

Richard Tsang
Global Chairman
PROI Worldwide
richard.tsang@sprg.com.hk

Allard W. van Veen
Global Managing Director
PROI Worldwide
avanveen@proi.com

PROI Worldwide Global Chairman Recognized as Innovator

The Holmes Report names Richard Tsang in inaugural Innovator 25 Asia Pacific 2016

(Hong Kong, 27 September 2016) – PROI Worldwide and Strategic Public Relations Group (SPRG) announced that Richard Tsang, PROI Worldwide’s Global Chairman and Chairman and Founder of SPRG, has been recognised by The Holmes Report in its inaugural Innovator 25 Asia-Pacific 2016 class. Launched in 2013, Innovator 25 has become an important barometer of innovation with regards to professionals from the marketing and communications field/ marketing and communications innovation. This year is the first time that innovators from the Asia-Pacific region have been recognised.

Under Richard’s leadership, SPRG has grown from a handful to staff to among the largest PR companies in Asia today, with 300 professionals working from 10 wholly-owned offices in the region. In the past two decades, Richard has initiated and led the Group to many first-of-their-kind PR programs, setting benchmarks for the PR industry in the process. He has extended his influence beyond the IR/PR arena to different business sectors and helped elevate the stature of the PR profession. In May, he was appointed Global Chairman of PROI Worldwide, the world’s largest partnership of independent communications companies – the first Asian to do so. In addition, Richard is Vice-Chairman of The PR Trust which is dedicated to supporting young professionals and students wanting to enter the communications profession, especially in developing countries. He also sits on more than 50 board, committee and advisory positions in business, religious, education and non-governmental organisations. He is a frequent speaker at global conferences and judges many PR campaign competitions. His professionalism and business achievements have been recognised by the PR industry and across various business sectors through numerous awards and accolades.

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

About Innovator 25

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

About PROI Worldwide

PROI Worldwide is the world’s largest partnership of integrated independent communications agencies founded in Europe in 1970. It is represented in more than 110 cities in 50+ countries, with 75 leading independent integrated communications partner companies and more than 5,000 experienced staff servicing 6,300+ clients worldwide. Founded forty-six years ago, PROI Worldwide’s combined fee turnover exceeds US\$702m., positioning PROI Worldwide as one of the world’s largest independent communications companies.