

## **SPRG Chairman Richard Tsang Begins Tenure as Global Chairman of PROI Worldwide**

(Hong Kong, 23 May 2016) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is pleased to announce that the Group’s Chairman, Mr Richard Tsang has just been appointed Global Chairman of PROI Worldwide during its annual general meeting held in the US. PROI Worldwide is the world’s largest and leading partnership of independent integrated communications agencies. The appointment of Richard is particularly significant as he is the first Asian to chair PROI Worldwide since its inception in 1970.

Richard has been serving as the Chairman, APAC Region, Global Development Group of PROI Worldwide since 2013, assisting the organisation in strategically expanding its presence in the Asia-Pacific Region. From 2009 to 2012, he served as Vice-Chairman, Asia-Pacific, of PROI Worldwide.

Richard is a reputable business leader in the APAC region, and has been bestowed with over 15 business and professional accolades, including inclusion in PRWeek’s 2015 Global Power Book “Top 500 most influential professionals in the PR world” and “Asia Power List 2014 – The 50 Most Influential People in PR”, as compiled by PRWeek Asia. He was also included in Debrett’s Hong Kong 100 in 2015, a list that includes “the 100 most influential people in Hong Kong”. Back in 2012, Richard became the first Chinese individual to collect the Asia-Pacific SABRE Award for “Outstanding Individual Achievement”. He also earned the “The Excellence in Achievement of World Chinese Youth Entrepreneurs 2009” award from Yazhou Zhoukan and World Federation of Chinese Entrepreneurs Organisation and collected “Young Entrepreneur Award” at the DHL/SCMP Hong Kong Business Awards 2003.

Richard currently holds over 50 board, committee and advisory positions in various business, religious, education and non-governmental organisations.

“I am extremely honoured to be the first Global Chairman to come from the APAC Region,” commented Richard on his appointment. “PROI Worldwide is already the global benchmark in terms of the number of PR professionals under its roof, the scope of services provided and the depth and breadth of network coverage. As the new chairman, my mission will be to help PROI Worldwide scale new heights by developing it into one of the world’s most recognisable brands.”

He added, “Following PROI Worldwide’s establishment, numerous strategic alliances between partner companies were forged. On the one hand, this led to a rise in business volume and number of cases handled by partner companies. On the other hand, PROI Worldwide took up the important responsibility of reshaping the global PR industry landscape, including the industry’s contributions to society. I firmly believe that by leveraging the strong growth momentum gathered by PROI Worldwide, and its ability to go beyond geographical boundaries, we are fully capable of providing assistance to the needy and giving back to society with even greater success!”

SPRG, the public relations network that Richard founded back in 1995, is ranked 68<sup>th</sup> in PRWeek Global Agency Business Report 2016. In addition, the Group has placed 78<sup>th</sup> in *The Holmes Report’s* Global Top 250 PR Agency Ranking 2016.

SPRG has earned over 145 accolades in the past five years, including “Asia Pacific Network of the Year” by *Campaign* (SPRG became the first independent agency in Asia to ever win the award) ; “PR Agency of the Year in Asia” and “Grand Stevie Awards Winner” by The Stevie Awards; “Greater China Independent Agency of the Year” by *Campaign*; “Asia Pacific Financial Consultancy of the Year” and “Hong Kong Consultancy of the Year” by *The Holmes Report*; and “Local Hero – PR Agency of the Year” and “Local Hero - Media Relations Agency of the Year” by *Marketing* magazine. It is also “The Most Influential Public Relations Consultancy in the PRC” according to *Association for the Promotion of Trade of China*.

Strategic CSR Network Limited, also founded by Richard, represents a means of contributing to society. Since late 2014, the not-for-profit organisation that operates under the motto “Care • Connect • Contribute” has served as a platform for corporations, NGOs/charities and volunteer workers to join forces to help underprivileged people in Hong Kong on an ongoing basis.

### **About Strategic Public Relations Group**

Strategic Public Relations Group (SPRG) is one of the largest public relations networks in Asia and the largest public relations consultancy in Hong Kong.

SPRG is an integrated public relations group and an investor relations and financial communications specialist. With 300 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group delivers tailored solutions in investor relations, corporate and marketing communications, event consultancy and management, product promotion, CSR communications, new digital media marketing, B2B communications, conference organisation, media skills and presentation training, issues and crisis management, editorial support and production.

SPRG clients include prominent members of the automobile, banking and finance, IT, travel and hospitality, healthcare and pharmaceutical, lifestyle, entertainment, and sports industries, as well as government bodies and associations.

Through its own network and affiliation with a global public relations network, SPRG can assist clients access over 110 cities around the world.

### **About PROI Worldwide**

PROI Worldwide, the world’s largest partnership of integrated independent communications agencies founded in Europe in 1970 has offices in more than 110 cities in 50+ countries, with 75 leading independent integrated communications partner companies and more than 5,000 staff servicing 6,300+ clients worldwide. PROI Worldwide’s 2015 combined fee turnover exceeded US\$702,000,000, positioning it as the largest partnership of independent Agencies, and the 6<sup>th</sup> largest partnership in global rankings of global communications holding companies, in the world by net fee income.

### **Enquiries**

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