to build a solid foundation for achieving long-term sustainable growth.

Remaining faithful to the PR industry and its prospects, as well as our own strengths, we have continued to broaden our service scope and taken a proactive approach towards business development during the year. We have also expanded our Hong Kong headquarters yet again, now occupying the entire floor of our office in Admiralty – raising our total floor area to over 20,000 square feet. Together with our two other offices in Wanchai, we have

over 25,000 square feet of office space in Hong Kong! Besides our ability to accommodate more colleagues, we now have one more large conference room, raising the total to four at our Admiralty headquarters. Altogether, these rooms can contain some 250 persons and are ideal for hosting a variety of client events.

While our business has made clear strides forward, I am also delighted to see Strategic CSR Network (“SCSR”) achieve further progress. The first and only non-profit organisation in Hong Kong established by a PR consultancy has earned the “agency member” status from The Hong Kong Council of Social Service (“HKCSS”) by completing its second full year of operation. SCSR is now able to co-operate with more non-governmental organisations (“NGOs”) in serving the Hong Kong community. Already, the bond between SCSR and corporations, NGOs and volunteers has been strengthening, and now it will be able to establish even more fruitful ties. In 2017, SCSR organised 36 community events, assisted over 1,241 beneficiaries and received in-kind donations valued at approximately HK\$757,341. The Group also offered pro bono PR services to selected non-profit organisations. Consistent with our corporate social responsibility, we will continue to leverage the Group’s strengths, including its ability to bring together those with good intentions, to work collectively for the betterment of society.

I would like to take this opportunity to thank our colleagues for their contributions and our clients for their support, all of which enabled 2017 to be a productive year for the Group. As Churchill once said, “To improve is to change; to be perfect is to change often”. Whether in good times or bad, I hope that all of us can keep our spirits up and be eager to change. By working together, we can raise the Group to even greater heights!

害怕改变是人的本性，对于未知的情况我们都会本能地逃避；但作为领袖，最重要的任务就是要预计将来的变化，引领团队在被逼改变之前作出改变。在我接近30年的公关生涯中，近五年绝对是行业生态转变得最快的时间。日新月异的科技为我们带来无限便利，但对公关从业员来说却是有利有弊。互联网、智能手机及社交媒体等的出现，令我们在发布讯息或推广活动时有更多更有效及更准确的渠道接触目标群众，而与媒体朋友亦能无时无刻保持紧密联系；但另一方面，便捷的通讯亦代表我们要在更短的时间内作出应对、与更多难以控制的消息来源打交道。作为专业的公关顾问，集团不断尝试于工作中应用新科技及实践新意念，积极投放资源为客户提供数码媒体及新媒体服务。2017年初我们更进一步在新加坡成立了新公司Strategic Digital Lab (“SDL”), 以为客户提供更全面之一站式数码媒体推广服务，服务范畴涵盖策略制定、创意概念规划、数码创新、内容营销及数码广告投放等，并透过合作、交流及培训，与其他分公司形成更强的协同效应，提升集团整体的竞争力。

2017年环球经济环境不明朗、区内行业的竞争加剧以及客户预算减少，都为我们的经营增添挑战。纵然如此，在正确的策略及同事的努力下，我们依然创造出骄人成绩。2017年我们共获34个奖项，其中有六个为集团奖项，包括由The Holmes Report颁发的「最佳企业公关顾问」、由Stevie®颁发的「亚洲、澳洲及新西兰最佳公关顾问」及「亚洲最佳公关顾问(中国、日本及韩国)」，由Asia Pacific Association of Communication Directors颁发的「最佳公关顾问」、由Communication Director颁发的「亚太区卓越大奖—最佳公关顾问」及由《亚洲企业管治》杂志颁发的「亚洲最佳财经公关顾问」，充分印证了集团的卓越服务素质。另一方面，我们全年共完成了43个新上市传讯项目，成绩傲视同侪；而集团成立至2017年年底完成的新上市传讯项目达388个。面对逆境仍能创出佳绩，我认为最重要是保持正面的心态。在顺境的时候，一切都好像理所当然、手到拿来，但往往会令我们忘记初衷或忽略一些本质性的问题。因此我会将逆境视为一个改变的契机，让我们检视现状及潜在风险，重新调整方向，为长远及可持续的发展打好基础。

因深信公关市场的前景及自身实力，集团继续扩展服务范围及采取积极的发展方针。我们的香港总部继续扩充规模，在下半年将金钟办公室整个楼层的最后一个单位一并租下，使总面积超过20,000呎；连同湾仔的两个办公室，香港办公室的总面积更超过25,000呎！扩充后除可容纳更多员工外，在增加了一间大型会议室后，金钟总部共有四间共可容纳250人的大型会议室供客户举办活动。

除了上述的发展外，我亦对纵横社会责任网络的运作日趋成熟感到欣喜。作为香港首家及唯一一家由公关顾问公司成立的非牟利机构，我们在今年符合了需开办至少两年的申请条件，正式成为香港社会服务联会的机构会员，可与更多社服机构携手合作，服务香港社群。而我们与企业、社福机构及义工的合作亦越发有默契，在2017年度我们共筹办或参与了36个社区活动、受助人达1,241人、获得实物捐赠总值约港币757,341元，成绩令人鼓舞！此外，集团今年亦继续为众多非牟利机构及团体提供义务公关服务，利用集团的专长协助这些有心人发挥更大的影响力，令社会变得更美好，一尽企业社会责任。

藉此机会，我亦要感谢同事的付出及客户的支持，令2017年成为成果丰硕的一年。丘吉尔说过，进步需要改变；达到完美则需要不断地改变。无论环境顺逆，我期望集团上下都能保持活力、勇于求变，全力向更远大的目标迈进！



Richard Tsang  
Chairman  
主席 曾立基





# Change and Adaption Intensifies in the PR Industry

## 公关业之瞬息万变 公关人的随机应变

One of the main responsibilities of the PR practitioner is to recommend to the client what are the most efficient and effective channels for concisely and promptly conveying messages to the right audiences. This task has become more challenging, however, as changing times and advances in technology have brought new communications channels and tools both on and off the table and audiences frequently shift their preferences. What's more, clients also habitually change their PR-related requests. While accuracy and speed are expected as always, there are also higher expectations on content and creativity, as well as the need for solid statistics to back up proposals. Under these ever-changing conditions, PR has to closely track market developments and significant trends, then incorporating this information into formulating the client's positioning and fulfilling its needs in order to develop the most appropriate communications campaign.

Now let's see how our Group has fared in adapting to these fast-paced changes, while assisting clients to achieve their communications objectives.

公关的任务之一是建议客户利用最有效便捷的渠道,将讯息准确、快速地传达给目标群众。然而时代转变、科技发展,每天都有新的沟通渠道及工具上架下架、群众的喜好及习惯不断变更;客户对公关的要求亦与以往不同,除一贯的精准、迅速外,亦逐渐期望有更多的内容、创意及数据支持。在瞬息万变的形势下,公关必需紧贴市场信息、热门话题,再将其结合客户的定位及需要,方能制定合适的传讯方案。

且看集团一直以来如何应对各种改变,为客户达到传讯目标。

## 1 Changes attributed to the expansion in communication channels 沟通渠道增加带来的改变

Newspapers, magazines, television and radio are collectively regarded as traditional media, and have been PR's most important partners (or perhaps adversaries) in past decades. However, with the popularisation of the internet, corporate websites, social media and online forums have become the main source of information for audiences. These interactive communication channels have, for better or worse, led to a dramatic increase in the volume of communications as well as the range of channels. Nowadays, the communications strategy devised by a PR consultant must address, or even mainly focus on new media. As audiences of different platforms have different habits and styles, PR has to consider the client's positioning, the objectives of the communications campaign and the target audiences before allocating resources to the appropriate platforms. Furthermore, content must be customised for each platform.



The music video featuring the renowned model Lin Chiling for "Six Minutes Protect a Life" seriously impacts society.

名模林志玲为「六分钟护一生」拍摄的音乐短片，获得巨大回响。

"Six Minutes Protect a Life" is a long-term health promotion campaign of P&G aiming to raise awareness about the importance of regular annual preventative checkups for women's cancers. SPRG Taiwan has been the PR partner of the campaign since 12 years ago with the main responsibility to devise a relevant communications strategy and news angles to attract media and public attention. Of course, the campaign strived for coverage in newspapers and magazines in its early years, but adapt to the increasing importance of the new media, the campaign has also recently altered its strategy. In 2015, the highlight of the campaign was a music video featuring its spokesperson, Taiwan's renowned model Lin Chiling. The video attracted more than 1.4 million views on Youtube, and, most importantly, triggered a mass discussion on the internet. Many netizens commented that the video had indeed tugged at their heartstrings and reminded them to care more about the health of their family. In 2017, SPRG invited the famous Youtuber Aga, who has more than 1.5 million followers, to film the pre-event video for the "Six Minutes Protect a Life" campaign. Lin Chiling along with 10 other KOLs leveraged their star power to persuade their fans to attend the offline event and undergo an on-site screening. Moreover, the offline event was livestreamed across different online platforms to bolster the campaign's reach and influence online.

报章、杂志、电视及电台又称传统媒体，几十年来一直是公关工作上的主要伙伴(或对手)。但在互联网普及后，公司网页、社交媒体及论坛等成为群众接收信息的主流，这些双向沟通渠道使传讯效果，不论好坏，都有机会被无限放大。现时，公关顾问为客户制定的策略必然会涵盖，甚或完全集中于新媒体。而因每个平台群众的习惯及风格均有所不同，公关需针对客户的自身定位、传讯目的及目标群众而在合适的平台投放资源和量身定做讯息内容。

P&G的「六分钟护一生」为一个鼓励女性每年参与妇癌筛检的长期健康推广项目。自12年前开始，台湾纵横公关便担当项目的公关伙伴，负责构想传讯策略及新闻角度以吸引媒体及公众关注。在早年，传讯策略以报纸及杂志的版位为目标，但近年随新媒体的重要性提高，策略亦要相应调整。如在2015年，项目的重心为一段由代言人台湾名模林志玲拍摄的音乐短片，于Youtube共录得超过140万的观看次数，更重要是引起了网络上的热议，很多网民都留言表示影片触动到他们的内心，也提醒了他们要更关心家人的健康。在2017年，活动邀请到拥有超过150万订阅人数的著名Youtuber蔡阿嘎合作拍摄先导影片，并将人流由线上带到线下活动的现场，即场参加筛检。而线下活动亦通过不同的平台作网络直播，加强项目于网上的影响力。



View the "Six Minutes Protect a Life" music video produced in 2015 here:

观看2015年「六分钟护一生」音乐短片：



In 1996, the super-computer “Deep Blue” twice challenged the reigning chess champion Garry Kasparov. The matches attracted global interest with widespread coverage both on television and in the print media. Fast-forward 20 years, the battlefield of “Human vs Machine” has shifted from chess to Go, which has been named as the “Most Complicated Game”. The latest challenger to humanity is the Artificial Intelligence programme “AlphaGo” which is able to learn and initiate self-improvement. To support its client and leverage interest, SPRG Beijing has devised a social media-first communications strategy for Google. We have triggered discussion on the top two social media platforms in China – Weibo and WeChat – prior to the game, and broadcast the competitions live across different platforms. This marked a major improvement over the past when the audiences could only follow the progress of the game in the newspapers the next day. Now they can watch and discuss each move with other members of the audience as it happens. This of course has heightened their sense of involvement and the level of engagement. The two battles with a time lapse of 20 years have not only highlighted the advances of computer operational technology, but also borne witness to the change of landscape and tools of the PR industry.

Facing the threat from the new media, traditional media have not just passively sat back and waited. Many of them have proactively developed their own digital platforms to contend with the new media. For example, Singapore free-to-air television news channel, Channel News Asia, has tried to create non-traditional types of news reports and content for their digital platforms, and as a result succeeded in generating an even bigger viewership than their broadcasting channel. Previously, when online shopping platform Alibaba acquired Hong Kong’s leading English newspaper *South China Morning Post* (SCMP), their Executive Chairman Jack Ma mentioned that the motivation for the acquisition was the prospect of utilising Alibaba’s huge database in SCMP to accurately reports news related to China and Asia. He also stated that the rich technology resources of the new parent could foster the overall development of the SCMP, especially on the digital side. Similarly, on the other side of the world, Amazon and *The Washington Post* have also merged, proving that despite the geographical difference, traditional media are all looking for transformation and a way through the new media landscape.

However, for all its dynamism, the new media still cannot readily replicate many advantages of the traditional media. The most obvious difference is in their credibility; when individuals would like to verify the truth of a message, they tend to search for sources from the mainstream traditional media as proof. From a survey by the Centre for Communication and Public Opinion Survey at the Chinese University of Hong Kong in 2016, the credibility of mainstream broadcasting media is substantially greater than that of the online media. It is believed that the credibility of the new media cannot catch up with that of the entrenched traditional media in the foreseeable future.



The two battles, representing a lapse of 20 years, bear witness to the change in landscape and tools of the PR industry.

相隔20年的两场人机大战，从侧面见证到公关行业的生态转变。

1996年，超级计算机「深蓝」两度挑战西洋棋世界冠军卡斯帕洛夫，透过电视和报纸等媒体的报导引来全球聚焦。20年后，人机大战的战场由西洋棋转移至号称「最复杂游戏」的围棋棋盘上，而人类的对手亦变为懂得学习及自我完善的人工智能程式「AlphaGo」。北京纵横公关为Google制定以社交媒体为先导的传播策略，在赛前通过中国两大社交媒体平台微博和微信引爆话题讨论，而棋赛则利用不同的平台作实时直播。相比于翌日从报章了解战况，能实时与各方观众一同讨论每着棋步自然更能带动观众的投入感及参与度。相隔20年的两场人机大战，最大看点当然是计算机运算技术的发展，但从侧面亦可见证到公关行业的生态转变。

面对新媒体的挑战，众多传统媒体都积极发展数码平台以作抗衡。例如新加坡的电视新闻频道Channel News Asia，于数码平台上尝试以非传统的方式制作新闻及其他形式的内容，结果其数码平台的浏览量甚至超越了电视频道。早前网购平台阿里巴巴收购香港销量最高的英文报纸南华早报（南早），总裁马云提到主要原因是希望阿里巴巴的庞大数据库能助南早更准确地报导有关中国及亚洲的新闻，另外亦提及其丰富科技资源能帮助南早整体、尤其是数码平台方面的发展。另一边厢美国亦有性质极为相似的亚马逊与华盛顿邮报之并购，可见不论中外，传统媒体都在努力寻求转型及出路。

但话分两头，新媒体在很多方面依然未能取代传统媒体，当中最明显分别是其「公信力」，例如要确定某个信息是否可信时，公众依然会倾向以传统媒体的来源作核实。香港中文大学传播与民意调查中心在2016年的调查显示，主流广播媒体在公众心目中的公信力仍远高于线上媒体。而因特性的不同，相信新媒体的公信力在可见未来亦难以追上树大根深的传统媒体。

## 2 Politicians and governmental organisations also make use of social media 政治人物及政府机构利用社交媒体

During the 2016 presidential election in the United States, Hilary Clinton, a member of the political elite and darling of the mainstream media, lost to political newcomer Donald Trump, who was criticised by the press and relied on social media to promote his campaign. In an extremely complicated, highly convoluted and hotly contested election campaign involving many different entities, the results clearly demonstrated how social media could not only wield greater power than traditional media, but also that such power could influence political events including election outcomes. In fact, politicians and governmental organisations have been proactively adopting digital media as their main communications tools so as to shrug off the stiff unresponsive image that many hold in the eyes of the public.



The two main candidates of the 2017 Hong Kong chief executive election create Facebook accounts as part of efforts to improve their public image.

香港2017年行政长官选举中，两位主要候选人都设立其个人Facebook专页以打造形象。

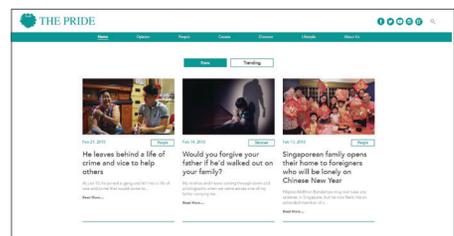
The election of the Hong Kong Chief Executive in 2017 also witnessed social media as the second battlefield on which candidates used a range of skills to build their profile and interact with the public on Facebook, marking a complete break with the practice of election campaigns in the past. Subsequently, a number of senior government officials, government departments and public sector organisations, instead of solely relying on official channels, chose to create their own social media platforms to communicate directly with members of the public.

Another example of social media supporting a political objective is the Singapore Kindness Movement (SKM) campaign established in 1997, inspired by Prime Minister Goh Chok Tong's New Year message conveying the need for Singapore to become a more gracious society in the 21st century. Over the past 20 years, SKM has shared news about kind acts by good people through different channels to inspire gracious behaviour in daily life. Keeping abreast of the times, SKM has adopted social media including Facebook, Twitter, Instagram, Youtube and Bloglovin as communications tools. In 2016, with the help of SPRG Singapore, SKM established the information portal "The Pride". Through frequent updates and commentaries, "The Pride" tries to reinforce their message to the public in a more down-to-earth way with a young-at-heart approach.

2016年的美国总统选举中，主流媒体一致看好的政坛精英希拉莉，爆冷负于一直被主流媒体妖魔化、倚重社交媒体宣传造势的政坛新手特朗普手上。在该场峰回路转的选战中，社交媒体突显出其强大的影响力，而且就算用于予人较传统及保守印象的选举工程上威力亦同样巨大。事实上，很多政治人物及政府机构都主动采用数码媒体作为主要传讯工具，以扭转于公众眼中死板僵硬的形象。

香港的2017行政长官选举亦同样加入了社交媒体作为副战场，几位候选人于Facebook上施展浑身解数打造形象及与公众交流，打破了以往选战的框框。其后，资深政府官员、政治人物、政府部门以及公营机构等都纷纷受启发而于社交媒体上创立平台，与公众更直接地沟通。

另一例子是Singapore Kindness Movement (SKM)项目，其成立源于1997年时任新加坡总理吴作栋在其新年讲辞中提及「令新加坡在21世纪成为更亲切社区」的想法。20年来SKM透过不同方法及渠道分享好人好事，以推广在日常生活中如何体现「亲切」。SKM亦与时俱进紧贴社交媒体的发展趋势，加入Facebook、Twitter、Instagram、Youtube及Bloglovin等作为传讯工具。2016年，SKM在新加坡纵横公关的协助下设立「The Pride」讯息平台，频密地上载新闻及评论等，以更贴地及年青的表达手法向公众传达讯息。



Singapore Kindness Movement sets up "The Pride" information portal, representing a more down-to-earth and young-at-heart approach for conveying messages to the public.

Singapore Kindness Movement设立「The Pride」讯息平台，以更贴地及年青的表达手法向公众传达讯息。

### 3 Information fragmentation 信息碎片化

“Information fragmentation” is a phenomenon where people read so many messages on the internet that they are unable to recollect what was read. Faced with such an issue, the PR practitioner must now create useful, meaningful and reliable messages that not only attract audiences and entice them to proactively click on such messages, but also to want to search for them in the first place. To go a step further, we would make use of the message delivered to achieve its clients’ communications objectives, i.e. reach, engagement, customer flow and revenue of physical stores.

Shanghai Plaza 66 aimed to create awareness of, and drive traffic to, their in-store event to be held on Valentine’s Day. For this purpose, SPRG Shanghai conceived, developed and implemented a powerful O2O campaign employing a mix of social media tactics. One of the innovative methods included creating the Weibo hashtag #爱恒美·情系于粉# with related content published by selected KOLs in the lifestyle field to boost online discussion and awareness about the offline event. Complementing this approach, on WeChat, another key social platform in China, the team launched an HTML 5 campaign – a selfie interactive game – where the users who share their selfies or the HTML 5 game on their WeChat Moment would have the chance to win a gift. And of course, the users had to come to Plaza 66 on 14 February to pick up the gift. 2,000,000+ online impressions were garnered before 14 February, creating significant buzz during the build-up period and helping to generate satisfactory traffic to the offline event.

「信息碎片」意指每个人在网络阅读到非常多的信息,但没有深刻的记忆。在这样的传播大环境下,公关的工作是要创造对受众有用、有意义及可靠的信息,吸引他们主动点击甚或搜寻你的信息。更进一步,则是要利用信息达到客户的传讯目标,例如接触人数、社群参与,甚或实体商铺的人流以至收益等。

上海恒隆广场希望以线上策略,为其情人节商场活动增加关注度及人流。为此,上海纵横公关策划及执行了一系列的线上到线下活动,并为不同的社交媒体平台创作相应的内容。于微博,团队设计了#爱恒美·情系于粉#的话题并邀请到多位生活时尚界的意见领袖发布相关内容,成功引起线上的热烈讨论及线下活动的受关注度。在微信方面,团队设计了一项HTML 5的互动自拍游戏,用家在其微信朋友圈分享其自拍或有关游戏的信息就有机会获得礼物,而该份礼物需要在2月14日当日在上海恒隆广场即场领取。该商场活动在2月14日前于各社交媒体共获超过200万的曝光次数,成功于筹备阶段已成为公众的热话,而活动当日的人流亦令客户满意。



Shanghai Plaza 66 successfully increases traffic to its Valentine’s Day event via a series of online strategies.  
上海恒隆广场成功以一系列的线上策略为其情人节商场活动创造人流。

## 4 Influence of KOLs 意见领袖的影响力

The influence of KOLs has increased with the proliferation of communication channels. While the influence of traditional media has waned, ordinary people have conversely gained fame and power by capitalising on their unique abilities, creativity, academic qualifications, experience, rhetoric or simply the courage to try new things. By successfully gaining the public's trust, they have become opinion leaders within their own area of expertise. In some industries where word-of-mouth messaging is especially important, such as travel, beauty and hospitality, it has even become a top priority for companies to court KOLs so as to advance their promotion efforts.

SPRG's online data-mining tools use keywords to identify influencers based on their popularity, extent of engagement in relevant topics, and level of activity on social media. The tool was specifically calibrated to identify KOLs most relevant to Merck's industry stakeholders, including those in the healthcare, life sciences and performance materials segments by processing data from top Chinese social media platforms Weibo and WeChat accounts, online news and academic portals, and online bulletin-board systems.

The data-mining tool not only identified excellent influencer candidates, but also the top influencer who would become the campaign's spokesperson in China— Dr Wei Kunlin, a psychology professor at Peking University and star of the TV show "Super Brain". He boasts 3,000,000+ social media followers and regularly lectures on subjects such as cognition, curiosity, innovation and technology. The outstanding result of the campaign clearly demonstrated Dr Wei as the ideal partner for Merck. His contribution on the social media front was enormous, seeding Merck-branded content along with points from Merck's Curiosity Report. In just two postings he garnered over 500,000+ views with 3,000+ likes, 800+ comments and 400+ reposts, including praise for Merck's introduction of this valuable initiative to China.

意见领袖在传播渠道增加下应运而生。传统媒体的影响力减弱,反之一些具条件的素人们各凭本事,或创意或学历或实绩或口才甚或胆量,总之能获得大众的信任就能成为其领域的意见领袖。在某些着重口耳相传的行业如旅游、美容及饮食业中,意见领袖甚至已成为传讯项目的第一选择。

纵横公关集团的线上数据探勘工具,能利用关键词分析意见领袖的知名度、于相关题目的参与度以及于社交媒体上的活跃度。在协助客户默克策划品牌形象项目时,北京纵横公关利用该工具分析来自中国两大社交媒体微博及微信、线上新闻平台、学术平台及线上论坛等的的数据,得出候选意见领袖与默克有关行业,包括健康医疗、生命科学及性能材料等之关连度。

该工具协助我们从芸芸的意见领袖中找出最能配合是次传讯目标的魏坤琳教授,他并成为了项目的中国区代言人。魏教授为北京大学心理学系教授,同时也是电视节目《最强大脑》的主要嘉宾之一,在社交媒体上拥有超过300万粉丝,并经常主持有关认知、好奇心、创新及科技等主题的讲座。项目的突出成绩印证了魏教授与默克实在是天作之合,他根据默克「好奇心报告」之论点再加上自己的看法发布在社交媒体上,单单两个发文便已获超过50万次浏览、3千多个赞、8百多个留言及4百多个转发,其中更不乏对「好奇心报告」及默克之赞美,认为该项目对中国非常有价值。

### Postscript 后记

New technologies have ushered in changes and challenges to the PR industry. Artificial intelligence (AI) can already be utilised for monitoring online news, for example, and is also providing tremendous assistance in terms of translating documents and writing news releases. Some people even expect AI to replace PR in the future, though that could be debatable. After all, human creativity and the understanding of human nature cannot be easily learnt or replicated by a machine. And, as mentioned at the beginning of the article, PR practitioners are themselves challenged with finding the means and methods to convey their clients' messages – a daunting task given the rapid pace of change in today's world, where answers can vary with each passing day. While technology can help PR practitioners to better understand and analyse trends, it remains up to these professionals to actually transform information into personalised communication strategies, an irreplaceable human skill.

新科技为公关业带来改变和冲击,如网上新闻监察现时已可以依赖人工智能完成,而在翻译和撰写新闻稿方面亦越发见其帮助。有一说法是公关在可见将来或会被人工智能取代,但其实不然;人类的创意及对人性的理解都非机器能轻易学习的。如文章开首所说,公关要为客户找到正确的渠道和最有效的表达方式,但在日新月异的讯息世界里,正确答案每日也会有所不同。在新科技的帮助下,公关能更容易了解及分析趋势,而要将其化为人性化的传讯内容,就正正是公关从业员无可替代的价值。

## Expanded office facilities and introduction of a brand new look 扩张规模 全新面貌



To facilitate business development, SPRG Hong Kong has further expanded its premises. By securing the remaining unit on the 24/F of Admiralty Centre 1, SPRG's head office now covers a total floor area of over 20,000 square feet. The expansion has resulted in greater working space for colleagues and the additions of one more large conference room with a capacity exceeding 50 persons, raising the total to four conference rooms at the Admiralty headquarters that can accommodate some 250 persons. Moreover, there is one more conference room equipped with video conference facilities and a new nursery room, thus raising the total number of dedicated childcare areas to two. Together with two other offices in Wanchai, SPRG now boast more than 25,000 square feet of office space in Hong Kong!



为配合业务发展,纵横公关集团香港总部继续扩张规模,成为金钟海富中心一期24楼全层的唯一用户,办公室面积超过20,000呎。除了给予同事更宽敞的工作空间外,亦增加了一间可容纳超过50人的大型会议室,令金钟总部拥有四间共可容纳250人的大型会议室供客户举办活动。另外亦增加了一间配备视像会议装置的会议室以及一间新的育婴室,令育婴室数目增至两间。而连同湾仔的两个办公室,香港办公室的总面积更超过25,000呎!

## Build highly adept teams, achieve excellent result 招贤纳士 厚积薄发

SPRG firmly believes that its workforce provides an important foundation for its development, hence the reason why it spares no effort to hire and develop talent and seek to build stable and capable teams. Despite the unfavourable business environment in 2017, it continued to recruit professionals to bolster the Group's. In the past year, new director grade or above hires have included the following:

纵横公关集团深信人才为企业的立足之本,故悉心戮力招募及培训人才以建立稳定及具实力的团队。2017年纵然外围经济环境平平,但集团未有放慢脚步,继续招纳人才扩充实力,于上年度加盟各分公司的客务总监级以上同事包括:



**Ming Zhong**  
General Manager, Guangzhou  
钟名扬  
总经理, 广州



**Jover Wong**  
Vice President, Hong Kong  
黄美玲  
副总裁, 香港



**Zhou Tong**  
Senior Account Director, Beijing  
周童  
高级客户总监, 北京



**Norlin Binte Samat**  
Senior Account Director,  
Singapore  
高级客务总监, 新加坡



**Jin Ooi Theng Siang**  
Business Director, Singapore  
黄程祥  
业务总监, 新加坡



**Yang Jian**  
Business Director, Singapore  
杨健  
业务总监, 新加坡



**Sandeep Bhardwaj**  
Creative Technology Lead,  
SDL Singapore  
创意科技总管, SDL 新加坡



**Suhanisza Sudirman**  
Account Director,  
SDL Singapore  
客务总监, SDL 新加坡

# 34

## Awards and Recognition in 2017





9

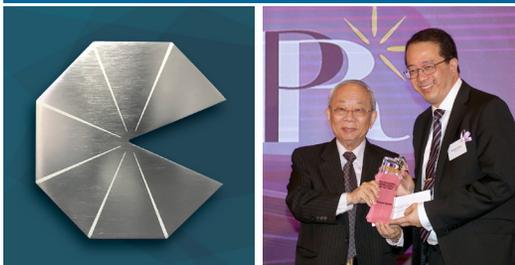


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11

### Mr Richard Tsang's Personal Achievement 曾立基先生个人荣誉



### Mumbrella Asia Awards Agency Leader of the Year 最佳顾问公司领袖

### The 3rd Hong Kong Public Relations Awards 第三届香港公共关系奖 Distinguished Professional of the Year Award 卓越公关专业人员大奖

#### 1 The Stevie® Awards

##### International Business Awards 国际商业大奖

##### Group Awards 集团奖项

Public Relations Agency of the Year in Asia, Australia and New Zealand  
亚洲、澳洲及新西兰最佳公关顾问

Public Relations Agency of the Year in Asia (China, Japan and Korea)  
亚洲最佳公关顾问(中国、日本及韩国)

##### Client Campaign Awards 客户项目奖项

China Animation 华夏动漫

China New Town 中国新城镇

Grand T G Gold 大唐潼金

Investor Education Centre 投资者教育中心

Jacobson 雅各臣

Plaza 66 Shanghai 上海恒隆广场

Yingde Gases 盈德气体

#### 2 The Stevie® Awards

##### The Asia-Pacific Stevie® Awards 亚太区 Stevie® 大奖

China Animation 华夏动漫

Google

Human Health 盈健医疗

Merck 默克集团

World Ventures

#### 3 Marketing

##### PR Awards

Man Wah 敏华

#### 4 Communication Director

##### Asia Pacific Excellence Awards PR

Agency of the Year 亚太区最佳公关顾问

#### 5 Asia Pacific Association of Communication Directors

Agency of the Year 最佳公关顾问

#### 6 The Holmes Report

##### Asia Pacific SABRE Awards 亚太区 SABRE 大奖

##### Group Awards 集团奖项

Corporate Consultancy of the Year 年度最佳企业公关顾问

##### Client Campaign Award 客户项目奖项

Man Wah 敏华

#### 7 Campaign

##### PRWeek Awards Asia

Human Health 盈健医疗

#### 8 Corporate Governance Asia 亚洲企业管治

Best Financial PR Firm in Asia 亚洲最佳财经公关顾问

#### 9 Marketing

##### The MARKies Awards

Lee Tung Avenue 利东街

#### 10 PR News

##### Platinum PR Awards

Yingde Gases 盈德气体

China New Town 中国新城镇

China Animation 华夏动漫

#### 11 CIPRA 中国国际公共关系协会

##### The 13th China Golden Awards for Excellence in Public Relations 第十三届中国最佳公共关系案例大赛

Google

Krankin'Thru China 手摇中国

# STRATEGIC DIGITALAB



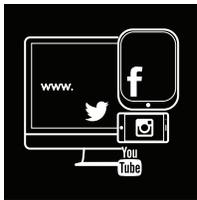
The advance of technology continues to change the landscape of the public relations industry, and PR practitioners need to constantly adjust and create resources so as to adapt to the new era. In 2017, SPRG established Strategic DigitalLab (SDL) in Singapore in order to strengthen the Group's capabilities in digital communications, as well as to generate greater synergies with other offices, with the ultimate goal of providing comprehensive services for its clients.

As a full-service digital marketing agency, SDL's services include digital strategy, search engine marketing, search engine optimisation, social media marketing, creative technologies, content marketing and digital media buy. SDL is committed to delivering effective and efficient solutions that deliver the results clients seek for their marketing communications needs – big and small alike. By combining strategy, creative innovation and digital expertise, SDL's vision is to turn impossible ideas into compelling realities. Relationships, talent, creativity and intellect are what it values most. SDL recognises that great ideas can come from anyone at any time and works relentlessly to keep the ideas flowing. The team of talented individuals brings to the table a diverse range of experience and expertise, both in the B2B and B2C spaces.

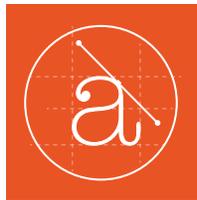
科技不断为公关业界带来冲击及机遇,作为公关顾问自需不断求变以紧贴市场潮流并响应客户需求。纵横公关集团于2017年在新加坡成立Strategic DigitalLab (SDL),以加强集团于数码传讯方面的能力,并与其他分公司形成更强协同效应,为客户提供更全面的服务。

SDL为综合数码营销服务顾问,服务涵盖数码策略、搜索引擎营销及优化、社交媒体营销、创意规划、内容营销及数码广告投放等。SDL致力提供最有效和便捷的方案,为客户达成各种营销传讯目标。我们的愿景是透过综合策略、创新意念及数码专业知识,将不可能转化为可能。关系、人才及创意皆是SDL的核心价值,无论由任何人于任何时刻提出的意见,团队都会予以重视并尽力将好的想法付诸实行。SDL团队由拥有不同经验及专长的人才组成,能执行各种B2B及B2C项目。

**The services that SDL provides encompass the following:  
SDL的服务范畴包括:**



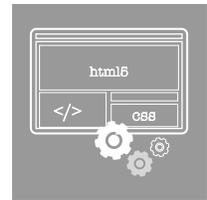
Integrated Campaigns  
综合项目



Branding Awareness Campaigns  
品牌知名度项目



Lead Generation Campaigns  
潜在客户开发项目



Web Development  
网页开发



Mobile App Development  
手机程式开发



Social Media Marketing  
社交媒体营销



Sales and Channel Enablement  
销售及渠道拓展



Content Marketing  
内容营销

## Client 客户: SES S.A.



SES Video White Paper October 2017

## ENRICHING VIDEO EXPERIENCES

Meet Asian audiences' expectation for immersive video

Non-linear video and over-the-top (OTT) content have disrupted the realm of video entertainment, exciting consumers while mystifying providers. Asia Pacific, in general, has become increasingly connected but pay-TV operators are struggling to retain existing subscribers while attracting new ones. Change is hard but change also creates open new opportunities.

Global consulting firm Euroconsult has found that consumers increasingly want a high-quality linear (Ultra HD) and 4K2K experience, complemented by OTT services.

**SES**  
beyond frontiers

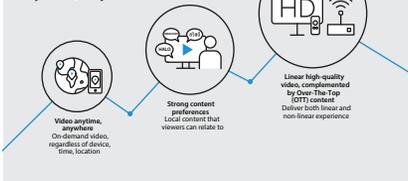
Operators' window of opportunity lies in the pricing and packaging of content and enhanced picture quality – delivering videos far more than operators traditionally have had.

There is no magic formula to operators finding their niche within the existing video ecosystem. But, there is one essential ingredient in this process: **innovation, underwritten by reliable, scalable infrastructure.** These create the doors of opportunity but infrastructure is the key that opens them. Unfortunately, high cost and distribution technology has become a defining characteristic of the Asia-Pacific pay-TV industry.

As stake is a bigger size of the US\$20 billion global pay-TV market than the region's current 20 percent contribution. Standing in the way are issues such as fragmented infrastructure, strong operator content preferences and cord cutting, which impede organic growth.

Research spanning 200 million pay-TV households in 12 Asia-Pacific territories has shown that satellite communications services enable pay-TV operators to overcome the lack of network infrastructure, particularly in emerging Asian markets. They extend terrestrial networks reach to far-flung islands in an archipelago. They offer targeted content specific to a region's language and culture. They enable pay-TV operators to offer time-, location- and device-independent content.

## Satisfy viewer expectations for immersive content anytime, anywhere



Luxembourg-based communications satellite owner and operator SES S.A. introduced SES-12 – the latest satellite and the only one of its kind in Asia that can deliver unique video experiences for Direct-To-Home video service providers. SDL was tasked with raising awareness and driving a top-of-funnel (“TOFU”) lead acquisition in Southeast Asia. To compete successfully against local industry competition, SDL understood that cutting-edge marketing solutions must be developed to differentiate the brand and make it stand out from the crowd. The understanding gained from comprehensive research conducted by SDL at the preparatory stage enabled them to better segment potential markets, identify the pain points and persona, and craft an aggressive, “spot-on” media and marketing strategy which included social media and digital programmatic media buys. This strategy not only addressed the pain points, but also zero in on those profiles with creative messaging and, ultimately, drive lead acquisition in the digital space.

总部设于卢森堡的卫星传讯系统供应商SES S.A.向公众介绍其最新的SES-12卫星,能支持「直达家中影像放送」的功能为亚洲同类型卫星中独有,为用家带来独一无二的影像体验。SDL为客户提高SES-12在东南亚的关注度及增加营销漏斗之上层潜在客户,而在激烈的竞争下唯有出奇制胜的方案才能令客户的品牌突围而出。SDL在项目初期进行了一个全面的研究,以细分潜在市场及识别潜在客户的痛点和角色,并制订一套更进取、更精准的媒体及市场营销策略。透过包括社交媒体和数码程序化广告媒体购买的方式,创意讯息能更有效瞄准客户特点,引起潜在客户之兴趣。

## Remarkable results have been achieved in just one month's time between November and December 2017:

传讯项目在2017年11月至12月期间达成的成绩包括:



**8+ million**  
百万  
impressions  
曝光

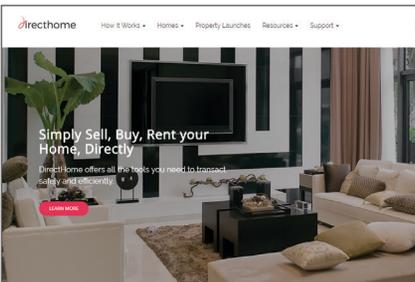


**30,000+**  
clicks  
点击



**1,200+**  
social engagements  
社群参与

## Client 客户: DirectHome



Most people are uncomfortable with trading high-value commodities online due to security and privacy concerns and this resistance is also one of the biggest challenges facing DirectHome – a comprehensive platform, amalgamating both website and mobile apps, for sellers and landlords to list their homes in Singapore directly as well as provide step-by-step process flow resources for successful transactions with buyers and tenants. DirectHome sought SDL to build brand awareness among the public and drive traffic to the site to increase conversions. SDL subsequently identified a Facebook social campaign and SEM as the most cost-effective ways to attract eyeballs and the adoption of an SEO approach to facilitate the flow of organic traffic towards their platform. A total of 20 long-tail keywords covering property rentals and sales in Singapore were selected for SEO. Content articles and introductory videos presented DirectHome's offerings, and were distributed across social media platforms and on its website. As for SEO, 18 out of 20 selected keywords reached the top of the Search Engine Results Pages and 50% of the keywords landed in the first two pages of Google searches during the campaign period.

大众一般会基于保安及私隐理由而抗拒在网上交易高价商品,而这正是DirectHome其中一项最大的挑战。DirectHome是专为新加坡买卖及租赁业主而设的一站式交易平台,业主不但可以透过其网站或手机应用程序直接将物业「放盘」,DirectHome更会为买卖双方提供详尽的流程信息,促使交易成功。SDL负责协助客户增强其品牌的认知度,以及增加网站访问量及转化率。SDL相信举办Facebook活动及采用搜索引擎营销能最具成本效益地吸引大众注意,而搜索引擎优化亦能吸引更多的自然搜寻流量。为此,SDL特选了一些关于在新加坡租赁和买卖物业的20个关键词,同时也透过不同的社交媒体平台及网站发布文章及短片介绍DirectHome的各类服务。在项目进行期间,20个精选关键词当中的其中18个登上了不同搜索引擎的首位;而当有一半的关键词登上了Google的首两页。



SPRG Malaysia celebrates the Lunar New Year by preparing the traditional dish "Yee Sang" which symbolises good fortune.

马来西亚分公司开年饭当然少不了传统的开运菜色「捞起」。



Annual dinners are organised by the Group's offices to express appreciation for colleagues' contributions over the past year.

各分公司举行周年晚宴，慰劳员工过去一年的辛勤付出。



SPRG Regional Meeting 2017 is organised in Kaohsiung, Taiwan. The management of the Group's offices gathered to discuss the future development of SPRG.

纵横公关集团的2017年度会议假台湾高雄举行，各分公司的管理层讨论集团的发展路向。



During a birthday party, Richard presents gifts and offers well wishes to colleagues.

生日派对上Richard为每位生日同事送上祝福及礼物。



AsiaNet relocates its office to the same building in Wanchai where Strategic Communications Consultants and Strategic CSR Network can be found.

亚联政经将办公室迁至湾仔，与纵横传讯顾问及纵横社会责任网络位于同一大厦。



Malaysia, Shanghai and Beijing offices go to Langkawi, Hokkaido and Chengdu for their respective excursion.

马来西亚、上海及北京分公司分别到兰卡威、北海道及成都作公司旅行。



With Richard presiding over the semi-annual orientation sessions, new colleagues are able to fully understand the Group's mission and corporate culture.

半年一次的迎新简介会由Richard亲自主持，助新同事认识集团的抱负及文化。



Mr Clown joins the company's Christmas party to bring joy to both kids and adults.

公司圣诞派对邀请到小丑先生助兴，大小朋友一同乐在其中。



The Group completes 43 new listings in Hong Kong in 2017 – an unrivalled achievement. Since inception to the end of 2017, the Group has completed 388 new listings in Hong Kong.

集团于2017年在香港共完成了43个新上市项目，冠绝全港；而集团由成立到2017年年终为止，于香港完成的新上市项目达388个。



Colleagues of SPRG and Hong Kong International Construction Investment Management Group, and their family members and friends, roll up their sleeves to clean up a stretch of beach along Sheung Sze Wan, Sai Kung. Despite 32°C heat and intense sunshine, the popular diving destination was restored to its natural beauty thanks to everyone's hard work.



纵横公关集团及香港国际建设投资管理集团的员工与他们的家人及朋友齐齐卷起衣袖，清洁西贡相思湾沙滩。虽然当日的气温高达32度，但大家齐心协力，终把这个热门潜水地点清理得干干净净。



On SPRG Dress Casual Day, colleagues can dress as they please by making a donation of \$20 or more. The donations went towards supporting the Children's Cancer Foundation.

于SPRG便服日，同事只要捐款20元或以上便可以穿着便服上班，而所有筹得善款会转交儿童癌病基金以支持其营运。



SPRG athletes participate in the Fullshare • PokOi x Old Master Q Hong Kong Charity Run 2017 as part of efforts to contribute to charitable causes.

纵横公关集团的运动健将们参与丰盛·博爱x老夫子香港慈善跑2017，为慈善出一分力。



## About Strategic CSR Network 关于纵横社会责任网络

To help the underprivileged, SPRG established SCSR in 2014, a registered non-governmental organisation funded and fully supported by the Group. SCSR is a tax-exempt charity under section 88 of the Inland Revenue Ordinance. It serves as a one-stop platform involved in charitable works on an ongoing basis. In 2017, SCSR became one of the agency members of The Hong Kong Council of Social Service.

纵横社会责任网络是纵横公关集团在2014年出资成立的注册非政府组织，并根据《税务条例》第88条而获得豁免缴税。作为一站式平台，纵横社会责任网络旨在长期服务香港的弱势社群。它于2017年成为香港社会服务联会机构会员。

## Our Vision 我们的理念

### We Care 关心

We cherish the communities in which we live and work, and are committed to making a difference in society through our actions. 我们珍视自己生活及工作所在的社区，承诺身体力行，为社会带来改变。

### We Connect 连心

We connect corporations, NGOs, charities and volunteers; working together as long-term partners to support local communities. 我们将不同企业、社福机构、慈善团体和义工连系起来，成为长期合作伙伴，齐心服务本地社区。

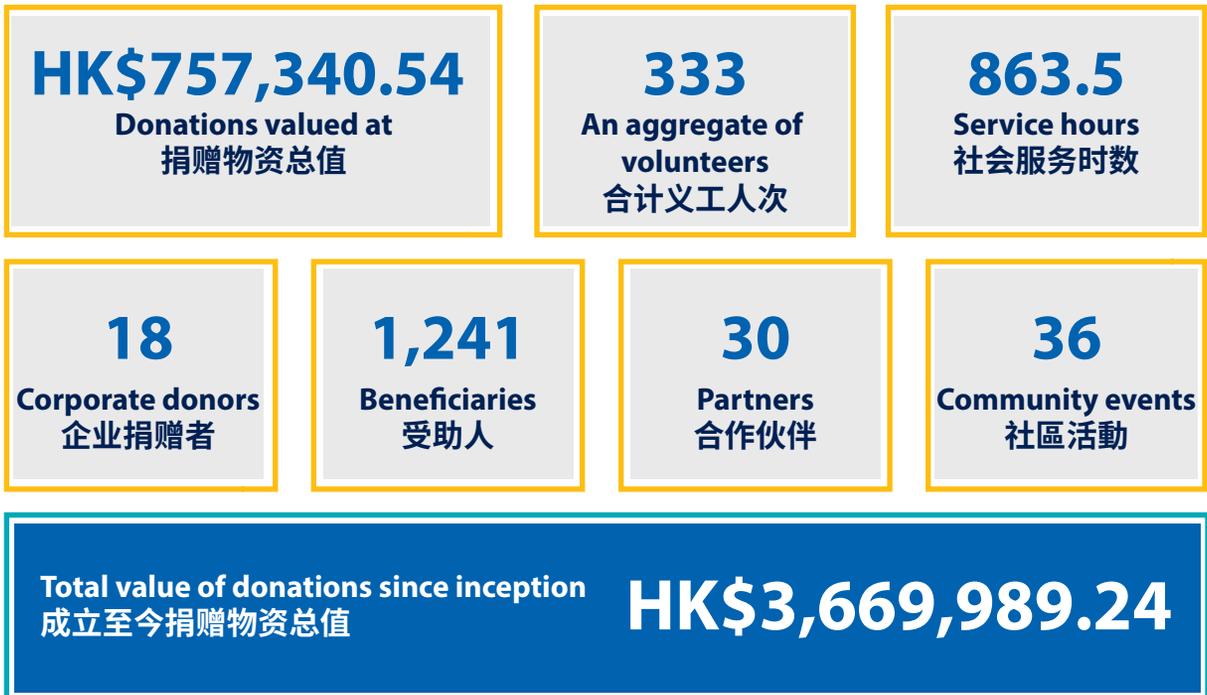
### We Contribute 爱心

We collect products donated by corporations, and through organising/participating in community events on a regular basis, we distribute such products to those in need. 我们向不同企业募集物资，再透过举办或参与各种社区活动，赠予有需要人士。

## How the CSR Platform Works 纵横社会责任网络如何运作



## Achievements in 2017 成果



## Corporate Donors 企业捐赠者

**金至尊**  
3D-GOLD

**bauhaus**  
包浩斯国际(控股)有限公司

**Bluey Maniac**  
蓝蓝工作室

**大昌行集團**  
DAH CHONG HONG HOLDINGS

**rea™**  
International Limited  
德林国际有限公司

**DUTCH LADY**  
FrieslandCampina  
(Hong Kong) Limited  
菲仕兰(香港)有限公司

**大快活**  
Fairwood

**GAMEPLAN**  
5+  
care company  
游戏人生

**HOP HING GROUP HOLDINGS LIMITED**  
合興集團控股有限公司  
(Stock Code: 47)

**合興食油集團有限公司**  
HOP HING OIL GROUP LIMITED

**鴻福堂**  
HUNG FOOK TONG

**Marriott**  
INTERNATIONAL  
万豪国际集团

**PuraPharm**  
Chinese Medicine Modernized  
增力控股為香港聯交所主板上市 (1498)

**La Chapelle**  
上海拉夏贝尔服饰股份有限公司

**SINOMAX**  
盛诺集团有限公司

**SPRG**  
STRATEGIC PUBLIC RELATIONS GROUP  
縱橫公共關係顧問集團

**Tiantong**  
TIAN TONG HOLDINGS  
天韵国际控股有限公司

**煤氣**  
Towngas

## Community Partners 社区合作伙伴

**Asbury Methodist Social Service**  
循道卫理亚斯理社会服务处

**Benji's**  
慈恩兒童中心 CENTRE

**基督教家庭服務中心**  
Christian Family Service Centre

**基督教香港信義會**  
馬鞍山長者地區中心  
ELCHK, Ma On Shan District  
Elderly Community Centre

**基督教香港信義會恩耀坊**  
ELCHK, Radiance Hub

**基督教香港信義會**  
太和青少年綜合服務中心  
ELCHK Tai Wo  
Integrated Youth Service Centre

**基督教香港信義會**  
社會服務部  
Evangelical Lutheran Church  
Social Service - Hong Kong

**食德好**  
FOOD GRACE

**扶康會**  
Fu Hong Society

**香港基督教服務處**  
HONG KONG CHRISTIAN SERVICE  
全人關心 卓越創新  
www.hkcs.org.hk  
Hong Kong Christian Service  
Bliss District Elderly Community Centre  
香港基督教服務處乐晖长者地区中心

**香港基督教服務處**  
HONG KONG CHRISTIAN SERVICE  
全人關心 卓越創新  
www.hkcs.org.hk  
Hong Kong Christian Service  
Shamshuipo Integrated  
Home Care Service Team  
香港基督教服務處深水埗  
综合家居照顾服务队

**Hong Kong Federation of The Blind**  
香港失明人互聯會

**循道卫理观塘**  
社会服务处

**爱秩序灣綜合青少年服務**  
Aldrich Bay Integrated Children & Youth Services

**香港耆康老人福利會**  
The Hong Kong Society for the Aged

**SAHK**  
香港耀能協會

**香港學生援助會**  
Hong Kong Student Aid Society

**The Mong Kok Kai Fong Association Limited**  
Chan Hing Social Service Centre  
旺角街坊会陈庆社会服务中心

**THE SALVATION ARMY**  
救世軍

**香港善導會**  
The Society of Rehabilitation and  
Crime Prevention, Hong Kong

**Methodist Centre**  
循道衛理中心  
Wan Chai Methodist Centre  
for the Seniors  
循道卫理湾仔长者服务中心

## Volunteer Partners 义工伙伴

**CIS Alumni** 漢基校友

**CUHK CARE**  
中大關懷

**DYNASTY**  
酒の王朝

**Munsang College**  
(Hong Kong Island)  
港岛民生书院

**SPRG**  
STRATEGIC PUBLIC RELATIONS GROUP  
縱橫公共關係顧問集團

**TUNG CHIT**  
東捷集團有限公司  
Tung Chit Group Limited

Children and Young People 儿童及青少年



Elderly 长者



Physically/Mentally Disabled 体能或智力不足者



Family and Community 家庭及社区



SPRG is committed to advancing society through various means, including by nurturing the younger generation. As a consequence, it makes every effort to educate the youth of today, instilling in them long cherished values.

纵横公关集团致力以各种途径回馈社区，支持教育事务为其中之一。集团深信只要向年青人灌输正确的价值观，社会自然会有光明的未来。

## Talks and sharing sessions 讲座及分享环节



## Business-School Partnership Programmes 商校合作计划



SPRG participates in the "School-Company-Parent Programme" and the "Business-School Partnership Programme" organised by Young Entrepreneurs Development Council and the Hong Kong General Chamber of Commerce respectively. As part of the programmes, the Group partnered with Confucian Tai Shing Ho Kwok Pui Chun College and Munsang College (Hong Kong Island) and provided their students with a series of activities that included career talks, workshops, office visit, mock interviews and entrepreneur's sharing; offering them glimpses into the world of business.

纵横公关集团参与了分别由青年企业家发展局举办之「商校家长计划」及由香港总商会举办之「商校交流计划」。在两个计划中，集团与孔教学院大成何郭佩珍中学及港岛民生书院成为伙伴，为其学生提供生涯规划讲座、工作坊、公司探访、模拟面试及企业家分享会等一系列活动，让他们一睹商业社会的运作。

## SPRG Scholarship Programme 纵横公关奖学金计划



This is the second year SPRG offers scholarships to students from the School of Journalism and Communication, The Chinese University of Hong Kong. The two recipients then started their 7-week internship at SPRG Singapore.

纵横公关集团连续第二年向香港中文大学新闻与传播学院的学生颁赠奖学金，两位得奖学生其后前往新加坡分公司展开其七星期的实习之旅。

## Interns and Career Exploration Programmes 实习生及职场体验计划



In 2017, SPRG offices employed 55 interns in total, offering them on-the-job training and career planning pertaining to the PR profession, thus gaining valuable knowledge and experience for pursuing their career goals.

55位实习生于2017年来到纵横公关集团体验。在有限的实习日子里，每一位同事都倾囊相授，希望这些经验能帮助同学们追寻他们的理想职业。



SPRG worked closely with the Krankin' Thru China ("KTC") team to make the "Yunnan-Beijing Dream Ride" a reality. The three-member KTC handcycling team overcame numerous challenges, attracted huge attention and were greeted by many appreciative communities during their journey. From the outset, the team hoped to inspire people with disabilities, encouraging them to persevere and find the strength to return to society and achieve their dreams. That message reached some 3,000 persons who saw the determination demonstrated by the cyclists.

纵横公关集团与手摇中国一起策划了从云南到北京的「一路向北，手摇有梦」手摇自行车骑行活动。来自手摇中国的3位队员成功完成全程骑行，并得到大约3,000个残障伤友的热切关注，切实地改变了他们的生活方向，点燃他们走出家门、实现梦想的意志。



The campaign wins the Gold Award in the Public Service Communications category of the 13th China Golden Awards for Excellence in Public Relations.

该项目于第十三届中国最佳公共关系案例大赛中荣获公益传播类金奖。



During a stop of the "Yunnan-Beijing Dream Ride" in Hunan Province, the KTC team met with Long Aiguo, who suffered a severe spinal cord injury and was enduring severe pressure sores and a prolonged fever ever since. Saddled with heavy debt and lack of income to seek medical care, KTC decided to leverage their resources to save Long from his life-threatening injuries. Upon conveying Long's harrowing story via their WeChat platform, SPRG was contacted by two charitable organisations that offered to provide life-changing support for him.

手摇中国团队在「一路向北，手摇有梦」的旅途中探望了家住湖南省偏远地区的伤友龙爱国。由于脊髓受伤，龙爱国的背部打入钢钉，而长期卧床缺少看护，令他身患严重的压疮，高烧不断。团队成员震惊于他负债累累的经济条件和家中缺乏劳动力的情况，立即为龙爱国寻求社会救助。纵横公关集团协助将龙爱国的故事发布于手摇中国微信公众号上，并获得了强烈反响，随即有两家公益机构联络希望帮助改善龙爱国的生活条件。



SPRG is honored to be the pro bono PR partner of The Hong Kong Institute of Directors (HKIoD) again. It offered media relations service to several events organised by them, including the briefing session and awards presentation ceremony of HKIoD Directors Of The Year Award 2017, the publishing of HKIoD Corporate Governance Score-card, as well as the 20th Anniversary dinner of both HKIoD and the HKSAR.

纵横公关集团再次成为香港董事学会的义务公关伙伴，为学会的多个活动，包括2017年度杰出董事奖简介会及颁奖典礼、《企业管治水平报告》发布会以及香港董事学会及香港特区政府成立二十周年庆祝晚宴提供媒体关系服务。



SPRG developed Weibo and WeChat hashtags for the various programmes of Nippon's "Color, Way of Love" campaign to increase exposure and trigger discussions. Furthermore, hot topics were discussed, while GIF, video, H5 and other mediums were employed by SPRG to increase the readability of content found in the two accounts. SPRG also utilised Weibo and WeChat to regularly organise small-scale events and conduct text and media webcasts and livestreams. What is more, SPRG interacted with charitable partners, artists, schools, students and KOLs, leveraging their persuasive powers to broaden the influence of the campaign.

Following two and a half months of effort by SPRG, the number of followers of the "Color, Way of Love" Weibo and WeChat accounts increased by 24% and 37% respectively. Also, the hashtags that it created were effective in attracting high readerships, with the content of [#ColorWayOfLove#](#), [#ColorWayOfLove-Art+#](#) and [#ColorWayOfLove-ChinaStudents EducationSupportAwards#](#) having been read 1 million times, 3.46 million times (mentioned 13 thousand times), and 1.95 million times respectively.

纵横公关集团为立邦「为爱上色」不同项目设立相应的微博及微信话题，以增加曝光量和讨论量，而在内容制作上灵活利用GIF、视频、H5及其他多元互动方式以增强趣味性。除日常发布外，亦定期举办微博及微信活动、结合热门话题、开设图文直播及利用多个平台进行直播，并积极与公益合作伙伴、艺术家、院校、学生和意见领袖互动，借助他们的影响力扩大「为爱上色」的传播范围。

结果在集团推行策略后的两个半月内，「为爱上色」微博粉丝数增长24%；微信粉丝数则增长37%。相关微博话题均获得广泛关注：[#为爱上色#](#)之总阅读数近100万；[#为爱上色艺术+#](#)总阅读数突破346万，讨论量高达1.3万；[#为爱上色农村支教奖#](#)总阅读数近195万。



SPRG's pro bono project, representing the first ever board game competition for primary and secondary schools in Hong Kong, is a tremendous success, attracting 286 students who vied for the title of "King of Board Games". The competition sought to enhance children's higher-order thinking and problem-solving capabilities through the playing of board games, as well as cultivate qualities of sportsmanship, generosity and perseverance. It is worth noting as well that the relationship between parents and children, and children and their peers, can be improved by learning and playing these pastimes together.

纵横公关集团担任义务公关合作伙伴的首届「全港校际棋盘游戏大赛」取得圆满成功，共吸引到286位就读小学四年级至中学三年级之学生一同参与比赛，竞逐棋盘之王的美誉。比赛的目的是希望透过棋盘游戏提升青年及儿童的高阶思维及解难能力，并鼓励他们的体育精神、慷慨之心和永不放弃的精神；而透过一同切磋及钻研棋艺，亲子及朋辈之间的关系亦能更融洽。



HOME ADOPT VOLUNTEER DONATE EVENTS CONTACT FAQ



The key message of the communications campaign Exclusively Mongrels is “Any dog will love you the same regardless of its breed”, and is intended to gain wider acceptance of mongrels and increase the interest of people to adopt them. The campaign was conducted on multiple channels including websites, social media and content pieces. A video which clearly portrays the message in a touching manner was uploaded and went viral with shares by different influencers and youth publications.



Exclusively Mongrels的传讯项目旨在带出「不同品种, 相同的爱」的讯息, 推动公众对混种犬的接受度, 并于领养犬时只考虑混种犬。项目利用了多个传讯渠道包括网页、社交媒体以及网络文章等, 而其感人的网络短片在上载后得到不同意见领袖以及针对年青人之媒体的转载, 在网上引起热烈讨论。



SPRG serves as pro bono media relations partner of “Hong Kong Vertical 1000”, a high-profile charitable fundraising event organised by Outward Bound Hong Kong. A total of 35 adventurers took part in the exciting event, abseiling 1,000 feet (equivalent to 68 floors) down the One Island East skyscraper. “Hong Kong Vertical 1000” represented the third such event to take place in the world, and the first in Asia. Funds raised from the adventure went towards supporting young people in Hong Kong who would otherwise not have the means or opportunity to access Outward Bound’s challenging and thrilling courses.

纵横公关集团担任由香港外展训练学校主办的筹款活动「香港千呎游绳下降大挑战」的义务媒体关系顾问。共有35位勇于向高难度挑战的参加者以游绳下降的方式, 从一千呎高(相等于68层高)的港岛东中心天台抵达地面。「香港千呎游绳下降大挑战」为全球第三次的同类活动, 更是首次在亚洲举行。是次活动筹得的善款, 将会让更多有经济困难的香港年青人能参与外展训练, 接受挑战, 启发潜能。



SPRG handles the launch of the “Green Man Tiny Home” experimental campaign in Malaysia on a pro bono basis. The Tiny Home, which features solar cell panels and a rainwater harvesting system, is the first eco-friendly, zero-energy, carbon neutral house in Malaysia. Completed in February 2017, it was put on display at the Kuala Lumpur Craft Complex during National Arts and Crafts Day 2017 under the auspices of Malaysia Tourism and attracted 50,000 visitors.

纵横公关集团为实验性计划 — 「Green Man Tiny Home」的发布提供义务公关服务。Tiny Home配置太阳能电池板及雨水收集系统等, 是马来西亚首个不损害环境、零能源消耗及能达致「碳中和」的房屋。在2017年2月完工后, Tiny Home应马来西亚观光局的邀请, 在2017国家艺术及手工日于吉隆坡手工艺品中心展出, 吸引到50,000人参观。



SPRG is a member of PROI Worldwide, the world's largest partnership of independent PR agencies. By co-operating and interacting with exceptional PR practitioners from around the world, the Group is able to constantly improve and provide high-quality PR consultancy services to its clients.

纵横公关集团为全球最大的独立公关联盟网络PROI Worldwide的成员之一。透过与世界各地的优秀公关顾问合作及交流，集团不断精益求精，为客户提供高质素之公关顾问服务。



PROI International Meeting  
国际公关联盟会议



PROI Asia Pacific Regional Meeting  
国际公关联盟亚太区会议



PROI EMEA Regional Meeting  
国际公关联盟欧洲、中东及非洲区会议



Huntington Communications Pte. Ltd., Singapore  
新加坡



PRAP Japan Group, Japan  
日本



Mazalan Communications, Argentina  
阿根廷



Priority Communications Sdn. Bhd, Malaysia  
马来西亚

## Beauty and Health 美容及健康



The Taiwanese Society for Reproductive Medicine and Fertility Society of the ROC, in their efforts to promote a lifestyle that contributes to successful pregnancy co-organises the "2017 Key to Fertility Week".

台湾生殖医学会与中华民国生育医学会举办「2017台湾享孕周」记者会, 公布引致不孕的五大生活习惯及生活习惯检测指南, 教导民众如何塑造适孕体质。



To build excitement prior to the launch of new diaper pants by Pampers, SPRG develops a livestream programme inviting KOLs, professionals and popular bloggers who are also parents to share interesting moments with their little ones, including the challenges in taking care of them. The programme subsequently attracted over 210,000 viewers in four days via various online channels – a truly tremendous result!

帮宝适举办「宝宝拉拉手, 亲子探索趴趴GO」脸书直播座谈会邀请明星父母包括郭彦均、徐小可、妈妈界教养名师王宏哲, 及三位人气亲子博客及专家, 一同分享照顾小孩的酸甜苦辣, 为新上市的帮宝适纸尿裤造势。活动结束后短短4天内, 影片总浏览量已突破21万, 回响热烈。



Kaohsiung Medical University Chung-Ho Memorial Hospital and 蔡瑞熊健康关怀文教基金会 have been dedicated in promotional activities for the prevention of Diabetes (Type 1) and educating patients to follow a healthier lifestyle. Apart from adopting a comprehensive education programme which features a resource room and a restaurant where relevant information is available, the two parties have engaged the Disney mascot, Coco and its book series in recent years to spread useful information and concepts of the illness in an interesting and informative way.

高雄医学大学附设医院与蔡瑞熊健康关怀文教基金会合作推出有关预防第一型糖尿病, 及患者相关保健知识的宣传活动。医院内设有卫教室及卫教餐厅, 另外亦以迪士尼玩偶Coco为主角设计一系列的卫教童书, 以传递正确之糖尿病观念。



With the flu rampant in Hong Kong this summer, Kingworld Medicines is giving out 1,800 boxes of Pu Ji Kang Granules for free. Valued at HKD 540,000, the Chinese flu medicine was distributed at various downtown locations to help protect citizens from the virus.

有见今年夏天流感于香港肆虐, 金活医药特意在闹市免费派发共1,800盒, 价值港币540,000的普济抗感颗粒, 与市民一同对抗流感。



Based on the three principles stomach cancer patients should heed when having meals: i) more meals of smaller portions; ii) eat dry and wet food separately to promote better digestion; and iii) count every gram of food to eat, Lilly GC and Hope Foundation for Cancer Care have designed “six recipes for three scenarios” and made a video about them for reference by the patients.

癌症希望基金会的「全方『胃』照护」计划，针对胃癌病友的进食三大原则包括「少量多餐」、「干湿分离」及「克克计较」而设计了「三情境六种胃癌食谱」，并拍成影片以方便病友参考。



The World Diabetes Day activities organised by The Diabetes Association, with guidance from the Ministry of Health and Welfare of Taiwan and supported by the Miaoli County Public Health Bureau and Lily GC, aimed at raising public awareness and concern about female diabetes.

由糖尿病学会主办、国民健康署指导，苗栗县卫生局以及台湾礼来共同协办的世界糖尿病日活动，重点提高民众对女性糖尿病的认识与重视。



SPRG invites famous Youtuber Aga, who has more than 1.5 million followers, to film the pre-event video for the “Six Minutes Protect a Life” campaign to encourage discussion on the important topic “Regular Cancer Screenings for Women”. The campaign’s spokesperson, Taiwan’s prominent model Lin Chiling along with 10 KOLs leveraged their star power to persuade fans to attend the offline event and conduct an on-site screening. The results of the event were outstanding, attracting 343 media coverages, the best result of the campaign over the years and ad value amounting to TWD 27.77 million. The return on investment (ROI) was almost 30 times, also historic high, and up significantly by 45% when compared with 2015. The KOL promotion strategy achieved a notable result as well, with more than 20,000 interactions, some 2.6 times over last year.

纵横公关集团为「六分钟护一生」活动邀请到拥有超过150万订阅人数的著名Youtuber蔡阿嘎合作拍摄先导影片，带动有关「妇癌筛检」的讨论话题。活动代言人、名模林志玲及其余10位意见领袖号召粉丝参与发布会及当场筛检。结果吸引媒体报导共343则，为活动的历年之冠，广告价值达新台币2,777万；接近30倍的投资回报率(ROI)亦创出新高，为2015年的1.45倍，增幅显著。意见领袖推广成效非常突出，总互动逾20,000个，比去年上升2.6倍。



Lily and The Diabetes Association have leveraged 2017 World Diabetes Day to encourage mothers-to-be suffering from gestational diabetes to follow a healthy lifestyle so as to avoid other health complications. Prominent model Patina Lin and the medical team from the Division of Endocrinology & Metabolism at Taiching Veterans General Hospital took part in a meaningful event to call for patients’ attention to controlling glycemia and successfully living with this condition.

2017年的联合国世界糖尿病日以关心女性糖尿病为题，礼来及中华民国糖尿病学会呼吁女性培养健康生活方式，预防发生其他健康问题，以和糖尿病和平共存。名模林嘉绮和台中荣民总医院新陈代谢科医疗团队一同出席活动，为妊娠糖尿病病友打气。

## Food and Beverage 食品及餐飲



SPRG leads a media delegation to Hohhot City, Inner Mongolia and arranges an in-depth interview with Mr Lu Minfang, CEO of Mengniu. The media visited the headquarters of Mengniu and its partner's ranches to gain a greater appreciation of the stringent procedures that are followed in the production of Mengniu dairy products, as well as understand Mengniu's corporate culture and development history. They also had an opportunity to immerse themselves in Mongolian culture; staying in yurts, horseback riding on the steppes and tasting roasted whole lamb, a unique local delicacy.

纵横公关集团邀请媒体朋友到内蒙古呼和浩特市与中国蒙牛行政总裁卢敏放先生进行深度采访，并参观公司总部及合作之牧场，展示严谨的制作程序，以及企业文化与发展史等。另外媒体朋友亦有机会于蒙古包住宿、在大草原上骑马和品尝烤全羊等，体验蒙古的独特文化。



Hung Fook Tong, being one of the participants in the Food Truck Pilot Scheme, organises a tour for the media to visit its food truck.

鸿福堂作为「美食车先导计划」的营运者之一，邀请媒体参观其美食车。



During the New Generation Fresh Milk Forum organised by ReiSui Milk, specialists affirm that people should not drink raw, unpasteurised milk. Conversely, pasteurised milk that features the "double fresh milk logo" represents milk that has the fresh flavour of raw milk while meeting accepted health standards. In the course of the Forum, ReiSui Milk successfully positioned itself as a high-quality Taiwan fresh-milk brand.

在瑞穗极制鲜乳举办的「新世代鲜乳论坛」上，专家提醒公众不宜饮用未经杀菌的生乳。「巴氏杀菌」技术加上「双重鲜乳标章」的鲜乳口感接近生乳外，卫生亦有保证。瑞穗极制鲜乳成功透过论坛，突显其在台湾鲜乳市场的定位。



Combining their patented 3D printing technology with a conventional ink-jet printer, Israeli start-up Ripples is revolutionising the way people experience their lattes and cappuccinos — allowing detailed customised digital images to be imprinted directly in the beverage foam. SPRG created and operated social media accounts (WeChat, Weibo, tailored-for-China landing page, etc.) for Ripples. For offline media relations, SPRG regularly invited members of top-tier national media to product demonstrations and technology roundtables so that they could experience the products firsthand.

以色列初创公司Ripples结合其专利的3D打印技术与喷墨打印机系统，可以将任何图像直接印在饮料的泡沫上，改变人们喝拿铁咖啡和卡布奇诺咖啡的体验。纵横公关集团创建并运营了Ripples社交媒体账号(微信、微博及为中国市场度身定制的登陆页等)，而线下方面则定期邀请全国一线媒体亲身体验产品。



La Kaffa International, owner of the Chatime Brand, announces its business plans in Malaysia. The announcement attracted significant media interest as it centred around the parting of the ways between La Kaffa and its Malaysian master franchisee, and the reveal of a new franchisee partner. SPRG subsequently worked with Will Group, the new master franchisee for Malaysia, to kick start La Kaffa's communications effort.

拥有日出茶太等品牌的六角国际发布其马来西亚业务计划。是次传讯的焦点是六角国际终止与其马来西亚总特许经营者的合作并找寻新的合作伙伴，事件引起媒体的热烈关注。纵横公关集团及後再为新的特许经营商 Will Group 策划传讯企案。



According to a survey by Zespri, 60% of interviewees believe that the sweetness of fruit has a direct impact on a person's blood sugar level. Furthermore, 70% of diabetic patients interviewed consumed less fruits than was recommended, and 80% consumed less than one portion of fruit each day. Specialists have advised the public to shed the misconception about food's link with blood sugar level and to adjust their diet based on how foods are ranked on the glycemic index, also suggesting that diabetics should eat adequate amounts of fruits to maintain a balanced diet.

根据Zespri的调查显示，六成受访者误认为水果甜度與血糖有直接关系，而高达七成糖尿病患者的水果摄取不足；八成患者每天吃不到一份水果。专家提倡应改为参考升糖指数来选择食物及调整进食顺序，让糖尿病患者也能健康吃水果，保持均衡营养。



Hop Hing Group organises a media luncheon at a Yoshinoya outlet in Hong Kong. The media were given the opportunity to taste newly introduced hot pot products that are only available at the Northern China Yoshinoya outlets.

合兴集团于香港吉野家分店举行别开生面的传媒午宴，让传媒朋友首尝吉野家「中国北方限定」的火锅产品。



Tsui Wah Group, in celebration of its 50th anniversary and 5th listing anniversary, holds a 120-table banquet. Numerous celebrities, socialites and notables from politics and business were in attendance to support the prestigious event and to witness this glorious moment in Tsui Wah's history.

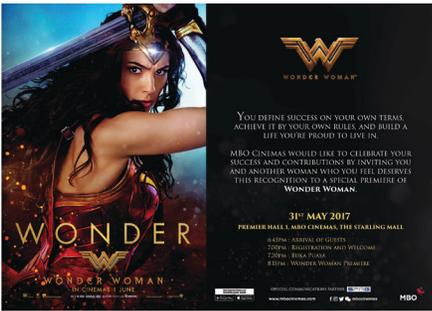
为庆祝成立五十周年及上市五周年，翠华集团筵开超过120席，邀请多位政商界名人，一同见证其光辉时刻。



Research by Zespri has found that eating food that are low on the glycemic index can slow down aging and stabilise fluctuations in blood sugar level. During a media conference, Dr Chen, Officer of Family Medicine Department of Far Eastern Memorial Hospital, stated that a stable blood sugar level can enhance a person's emotional stability and health.

Zespri的研究发现，进食低升糖指数的食物有助延缓老化及稳定血糖。亚东医院家医科陈志道主任于发布会上表示血糖稳定有助平复情绪及保持健康。

## Entertainment 娱乐



MBO Cinema invites a group of female influencers to the premiere of *Wonder Woman* cum Networking Session to honour their achievements.

MBO戏院邀请了一群女性意见领袖参与《神奇女侠》的首映礼暨交流会，藉电影向她们致敬。



Close to 56 years after the original hit track of *Gelora* was recorded, Sean Ghazi has released a re-imagining of this beloved song. Sean subsequently debut the updated version of *Gelora* at Diversity KL International Arts Festival 2017. SPRG was selected as a supporter of the event.

马来西亚著名歌手Sean Ghazi于相隔56年后重新改编传颂一时的歌曲《Gelora》，并在吉隆坡国际艺术节上首次公演。纵横公关集团为艺术节的支持机构之一。



The Malaysian premiere of the award-winning play written by a Palestinian-Australian writer, *Tales of a City by The Sea*, is attended by several members of the royal family and government officials as well as reporters from major media. During the event, SPRG's client Pusat Kreatif Kanak-kanak Tuanku Bainun presented a donation of MYR 115,000 to charity organisation Pertubuhan Viva Palestina Malaysia to help people in Palestine.

马来西亚皇室成员、政府官员及主要媒体亲临巴勒斯坦裔澳洲作家的得奖话剧《一个海滨小城的传说》慈善首映礼。纵横公关集团的客户Pusat Kreatif Kanak-kanak Tuanku Bainun于活动中将总额共马来西亚令吉115,000的捐款交予慈善组织Pertubuhan Viva Palestina Malaysia以帮助巴勒斯坦难民。



UC RUSAL holds a concert and cocktail reception that centres on the theme "In the Rhythm of Russia". Compromise, a group of young and talented international award-winning musicians from Moscow, performed classical pieces from Tchaikovsky alongside traditional Russian folk songs.

俄铝举行了主题为「乐韵悠扬俄罗斯」的音乐会及酒会。来自莫斯科、才华洋溢的年轻国际得奖音乐家组成乐团「Compromise」，为来宾演奏柴可夫斯基的经典名曲及俄罗斯传统民谣。



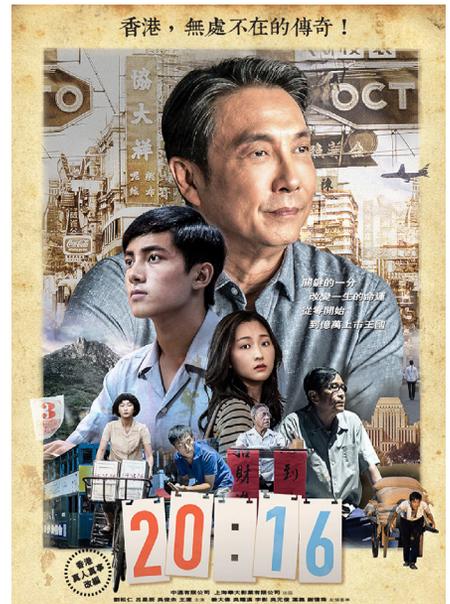
Asia's biggest music festival, the "2017 Mnet Asian Music Awards (MAMA)" takes place in three different regions including Vietnam, Hong Kong and Japan. Not only were acclaimed Korean artists EXO, BTS, Red Velvet and Wanna One among the featured performers, but also the famous singer and actress Karen Mok of Hong Kong also joined this wonderful event.

亚洲音乐盛事「2017 MAMA周」於越南、香港及日本三个地区举行，除了EXO、BTS、GOT7、Red Velvet、Wanna One等韩国歌星团队外，香港著名歌手及演员莫文蔚亦粉墨登场。



ViuTV announces that Malaysia Hyyptv has received the exclusive global simulcast rights for the flagship series – Margaret and David Series – Ex. Nine Hong Kong artists who starred in the series also attended the event.

ViuTV公布其旗舰系列《玛嘉烈与大卫：前度》的全球独家播映权由马来西亚的Hyyptv获得，参演剧集的九位香港演员亲临发布会助阵。



Mr Tony Ip, Chairman of Yip's Chemical, holds the Hong Kong premier of 20:16, a charity-related movie that he personally backed.

叶氏化工主席叶志成先生自资开拍的慈善电影《20:16》举行香港首映礼。



China Animation invites stock commentators to experience its new immersive VR game, Mortal Blitz, at the company's booth at Animation-Comic-Game Hong Kong. Presently, China Animation is the only company to commercially operate the Walking War Game Virtual Reality Park of Mortal Blitz in the Greater China region.

华夏动漫邀请多位股评家到其香港动漫节的展位，亲身体验全新虚拟现实游戏Mortal Blitz。华夏动漫将成为Mortal Blitz旗下自由走动VR乐园在大中华地区的唯一营运商。

## Lifestyle 生活时尚



“Be My Pink Valentine” is a powerful O2O campaign that is driven by a creative social media strategy and theme – all compressed within two weeks. It eventually generated 2.76 million impressions via a mix of digital and PR communications, including but not limited to KOL engagement, a WeChat HTML 5 game and live streaming. The integrated approach to the campaign created significant buzz, especially before 14 February. This campaign was the bronze winner of the 2017 Stevie® IBA Award.

上海恒隆广场「爱恒美·情系于粉」项目创意十足且主题特别，成功结合线上线下宣传，在短短两星期透过意见领袖、微信HTML5游戏及串流直播等，获得逾276万次曝光，在情人节前夕已令活动广受关注。项目其后赢得2017 Stevie® IBA Award 铜奖。



The marketing campaign of Bestseller Fashion Group (China) for its entry into Malaysia aims to create visibility for its top three labels, namely Jack and Jones, Vero Moda and ONLY, as well as to emphasise the international background and presence of the Group, with specific reference to its distinguished Danish heritage. By implementing an integrated approach including social media outreach, influencer engagement, on-ground activities and traditional media relations complemented by a unique gala launch event, the campaign successfully generated coverage from 70 media outlets, including many top-tier members.

Bestseller(中国)时装集团配合进军马来西亚市场的传讯企划，除重点宣传旗下的三大品牌Jack and Jones, Vero Moda 及ONLY外，亦强调集团的国际化背景及业务覆盖，以及其丹麦品牌文化。传讯企划采用多管齐下的方式，利用社交媒体、意见领袖、现场大型活动、传统媒体关系以及精心准备的发布派对，争取到总共超过70篇的报导，当中大部份为主流媒体的报导。



Siam Paragon, Siam Center and Siam Discovery, the must-visit destinations of Bangkok announce their intention to offer exciting surprises to customers from around the world during the festive season and Chinese New Year 2018. The exciting promotions not only provided tourists with an opportunity to immerse themselves in the festive atmosphere via different decorative themes, but also brought the shopping and gastronomic experience to the next level.

曼谷必逛的购物目的地—暹罗百丽宫、暹罗中心及暹罗探索，预告于2018农历新年期间为世界各地旅客奉上惊喜。三家商场以不同主题布置，为游客带来全新购物及美食体验。



Link REIT's Stanley Plaza organises PAWS by the Sea, a campaign that contains a series of programmes which let citizens and their dogs participate together, and highlights the plaza's positioning as a dog-friendly shopping centre.

领展赤柱广场举办文青狗狗艺术展，以一系列人狗同乐的精彩节目突显其狗只友好购物商场的定位。



The launch of "Commune at Sunway Velocity Mall", a curated lifestyle space which aims to provide shoppers in Malaysia a whole new artistic retail experience, attracts a number of key media outlets and bloggers.

The Commune at Sunway Velocity Mall为当地消费者带来全新的唯美生活时尚购物体验，开幕时吸引一众传媒及博客到场。



Lee Tung Avenue is illuminated by the light of a giant, silver moon courtesy of UK artist Luke Jerram's celebrated touring artwork, Museum of the Moon. In addition, the Mid-Autumn LED Fire Dragon Fiesta has returned to the Avenue with the 70-foot-long LED fire dragon. The experts at the Traditional Mid-Autumn Market in Wan Chai were also invited to demonstrate time-honoured Chinese handicrafts, such as sugar painting, paper cutting and knotting. Separately, the Avenue got a spooky seasonal makeover for Count Dracula's Full Moon Parties ahead of Halloween, and invited all kinds of Master of Disguise characters to celebrate at the Museum of the Moon.

利东街为大家带来非一般的中秋节体验，展出著名英国艺术家 Luke Jerram 的作品「月球博物馆」，让市民无论阴晴都能在近距离赏月，及以中西合璧方式呈现、长70呎的LED火龙。一众「大中华非物质文化遗产传艺会」的专家即场示范糖画、剪纸和绳结等中国传统手工艺。此外，利东街亦于万圣节摇身变成德古拉伯爵化妆舞会的场地，诚邀各界变装高手，在「月球博物馆」下一起狂欢。



SPRG manages three media events for Dyson in 2017, namely Dyson allergy friendly V8 Absolute Vacuum Launch, Dyson EVO Launch and the Dyson 360 Eye. SPRG invited 185 media outlets in total to the events, with 70 subsequently publishing articles on Dyson for the first time. A total of 575 news clippings were generated including big wins achieved by Dyson. Media exposure rate was 314% of the expected, about RMB 44.67 million in PR value.

纵横公关集团于2017年为戴森举办一系列媒体活动：戴森防过敏真空吸尘器V8 Absolute发布会、EVO发布会及360 Eye智能机器人新品发布活动。活动总共邀请到185家媒体到场，其中共有70家媒体首次认识及报道该品牌。媒体报导共有575篇，曝光率达预期的314%，总传播价值达人民币4,467万元。

## Lifestyle 生活时尚



The PANDORA Christmas Tree is the Christmas centrepiece of ION Orchard, an upscale mall in Singapore. SPRG was appointed by PANDORA to conceptualise, design and build the 20-metre tall tree, from its fully-immersive interior to awe-inspiring exterior. The Christmas tree was adorned with 72 radiant rose gold snowflakes, set against a snowy white pine, making the iconic structure even more romantic.

由纵横公关集团构思、设计及建造的20米高PANDORA圣诞树，迅即成为ION Orchard商场的亮点。与一般被白雪覆盖的圣诞树不同，圣诞树外面缀以72朵闪亮的玫瑰金色雪花，更显浪漫。



Royal England opens its first vault in Hong Kong, offering safe deposit box services that are backed by top-notch technologies and security. The Royal England vault is equipped with a special lighting system to indicate the position of each safe deposit box as opposed to a conventional numbering system. A cocktail reception was attended by hundreds of guests, including movie star Michael Wong, local contemporary artist, Michael Lam, and whiskey expert, Ron Taylor.

英伦皇家于香港开设首个保险库，提供尊贵高端及高隐私度的保管箱服务。英伦皇家保险库内的保管箱不设编号，而是配备特殊照明系统指示保管箱的位置。

数百名嘉宾出席品牌推广酒会，包括电影明星黄敏德、本地艺术家林炜燊及威士忌品酒师Ron Taylor。



Ms Kelly Chen, Brand Ambassador of 3D Gold, supports the launch of "Shining in Love 2017 Collection" in Shenzhen.

金至尊珠宝品牌代言人陈慧琳亲临深圳「Shining in LOVE 2017风尚品鉴会」。



"When Jewelry Meets Tannin" is a cross-over lifestyle workshop co-organised by 3D Gold and the denim brand, Texwood. Held in Guangzhou VIPs of both brands attended the event.

金至尊珠宝与牛仔品牌Texwood跨界合作，在广州开展了一次「当珠宝遇上单宁」时尚课堂活动，吸引两个品牌的VIP参加。

## Sports 体育



The fourth PUMA Night Run Malaysia successfully recruits more than 100 members of the media and bloggers to participate thanks to the efforts of SPRG. Highlights this year included participation of Korean star Peter Lee Jae Yoon who got up close and personal with his many fans as he ran the course.

第四届马来西亚「PUMA荧光夜跑」活动吸引超过100位传媒及博客参与。活动的一大亮点是邀请到韩国明星李载允参加，粉丝在跑步时能近距离接触偶像，自然加倍兴奋。



PUMA showcases its Spring/Summer 2017 Collection during the South East Asia Press Day. Held in Kuala Lumpur, Malaysia, the event was a success with SPRG helping to attract media from Singapore, Indonesia and Malaysia as well as attendance by celebrities and influencers. Guests were also pleasantly surprised by the unexpected appearance of local street dancer Khenobu and his crew.

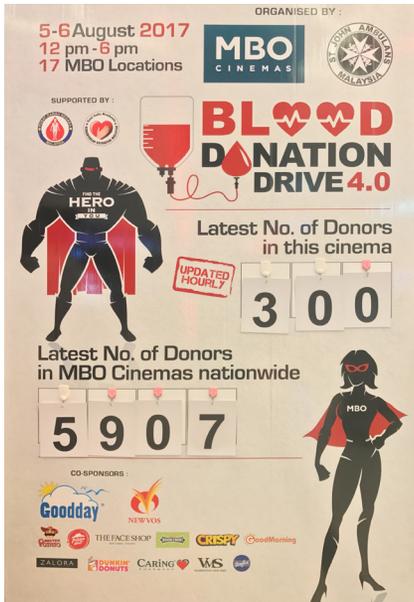
PUMA于马来西亚吉隆坡举行东南亚区发布会，展示2017春夏季新装，吸引来自新加坡、印尼及马来西亚的传媒、名人以及意见领袖到场。街舞高手Khenobu及其团队精彩表演亦教一众嘉宾惊喜不已。



TaylorMade debuts the new P790 iron which is made from a composite including revolutionary new SpeedFoam Technology. With the P790, TaylorMade has risen to the challenge to create a forged iron that delivers remarkable distance as well as enhanced playability and feel in a refined shape preferred by discerning players.

TaylorMade发表全新P790铁杆，完美融合锻造结构与全新SpeedFoam科技，集超凡远距、易打性、职业级别外观与手感于一身。

## CSR 企业社会责任



MBO Cinemas together with St John's Ambulance Malaysia and the National Blood Bank organise the 4th Annual Blood Donation Drive, themed "Find the Hero in You". SPRG organised desk-side visits for the media to garner their support in publicising the donation drive. They were accompanied by two superheroes who handed the media red grape juice in a replica blood bag emblazoned with a "call-to-action" message. The campaign was successful as it helped collect 5,907 blood bags, greatly surpassing the target of 5,000 bags. Moreover, the event attracted coverage from many local dailies, online portals and bloggers.

MBO戏院第四次联同马来西亚圣约翰救伤队及国家血库举办捐血活动，以「释放心中的英雄」为主题，鼓励大众踊跃捐血。纵横公关集团带同两位超级英雄，把包装成血包的葡萄汁送到媒体朋友手中，呼吁他们支持这项有意义的活动。主办单位本来以收集5,000个血包为目标，最后募集到5,907个，超标完成！活动更获多个平面及线上媒体，以及博客的广泛报导。



SPRG assists Google in connecting with the Nie Weiping Go School, as well as initiates the "Searching for the Next Great Go Talent" programme. By holding a Go programme that is open to kids and young adults across China, Google hopes to find and nurture the country's next great Go talent. Nie Weiping, Go master, and Sundar Pichai, Google CEO, attended the launch event for the programme, which resulted in extensive and in-depth media coverage including the publication of over 450 reports.

纵横公关集团撮合了Google与知名围棋培训机构聂卫平道场，策划并执行了「寻找围棋小先锋」项目，透过举办全国青少年围棋公开赛以寻找并帮助培养中国未来的围棋小先锋。著名围棋「棋圣」聂卫平九段以及Google首席执行官Sundar Pichai等出席了项目启动会，掀起了媒体对项目广泛深入的报导，合共产生了超过450条媒体报导。



SPRG invites members from the media to attend Bombyx Regenerative Agriculture Opening Ceremony, held in Yilong County, Nanchong City, Sichuan Province. Echoing its philosophy of encouraging green development and organic farming, Profits Fund Global has invested RMB 30 million to develop organic silk production to help local farmers fight poverty and accumulate wealth in the long run.

纵横公关集团邀请媒体参加在四川省南充市仪陇县举行的「布碧丝再生农业」项目启动仪式。本著发展绿色理念及打造再生有机农业的宗旨，利达丰集团已投资人民币3,000万元发展有机丝绸，帮助当地农民脱贫致富。

PRESENTED BY: WE LOVE WE CARE WE SHARE

**BOOT & BAKE SALE**

WLWCWS - project -

**SUNDAY 3RD DECEMBER**

**PJ TRADE CENTER CARPARK LEVEL B1**

TO RAISE FUNDS FOR PUSAT KEBAJIKAN KANAK-KANAK KAJANG

**9AM - 5PM**

**FREE ENTRY FOR SHOPPERS**

SPRG helps solicit the venue – the car park at PJ Trade Centre partially owned by its client EMKAY Group – for the "Car Boot and Bake Sale" event arranged by another client, the charity organisation We Love We Care We Share. All profits raised were donated to the Kajang Children Welfare Centre to help them provide nutritious meals to the underprivileged children under their care.

慈善机构We Love We Care We Share在PJ Trade Centre停车场举行的车尾箱卖物会，善款用于支持Kajang Children Welfare Centre向基层小朋友提供更丰富的营养。除提供公关服务外，纵横公关集团亦为活动向持有PJ Trade Centre部分业权的客户EMKAY Group借得场地。



HKICIM Group holds a groundbreaking ceremony for the Kai Tak Development Projects. The celebration heralds a new era for the company as it begins developing land parcels into large world-class residential properties.

香港國際建設舉行啟德發展項目動土儀式，慶祝公司邁向新的里程，地塊將興建成國際級大型住宅項目。



Dr Jonathan Choi, Chairman of Sunwah Group, serves as host of the Sunwah Pearl unveiling ceremony, a luxury real estate project in Vietnam developed by the Group.

新华集团主席蔡冠深博士为越南豪宅项目「新华明珠」主持开售仪式。



The exceptionally extensive media coverage SPRG has generated for GuocoLand's Martin Modern has also successfully attracted a large number of buyers. The developer's initial plan was to launch between 50 and 60 units in the first selling phase, but the overwhelming interest from buyers enabled it to sell close to 90 units.

国浩房地产原本计划在Martin Modern的第一期销售推出50至60个单位，但因纵横公关集团为该物业制造的媒体曝光吸引大量买家，结果令发展商加推至合共售出近90个单位。

## Property and Construction 地产及建筑



K. Wah's handover ceremony to officially return the Anderson Road Quarry to the HKSAR Government attracts over 50 members of the media.

嘉华为移交安道臣道石矿场予香港特区政府所举行的盛大仪式吸引超过50家传媒出席。



AP Rentals hosts a two-day "Time Capsule" Exhibition at the Central Harbourfront Event Space. The event focused on introducing and promoting green construction machinery, developing a deeper understanding of safety in operations, and exploring the construction history of Hong Kong.

亚积邦租赁于中环海滨活动空间举办为期两天的「亚积邦与你穿越时空展览」，介绍及推广环保建筑机器，加深大众对安全作业的了解，以及回顾香港建造业历史。

## Technology 科技



Tianjin plays host to the inaugural World Intelligence Congress. SPGR invited 140 media outlets to attend the conference, leading to compressive and wide coverage of the event that took the form of text reports, live streams, etc.

首届世界智能大会在天津举行。纵横公关集团成功邀请140家媒体到场采访,并采用文字报道、图文、视频及音频直播等多种形式,全面深入报道此盛会。



In order to promote technological exchange and cooperation worldwide in the field of intelligent technology applications, the World Intelligent Driving Challenge is organised by the World Intelligence Congress. Interest was high as more than 120 media outlets attended the event, including seven high-profile media outlets, such as CCTV News, Xinhua News Agency and Tianjin TV which conducted live-streaming, and over 30 interviews with government officials of Tianjin and members of competing teams. More than 1,000 appearances and impressions in both traditional and online media in various forms were generated. The Challenge has become a highlight of the Congress, and established a highly positive image, also helping attract wide attention to intelligent driving.

为推动世界智能领域的科技交流与合作,世界智能大会及世界智能驾驶挑战赛同期举行。纵横公关集团邀得120余家媒体,当中包括中央电视台新闻频道、新华社、天津电视台等七家核心媒体的直播报道,另有30余场针对天津市政府领导及参赛车队的媒体采访。挑战赛获得共逾1,000篇传统及线上媒体报道,成为世界智能大会的最大亮点,成功树立正面形象,吸引社会对智能驾驶的广泛关注。



H3C unveils its latest achievements in R&D, supply chain management and customer service at an official product launch. The latest series of innovative solutions marked the largest upgrade of the H3C IT product line in recent years. The interest in the new products was immense, as evidenced by some one hundred reporters who attended the event.

完成了IT产品线近年来最大规模的产品更新后,新华三在发布会中展示技术研发、供应链管理、客户服务等多方面的成果,重点发布工业标准服务器、关键业务计算平台、存储系统三大系列新品,吸引近百名记者到场。



H3C hosts "Tech Tour", one of the most important marketing events of the year. Held in 12 cities, the tour introduced H3C's advanced technologies and new products encompassing cloud computing, big data, connet plus, security and IT infrastructure, as well as offered insights into how corporations go through digital transition successfully supported by new IT technologies.

新华三在12大城市举行了巡展,向业界展示其在云计算、大数据、大互联、大安全等创新平台方面的领先技术,以及基础设施领域的最新产品,同时也分享了如何通过新讯息科技技术推动各行各业的数字化转型,是本年度最重要的市场活动之一。



Google's The Future of Go Summit 2017 in Wuzhen consists of competitions between AlphaGo and Ke Jie along with other top Go players, as well as an AI forum that enables the client to reinforce its image as a leading innovator in AI in China. SPRG invited several Go experts to comment on the event in order to raise the professionalism of the campaign, and arranged interviews with several Google technical experts so as to provide more in-depth information to the media. In addition, the Group created the hashtag #Go Summit# on Weibo to promote discussions about the summit and raise public awareness. During the campaign period, the Group continuously introduced high-quality content and new talking points to encourage media interaction. Consequently, the summit netted 13,800+ clippings from the national media. On the social media front, the five-day event created intense buzz, with event-related topics/hashtags generating a total of 500 million page views.

Google 举办之乌镇围棋峰会2017, 焦点活动包括AlphaGo与柯洁等中国顶尖围棋棋手的比赛以及人工智能论坛, 旨在巩固其于中国人工智能领域的领导地位。纵横公关集团邀请多位围棋界专家参与评论, 以增加传播的专业度, 并协调记者采访多名Google旗下的技术专家, 让媒体获得更多深度的信息资料以作深入报导。此外, 团队亦在微博上创建话题标签#围棋峰会#, 以在社交媒体上汇集对于此次项目的讨论, 扩大影响。传讯活动其间, 团队持续创造优质内容及制造新话题, 从而制造了大量的媒体互动。此次活动在全国范围内产生了超过13,800条媒体报道, 在社交平台上产生了5亿的话题阅读量。



Nokia makes a comeback with the launch of their highly anticipated Nokia 6 smartphone in Taiwan.

全新智能手机Nokia 6在台湾上市, 为Nokia重回市场打响头炮。



On Google Developer Day, Google announces the establishment of the Google AI China Center. The initiative highlights the tremendous effort it is making in nurturing the local AI industry. As a result of SPRG's organisational and management expertise, the announcement received extensive and positive media coverage, ranging from portals and tech media to mass media and business media.

在今年的开发者大会上, Google宣布了成立Google AI中国中心。在纵横公关集团的精心组织和管理下, 门户网站、科技媒体、大众媒体、商業媒体等纷纷对这一活动进行积极正面的报道。



Cybernaut International (formerly Sinoref) organises a company rename cocktail reception cum "Explore Internet + Education and Innovative Technology Finance" forum. The event sought to highlight the future development strategy of the company.

赛伯乐国际(前称华耐)举行公司更名庆祝酒会暨「探索互联网+教育及创新科技金融」论坛, 并分享公司未来战略。

## Digital and Social Media 数码及社交媒体



The regional launch of GrabShare, Malaysia's first on-demand commercial carpooling service, generates an outstanding response with more than 50 media outlets attending. At the event, Grab elaborated on its R&D capabilities and explained the algorithm that enables efficient and effective car-pooling.

作为马来西亚首个自选共享汽车服务平台，GrabShare首次发布会反应热烈，吸引超过50家媒体到场。GrabShare于会上展示其科研能力，并讲解其演算法如何更有效地提供共享汽车服务。



SPRG brings to life Nestlé Cheerios' social platforms by introducing interesting topics and useful and engaging content. The team developed an exciting HTML5 game for WeChat that incorporated the Cheerios product and health-related information, as well as launched ads on Weibo during the campaign period. Also, it engaged seven highly respected nutrition and health bloggers with large followings. All of these initiatives resulted in a jump in sales for Nestlé during the campaign period. In addition, there was a significant increase in followers on both WeChat and Weibo. Total ad impressions exceeded 3.4 million and TVC views exceeded 250 thousands.

纵横公关集团通过有趣的话题、丰富的信息及互动性的内容成功激活雀巢脆谷乐的社交平台。团队开发了包含雀巢脆谷乐的产品信息及健康知识的HTML5微信游戏，在活动期间投放微博广告及与七个具强大粉丝基础的营养健康博客合作。这些策略成功使雀巢脆谷乐销量以及其微博和微信账号粉丝量在活动期间得到明显增长。广告的总曝光量超过340万，而视频播放量亦超过25万。



SPRG is entrusted with raising awareness of the launch of the Jaybird X3 wireless sports buds. SPRG proposed Search Engine Marketing (SEM) to more precisely reach people who might search for specific fitness/music-wear products, complemented by Facebook advertising to achieve more widespread awareness. After Google display banners, paid search and Facebook/Instagram campaigns went live, larger traffic volume was evidenced at the product site and e-resellers pages. For SEM/GDN some 8,000 site visits were recorded, and the average click-through-rate ("CTR") for Text Search ads group, Google Display Network ads group and Facebook/Instagram advertisements all outperformed projections.

Jaybird委托纵横公关集团为新耳机Jaybird X3的发布提升关注度。团队利用搜索引擎营销策略针对已锁定搜寻健身/音乐产品的目标客户，并利用Facebook广告将品牌讯息传达至其他潜在客户。透过Google横额广告、付费搜寻及Facebook/Instagram推广，将人流带至Jaybird X3及分销商之网页。搜索引擎营销为网站带来超过8,000位访客，而文字广告、Google Display Network及Facebook/Instagram广告的点撃率都超过原订的目标。



91APP, originally focused on developing a mobile shopping app for retailers, transforms itself into a data management and e-commerce partner of physical brands. Brands assisted by 91 APP include Timberland, Levis and FamilyMart where the app helped to manage customer relations so as to raise average spending per customer and repurchase rate. It also helped clients to successfully grasp the immense business opportunities that resulted from "Singles Day" on 11 November.

原本专注为零售品牌开发手机购物程式的91APP成功转型，为实体品牌提供数据管理及电子商贸相关服务。Timberland、Levis及连锁便利商店全家等品牌在91APP的协助下强化客户关系管理，以增加人均消费及回购率，抢占「双11」购物热潮的庞大商机。



New Challenges for Directors of Listed Companies is the theme of the annual conference organised by The Hong Kong Independent Non-Executive Director Association. The attendees' response towards the event was overwhelmingly favourable.

香港独立非执行董事协会主办的周年会议主题为上市公司董事新挑战，与会者反应非常热烈。



At the 2017 Shanghai Auto Show, as many as 159 new energy vehicles are on display and more than 10 new brands are unveiled. Qiantu Motor showcased its flagship Qiantu K50 electric sports cars, for the second time at the show. SPRG helped generate considerable media exposure despite fierce competition.

SPRG focused on new media for its communication channel, especially APP livestreaming. Many media outlets were invited to arrange a live broadcast, including Xinhua News Agency, Beijing Traffic Radio, No.1 Car, and more. The total number of live streaming and playback views exceeded 2 million. Besides traditional pictures and text, SPRG provided GIF images to attract the media, subsequently collecting over 1,700 reports with an estimated ad value of RMB 47.9 million.

在2017上海汽车展中展出的新能源汽车多达159辆，并有十多个新品牌亮相。在激烈的竞争环境中，纵横公关集团为二度亮相车展的前途汽车纯电动跑车K50争取到大量媒体曝光。

纵横公关集团將傳訊策略重點放於新媒体，尤其是应用程序式直播上，並邀得新华社、北京交通广播、一号汽车等媒体發放直播，播放量累计超过200万次。除了传统图文新闻资料，纵横公关集团利用GIF动图新闻资料吸引媒体报导。本次车展前途汽车相关报道共1,700余篇，预估广告价值超过人民币4,790万。

## Events and Conferences 大型活动及会议



SPRG is for the second time the PR partner of the Malaysia Trade and Export Finance Conference, organised by the Global Trade Review (GTR), and supported by Malaysian External Trade Development Corporation (MATRADE) and the Exim Bank Malaysia. Over 150 experts in the export supply chain and trade finance industry attended the conference, to gain insights into and updates on a wide range of issues on investment and finance, digitisation in trade financing as well as intra-regional trade and infrastructure.

纵横公关集团再度成为Malaysia Trade and Export Finance Conference的合作伙伴。该活动由Global Trade Review (GTR) 主办，获Malaysian External Trade Development Corporation (MATRADE) 及Exim Bank Malaysia支持。逾150位出口供应链及贸易融资专家积极参与，以获取包括投资及融资、贸易融资数码化及区内贸易及相关基建等不同范畴的最新信息。



Aon, one of the world's leading HR consulting firms, strives to enhance its popularity in China. Owing to SPRG's carefully devised media strategy for its China Best Employer 2017 event, many upper-tier business and financial media outlets got to appreciate the company better, resulting in over 160 clippings including spread-page reports in top business management magazines as well as major TV, print and online media coverage. Furthermore, both the company's survey findings and insights into the industry were widely reported.

世界领先的人力资源顾问公司怡安翰威特致力提升其在中国的知名度。经纵横公关集团精心安排其2017中国最佳雇主颁奖典礼之媒体策划后，众多主要媒体，包括电视台、平面及网上平台等都在活动后报导怡安翰威特的调查结果、市场分析以至公司介绍等，有关报导逾160个。其中较少报导该客户的财经媒体亦以跨页篇幅报导该次活动，成功为怡安翰威特建立业界领导地位。

## Events and Conferences 大型活动及会议



SPRG takes pleasure in being the Official Public Relations Partner of IR Awards for the third year running. The Awards attracted the participation of 165 listed companies – all affirmed their commitment to promoting best IR practices.

纵横公关集团连续三年成为香港投资者关系大奖的官方公关伙伴，吸引共165家上市公司接受提名参赛，持续推广最佳投资者关系守则。



Investor Relations Symposium 2017, under the theme “Sustainability of Investor Relations”, is organised by the Hong Kong Investor Relations Association (HKIRA) at HKEX. A press conference was also held on the same day to announce the launch of HKIRA’s first publication.

香港投资者关系协会在港交所举办投资者关系会议2017，探讨投资者关系可持续性议题。同日亦举行了记者招待会发布协会首本书记。



IR Magazine Awards & Conference – Greater China celebrates the success of the best IR practitioners. SPRG took pride in being the PR partner of the event for another year.

纵横公关集团很荣幸能再次成为大中华地区IR Magazine奖项颁奖典礼暨会议的公关合作伙伴，以表扬投资者关系之业界翘楚。



About 1,000 runners lace up their shoes and gather at the Gardens by the Bay (Silver Leaf) to participate in the PCCW Global Charity Run 2017 in Singapore. All of the proceeds, a total of SGD 50,000 went to Make-A-Wish Singapore which will help fulfil the wishes and dreams of children with life-threatening medical conditions. Some 13 news items were garnered, with a PR value of SGD 182,400. Prominent spots media and bloggers attended and provided both pre- and post-race coverage.

超过1,000位跑手齐聚滨海湾公园(天空树)，参与2017电讯盈科环球慈善跑新加坡站活动。活动收益全数捐赠予新加坡许愿基金会，为病重儿童实现愿望，最终筹得新加坡元50,000善款。是次活动共产生13篇报导，总传播价值共新加坡元182,400，而著名体育媒体及博客都有出席并于活动前后发文报导。



Seven leading Malaysian and EU companies receive awards for their excellent social, environmental and governance contributions to Malaysia at the inaugural Europa Awards for Sustainability 2017, jointly organised by EU-Malaysia Chamber of Commerce and KPMG.

七家知名的马来西亚及欧盟企业在EU-Malaysia Chamber of Commerce 及毕马威合办的首届Europa Awards for Sustainability 2017中，获表扬对当地社会、环境及管治的贡献。



UBS and the Chinese Manufacturers' Association of Hong Kong jointly host the forum "An Engine for Global Economic Growth". During the occasion, UBS also announced its collaboration with the Hong Kong X-Tech Startup Platform.

瑞银集团与香港中华厂商联合会合办「启发全球经济新趋势」论坛，并宣布与香港X科技创业平台之合作。



"Finance Disrupted: Asia", a conference organised by The Economist Events, draws a full house! SPRG was honoured to be the PR partner of the event where speakers from financial institutions, fintech companies and regulators shared their insights.

由经济学家会议举办的「颠覆金融业：亚洲篇」峰会座无虚席！来自金融机构、金融科技公司和监管机构的演讲者于会议中作出分享。纵横公关集团很荣幸成为此项活动的公关伙伴。

**Technology Saves the Human Touch**

Bridging the gap between instore and online



Innovation café welcomes **Gurunej Chetty** of **Pitney Bowes** who will discuss how brands can use technology such as Personalised Interactive Video to meet their customer expectations for a unique experience in a digital environment.

**About Innovation Café**  
By **Dragon Rouge & PRG**  
Innovation Café is a cross-industry platform, created for Dragon Rouge Asia. The innovation centre resources to meet and discuss challenges and practices on a local level.

**Tuesday, 18<sup>th</sup> September 2017**  
9:30am - 11:00am  
0010 KL  
415, Jalan Bangsar, Bangsar  
Kuala Lumpur 59100  
Limited seats

Innovation Café is a cross-industry platform to discuss innovation in marketing and communication hosted by SPRG and brand consultancy Dragon Rouge. Each event is conceptualised as a 'breakfast talk with discussion' and targets senior level executives from various industries. In 2017 SPRG held two sessions, one titled "The Sneakerless Office" on Workplace and Brand Culture and the other titled "Technology Saves the Human Touch".

纵横公关集团与品牌顾问Dragon Rouge合办跨行业交流平台Innovation Café，以早餐会形式，让参加者讨论市场推广及传讯方面的议题。两次活动分别探讨正式的办公室着装与品牌文化的关系，以及在善用科技时如何能更见人情味。



Established by PETRONAS, ExxonMobil and Shell, the Merdeka Award is Malaysia's most prestigious award, conferred to individuals and organisations that have made outstanding and lasting contributions to the nation and her people. The award categories include Education and Community, Environment, Health, Science and Technology, Outstanding Scholastic Achievement, and Outstanding Contribution to the People of Malaysia. The latest Merdeka Award ceremony/event was graced by Sultan Nazrin Muizzuddin Shah, the Sultan of Perak and the Royal Patron of the Merdeka Award Trust.

马来西亚国家石油公司、埃克森美孚及壳牌公司联合举办的Merdeka Award是马来西亚享负盛名的奖项，旨在表扬对当地教育及社区、环境、健康、科学及科技、学术成就等不同范畴作出贡献的个人或企业。奖项颁奖礼取得空前成功，并获霹靂州苏丹纳兹林沙全力支持及参与。



Schroders Investment Trusts and National Chengchi University Data Mining Centre collaborate in publishing Taiwan's first-ever "Retirement Happiness Index" with reference to The Organisation for Economic Co-operation and Development's three freedom concepts, namely freedom of healthiness, freedom from financial worry and freedom of social contact. Schroders has continued to encourage retired citizens to live a "free and contented" life through the charity Taiwanese Folk Drama Tour around the island with the Hon Dao Elderly Welfare Centre.

施罗德投信与政治大学资料采矿研究中心合作发布全台第一个参照经济合作暨发展组织所提倡、分为三大自由度(健康、财务、社交)的「退休幸福指数」。施罗德投信亦持续与弘道老人福利基金会携手推动《幸福彭祖有三好》公益歌仔戏全台巡演活动，深入社区推广幸福退休概念，帮助退休族群拥抱幸福的第二人生。

## Financial Institutions and Professional Associations 金融与专业机构



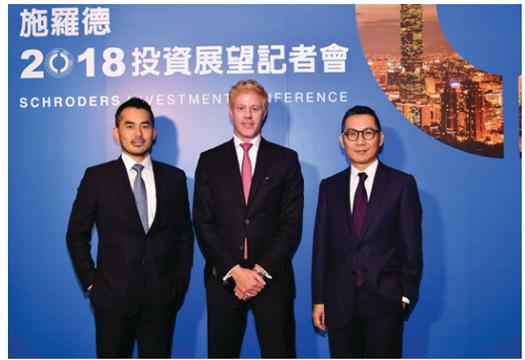
The QFC Asia Roadshow – Hong Kong 2017 is part of an initiative that seeks to strengthen bilateral, economic and commercial cooperation between Hong Kong and Qatar as well as explore opportunities for firms to enter into and expand in the Middle East through the Qatar Financial Centre.

2017年度卡塔尔金融中心亚洲路演—香港站旨在加强卡塔尔与香港两地的经济及商务双边合作，为两地企业发掘透过卡塔尔金融中心这个平台于中东扩展业务的商机。



China Merchants Bank and Bain & Company jointly publish 2017 China Private Wealth Report. This marked the fifth time that both parties have conducted authoritative research on the high-end private wealth market in China.

招商银行与贝恩公司联合发布《2017中国私人财富报告》，双方第五次就内地高端私人财富市场进行权威研究。



Brian Hsieh, Head of Distribution, Schroder Investment Management (Taiwan) Ltd. (left); Patrick Brenne, Head of Multi-Asset Investment Asia, Schroder Investment Management (Hong Kong) Ltd. (middle); and Jason Yu, Head of Multi-asset Product, North Asia, Schroder Investment Management (Hong Kong) Ltd. (right); speak at the Schroders Investment Conference as presenters.

施罗德投信业务营销长谢诚晃(左)、施罗德投资亚洲多元资产投资团队主管 Patrick Brenner(中)与北亚区产品主管于学宇(右)以讲者身份出席2018投资展望记者会。



Under the coordination of the Intellectual Property Office, the Taipei Association of Advertising Agencies and the Taiwan Intellectual Property Alliance signed the "Taiwan Infringing Website List Memorandum of Cooperation" to crack down on websites that are in violation of intellectual property rights by blocking their sources of profit.

Separately, six representatives from the movie and television sectors created the website CueMe, which provides comprehensive and diverse content on the creative industry, as well as news relating to the protection of intellectual property rights in order to raise the competitiveness of Taiwan's creative industries.

在经济部智慧财产局协调促成下，台北市广告代理商业同业公会(TAAA)与台湾知识产权联盟(TIPA)达成合作共识，正式签署「台湾IWL合作备忘录」，藉由阻断侵权网站的获利方式以减少盗版网站。

六大影视产业代表共同携手推出内容网站CueMe已正式上线，除提供更全面、多元的创意产业内容外，亦将提供知识产权保护相关消息，藉此提升台湾文创竞争力。



Dr Karsten Junius and Dr Jan Amrit Poser, the Chief Economist and Chief Strategist of Bank J. Safra Sarasin respectively, visit Hong Kong in February and September respectively to meet with the local media and share the Bank's views on major macroeconomic issues, including US Fed interest rate hikes and Brexit.

瑞士嘉盛银行首席经济师Dr Karsten Junius及首席策略师Dr Jan Amrit Poser分别于2月及9月到访香港，与传媒分享对各全球经济主要事件包括美国加息及英国脱欧等议题的看法。



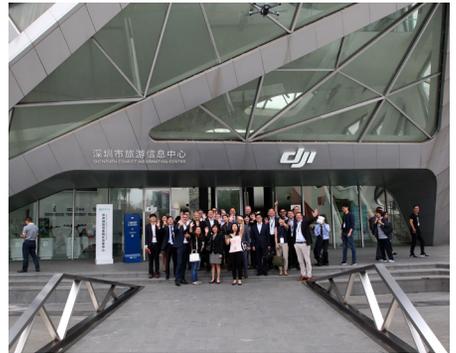
Over the past year, Deloitte has provided the ever-changing market with forward-looking forecasts and insights particularly on Asian economic development and FinTech growth, as well as analyses of budget and IPO market performance.

过去一年，德勤针对亚洲经济发展、金融科技进程、财政预算案成效、首次公开招股市场表现等方面，为瞬息万变的市场提供具前瞻性的预测及见解。



CMBI Private Wealth Management Center organises a "Tai O Cultural Tour" for their clients. The participants experienced traditional Hong Kong culture by visiting Tai O stilt houses, local specialty markets and the Tai O Heritage Hotel.

招银国际私人财富管理中心为客户举行「大澳文化游」，一同游览大澳棚屋、土产市场及文物酒店等，亲身感受本地文化。



HSBC invites and makes arrangements for their potential clients, which include business leaders, investment experts, policy makers and entrepreneurs to participate in Shenzhen. The schedule included sharing sessions by government officials and local entrepreneurs, as well as stops at the China National GeneBank and the Qianhai Development Exhibition as well as a visit to the Drone Flagship Store to explore new business opportunities.

汇丰银行邀请潜在客户，包括商界领袖、投资专家、政策制定者及企业家等参加深圳探访团，行程包括由政府官员及本地企业家主持的交流会，以及参观国家基因库、前海发展展览会及无人机旗舰店等，发掘新商机。

## IPO Communications 新上市传讯



CPM Group Limited (HKEX: 1932), a paints and coatings manufacturer, successfully lists on the Main Board. During the 80+ years of its development history, the Group has created famous paint brands such as "Flower" and "Giraffe" while building a firm market position.

油漆及涂料制造商中漆集团(股份代号:1932)成功分拆上市。在超过80年的发展历史中,集团创造出「菊花牌」及「长颈鹿牌」等著名油漆品牌,建立了巩固的市场地位。



Richard (right) is pleased to reunite with his primary school classmate Mr Felix Chang (middle), Chairman of Evergreen (HKEX: 1962) at his company's IPO Media Conference.

Richard (右)于训修(股份代号:1962)的上市新闻发布会中喜遇他的小学同学—训修主席张有沧先生(中)。



Able Engineering (HKEX: 1627) successfully spins off from Vantage International (HKEX: 15). Both companies engaged SPRG for their IPO communications campaign.

安保工程(股份代号:1627)成功由盈信控股(股份代号:15)分拆并于港交所主板上市。纵横公关集团有幸为两家公司提供上市传讯服务。



The largest foreign-owned CNC high-precision machine tool manufacturer Precision Tsugami (HKEX: 1651) spins off from its parent company Tsugami Corporation, a long-established and reputable Japanese manufacturer, and lists on the Main Board of HKEX. Its shares have been well received by investors as its share price has continued to rise.

中国最大的外资数控高精密机床制造商津上精密机床(股份代号:1651)从历史悠久的知名日本制造商株式会社ツガミ(日本津上)分拆出来于港交所主板上市。股票深受投资者垂青,股价节节上升。



The listing of China New Higher Education (HKEX: 2001) on the Main Board advances the company's mission to become China's leading private higher education provider.

中国新高教(股份代号:2001)成功于主版上市,向成为中国领先高等教育机构的目标又迈进一大步。

### 亞洲雜貨有限公司 (Stock Code: 8413)



Asia Grocery (HKEX: 8413) presents a model of a "Hung Fat Ho" grocery store as souvenir to HKEX, of which the "Food Boy" symbolises its hard-working spirit.

亚洲杂货(股份代号:8413)将「鸿发号」杂货店模型赠予港交所,模型内的「杂货仔」象征其拼搏精神。



BGMC (HKEX: 1693), the first Malaysia-based construction services company to list in Hong Kong, is honoured to have Her Royal Highness Tuanku Sultanah Hajah Aminah and renowned badminton player Datuk Wira Lee Chong Wei travel all the way from Malaysia to grace its listing ceremony.

首间于香港上市的马来西亚建筑服务公司一璋利(股份代号:1693),荣幸邀请到马来西亚吉打州皇后殿下及著名羽毛球运动员拿督李宗伟专程莅临上市仪式。



The Chairman and Chief Executive Officer of Risecomm (HKEX: 1679) share their enthusiasm with guests during the listing ceremony.

瑞斯康(股份代号:1679)主席及首席执行官与嘉宾分享上市喜悦。



Mr Tung Chi Fung, Chairman of Sheng Ye Capital (HKEX: 8469), and his management team raise a toast to their guests during the company's listing celebration dinner.

盛业资本(股份代号:8469)主席董志锋先生及其管理层团队在上市庆祝晚宴上向嘉宾祝酒致意。



Telecom Digital (HKEX: 6033) successfully transfers its listing from GEM to Main Board. The four brothers, Mr Sunny Cheung, Mr Alex Cheung, Mr Billy Cheung and Mr Bobby Cheung (from left to right) pose for a photo at the listing ceremony.

电讯数码(股份代号:6033)成功由创业板转往主板上市。四兄弟张敬峯先生、张敬石先生、张敬山先生及张敬川先生(由左至右)于公司上市仪式留影。



Pachinko hall operator Okura (HKEX: 1655) lists on the Main Board of HKEX and achieves an oversubscription ratio of more than 1,000 times.

日本弹珠机营运商Okura (股份代号:1655)于港交所主板上市,超额认购逾1,000倍。



SHIS Limited (HKEX: 1647), a contractor in Singapore focusing on the provision of integrated building services, commences listing on the Main Board of HKEX.

提供综合楼宇服务的新加坡承建商SHIS Limited (股份代号:1647)于港交所主板上市。

## IPO Communications 新上市传讯



SPRG is extremely honored to assist Nissin Foods (HKEX: 1475), a brand that many people in Hong Kong hold dear, with its list on the Main Board of HKEX. The SPRG team was very excited to meet Ching Chai, the mascot of Demae Ichio in person! Nissin Foods prepared an adorable souvenir for HKEX – a full-size model of Demae Ramen.

纵横公关集团非常荣幸能协助在本港家传户晓, 并陪伴香港人成长的品牌日清食品(股份代号: 1475)于港交所主板上市。「出前一丁」吉祥物清仔亦有亲临会场! 同时, 集团为港交所准备了一份别出心裁的纪念品—实物大小的「出前一丁」包装面模型。



Cheers to the successful listing of Trio (HKEX: 1710) on the Main Board of HKEX. The management from the European office flew to Hong Kong to witness this milestone.

来自欧洲的管理层越洋亲临见证致丰(股份代号: 1710)于港交所主版上市的盛况。



Wealthy Way (HKEX: 3848) donates HKD 1 million to the Hong Kong Community Chest and secures the lucky stock code 3848.

富道集团(股份代号: 3848)捐出港币100万予香港公益金, 取得幸运股份代号3848。



Ms Angela Leong, a cornerstone investor of Sun Hing (HKEX: 1975), joins the company's management team at the listing ceremony.

新兴印刷(股份代号: 1975)管理层与基石投资者梁安琪女士合照。



The management of Win Win Way Construction (HKEX: 994) poses for a group photo at the company's IPO Investor Presentation.

恒诚建筑(股份代号: 994)管理层于公司上市投资者推介会上合照。



Mrs Gigi Ma, Executive Director, Chairlady and Chief Executive Officer of Miricor (HKEX: 8358), strikes the ceremonial gong, officially commencing the Group's trading on HKEX.

卓珈控股(股份代号: 8358)执行董事、主席兼行政总裁马黎珈而女士敲响铜锣, 标志着集团正式于港交所上市。



- 1 MEIGU Technology 美国科技 (HKEX: 8349)    2 KPa 应力 (HKEX: 2663)    3 Ching Lee 正利 (HKEX: 3728)
- 4 Winson 永顺 (HKEX: 8421)    5 Somerley Capital 新百利融资 (HKEX: 8439)    6 WINDMILL 海鑫 (HKEX: 8409)    7 HM International (HKEX: 8416)
- 8 Microware 美高域 (HKEX: 1985)    9 SH Group 顺兴 (HKEX: 1637)    10 Winning Tower 运兴泰 (HKEX: 8362)    11 Vertical International 弘浩国际 (HKEX: 8375)
- 12 Satu Holdings 舍图控股 (HKEX: 8392)    13 Vicon (HKEX: 3878)    14 Tak Lee 德利机械 (HKEX: 8142)    15 G & M 信越 (HKEX: 6038)
- 16 M&L 明樑 (HKEX: 8152)    17 Sanroc International 善乐国际 (HKEX: 1660)    18 1957 & Co (HKEX: 8495)    19 Icicle Group 冰雪集团 (HKEX: 8429)
- 20 Bortex 濠亮环球 (HKEX: 8118)    21 AV Promotions AV策划推广 (HKEX: 8419)    22 ECI Technology (HKEX: 8013)    23 FDB Holdings 丰展 (HKEX: 1826)

## Investor Relations 投资者关系



Hong Kong Electronics Fair (Autumn Edition) 2017 attracts more than 3,500 exhibitors from over 25 countries. SPRG directed friends from the media to visit the Alltronics, Suga International and Ten Pao Group booths, where the respective management explained the developments and future trends of technology products to them.

2017「香港秋季电子产品展」吸引来自逾25个国家,超过3,500家厂商参展。纵横公关集团带领传媒参观了华讯股份、信佳国际及天宝集团的展位,管理层藉此向他们介绍科技产品的发展及未来趋势。



TTI delivers record sales, gross margin and profit for 2016, driven by innovative new products.

创科实业2016年销售额、毛利率及溢利均创新高,有赖创新产品推动集团增长。



Sun Art Retail welcomes Alibaba as a strategic shareholder. The two parties will be working together to explore new retail opportunities in China.

高鑫零售与策略股东阿里巴巴共同探索中国新零售机遇。



AAC Technologies achieves its seventh consecutive annual sales record. The management explained the company's multiple growth drivers at the annual results media conference.

瑞声科技连续七年打破年度销售记录,管理层于全年业绩记者会上讲解公司的多重增长动力。



China Gas management meets with the financial media and investors every year in order to announce its annual results and update them on the Group's latest developments and projects.

中国燃气管理层每年与财经媒体及投资者会面,公布集团的全年业绩及分享集团的最新发展和项目。



China SCE management presents its outstanding FY2017 interim results to investors and the media.

中骏管理层讲解其2017年度中期业绩的优秀表现。



Champion REIT holds a FY2017 interim results press conference.

冠君产业信托举行2017年度中期业绩记者招待会。



Hin Sang Group organises the Hin Sang Scholarship Award Presentation Ceremony 2017. During the event, the student beneficiaries received their scholarships.

衍生集团举办第三届衍生奖学金颁奖礼, 受惠学生出席接受奖学金颁赠。



The CITIC Telecom International 10th Listing Anniversary Cocktail Reception is attended by heavy weights from the industry and the political and commercial sectors of China, Hong Kong and Macau. All were present to celebrate the Group's brilliant achievements over the past decade.

中港澳三地的业界与政商界翘楚于中信国际电讯上市十周年庆祝酒会上一同庆祝集团过去十年的辉煌成就。



PuraPharm's cocktail party draws a full house of investors, all anxious to receive updates on the Group's latest business developments from Chairman Mr Abraham Chan.

培力的鸡尾酒会云集一众投资者, 殷切听取主席陈宇龄先生介绍集团的最新业务发展。



Xtep announces that it is transforming, moving towards becoming a professional sports brand.

特步宣布进一步向体育时尚品牌转型。



ASM Pacific Technology, a world leader in the supply of semiconductor assembly and packaging equipment and materials as well as a provider of surface mount technology solutions, is honoured with Directors of the Year Awards 2017.

全球领先的半导体装配及封装设备、材料及表面贴装技术供货商ASM Pacific Technology 荣获2017年度杰出董事奖。



The management of Fairwood attends the Group's 2017/18 interim results press conference and announces yet another year of impressive financial results, achieving record highs in both sales and profits.

大快活管理层公布2017/18年度中期业绩, 集团表现出色, 收入及溢利均为历史新高。



Over 100 shareholders attend the Esprit Holdings Ltd 2017 Annual General Meeting.

逾百股东出席思捷环球2017年股东周年大会。



In observing a communications strategy devised by SPRG, China New Town's proposal to delist from the Singapore bourse is successfully approved by shareholders. The shareholders also loyally retain the Hong Kong shares of the company. What is more, the strategy resulted in 242 news items generated, representing PR value of HKD 9.8 million.

中国新城镇「取消新加坡上市地位」的动议获股东支持通过, 并成功挽留股东继续持有股票。是次传讯项目由纵横公关集团策划及推动, 成功获242则媒体报导, 传播价值达港币980万。

## Investor Relations 投資者關係



In its FY2016 annual results, K. Wah International reports an underlying profit surge of 113% to HKD 2.8 billion.

嘉華國際2016年全年核心盈利大幅躍升113%至港幣28億。



Over 50 media friends witness Dr Lui Che-woo's donation of RMB 120 million to the School of Sciences of the Peking University for the establishment of the Lui Che Woo School of Life Sciences Fund.

逾50位傳媒朋友見證呂志和博士向北京大學生命科學學院捐贈人民幣1.2億元，以成立「呂志和生命科學學院基金」。



The management of COFCO Meat meets with investors and the media to present the company's first annual results since its IPO under Shenzhen-Hong Kong Stock Connect in November 2016. Profit soared 530.8% to RMB 952 million in 2016!

中糧油的管理層向投資者及媒體公布自2016年11月經深港通在港上市後首個全年業績。其2016年度的盈利大升530.8%至人民幣9.52億！



Nameson is an industry leader in knitwear manufacturing. It forayed into the knitted uppers for footwear and knitted upper shoes manufacturing industry in 2017. During its 2018 interim results investor presentation, the Group showcased its latest knitted footwear products.

作為針織品製造商的行業翹楚，南旋控股於2017年開始進一步進軍針織鞋面及針織鞋製造業。集團在2018中期業績投資者推介會上展示最新針織鞋產品。



The management of Asia Allied Infrastructure together with representatives from HSBC, China Construction Bank and Wing Lung Bank participate in a term loan facility agreement signing ceremony.

亞洲聯合基建管理層與匯豐銀行、中國建設銀行及永隆銀行代表一同出席定期貸款協議簽約儀式。



Lifestyle specialty store "ものもの (Mono Mono)", which follows AEON Stores' new business model, opens in Causeway Bay.

永旺百貨「ものもの (Mono Mono)」品味生活專門店於銅鑼灣隆重開幕。



At the 2017 annual results presentation conference, Xinyi Glass and Xinyi Solar announce that their annual results have reached new heights!

信義玻璃及信義光能的2017全年業績雙雙報捷，再創新高！



The chairman of Karrie International attends a naming ceremony at Hang Seng Management College, during which the "Ho Cheuk Fai Classroom" is inaugurated.

嘉利國際主席何焯輝先生親臨主持恒生管理學院「何焯輝教室」命名典禮。



Lenovo announces its 2016/17 fourth-quarter and full-year results. Good progress was achieved with its new three-wave strategy, marking a year of transformation.

联想公布2016/17财政年度第四季度及全年业绩。2016/17年度为联想转型之年，最新的「三波战略」取得良好进展。



China Mengniu Dairy wins shareholders' support at the EGM to acquire an additional stake in China Modern Dairy. It subsequently became the largest shareholder of the biggest dairy farming enterprise in China.

中国蒙牛乳业获股东支持增购中国规模最大的奶牛养殖企业——中国现代牧业之股份，并成为其最大股东。



China All Access presents its annual results and strategies for the future development of its new energy business with investors. China All Access is the inventor of the Super Lens High Efficiency Solar Electrical System, an important new energy technology breakthrough that can increase the energy conversion capability of solar panels by several folds, hence can help to significantly reduce solar energy cost.

中国全通公布年度业绩并向投资者讲解其新能源业务计划。其研发的超级镜阵高效光电电力系统，为突破性之新能源科技，可将太阳能板转化能量时的效率提升数倍，大大降低使用太阳能的成本。



At the Man Wah Holdings interim results investor presentation, the management shares the company's future strategies with investors.

敏华控股管理层于中期业绩发布会上与投资者分享未来发展策略。



Positive FY2016 earnings marks thirteenth consecutive year of growth of Fortune REIT.

置富产业信托公布其2016财政年度的业绩连续13年录得增长。



Jacobson Pharm announces its first annual results since the company's mainboard listing in Hong Kong.

雅各臣公布在香港主板上市后的首份全年业绩。



Texhong Textile revenue and net profit break historical records in 2016. The management shares recent business developments and plans at the company's investor presentation.

天虹纺织于2016年的收入及溢利均打破历年纪录。管理层于投资者会议上讲解公司业务近况及发展计划。



China Animation organises its investor presentation and media conference in both Hong Kong and Shenzhen to present its FY2016/17 annual results as well as explain various exciting developments. Another highlight was the signing of an agreement between China Animation and Yitian Group that will result in the introduction of top children's amusement park Wonder Forest to the Yitian shopping mall in Shenzhen.

华夏动漫于香港及深圳举办投资者简介及媒体发布会，公布其2016/17年财政年度业绩及未来发展计划。集团同时宣布成功与益田集团达成协议——儿童乐园Wonder Forest将进驻位于深圳的益田国际购物中心。

## Governments and Public Bodies 政府及公营机构



The Embassy of Finland in Malaysia holds various events within a week to promote Finnish education in Malaysia. The events organised in conjunction with celebrations for Finland's 100 years of independence included a visit and education talk by the Director-General of the Finnish National Agency for Education, Olli-Pekka Heinonen; a reception and launch of "EduNation" at the Ambassador's residence; a Finnish School Day demonstration; and a Reflection Seminar.

驻马来西亚芬兰领事馆于一星期内举行多项活动，在当地推广芬兰式教育，并庆祝芬兰独立一百周年。活动包括由芬兰国家教育代理总裁Olli-Pekka Heinonen主讲的教育讲座、在领事官邸举行「EduNation」项目的发布酒会、芬兰学校参观日以及研讨会。



Mental health is an area of rising public concern. To address this issue, Patient Care Foundation held a three-day international conference to bring together overseas and local specialists to discuss ways to de-stigmatise mental health patients. Underlining its importance, the Chief Executive of Hong Kong Special Administrative Region, Mrs Carrie Lam, delivered a keynote speech at the opening of the conference. Professor Sophia Chan, Secretary for Food and Health and Dr Constance Chan, Director of Health also participated in the conference.

近年精神健康议题备受大众关注。顾眷患者基金会举行为期三天的国际会议，讨论社会如何减少对精神病患者的标签。香港特别行政区首长林郑月娥女士在会议首日作主题演讲，食物及卫生局局长陈肇始教授和卫生署署长陈汉仪医生也一同出席会议。

**THE PRIDE**

Home Opinion People Causes Discover Lifestyle About Us

New Trending

- Sep 18, 2017** | **Discover**  
**Will returning your trays cost cleaners their jobs?**  
Six days a week, 70-year-old Madam Chang works as a cleaner at a famous hawker centre located in Singapore's bustling...
- Sep 06, 2017** | **Opinion**  
**Students, paid for your latte? Then stay as long as you like**  
What does a \$6.50 latte at Starbucks entitle you to? Are you allowed to chat until the coffee runs dry?...
- Aug 07, 2017** | **People**  
**His son died. But he calls it a blessing, not a tragedy**  
When Benjamin Sim Wan Ming was born 16 years and six months ago, his parents were overjoyed. "Benjamin means favoured..."

Singapore Kindness Movement has set up a new online platform – The Pride – to demonstrate how graciousness is relevant for addressing controversial topics. The new platform delivers content, addressing trends and the hottest topics, in a timely, easily digestible manner. The initiative has been successful as evidenced by more than 1 million visits since launch, among which stories on sexism and hawker cleaning aunties alone have generated a PR value exceeding SGD 1.5 million.

Singapore Kindness Movement推出网上平台The Pride,以最容易理解的方式评论社会上的热门话题，并从中展现何谓「亲切」。平台成立至今共录得超过100万的浏览数目，其中一则探讨性别歧视及年轻清洁女工的故事更创造出超过新加坡元150万的传播价值。



At the InnoCarnival organised by the Innovation and Technology Commission, the Academy of Sciences of Hong Kong showcases the achievements of Hong Kong scientists and researchers through an exhibition and 11 presentations that are open to the general public.

港科院参与了由创新科技署主办的创新科技嘉年华，透过展览及11个讲座，向公众展示香港创科界的成就及科学家个人的研究及学习历程。

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The image features a dark blue background with a complex network of light blue and green lines. In the top-left corner, a series of light blue arrows points upwards and to the right, following a curved path. A dotted line also follows this curve. In the bottom-right corner, another series of light blue arrows points upwards and to the right, following a similar curved path. A dashed line follows this curve. A solid green horizontal bar is positioned in the lower-left quadrant. The text 'SPRG' is centered in the middle of the image in a white, stylized font.

SPRG