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STANDING
ON THE CUSP
OF A NEW ERA
伫立于新时代的浪尖

SPRG

YEARBOOK 2023

STANDING ON THE CUSP OF A NEW ERA

伫立于新时代的浪尖

In 2023, the world turned a new page, bidding farewell to the pandemic and embarking on a path towards a more promising sense of normalcy. However, global markets were in the midst of significant change, driven by the forces of geopolitics, technology, and finance. These factors are reshaping the world and, as a result, the future seems even more uncertain.

In the face of these challenges, SPRG has managed to achieve an increase in both revenue and profit. This impressive accomplishment is a testament to the unwavering trust and support of our valued clients and stakeholders. It is also a reflection of the Group's collective efforts in retaining talented individuals, the resilience demonstrated by our colleagues, and the continued drive to enhance professionalism within our Group.

We continued to expand both our service offerings and geographical coverage. We welcomed our new member company - Muse Consultancy Group Limited ("Muse") on 1 January 2023. Muse has a strong presence in the healthcare and pharmaceutical sectors. The acquisition diversifies our service offerings and expertise, and further strengthens our existing government relations and public affairs capabilities following the acquisition of AsiaNet Communications Limited in 2016.

We also increased our stake in Financial & Corporate Relations Pty Limited ("FCR"), becoming the majority shareholder. With almost 40 years of proven experience in the investor relations, corporate and financial communications industry in Australia, the investment enables SPRG to benefit from transcontinental collaborations and new synergies.

At SPRG, we have not only weathered the pandemic, but emerged from it stronger, and better equipped to navigate the ever-evolving digital age. Leveraging the power of technology, we have fostered collaborations, improved communication, and delivered exceptional results for our clients. Our receipt of 25 prestigious awards stands as

我们在2023年正式击退世纪疫情,向复常的道路迈进。然而在地缘政治、经济、技术相互博弈、相互牵制下,全球市场正在经历重大变动甚或世界格局将被重塑,当下形势似乎更加云谲波诡。

纵使环境如此复杂多变,纵横公关顾问集团的收益和利润依然取得增长。这不仅有赖于客户和持份者的无限信任和支持,同时更反映出集团在艰难时期为保留人才所作出的努力,同事们在逆境中展现的韧力和不断提升专业能力取得了显著成效。

我们在服务范畴和地域方面得到进一步拓展—慧思顾问集团有限公司(「慧思」)在2023年1月1日成为集团的新成员。慧思在医疗保健和制药专业极具优势、为集团注入新的专才,它的加盟使集团的服务更加多元化,同时使我们在2016年所收购的亚联政经的政府关系和公共事务板块更加丰富。

我们还增加了Financial & Corporate Relations Pty Limited (「FCR」)的持股量成为其主要股东。FCR雄踞澳洲的投资者、企业及财经资讯顾问服务行业近40年,纵横公关顾问集团通过本次部署受惠于跨洲/国合作及新的协同效应。

纵横公关顾问集团从世纪疫情中顺利过渡并变得更强大,我们也作好充分准备,在瞬息万变的数字化时代阔步前进。可以看到,我们借助科技的发展提升服务效能,以更加高效的沟通和技能促成合作,已经成功助力客户取得更大成果。

compelling proof of our unwavering commitment to providing outstanding solutions, even in challenging times. It is worth mentioning that this is the tenth time that SPRG has been named winner of PR Agency of the Year in Asia, Australia and New Zealand, and in Asia (China, Japan and Korea). On a personal note, I am honoured to have been made a Fellow Member of the Hong Kong Institute of Marketing in recognition of my contributions to the field of public relations. This recognition follows my induction into the HKIM Distinguished Hall of Fame in 2022.

As we eagerly anticipate the arrival of SPRG's 30th anniversary in 2025, we are filled with excitement about the boundless possibilities that await us. We will remain committed to growth on many fronts, with a particular emphasis on upholding our core values of integrity, innovation, and client-centricity. We will continue to prioritise the needs of our clients, adapt to market dynamics, and seize emerging opportunities. As we develop and grow with our teams, we remain dedicated to exploring ways for SPRG to prepare for the future while elevating our capabilities to new heights alongside our colleagues.

Finally, I would like to express my heartfelt gratitude to our clients, partners and dedicated colleagues for their unwavering support. Together, we have emerged stronger than ever. As we stand on the cusp of a new era, I am confident in our collective ability to seize the future and propel SPRG to unprecedented levels of success.

纵使挑战处处,我们依然贯彻始终,凭着为客户策划并执行的优秀方案获得25个奖项和殊荣;纵横公关集团更是第十次分别获得亚洲、澳洲及新西兰年度公关顾问及亚洲(中国、日本及韩国)年度公关顾问大奖。本人也因对公关行业的诸多贡献,继2022年荣获香港市务学会嘉许并邀请我晋身风云人物名人堂后,再度于2023年受邀成为学会会士。

纵横公关顾问集团将会在2025年迎来成立30周年志庆,我们殷切期盼在前方等待我们的无限可能。回应客户的需求一向是重中之重,我们同样顺应时势、调整步伐,筑基于诚信、创新和以客为尊的服务理念之上,抓紧崭新机遇,努力实现自我提升。我们将和团队共同成长,致力为集团探索迈向新道路,也将和同事携手共进、自我增值到达专业新高度。

最后,我要衷心感谢我们的客户、合作伙伴以及敬业的同事们的无限支持。只要齐心协力,我们会比以往任何时候都要强大。此时此刻,我们正好伫立于新时代的浪尖,我相信,集智聚力定能推动纵横公关顾问集团向更璀璨的未来迈进。



Richard Tsang
Chairman
主席曾立基

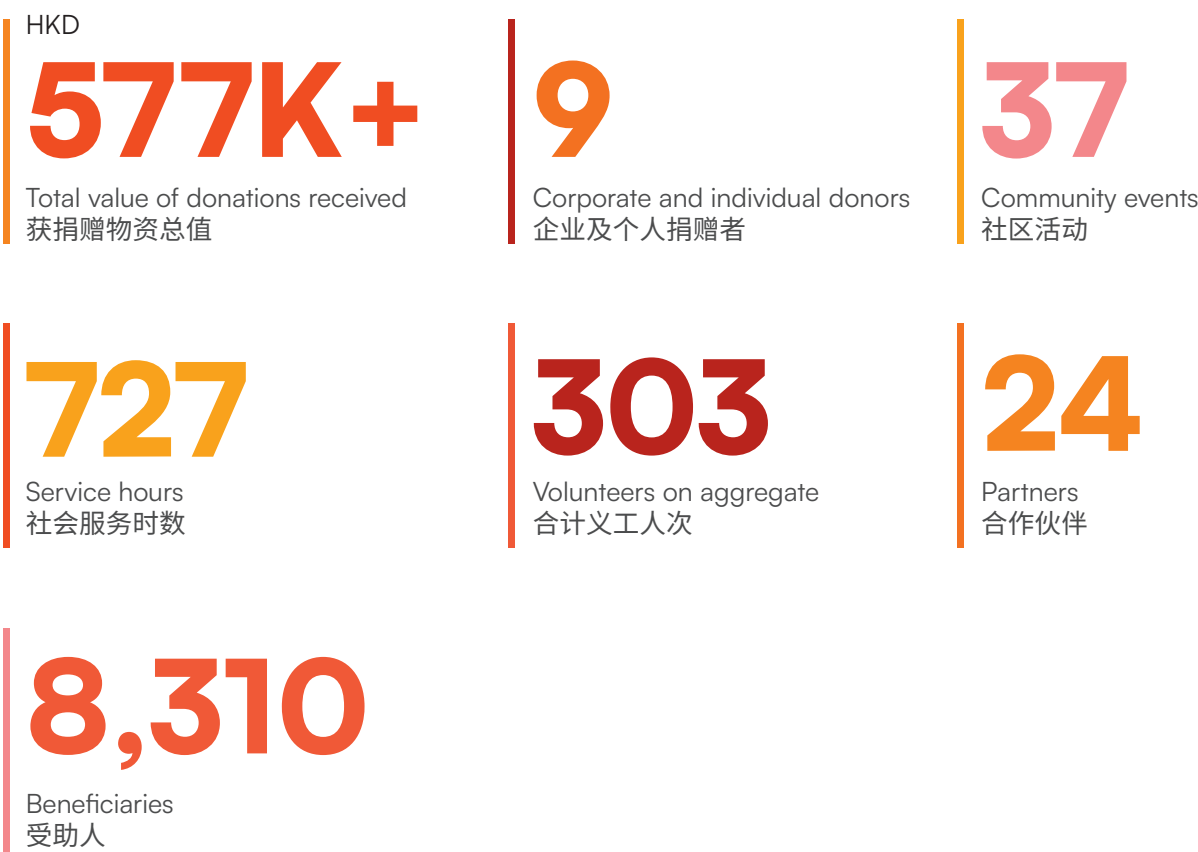
SPRGers MADE 2023 A BRILLIANT YEAR 共同成就2023



STRATEGIC CSR NETWORK 纵横社会责任网络



SCSR Achievements at a Glance in 2023 2023纵横社会责任网络成果



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Strategic Public Relations Group 纵横公共关系顾问集团	Strategic Financial Relations Limited 纵横财经公关顾问有限公司	Strategic Financial Relations (China) Limited 纵横财经公关顾问(中国)有限公司
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Chairman 主席	Managing Director 董事总经理	Managing Director 董事总经理
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General Manager 总经理	General Manager 总经理	General Manager 总经理
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Financial & Corporate Relations Pty Limited	HONG KONG 香港
James Murray	Montieth SPRG Communications Consultants Limited 盟天纵横传讯顾问服务有限公司
Managing Director	Joyce Lee 李欣婷
	Account Director 客务总监

GLOBAL NETWORK 环球网络



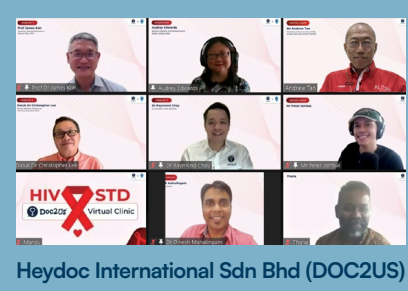
A cohesive global affiliation network covering 165+ cities
覆盖超过165个城市的全球公关联盟网络

SHINE A SPOTLIGHT ON SPRG CLIENTS

高光时刻



Hong Kong Publishing Federation Limited
香港出版总会有限公司



Heydoc International Sdn Bhd (DOC2US)



China Gas
中国燃气



Pan Asian
宏亚按揭



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Hong Kong Academy of Sciences
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HKSAR Government and HKTDC
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Pagoda Group
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Reiter Logitech
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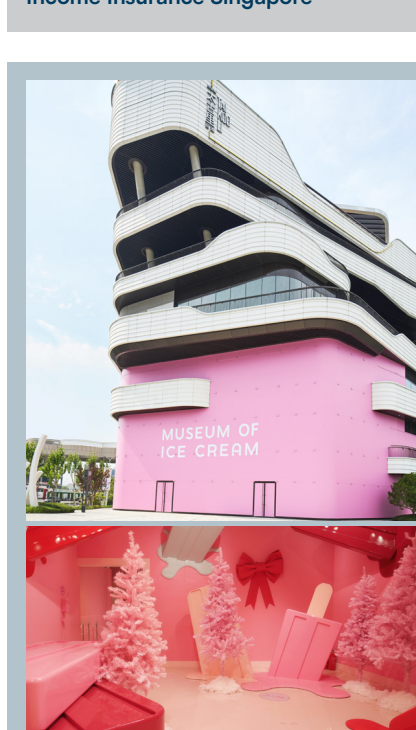
Prenetics



Carousell



The LKS Faculty of Medicine,
The University of Hong Kong
香港大学李嘉诚医学院



Museum of Ice Cream
冰淇淋博物馆



Think City Sdn Bhd



Hong Kong Public Relations Professionals' Association
香港公共关系专业人员协会



ClavystBio



Taiwan Millennium Health Foundation
千禧之爱健康基金会



JS Global
JS环球生活



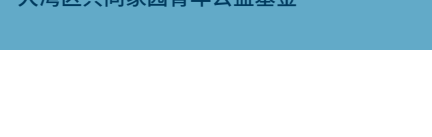
Regina Miracle
维珍妮



Majoris Group
明大企业集团



The LKS Faculty of Medicine,
The University of Hong Kong
香港大学李嘉诚医学院



Greater Bay Area Homeland Youth Community Foundation
大湾区共同家园青年公益基金



Master Insight
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Lenovo Group
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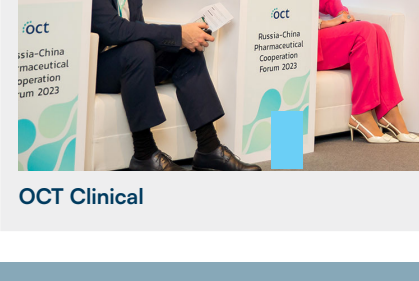
Blue Moon Group
蓝月亮集团



Taiwan Millennium Health Foundation
千禧之爱健康基金会



OCT Clinical



China Tower
中国铁塔



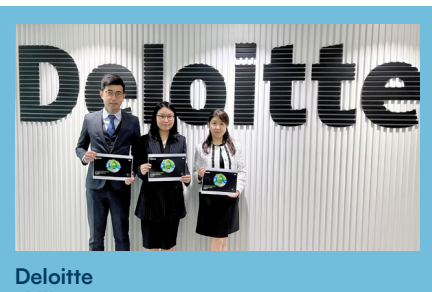
OrbusNeich
业聚医疗



Sino Biopharm
中国生物制药



China Communications Construction (ECRL) Sdn Bhd



Deloitte
德勤



Xinyi Group
信义系



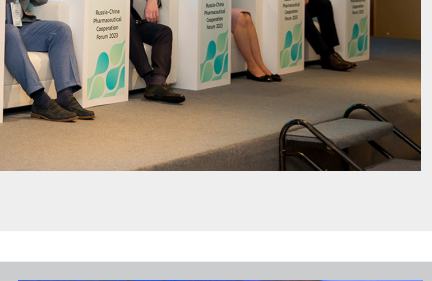
Xinyi Group
信义系



Hong Kong Investor Relations Association
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Commerce Development Research Institute
财团法人商业发展研究院



OCT Clinical



Persistence Resources Group
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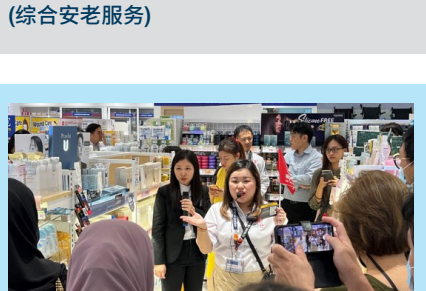
InvestED



China Power
中国电力国际发展有限公司



Hong Kong Chinese Christian Churches Union Kwong Yum Care Home (Integrated Aged Care Service)
香港华人基督教联合会广南颐养院 (综合安老服务)



Alpro Pharmacy



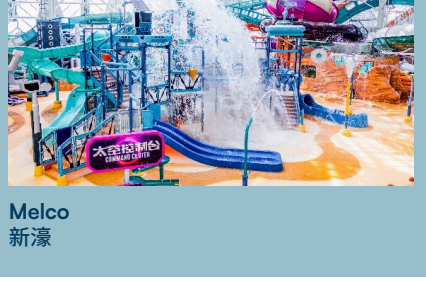
KRP Development
嘉创房地产



Yunkang Group
云康集团



Melco
新濠



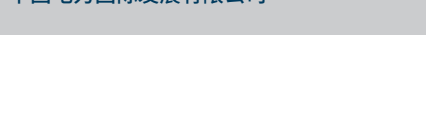
Precision Tsugami
津上精密机床



VeSync



Prudential
保诚



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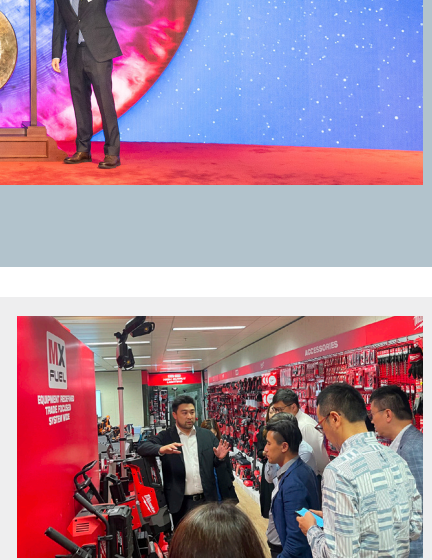
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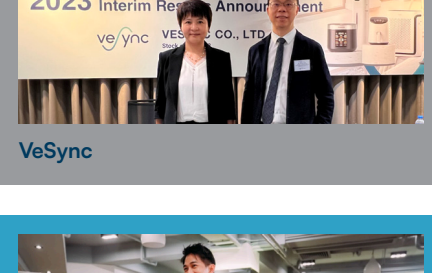
Yunkang Group
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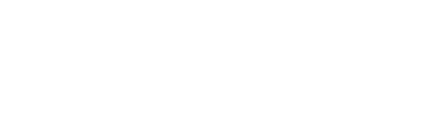
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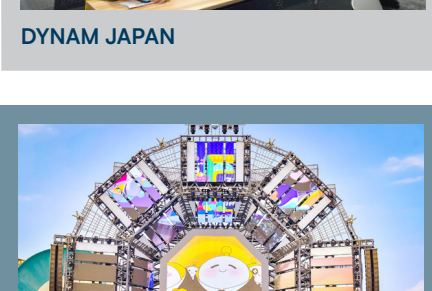
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Fairwood
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XXF Group Holdings Limited
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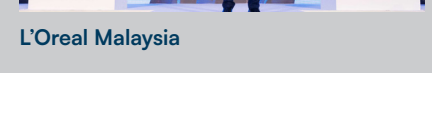
XXF Group Holdings Limited
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China Resources Medical
华润医疗



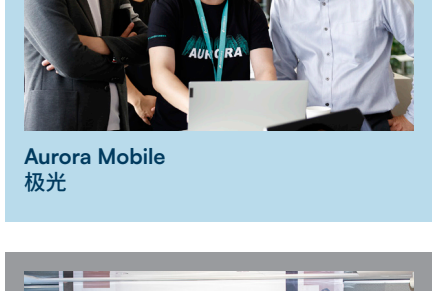
China Resources Power
华润电力



L'Oréal Malaysia



Aurora Mobile
极光



China Lilang
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Hong Kong International Film Festival Society
香港国际电影节协会



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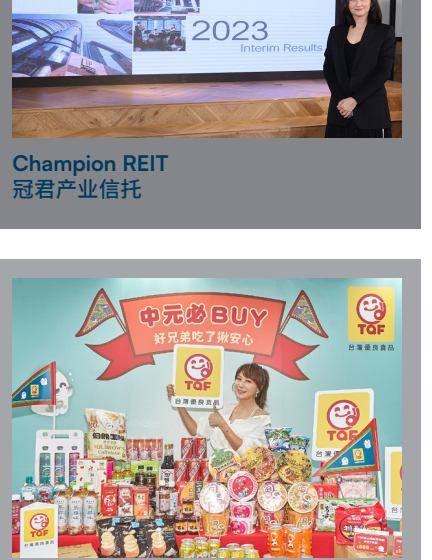
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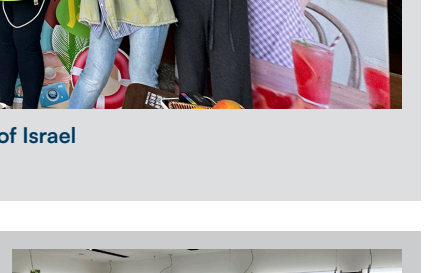
Champion REIT
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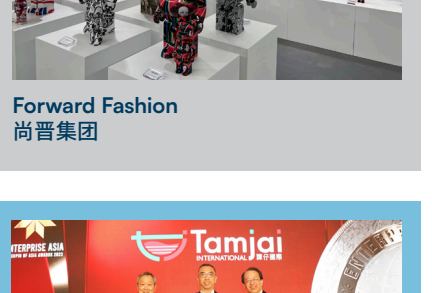
Total Quality Food Association
台湾优良食品发展协会



City University of Hong Kong
HK Tech 300



Sun Art
高鑫零售



Forward Fashion
尚晋集团



Tam Jai International
譚仔国际



China Resources Pharmaceutical
华润医药



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