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SPRG

公关顾问·投资者关系·财经传讯 纵横公关集团

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Inside the Most Highly Awarded PR Network in Asia

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公关网络



A Great Place to Work

How Richard Tsang
keeps his team
happy and productive

曾立基如何令他的团队
忙得开心、工作用心

WE ARE HERE 2014



Strategic Public Relations Group 纵横公共关系顾问集团

Chairman 主席: Richard Tsang 曾立基
Executive Director 执行董事: Jackey Ho 何美宝
Senior Director – Asia 高级总监 – 亚洲: Eveline Wan 温淑贤

Strategic Financial Relations Limited 纵横财经公关顾问有限公司

Managing Director 董事总经理: Esther Chan 陈曼菁
Managing Director 董事总经理: Iris Lee 李慧媛

Strategic Financial Relations (China) Limited 纵横财经公关顾问(中国)有限公司

Managing Director 董事总经理: Anita Cheung 张丽云

Strategic Communications Consultants Limited 纵横传讯顾问服务有限公司

Managing Director 董事总经理: Vivian Fok 霍嘉慧

Beijing Strategic Consulting Company Limited 北京纵横公共关系顾问有限公司

General Manager 总经理: Cindy Qin 覃冰

Shanghai Strategic Consulting Company Limited 上海纵横公共关系顾问有限公司

General Manager 总经理: Shufen Tan 陈淑芬

Guangzhou Strategic Public Relations Limited 广州纵横策略咨询服务有限公司

General Manager 总经理: Eveline Wan 温淑贤

Taiwan Strategic Communications Consultants Limited 台湾纵横传讯公关顾问有限公司

General Manager 总经理: Nancy Huang 黄兆慧

Singapore Strategic Public Relations Pte Limited 新加坡纵横公共关系顾问有限公司

General Manager 总经理: Edwin Yeo 杨志聪

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twitter

CONTENTS 目录

4

The Chat 访谈

9

All About SPRG in 2014 纵横 2014

11

Volunteering 义工活动

13

Global Partners 环球伙伴

14

SPRG's Footprints 纵横足迹

- 15 Automobile 汽车
- 16 Food and Beverage 食品及餐饮
- 17 Lifestyle 生活时尚
- 19 Entertainment and Hospitality 娱乐及旅游
- 21 Health and Wellness 健康及保健
- 22 Public Sector 公共事务
- 23 IT 讯息科技
- 24 Financial Institutions and Professional Bodies 金融机构及专业团体
- 25 Investor Relations 投资者关系
- 27 IPO Communications 新上市传讯
- 28 Events and Conferences 活动及会议
- 29 Blogger and Influencer Engagement 博客与影响者营销活动
- 31 Social Media 社交媒体
- 32 Corporate Social Responsibility 企业社会责任

35

Clients' Recognition in 2014 客户殊荣



The Chairman Chats with His Team 相知相惜

As Chairman of SPRG, Richard Tsang has been interviewed many times by different media during his long career. Today, instead of being interviewed, Richard sits down with his management team, to look back on how they worked hand-in-hand over the years to build the largest local PR consultancy and one of the largest PR networks in Asia.

纵横公共关系顾问集团(SPRG)主席曾立基(Richard)在职业生涯中曾多次接受不同媒体访问，今天他反过来当笔者访问其管理团队，一同细味 SPRG 过去的点点滴滴，如何携手将集团发展成香港最大，及至亚洲最大的公关集团之一。



Richard: What made you decide to join SPRG?

Anita: I came from the financial industry and was curious about the idea of 'Financial + PR' when I learned about SPRG. At the time, SPRG was barely one-year-old but I gave a vote of confidence to Richard and his concept.

Iris: Indeed, there weren't many financial PR firms in the market when I joined 17 years ago, and SPRG was among the few that specialised in investor relations communications.

Nancy: I decided to join SPRG after I met with Richard for the second time. That meeting reassured me that SPRG treasures its people, and the Group's vision is aligned with my own values.

Edwin: When Richard went so far as to offer to fly me from Singapore to Hong Kong to discuss the possibility of my joining SPRG, I was very touched. I also spoke to a few of the directors, whose loyalty assured me that this was a company that highly valued its people, and this value helped me make up my mind.

Stefanie: Another quality that attracted me was the 'what you see is what you get' approach to branding adopted by SPRG, in particular the 'Get Results' slogan, which is very concise, direct, and also resonates with clients.

Richard: What are the factors that you believe have contributed to SPRG's success? For me, I have long believed in the 'local people run the local office' approach. Given SPRG's goal to serve the Asia Pacific region, we have formed local teams to serve local needs. This approach has served us well as we have steadily expanded over the past two decades. And people have always been the pillars that have supported SPRG's development to this day.

Esther: One major focus is 'talent identification'. SPRG provides opportunities for those with talent to excel, thus nurturing many 'home-grown' professionals who have gone on to contribute substantially to the Group's success.

Shufen: I wholeheartedly agree. The strategy of investing in talent over the long term has led to SPRG's solid success.

Eveline: Indeed, a stable and experienced professional team has been the core of our success over the last two decades!

Iris: Without their hard work, passion and steadfast dedication, the Company would not have been so successful.

Vivian: To me, Richard is a very trusting and visionary leader. He constantly reminds us of the importance of creating an inclusive and positive culture. A good and nurturing corporate culture has consequently enabled us to be more efficient in recruiting and training staff.



Cindy@Beijing

Cindy: Professionalism in our work, focus on results and care for people are among our core values.

Richard: There have been many unforgettable moments during this 20-year journey, starting with the first day that I established SPRG with a team of five, the subsequent opening of member offices and the decision to build an Asia-based PR network over the years. Of course I won't forget any of the many awards and honours bestowed on the Group. These include SPRG's selection as the Asia Pacific Network of the Year in 2010; and the netting of two consecutive grand local and regional industry awards. Every day as I witness the Group grow and see our colleagues develop I feel truly blessed. What about you? What moments over the past years do you cherish the most?

Iris: The company trips to Australia, Japan, Korea, Thailand and Taiwan are certainly unforgettable. These trips have demonstrated that SPRG colleagues not only work hard, but also play hard!

Anita: I totally agree! Here is an amusing moment to share. Richard, I'm not sure if you remember this. One night I worked till late in the office and when I returned to my desk from the restroom, I hit the keyboard to activate the screen. And guess what? Dozens of cockroaches appeared in front of my eyes, creepy and crawling! I screamed and when I came to my senses I realised that it was you who made a joke on me by changing the computer wallpaper.

Cindy: I still recall the day we celebrated our 15th anniversary. Richard proceeded to read the name of every single employee who had been with the Group since its inception and personally thanked all of them.

Edwin: I was truly impressed when I met all of my peers for the first time at the regional gathering. I could then clearly appreciate the scale of our Group which inspired me to think bigger!

Nancy: Yes, even today, I still find it heart-warming to see all the familiar faces in our regional meetings, as well as the willingness of everyone to share their experiences and offer support in cross-regional projects.

Richard: What do you consider to be the major achievements of your company within the Group in 2014?

Esther: Strategic Financial Relations won 11 industry awards for its client campaigns – an average of nearly one every month.

Iris: Also, the IPO campaigns that we handled in 2014 were all-important achievements.



Vivian@Hong Kong

Vivian: We celebrated our 10th anniversary and we look forward to more promising business in the years to come.



Stefanie@Malaysia

Stefanie: SPRG Malaysia has started to gain renown in social media management for our clients, which is why we are seeking to further expand our activities into the digital realm, from conceptualising, content planning and development to community management.



Edwin@Singapore

Edwin: For the Singapore office, as this is our first year moving into advertising, creative and branding, the winning of two competitive pitches against well-established international advertising agencies was surely our major milestone. One has led to the advertising retainer with Sentosa, and the other was a branding campaign for a division of the Prime Minister's Office.

Richard: What will be the growth driver of your team in the coming years?

Esther: While Strategic Financial Relations continues to expand its clientele, we also want to add greater value for clients, and work hard to deepen and broaden our relationships with them and our business associates.

Anita: The launch of the Shanghai-Hong Kong Stock Connect and the anticipated Shenzhen-Hong Kong Stock Connect should facilitate closer integration and interaction between stock markets in China and Hong Kong. As a result we foresee a greater demand for financial communications services in China. Thus we have expanded our team in China to maximise the potential opportunities.

Cindy: Digital marketing and social media communications are two exciting directions, for sure. We will delve deeper into digital engagement strategies, not only through content creation, community management or blogger engagement, but also through a full-fledged digital team to execute digital and social marketing programmes from scratch.

Vivian: The same for us at Strategic Communications Consultants. We also wish to strengthen our Online to Offline (O2O) capabilities.

Stefanie: New digital media marketing will definitely play a major role in any communications campaign.

Shufen: SPRG Shanghai will further equip itself with the resources and knowledge to become an even more effective integrated-content consultant for our clients. Our objective is to continue to convey our clients' messages to their stakeholders via various media.

Richard: Last but not least, 2015 marks SPRG's 20th anniversary. Looking back at our 20-year journey, it's clear that the Group has made significant strides since its inception. Who would've thought that starting with just a team of five people, SPRG would become one of the largest PR networks in Asia? Thanks for our success must be extended to all of you! With the trust and support from our clients and partners, as well as the continued hard work and dedication of our colleagues, SPRG will reach even greater heights in the years ahead.📍

Richard: 是什么原因令你们决定加入 SPRG 的?

Anita: 我来自财经界。我对于将「财经」及「公关」合并这个概念感到好奇。最初接触 SPRG 时，集团才刚成立了一年，但我还是给 Richard 投了信任票。

Iris: 我还记得17年前加入集团时，香港专门从事投资者关系传讯的顾问公司可谓寥寥可数，而 SPRG 便是其中一间。

Nancy: 我跟 Richard 第二次见面后就决定加入 SPRG，因为我看到集团对人才的重视及它的远景跟我的价值观一致。

Edwin: Richard 安排我从新加坡飞到香港，让我进一步了解 SPRG，令我深受感动。同时，我跟几位总监见过面后，她们的忠诚度告诉我这家公司十分重视人才，令我下定决心。

Stefanie: 最吸引我加入的其中一个因素是集团采取「高透明度」的策略，尤其是「为你缔造佳绩」的宗旨非常直接、明确，很容易引起客人的共鸣。

Richard: 你们认为集团的成功因素是什么？我个人一直深信「要由当地人营运当地公司」。由于纵横公关集团以在亚太区发展为目标，我们每每在招揽到合适的领导人才后，由他们去建立当地团队。透过这精心部署，集团在过去20年来得以稳步发展。另外，员工也是支持集团发展的重要支柱。



Esther@Hong Kong

Esther: 其中一个关键是集团在招揽人才方面独具慧眼，让有才能的员工尽展

所长，致力培育同事成为公关专才。全赖他们的贡献及努力，集团得以取得今日的成就。



Shufen@Shanghai

Shufen: 我同意。以人才培训作为主要的发展策略之一，有利集团长远发展。



Eveline@Hong Kong

Eveline: 还有的是，一个稳定及经验丰富的专业团队是我们成功的基石。

Iris: SPRG 有今天的业绩，同事的努力、热诚和付出的确功不可没!

Vivian: 我认为 Richard 是个十分信任别人且具有远见的领袖，他让我们明白建立共融及积极文化的重要性。良好的企业文化令我们在招募及培训员工方面更有效率。

Cindy: 专业、专注、以人为本是我们的核心价值。

Richard: 这20年来我的确有着许多难忘的经历，例如我带领5人的团队创立纵横公关集团的第一天、各分公司相继成立、决定建立亚洲区的公关网络等等。当然获奖连连也令我很高兴，当中包括集团在2010年获选为「亚太区最佳公关集团」，以及接连夺得另外两个重要的本地及地区业界大奖。每天见证着集团的发展及许多员工的成长，使我感到安慰。那么你们在集团又有什么难忘的时刻？

Iris: 最难忘的经历一定是集团员工的澳洲、日本、韩国、泰国及台湾之旅，完全展现各同事在努力工作之余亦可尽情玩乐！



Anita: 绝对同意！我便有一个有趣的经历想和大家分享一下。Richard，你还记得有天晚上，我在办公室加班工作，当我从洗手间回来时，手指往键盘一按，整个电脑画面都变成了一堆在爬行的蟑螂，吓得我呱呱大叫，原来是你开的玩笑。

Cindy: 回顾过去，我们确实有许多美好的回忆。还记得在集团十五周年志庆酒会上，Richard 逐一念出所有长期服务员工的名字，感谢他们陪伴 SPRG 一同成长。

Edwin: 最难忘是首次与同事开年度地区会议，令我体会到集团规模之大，激励自己要开阔思维！



Nancy: 嗯！从我第一次参加集团年度会议到现在每次都同样看到熟悉的脸，各分公司的主管不但没有变动，而且每位都开诚布公地分享自己在经营管理上的心得，在众多跨区域的合作上也互相支持。

Richard: 你们公司在2014年有什么重大成就？

Esther: 纵横财经公关为客户筹划的公关项目于2014年共夺得11个业界大奖，差不多平均每月赢得一个奖项。



Iris: 还有团队于2014年负责多项上市项目当然也是我们本年度的重要成就。

Vivian: 2014年是纵横传讯顾问成立十周年，希望未来可落实更多新项目。

Stefanie: 我们成为了客户在社交媒体管理方面的首选伙伴，这正是我们希望扩展业务至数码领域的原因。我们致力为客户提供服务包括：概念构想、内容策划及开发以至社交媒体平台管理等服务。

Edwin: 新加坡分公司于2014年发展成为综合广告创意及品牌推广公关顾问后，成功赢了当地极具规模的国际广告公司，争取到两个项目，包括圣淘沙成为长期客户，以及为新加坡总理办公室属下部门策划品牌宣传活动。这都是重要的里程碑。

Richard: 大家未来的增长动力是什么？

Esther: 纵横财经公关将持续扩大客户群，并协助客户提高其商业价值，同时亦会致力深化及巩固与客户及商业伙伴之间的关系。

Anita: 随着沪港通及未来深港通的落实，中港两地股票市场只会更互动和融合，使得内地财经传讯服务需求更为殷切，因此，我们在内地大规模扩充了专责团队，迎接这个期待已久的时机来临。

Cindy: 数码营销及社交媒体传讯将会是我们北京分公司的重点。我们将提供更全面的数码媒体宣传策略，不单是在内容策划、社交媒体平台管理服务或与博客交互度上，而是全面协助客户在数码领域上各方面的要求。

Vivian: 纵横传讯顾问亦希望进一步发展数码媒体公关，及加强线上到线下(Online to Offline)的推广能力。

Stefanie: 新数码媒体推广势将在各项传讯活动中担当重要角色。

Shufen: 上海分公司将进一步装备自己，增加资源及专业知识，务求成为更具效率的整合内容策划顾问。我们的目标是透过多个渠道，为客户将讯息传递至各个持份者。

Richard: 2015年是纵横公关集团成立20周年。回顾过去20年的历程，集团由成立至今取得长足发展。有谁会想到一家创业初期只有5人的公关公司，现时会发展成为亚洲最大公关集团之一？这必然要感谢大家！有赖客户及合作伙伴的信任和支持、员工的勤奋拼搏和尽心尽力，纵横公关集团将会继续再创高峰！📍

all about SPRG in 2014



JAN



'Project Singa' for Singapore Kindness Movement
为 Singapore Kindness Movement 策划的「Project Singa」

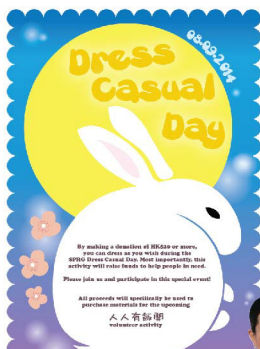


▲ SPRG Singapore revamp their office to keep pace with growth
新加坡纵横公关翻新办公室来配合业务扩展

▼ David Qian, Deputy Chairman and Cindy Qin, General Manager of SPRG Beijing earn the 'Gold Bowl' for their long-term service
北京纵横公关副董事长钱伟及总经理覃冰获赠「金饭碗」以铭谢其长期服务



JUL



▲ SPRG Dress Casual Day on Mid-Autumn festival raises HK\$3,300 to purchase lunch boxes for the needy
集团在中秋节举行的「便服日」合共筹得港币3,300元，全数用于购买饭盒赠予有需要人士

▼ The Group gamers six Stevie® Awards, a stunning achievement
集团荣获六项 Stevie® 大奖



The happy retreat refreshes the team's spirit
轻松时刻

SPRG is honoured as the Best Crisis Management Team
集团获选为最佳危机管理团队



Dress Casual Day 便服日

SEP



7 MAGNUM Industry awards of the year
荣获7个业界奖项

OCT

Bi-monthly employee birthday celebrations

每两个月举行一次集体庆生派对



▲ Senior management annually gather at SPRG regional meeting to chart strategy
管理层每年于集团年度会议聚首



◀ SPRG is honoured as 'Best Financial PR Firm – Asia' four years in a row, a crowning achievement
集团连续四年获选为「亚洲最佳财经公关顾问」

MAR

280th new listing completed

完成第280个新上市项目



80+ senior representatives from 60+ PROI partners gather in Hong Kong for the PROI Worldwide 44th Annual Global Summit
逾80名代表60多个环球伙伴高层齐聚香港·出席 PROI Worldwide 第44届年度会议

1st retirement

Former head of Editorial Team, John Casey, is SPRG's first retiree

集团首位荣休员工前编撰组主管 John Casey



APR

JUN MAY



▲ Richard Tsang and guests discuss 'The Challenges of Cross-Border Communications in Emerging Markets' at the Holmes Report Global PR Summit 2014
曾立基与嘉宾在「Holmes Report Global PR Summit 2014」探讨在新兴市场作跨境传讯所面对的挑战



Work Hard, Play Hard! Trips overseas are arranged to reward SPRG's staff for their dedication and contributions
努力工作也要尽情玩乐! 集团安排同事到外地旅游以慰劳大家的努力和贡献



Christmas celebrations

圣诞派对



NOV

DEC

| VOLUNTEERING | 义工活动 |



INSTEAD OF GOING ON
AN ADVENTURE ALONE,
WHY DON'T YOU LET
SPRG BE YOUR PARTNER?



GLOBAL PARTNERS | 環球夥伴



AUTOMOBILE 汽车

FOOD AND BEVERAGE 食品及餐饮

LIFESTYLE 生活时尚

ENTERTAINMENT AND HOSPITALITY 娱乐及旅游

HEALTH AND WELLNESS 健康及保健

PUBLIC SECTOR 公共事务

IT 讯息科技

FINANCIAL INSTITUTIONS AND PROFESSIONAL BODIES 金融机构及专业团体

INVESTOR RELATIONS 投资者关系

IPO COMMUNICATIONS 新上市传讯

EVENTS AND CONFERENCES 活动及会议

BLOGGER AND INFLUENCER ENGAGEMENT 博客与影响者营销活动

SOCIAL MEDIA 社交媒体

CORPORATE SOCIAL RESPONSIBILITY 企业社会责任



SPRG's FOOTPRINTS 纵横足迹



驭经典 愈出众
2014大众进口汽车深港澳国际车展新闻发布会



1. Volkswagen showcases its latest imported models at the Shenzhen-Hong Kong-Macao International Auto Show
大众进口汽车在2014深港澳国际车展中展示最新车型
2. Simon Loasby, Director of Design, Volkswagen Group China, introduces the 'Volkswagen model of the future' to the media
大众汽车集团(中国)设计总监 Simon Loasby 即席绘画「你心中未来的大众汽车」
3. The new Volkswagen GOLF Variant conducts its test drive
大众全新 GOLF Variant 旅行版试驾



The top 3 winning drivers receive awards at the podium presentation of Lamborghini Blancpain Super Trofeo Asia 2014 – Fuji (Japan) stop
2014兰博基尼·宝珀 Super Trofeo 亚洲挑战赛日本富士站·冠、亚、季军车手一同站台分享胜利的喜悦



Bentley shines at the Chengdu International Automotive Exhibition 2014
宾利于2014成都国际车展上大放异彩



China Dynamics joins hand with Rimac Automobili d.o.o. to present 'Rimac Concept_One', a high-performance electric sports car for the first time in Asia
中国动力与 Rimac Automobili d.o.o. 携手把「Rimac Concept_One」电动超级跑车首次带到亚洲



1. A survey conducted by Zespri finds that people with insufficient intake of vegetables and fruit are less happy due to bowel movement issues
根据佳沛调查发现·蔬果吃得少会影响排便·身体就会不快乐
2. It has been clinically proven that drinking Uni-President's high-fibre, sugar-free soy milk 30 minutes before meals can assist in weight control
专业医师实验证明·饭前30分钟饮用统一阳光无糖高纤豆浆能有效控制体重
3. Taiwan celebrity, Janet, shares the nutritional and health benefits of eating walnuts during the launch of Viva Walnuts produced by Lianhwa Foods
台湾艺人 Janet 在联华食品万岁牌核桃新品上市记者会公开多吃核桃就是自己「补脑」的秘诀



SPRG is responsible for the design and content creation of Shook! Restaurant's monthly e-newsletter
纵横公关集团负责 Shook!上海每月电子报的设计及内容策划

Media tasting event is successfully held at T Café, a restaurant brand under the Tao Heung Group
稻香集团旗下「T Café」举行媒体试食会



Hershey's media event attracts considerable interest among journalists
好时媒体见面会



Fulum Group's IPO media conference
富临集团上市媒体发布会



San Miguel throws a 'San Miguel Dream Comes True' beer bash in Lan Kwai Fong attracting crowds to take part in the games
生力于兰桂坊举行「生力友梦赏」街头狂欢夜·与现场观众大玩游戏



Guests and designers of fashion brand, JH1912, interact and exchange ideas during the media luncheon

在時裝品牌 JH1912 媒体午餐上，嘉宾与品牌设计师互相交流及分享意见



TaylorMade unveils the SLDR S line highlighted by new fairway woods and rescue drivers

TaylorMade 发布最新的 SLDR S 系列金属木杆与铁杆组



Sincere Causeway Bay's official launch and 'Fashion Seoul Challenge' kick-off ceremony

先施铜锣湾新店开幕，并为「Fashion Seoul 大激战」总决赛揭开序幕



'Archifest 2014' is a success with two weeks of activities centring on the 'CROWD' concept, and its contribution to architecture and urbanism

「Archifest 2014」圆满结束，今年大会以「群众」为主题，透过为期两周的活动探讨其对建筑学及城市规划的影响



Pampers Premium Diaper transforms its 'Pampers Parent-Child White Christmas Party' into a nursery room inviting consumers to experience its products

帮宝适特级棉柔纸尿裤举办「帮宝适白色亲子圣诞派对」，邀请消费者在现场布置的顶级婴儿房体验产品



The new Transformers toy launch, 'Transformers Age of Extinction Toy Madness @2200' at Toys'R'Us Singapore attracts over 1,000 fans for their eagerly anticipated playthings

「孩之宝」于新加坡的「玩具反斗城」举行「Transformers Toy Madness @2200」新品发布会，吸引过千人到场抢购最新的 Transformers 玩具



Goodapple.com breaks the Guinness record of 'Greatest Number of Simultaneously-taken Selfies'

Goodapple.com 举办全城自拍日，创造了「最多人同时自拍」的健力士世界记录

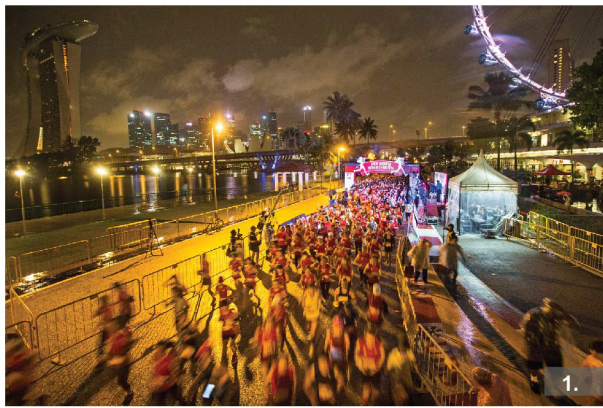


The exciting opening of the first Speed Queen coin laundry in China

中国首间自助洗衣店「速比坤」正式开幕



Hello Kitty celebrates her 40th birthday in fine fashion with an inaugural 'Hello Kitty Run Singapore' attracting 17,000 runners for a celebration of Hello Kitty's 40th birthday and the first 'Hello Kitty Run Singapore' marathon. Attracted 17,000 runners to participate.



1.



2.



1. An innovative initiative of the 'Great Eastern Women's Run 2014', the 'RunToLiveGreat' programme encouraging non-runners to kick start a commitment towards a healthier lifestyle generates its largest turnout ever
「大东方女子跑步赛2014」透过全新主题「RunToLiveGreat」，号召非跑手建立一套健康的生活模式，参赛人数达历年之最
2. Xtep organises an 'Xtep, New Step' running T-shirt design competition, whereby runners at the Standard Chartered Hong Kong Marathon showcase their creativity by designing their own customised T-shirt
特步举办「特步·跑出新一步」T恤设计比赛，邀请众多渣打香港马拉松跑手设计自己专属的跑步T恤

ENTERTAINMENT AND HOSPITALITY | 娱乐及旅游



1. 'MasterChef Australia' Season 6 judge, George Calombaris visits Singapore during the Asia media tour to promote the reality series
「MasterChef Australia」第六季评判 George Calombaris 到新加坡出席该节目于亚洲举行的媒体宣传活动
2. Astrophysicist Dr Neil deGrasse Tyson and Executive Producer Ann Druyan visit Singapore to promote 'Cosmos: A Spacetime Odyssey' by National Geographic Channel
天体物理学家 Neil deGrasse Tyson 博士及执行制作人 Ann Druyan 在新加坡出席于当地国家地理频道播放的「宇宙时空之旅」宣传活动
3. 'The Walking Dead Season 5' media premiere for FOX International Channels is enthusiastically received
FOX International Channels 的「The Walking Dead」第五季媒体首映会
4. Twelve contestants of the reality TV show, 'Supermodelme', make their catwalk debut at the Gnossem fashion show in Singapore
电视实况节目「Supermodelme」的12位参赛者于新加坡的 Gnossem 时装展首次亮相·并担当模特儿
5. The lead actor and actress of the Korean drama 'Emergency Couple' make a special celebrity appearance in Singapore
韩国剧集「急诊男女」主角出席新加坡商场活动

第三十八屆香港國際電影節

The 38th Hong Kong International Film Festival



Agnès B. attends the premiere of 'My Name is Hmmm...' at the 38th Hong Kong International Film Festival
Agnès B. 出席第三十八屆香港國際電影節電影「My Name is Hmmm...」首映禮



SPRG assists HotelClub, an online hotel booking community owned by Orbitz Worldwide, to raise its awareness in China
縱橫公衆集團為 Orbitz Worldwide 旗下的網上酒店預訂服務供貨商「好客邦」(HotelClub) 提升品牌在內地的認知度



Lifetime, a cable and satellite television channel owned by A+E Networks, successfully holds a media conference for its groundbreaking programme, 'Resurrection'
A+E Networks 旗下衛星電視頻道 Lifetime 為其全新節目「Resurrection」舉行媒體發布會



Andrew Cowen, Deputy CEO of HK Express, officially announces the launch of 1HKD tickets promotion to celebrate its 1st anniversary
為慶祝香港快運航空一周年，行政副總裁 Andrew Cowen 宣布公司推出「一快錢」機票優惠



Sentosa Leisure Management and its returning partner GMM Tai Hub transform the Sentosa Spooktacular into a haunted residential zone 'Laddaland', with a novel more immersive and integrated experience for visitors
Sentosa Leisure Management 再次與 GMM Tai Hub 合作，將 Sentosa Spooktacular 打造成鬧鬼住宅區「Laddaland」，為遊客帶來全新、猶如身臨其境的綜合體驗



Shama, the serviced apartment brand under Thailand's ONYX Hospitality Group, has opened its first serviced apartment 'Shama Heda' in Hangzhou
泰國酒店集團 ONYX 旗下服務式公寓品牌「莎瑪」於杭州開設首座「Shama Heda」服務公寓



Ma Ying-jeou, President of Taiwan and Lin Yung-lo, Minister of Foreign Affairs, celebrate the 10th anniversary of the collaboration between the Taiwan Ministry of Foreign Affairs and Discovery Channel
台灣總統馬英九及外交部部長林永樂同賀 Discovery Channel 及中華民國外交部合作 10 周年



Some 15,000 revellers welcome the new year at the Siloso Beach Party in Sentosa, Asia's largest beach countdown party
15,000 人於除夕當天齊集聖淘沙，出席亞洲最大型的沙灘倒數派對 Siloso Beach Party，一同迎接 2015 年的來臨

HEALTH AND WELLNESS | 健康及保健 |

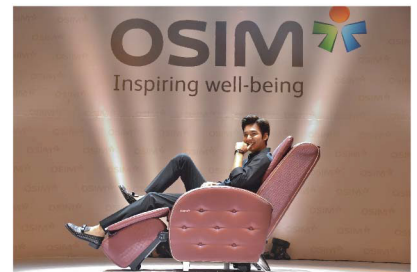


The 'Team Fitbit' participates in the 'Shanghai International Marathon 2014' sporting their 'Fitbit Flex wristbands'
「Fitbit 乐活跑团」与他们的「Fitbit Flex 时尚智能乐活手环」出赛「2014上海国际马拉松赛」



3M FUTURO has organised the 5-mile '3M FUTURO Hero Run', a novel concept to promote sport injury prevention
3M FUTURO举办5公里的「3M FUTURO Hero Run」·旨在提倡运动前防护的重要性

Selina Wang, Head of Asia Pacific, Global Marketing & B2B of Oregon Scientific, presents the latest edition of its innovative 'Smart Dynamo 2+ activity tracker' to the media in its shop
Oregon Scientific 环球市场推广总监王奚佩珠于店内向媒体展示改良版「Smart Dynamo 2+ 活动监测手带」



Korean actor Lee Minho turns on the charm to thousands of fans and over a hundred media at the 'OSIM u Diva x Lee Minho Fan Meet', greeting them in Cantonese
韩国演员李敏镐在「OSIM 小天后与李敏镐的约会」活动上向数千名粉丝及逾百个媒体施展魅力·并以广东话向他们问好



The launch of 'Pomi-T', a scientifically formulated natural whole-food supplement, is successfully held in Singapore
经科学配方研制的纯天然复合营养补充素「Pomi-T」正式登陆新加坡



Sponsored by Lilly Taiwan, '4 Good, I can live healthier' is a cancer education programme introduced by the Hope Foundation for Cancer Care to promote the '4 Good' approach to overcoming cancer - 'Learn about it', 'Face it', 'Understand it' and finally 'Beat it!'
台湾礼来支持癌症希望基金会的癌症教育计划「4 Good 我能更健康的活着」·宣扬「抗癌关键 4 Good」- 学习「认识它」、「正视它」、「了解它」、进而「打败它」



The Ministry of Manpower Singapore launches its second 'Harmony@Workplaces Photo Contest' to promote the importance of respect in the workplace
新加坡人力资源部致力推动融洽和谐的工作环境·透过举办第二届「Harmony@Workplaces 摄影比赛」带出同事间彼此尊重的重要性



Hong Kong Deposit Protection Board holds large-scale events at 10 selected Fortune malls to promote its community education initiatives – 'Ensure your Protection, Save with Confidence'
香港存款保障委员会于十个「置富 Malls」商场举办大型社区教育活动「存款保障至安心」

The award ceremony of the 'Youth Entrepreneurship Competition 2014' organised by the Youth Council
由青年议会主办的「创业型人」青年创业大赛2014颁奖典礼



Chairman of the Southern District Council, Chu Ching-hong, JP, officiates at the annual Mid-Autumn fire dragon dance
南区区议会主席朱庆虹太平绅士为一年一度的《爱上南区》：《中秋火龙节》主持点睛及簪花挂红仪式



The opening ceremony heralds the Investor Education Centre's inaugural financial literacy forum
投资者教育中心举办的金融理财知识和能力论坛开幕礼



Jonathan Richards from Google Sydney Creative Lab presents 'The Cube' – an experimental interactive storytelling platform at the Google Think Platform before an attentive audience

澳洲悉尼 Google Creative Lab 的代表 · Jonathan Richards 在 Google Think Platform 上展示实验性故事创作互动平台「The Cube」



The long-awaited launch of LG G3 phones in Singapore

LG G3 手机新加坡发布会



Logitech invites over 120 players to its free gaming event 'The Logitech G Experience' to promote and strengthen the gaming culture in Singapore

罗技邀得超过120位玩家出席在新加坡举行的免费网络游戏体验活动「The Logitech G Experience」·藉此宣传及强化当地网络游戏文化



1. Media launch of Lenovo's 'Yoga 3 Pro' and 'Yoga Tablet 2' attracts widespread attention
联想向媒体发布2014年系列新品「Yoga 3 Pro」及「Yoga Tablet 2」·引起广泛关注

2. T Star unveils its first 4G corporate identity system, a prelude to the deployment of a 4G LTE network to support its mobile service
台湾之星公布自家企业识别系统·意味4G LTE网络开台进入倒数期

3. A-Lin, endorser of Sony's High-Res Audio series, presents the latest headsets
Sony 高解析音质系列代言人 A-Lin 展示最新耳机



Email marketing service provider, GetResponse, successfully launches in Asia

电邮营销服务供应商 GetResponse 亚洲发布会



Jiang Chao, Vice President and Chief Financial Officer of Coolpad Group, is interviewed by Bloomberg at company headquarters in Shenzhen

酷派集团副总裁兼财务总监蒋超于深圳总部接受彭博通讯专访



Deloitte Touche Tohmatsu media conference
德勤·关黄陈方会计师事务所媒体发布会



Bank J. Safra Sarasin Limited, Hong Kong Branch holds an informative media briefing on 'Global Economic Outlook and Investment Strategies'
瑞士嘉盛银行香港分行「全球经济前景及投资策略」媒体简布会



'Islamic Finance Certification Award Ceremony' is organised by the Islamic Banking and Finance Institute Malaysia (IBFIM)
马来西亚伊斯兰银行和金融研究所举办的「伊斯兰金融证书颁奖典礼」



Chinatrust and ANA partner for a credit card launch
中国信托及 ANA 联名卡上市媒体发布会



The 'ANZ Business Leaders Forum 2014' held by the Australia and New Zealand Banking Group (ANZ)
澳新银行集团举办的「澳新银行商业领袖论坛2014」



Commissioned by Convoy Financial Group, Public Opinion Programme, The University of Hong Kong conducts a survey on Hong Kong people's life goal and approaches towards financial management
康宏金融委托香港大学民意研究计划调查香港人的人生目标及理财态度



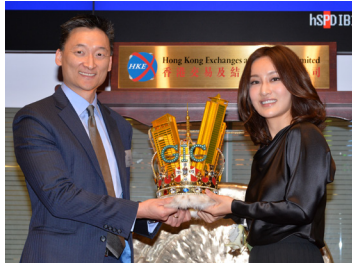
'Directors Of The Year Awards 2014' cocktail reception and awards presentation organised by The Hong Kong Institute of Directors
香港董事学会的「2014年度杰出董事奖」酒会及颁奖礼

INVESTOR RELATIONS | 投資者關係





IPO COMMUNICATIONS | 新上市传讯 |





SPRG proudly serves as the Official PR Partner for 'Mines and Money Hong Kong' for the fourth consecutive year
纵横公关集团连续四年成为「Mines and Money Hong Kong」大会指定公关伙伴



'3rd Asian Mediation Association Conference' is successfully concluded
「第三届亚洲调解协会国际研讨会」圆满落幕



Guests are enthusiastic at the demonstration booths during Techtronic Industries (TTI) Supplier Conference 2014
嘉宾对创科实业于2014供货商会议上设置摊位示范产品感兴趣



SPRG is the Official PR Partner for the 'IR Magazine Awards & Conference - Greater China 2014'
纵横公关集团成为「IR Magazine 2014 大中华地区会议暨颁奖典礼」大会指定公关伙伴



Lenovo Founder, Liu Chuanzhi, analyses China's latest manufacturing growth at UC RUSAL President's Forum
俄铝校长论坛 - 联想集团创始人柳传志分享中国制造业最新发展



SPRG professionally supports the Moscow City Government during the 'Moscow: City for Business' panel session at the 'MIPIM Asia 2014'
纵横公关集团负责筹办莫斯科市政府于「MIPIM Asia 地产领袖高峰论坛」中的「Moscow: City for Business」专题座谈会



Over 20 internationally renowned design masters have been invited to speak at the conference and forums during the 'Knowledge of Design Week 2014' organised by Hong Kong Design Centre
逾廿位国际级大师出席由香港设计中心主办的设计「智」识周2014·并于会议及研讨会中演讲



Some 6,000 visitors from 53 countries attend the '7th SIGGRAPH Asia 2014' at the Shenzhen Convention and Exhibition Center
在深圳会展中心举行的「第七届 SIGGRAPH Asia 2014」吸引了6,000多名来自53个国家的参观者到场



Kevin Taylor, President of AMEA, BT Global Service, shares his ideas about the business growth, financial performance and regional development at its 'Annual Influencer Summit AMEA'
英国电讯公司亚太、中东及非洲区总裁 Kevin Taylor 于「Annual Influencer Summit AMEA」上向出席媒体分享了集团的商业增长、财政表现及区域发展



SPRG is the Official PR Partner for the '4th Annual Asia Counsel-to-Counsel Exchange'
纵横公关集团成为第四届「亚洲法律顾问交流峰会」的大会指定公关伙伴

BLOGGER AND INFLUENCER ENGAGEMENT | 博客与影响者营销活动

#带着鹰唛去旅行#

活动时间: 9月28-10月15日
参与方式: 转发微博, 分享你的位置@你的三个小伙伴:
 如我在厦(享受各岛美食呢, 不要羡慕哦)
 活动奖品:
 特等奖: 户外旅行背包+鹰唛炼奶一支 (1名)
 参与奖: 鹰唛炼奶一罐 (10名)
 @雀巢鹰唛

炼奶奶油蛋糕

雀巢鹰唛炼奶

雀巢鹰唛炼奶

【私房甜品】百合红枣银耳花生养颜汤

雀巢鹰唛炼奶

Nestlé Eagle Sweetened Condensed Milk launches a Weibo interactive campaign 'Bring Your Eagle to Vacation' during China's October Golden Week to encourage travellers to bring along, take pictures of its products, and upload to Weibo to win great prizes. 雀巢趁十一黄金周举行「带着鹰唛去旅行」互动活动, 鼓励旅游者带备鹰唛炼奶产品, 拍下照片并在微博上分享, 赢取奖品。

Nicole Yip
Beauty, Lifestyle, Fashion

muffnang
Asia-Pacific's First Blog Advertising Community

Herbalife SKIN Launching Event & Products Review

Refresh and Rejuvenate. Results in 7 Days.



Beauty bloggers try out the 'Herbalife SKIN Care' series at the media launch event. 美容版博客于康宝莱「Herbalife SKIN」护肤系列媒体发布会上体验产品。

Lipstiq

FORUMS ENTERTAINMENT FASHION LIFESTYLE BEAUTY SEX & RELATIONSHIPS

Life Well Lit With Transitions Signature Lenses

1 day ago Mikanie Chaili Lifestyle Add comment

SHARES 0

FACEBOOK TWITTER LINKEDIN GOOGLE+

Makers of photochromic lenses, Transitions Optical introduces their range of revolutionary Transitions® Signature™ lenses.



The brand's tagline, "Life Well Lit" promises its users greater adaptability when it comes to various light conditions. The new generation of Transitions lenses is developed from the latest Chroma7™ technology along with an exclusive measurement methodology testing - LifeGeo™ - these elements will provide its wearer with a superior and more comfortable wearing experience.

TOKYO 1,928 FAVORITES
OSAKA 1,908 FAVORITES
HANOI 1,948 FAVORITES
BANGKOK 1,898 FAVORITES

49k Fans 2k Followers 188 Subscribers
849 Followers 8k Posts 2k Comments

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7 Photography Tips You Didn't Know Your Smartphone Can Do

7 Kinds Of Guys You Shouldn't Date

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ADVERTISE

Transition
malaysia.com
Professional, Qualified Optometrist For Your Eye Care At Malaysia Optical

An Afternoon With Transitions Signature VII

Posted on October 1, 2014 by Janice • 2 Comments



What better place to showcase Transitions Signature VII, located the lens that changes colour from bright and sunny to sunny to sunny. Last week, we made our way there to witness the launch of these amazing state of the art lenses complete with a test run at the Sunway Vistas Park.

Zahiq CoolSculpting KL
malaysia.com



From the start of the event, we were just having fun with the people available for sales.



'Transitions Signature Adaptive Lenses' blogger engagement event
「全视线全日光镜片」举行博客产品体验活动

歐陽妮妮
Public Figure

Timeline About Photos Likes Videos

August 10, 2014 · Edited

收工回家看到這張照片
突然覺得幸福可以好簡單...
跟全家人一起拍照就是我的小幸福♥... See More



Like · Comment · Share · 232,967 762 586

樂樂小公主
Public Figure

Timeline About

樂樂小公主
今天就是幸福時刻... 跟大家一起分享我的幸福時刻... 跟大家一起分享我的幸福時刻...

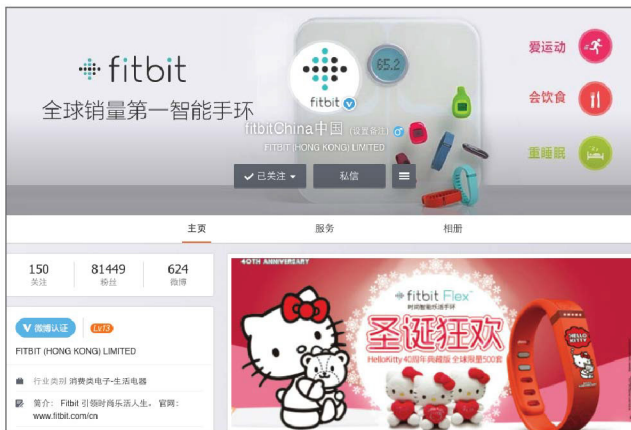
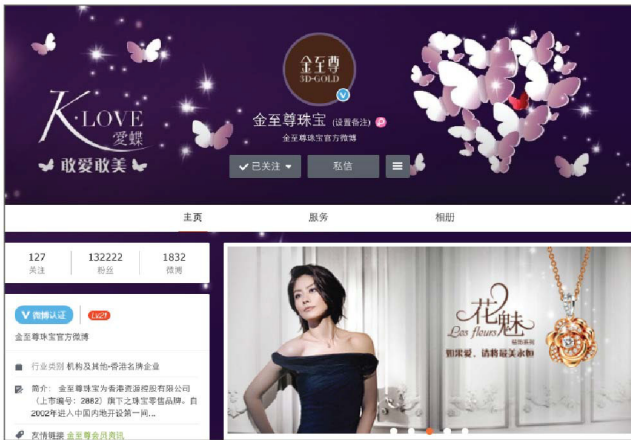
姜小魚一家
Author

姜小魚一家
今天就是幸福時刻... 跟大家一起分享我的幸福時刻... 跟大家一起分享我的幸福時刻...

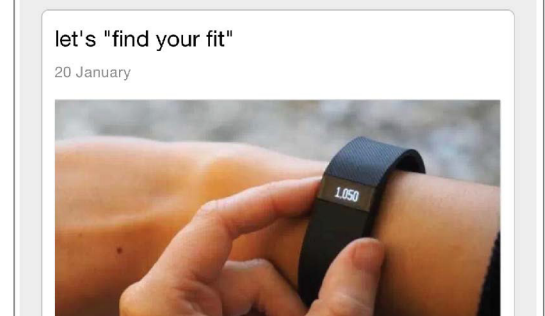


P&G creates the 'Happy Moment' to drive consumer engagement where mom influencers are invited to reveal and celebrate their uniquely happy moments with P&G products on social media. The campaign attracted the following of thousands, particularly mothers

为提升消费者对品牌的参与度，宝侨家品推出了「Happy Moment」。透过邀请已为人母的影响者在其社交网站上分享如何利用宝侨家品旗下产品，去发掘及创作一个专属、独特的「Happy Moment」，成功吸引过千主要为母亲的参加者



SPRG now specialises in holistic digital media marketing, from conceptualising, strategic content planning and development, to social outreach and community management. 纵横公关集团提供专业全面的电子媒体营销, 包括概念创作、内容策划及编排、社交媒体及群组管理等服务





1. Chinatrust Charity Foundation celebrates the 30th anniversary of 'Light up a Life' – Taiwan's longest-running charity fundraising campaign with the largest amount of money raised
中国信托慈善基金会庆祝台湾历史最悠久、金额最高的全民募款活动「点燃生命之火」成立三十周年
2. Jia Yong-jie, ambassador of Ronald McDonald House (RMH) Charities Taiwan, makes beanie bears with RMH volunteers as gifts to sick children in residence there
麦当劳慈善基金会爱心大使贾永婕与基金会志工们亲自缝制「花格麦麦熊」送给入住麦当劳叔叔之家的病童
3. The 'P&G 6 Minutes Protect a Life' campaign ambassador Lin Chi-ling leads a keen team of cancer survivors to perform as cheerleaders to celebrate the brand's 20th anniversary in Taiwan
台湾「P&G 6分钟护一生」为庆祝迈入20周年·活动大使林志玲率领癌友们组成女子啦啦队·发放正向美丽的能量



Sun Jian-feng, Vice President of Hong Kong Airlines, and Ron Ng, ambassador of 'Triumph Sky High' Junior Programme, share a moment with the student participants
香港航空副总裁孙剑峰及「飞上云霄」学生航空体验计划活动大使吴卓羲与同学们合照

Diving champion, Guo Jing-jing is appointed as UNICEF Hong Kong Ambassador to support charitable work for improving maternal and children's healthcare in China
跳水金牌女将郭晶晶获委任为联合国儿童基金香港委员会大使·为改善中国贫困地区母婴健康服务筹款

24

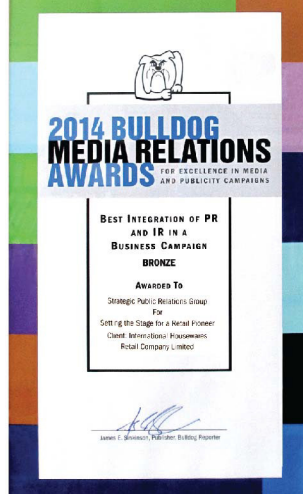
Awards in 2014 alone!

Apart from the industry awards,
the Group has also earned
over 15 accolades in recognition of
SPRG's CSR efforts:





2014 傑出公關獎頒獎典禮
Distinguished Public Relations Awards



能=聆 共融機構 Inclusive Organisation
僱主機構 Employer Organisation 2013-14
勞工及福利局頒發 Awarded by Labour and Welfare Bureau



Congratulate all our clients for the honours and awards received in 2014
祝贺客户于2014年屡获殊荣



瑞聲科技
AAC Technologies

Corporate Governance Asia
亚洲企业管治

Corporate Governance Asia Recognition Awards
亚洲企业管治大奖
Asia's Most Promising Company on Corporate Governance
亚洲最具潜力企业管治奖

The Asset
财资

Triple A Greater China Awards
Triple A 大中华地区奖项
Greater China Awards for Corporates (Innovation Category)
大中华地区企业奖项 (创新组别)

The Chamber of Hong Kong Listed Companies and the Centre for Corporate Governance and Financial Policy, Hong Kong Baptist University
香港上市公司商会及香港浸会大学公司治理与金融政策研究中心

Hong Kong Corporate Governance Excellence Awards
(Hang Seng Composite Index Constituent Companies Category)
香港公司治理卓越奖
(恒生综合指数成份股公司类别)



FinanceAsia

Asia's Best Companies Poll 2014 (Hong Kong)
2014年亚洲最佳企业选举 (香港区)
1st – Best Small-cap
最佳小型企业 – <第1位>



Economic Digest
经济一周

Hong Kong Outstanding Enterprises
香港杰出企业



Ta Kung Pao
大公报

China Securities Gold Bauhinia Award
中国证券金紫荆奖
Best Corporate Social Responsibility
最具社会责任感上市公司



Institutional Investor Magazine
机构投资者杂志

Best Investor Relations Award
最佳投资者关系奖

Yazhou Zhoukan
亚洲周刊

Highest Market Value Enterprise Award
最大市值企业大奖



FinanceAsia

Asia's Best Companies Poll 2014 (Hong Kong)
2014年亚洲最佳企业选举 (香港区)
3rd – Best Mid-cap
最佳中型企业 – <第3位>



Economic Digest
经济一周

Hong Kong Outstanding Enterprises
香港杰出企业



Ta Kung Pao
大公报

China Securities Gold Bauhinia Award
中国证券金紫荆奖
Listed Company with Highest Investment Value
最具品牌价值上市公司



metroBox
都市盛世

Prime Awards – Best Brand Enterprise in Greater China
大中华卓越商誉品牌奖 – 金奖



Shanghai Public Relations Association
上海市公共关系协会

Silver – Shanghai PR Awards for Excellence
上海市优秀公共关系案例评选 – 银奖



FinanceAsia

Asia's Best Companies Poll 2014 (Hong Kong)
2014年亚洲最佳企业选举 (香港区)

Mr Anthony Ang Meng Huat, CEO
1st – Best CEO
洪明发先生, 行政总裁
最佳行政总裁 – <第1位>

1st – Most Committed to a Strong Dividend Policy
最致力维持优厚派息政策 – <第1位>

1st – Best Corporate Governance
最佳企业管治 – <第1位>

1st – Best Corporate Social Responsibility
最佳企业社会责任 – <第1位>

1st – Best Investor Relations
最佳投资者关系 – <第1位>

1st – Best Managed Company
最佳管理公司 – <第1位>

1st – Best Mid-cap
最佳中型企业 – <第1位>

Asiamoney
亚洲货币

Best Managed Company in HK – Mid Cap
香港最佳管理企业 – 中型企业

Corporate Governance Asia
亚洲企业管治

Asia's Outstanding Company on Corporate Governance
亚洲卓越企业管治公司



Marketing magazine

Marketing Excellence Awards

Gold – Excellence in Sponsorship Activation
优秀赞助活动 – 金奖



Marketing magazine

PR Awards Hong Kong

Bronze – Best Investor Relations Campaign
投资者关系传讯项目 – 铜奖



an indirect wholly-owned subsidiary of International Housewares Retail Company Limited
国际家居零售有限公司之间接全资附属公司

Bulldog Reporter

Bronze – Best Integration of PR and IR in a
Business Campaign
最佳公关及投资者关系综合传讯项目 – 铜奖

Marketing magazine

PR Awards Hong Kong

Gold – Best IPO Strategy
新上市传讯项目 – 金奖

The Stevie Awards

The Stevie大奖

International Business Awards

国际商业大奖

Gold – Investor Relations
年度投资者关系传讯或公关项目 – 金奖



Institutional Investors

《机构投资者》杂志

Mr Yang Yuanqing, Chairman & CEO

Best CEO (Technology/Hardware)

杨元庆先生, 董事长兼首席执行官
最佳首席执行官 (科技/硬件公司)

Mr Wong Waiming,

Executive Vice President & CFO

Best CFO (Technology/Hardware)

黄伟明先生, 高级副总裁兼首席财务官
最佳首席财务官 (科技/硬件公司)

Mr Gary Ng, Vice President (Investor Relations)

Best IR Professional (Technology/Hardware)

吴沛华先生, 副总裁 (投资者关系)
最佳投资者关系专员 (科技/硬件公司)

Best IR Company (Technology/Hardware)

Buy-side and Sell-side

最佳投资者关系公司 – 买方及卖方
(科技/硬件公司)

FinanceAsia

Best China Deal –

Lenovo acquired IBM x86 server business

中国最佳交易个案 –
联想收购IBM x86服务器业务

The Chamber of Hong Kong Listed Companies and the Centre for Corporate Governance and Financial Policy, Hong Kong Baptist University

香港上市公司商会及香港浸会大学公司治理与金融政策研究中心

Hong Kong Corporate Governance

Excellence Awards

(Hang Seng Composite Index Constituent Companies Category)

香港公司治理卓越奖

(恒生综合指数成份股公司类别)

Sustainability Excellence Award

持续发展卓越奖

Hong Kong Institute of Certified Public Accountants

香港会计师公会

Platinum – Best Corporate Governance

Disclose Award

(H-share Companies and Other Mainland Enterprise Category)

最佳企业管治资料披露大奖 – 白金奖

(H股公司及其他中国内地企业组别)



Marketing magazine

PR Awards Hong Kong

Gold – Best Investor Relations Campaign
投资者关系传讯项目 – 金奖

Bronze – Best IPO Strategy

新上市传讯项目 – 铜奖

The Stevie Awards

The Stevie大奖

International Business Awards

国际商业大奖

Silver – Investor Relations

年度投资者关系传讯或公关项目 – 银奖

Bronze – Issues Management

年度危机及议题管理传讯或公关项目 – 铜奖

PMAA Dragons of Asia

Bronze – Best Use of Public Relations

最佳公关应用 – 铜奖

PublicAffairsAsia

Winner – Corporate Financial Communications

企业财经传讯项目 – 大奖



DHL/SCMP Hong Kong Business Awards

DHL/南华早报香港商业奖

China Company Award

杰出中国公司奖



Marketing magazine

Marketing Events Awards

Bronze – Best Event for a Targeted Community

最佳目标社群活动 – 铜奖



Marketing magazine

Loyalty and Engagement Awards

Gold – Best Engagement Strategy by a Government/Community
最佳政府/社区项目 – 金奖

MARKies Singapore

Best Idea – Public/Media Relations
最佳构思 – 公众/媒体关系

PR Awards Singapore

Best Insights – Driven PR Campaign
最佳分析基础公关活动

The Stevie Awards

The Stevie大奖

International Business Awards
国际商业大奖

Bronze – Public Service (Asia)
公众服务 (亚洲) – 铜奖



Capital Magazine

资本杂志

Leader of Excellence Award
资本杰出领袖

Economic Digest

经济一周

Hong Kong Outstanding Enterprises
香港杰出企业

Ernst & Young

安永国际会计师事务所

Entrepreneur of The Year China
企业家奖 – 中国

Guandian Real Estate New Media

观点地产新媒体

Best Developer of Trade Logistics
最佳商贸物流开发商



Corporate Governance Asia

亚洲企业管治

Mr Ip Chi Sing, Chairman of the Group
Asian Corporate Director Recognition Awards
叶志成先生, 集团主席
亚洲企业董事奖

Asian Excellence Recognition Awards
亚洲卓越大奖

Best CSR
最佳企业社会责任

Best Environmental Responsibility
最佳环境责任

Best Investor Relations Company
最佳投资者关系公司

Asia's Best CEO (Investor Relations)
亚洲最佳行政总裁 (投资者关系)

Corporate Governance Asia Recognition Awards
亚洲企业管治大奖

Asia's Icon on Corporate Governance
企业管治典范

Asiamoney

亚洲货币

Corporate Governance Poll
最佳企业管治评选

Overall Best Company in HK for Corporate Governance
香港整体最佳企业管治公司

Best for Disclosure & Transparency in HK
香港最佳资讯披露及透明度

Best for Responsibilities of Management and the Board of Directors of HK
香港最佳管理层及董事会责任

Best Investor Relations in HK
香港最佳投资者关系

Best Managed Companies in HK – Small Cap
香港最佳管理小型企业

Best of Best Managed Company in HK – Small Cap
香港最佳管理小型企业典范

The Asset

财资

Triple A Greater China Awards
Triple A 大中华地区奖项

Gold – Financial Performance, Corporate Governance, Social Responsibility, Environmental Responsibility and Investor Relations
财务表现、企业管治、社会责任、环境责任及投资者关系 – 金奖



Federation of Hong Kong Industries

香港工业总会

Mr Eric Cheung,
President & Executive Director
Young Industrialist Awards of Hong Kong
张栋先生, 总裁兼执行董事
香港青年工业家奖



Federation of Hong Kong Industries

香港工业总会

Mr Wesley Lee, CEO & Executive Director
Young Industrialist Awards of Hong Kong
李友情先生, 行政总裁兼执行董事
香港青年工业家奖



IR Magazine

Best Use of Technology – Greater China
最佳科技应用 – 大中华



Asiamoney

亚洲货币

Corporate Governance Poll
最佳企业管治评选

Overall Best Company in China for Corporate Governance
中国整体最佳企业管治公司

Best for Disclosure and Transparency
中国最佳资讯披露及透明度

Best for Shareholders' Rights and Equitable Treatment
中国最佳股东权益及公平待遇

Best for Responsibilities of Management and the Board of Directors
中国最佳管理层及董事会责任

Best for Investor Relations
中国最佳投资者关系

Best for Corporate Social Responsibility
中国最佳企业社会责任



Euromoney

Best Managed Company in Asia – Consumer Goods/Retail Sector
亚洲最佳管理公司 (消费品/零售业)

