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PROI Worldwide Honors Richard Tsang, Chairman of Strategic Public Relations Group in Asia, with the Prestigious PROI Founders Award

PROI Worldwide is delighted to announce that [Richard Tsang](#), Chairman of [Strategic Public Relations Group in Asia](#), has been honored with the Founders Award. This prestigious accolade acknowledges his exemplary contributions and commitment to the global PR industry.

[Angela Scaffidi](#) Global Chair of PROI Worldwide and Founding Partner and Chair of SenateSHJ in Australia stated, "Richard Tsang exemplifies the spirit and vision of our community of independent communications agencies. His dedication to innovation, excellence, and collaboration has significantly enriched the PROI network and the broader industry. We are thrilled to recognise his remarkable achievements with the Founders Award."

Richard Tsang shared his gratitude, saying, "I am extremely honoured to receive this prestigious award. It is an absolute privilege to be recognised by my peers who are inspirational leaders in the international PR arena. Receiving this award at this very moment holds immense significance for me as SPRG, which I founded in 1995, is celebrating its 30th anniversary this year! Over the past three decades, SPRG has evolved from a boutique agency into a leading integrated PR group in APAC. This achievement is the result of the collective effort and relentless pursuit of excellence by colleagues who continue to uphold professionalism in the face of an ever-changing business landscape. These valuable qualities are also present in PROI partners, and drive us forward together to make PROI Worldwide the global benchmark in terms of the number of PR professionals under its umbrella, the scope of services provided and the depth and breadth of network coverage."

In Tsang's honor, PROI made a US\$1,000 donation to Hong Kong Committee for UNICEF (UNICEF HK).

Tsang's involvement with PROI spans over a decade and a half, during which time he has played crucial roles within the organization, including serving on various committees and contributing to strategic initiatives that have propelled PROI's mission forward. He was the PROI's first Global Chair from Asia and a generous host of summits in Hong Kong and Taiwan.

Under his leadership, SPRG has grown to become one of Asia's largest independent PR firms. Tsang holds more than 100 board, committee and advisory positions in over 50 business, religious, education, governmental and non-governmental organisations. He has received 25 awards for his professional and personal achievements.

He's a generous philanthropist and he gives back to communities in need year after year. He is also passionate about education and is a part-time lecturer and Adjunct Professor.

SPRG alignment with PROI's values and objectives has long been an asset to the network, fostering a culture of continuous improvement and collaboration. Tsang's recognition serves as a testament to his unwavering commitment to the principles of excellence and innovation that define PROI Worldwide.

About PROI Worldwide

[PROI Worldwide](#) harnesses the collective power of the world's most entrepreneurial communications firms. Individually, they are successful local and regional businesses. Collectively, they are a communications powerhouse delivering clients worldwide. PROI encompasses 92 partners with 9,100+ employees in more than 165 cities and 72 countries. With combined 2024 revenue of more than US\$1.077 billion, PROI ranked 5th among consolidated communications groups, and is the only one in the top five based on a unique partnership of independent business people. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.