THE YEAR 2025

# 30TH ANNIVERSARY SPECIAL EDITION

三十周年特刊

# Member Companies 集团成员

## HONG KONG 香港

Strategic Public Relations Group
纵横公共关系顾问集团
Richard Tsang 曾立基 — Chairman 主席
Eveline Wan 温淑贤 — Executive Director 执行董事

Strategic Financial Relations Limited
纵横财经公关顾问有限公司
Iris Lee 李慧媛 — Managing Director 董事总经理
Veron Ng 吴慧怡 — Deputy Managing Director 副董事总经理

Strategic Financial Relations (China) Limited
纵横财经公关顾问(中国)有限公司
Anita Cheung 张丽云 — Managing Director 董事总经理

Strategic Communications Consultants Limited
纵横传讯顾问服务有限公司
Vivian Fok 霍嘉慧 — Managing Director 董事总经理

AsiaNet Communications Limited
亚联政经顾问有限公司
Gloria Lam 林建盈 — General Manager 总经理

Muse Consultancy Group Limited
慧思顾问集团有限公司
Sandra Cheung 张淑霖 — Assistant Director 助理总监

Strategic CSR Network Limited
纵横社会责任网络有限公司
Eveline Wan 温淑贤 — Honourary General Secretary 义务总干事

## BEIJING 北京

Beijing Strategic Communications Consultants Limited
北京纵横传讯公关顾问有限公司
Cindy Qin 覃冰 — General Manager 总经理

## SHANGHAI 上海

Shanghai Strategic Consulting Company Limited
上海纵横公共关系顾问有限公司
Shufen Tan 陈淑芬 — General Manager 总经理

## GUANGZHOU 广州

Guangzhou Strategic Public Relations Limited
广州纵横策略咨询服务有限公司
Eveline Wan 温淑贤 — General Manager 总经理

## TAIPEI 台北

Taiwan Strategic Communications Consultants Limited
台湾纵横传讯公关顾问有限公司
Nancy Huang 黄兆慧 — General Manager 总经理

## SINGAPORE 新加坡

Singapore Strategic Public Relations Pte Limited
新加坡纵横公共关系顾问有限公司
Edwin Yeo 杨志聪 — General Manager 总经理

## KUALA LUMPUR 吉隆坡

Malaysia Strategic Public Relations Sdn Bhd
马来西亚纵横公共关系顾问有限公司
Theresa Lam 林芷君 — General Manager 总经理

## SYDNEY 悉尼

Financial & Corporate Relations Pty Limited
Maggie Au 区美馨 — General Manager 总经理

## JOINT VENTURE 合资公司
## HONG KONG 香港

Montieth SPRG Communications Consultants Limited
盟天纵横传讯顾问服务有限公司
Joyce Lee 李欣婷 — Account Director 客务总监

**25th Anniversary Special Edition**
**25周年特刊**
(1995-2020)

Online version
▲ 线上版本 ▲

**30th Anniversary Special Edition**
**30周年特刊**
(2021-2025)

Online version
▲ 线上版本 ▲

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# LOCAL STRENGTH, GLOBAL REACH.

# 合纵连横 运筹全球

SPRG offices 集团分公司
Affiliates 策略伙伴

**8 locations** in the Asia Pacific region
**8个据点** 遍布亚太地区

**90+ partners** worldwide
**90+位策略伙伴** 覆盖全球

A cohesive global affiliation network covering ***165+cities***
联盟网络覆盖全球 **165+城市**

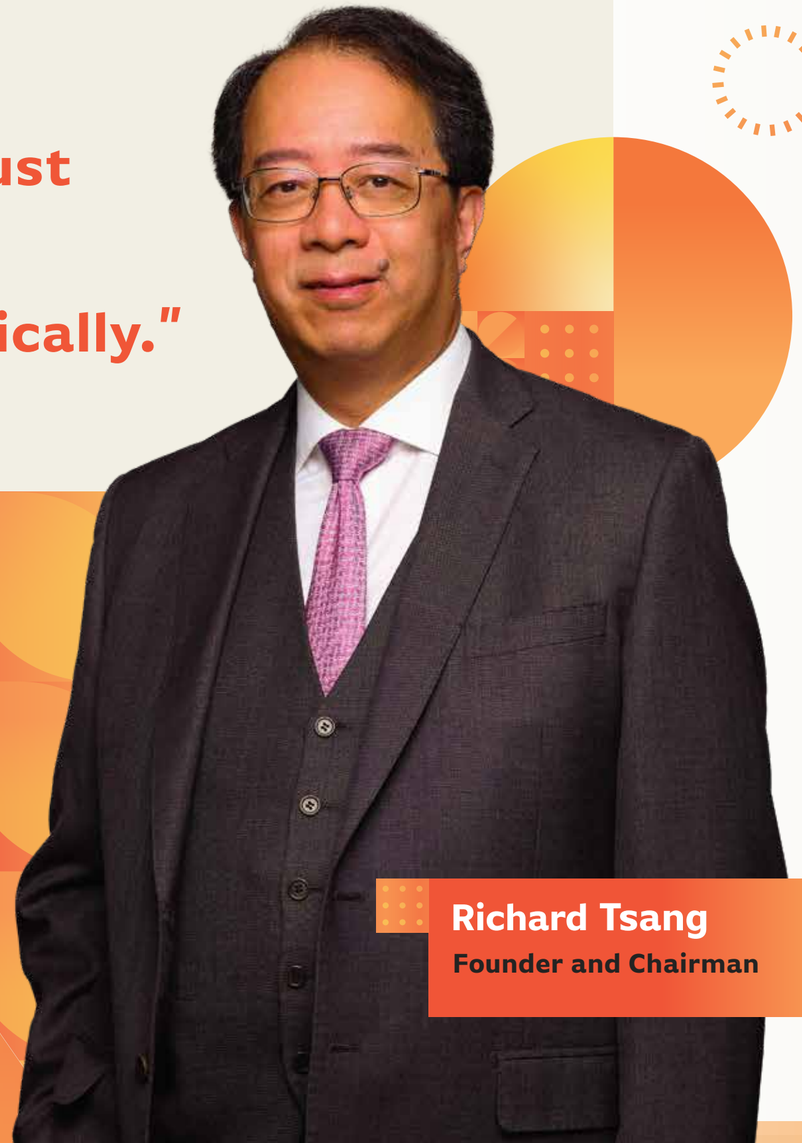
SECTION 1

# 30th Anniversary: Continuing a Legacy of Excellence

# 三十周年庆：卓越同行

30th Anniversary Celebration 三十周年庆典

"Earn Trust First. Think Strategically."



**Richard Tsang**
**Founder and Chairman**

# Chairman's Letter

There was no fanfare when SPRG began in 1995 — just five people, a small office, and an enormous sense of purpose. We had no awards on the wall, no regional offices, no reputation to lean on. But we did have something invaluable: our very first batch of clients, who had worked with me at my previous employer and chose to follow us, one after the other, on this new venture. They did not choose SPRG because of our track record — we barely had one. They chose us because of the relationship we had already built, the trust we had already earned. That leap of faith taught me something I have carried with me ever since: in this industry, trust always comes before reputation. You must earn the former to build the latter.

We named our Group "Strategic" with great intention. We are not simply publicists — we are strategists to our clients, advising them on communications and business strategies that help them stand out in their respective industries. Our Chinese name carries an even deeper resonance. It encapsulates the spirit of the 纵横家 — the legendary strategists and diplomatic lobbyists of China's Warring States period some 2,400 years ago, whose counsel to kings shaped the fate of nations and made conquerors of those who heeded their wisdom. That ancient ideal — of the trusted advisor whose insight can change the course of events — is the very philosophy upon which SPRG was built. While the battlefields have changed, the principle endures: those who think strategically will always lead.

If there is one truth I have held onto throughout this journey, it is this — in our industry, people are everything. Not systems, not technology, not even strategy alone. People. The ones who stay late to perfect a proposal, who pick up the phone at midnight during a crisis, who celebrate a client's success as if it were their own. SPRG has never been a company of employees; it has been, and always will be, a family. I have watched young graduates grow into confident leaders within our walls. I have seen colleagues support one another through personal hardships with the kind of care that no workplace policy could ever mandate. That spirit — of looking after one another, of genuinely wanting to see each other thrive — is something I treasure more than any award on our shelf.

That family spirit has carried us through three decades. From a boutique financial communications agency in Hong Kong to one of the most recognised integrated public relations networks in the world, our journey has been one of constant evolution. We have navigated economic cycles, public health crises from SARS to the global pandemic, technological revolutions from the digital age to the rise of artificial intelligence, and shifting global landscapes — not merely surviving, but setting benchmarks along the way. More than 540 awards and accolades stand as testament to the calibre of our people and the quality of our work. But the numbers I treasure most are the relationships we have built — with our clients, our partners, and with one another.

I have always believed that leadership in our industry is not about commanding attention — it is about earning trust, one conversation at a time. Every brief we take on, every campaign we craft, every crisis we help a client navigate, is ultimately an act of trust. That belief has guided every decision I have made, from the people we hire to the way we serve. It is why I have always told our teams: listen more than you speak, understand before you advise, and never treat a client's challenge as routine — because to them, it never is.

I also believe that those of us in public relations carry a unique responsibility. We are blessed with connections, influence, and the ability to amplify voices. These are not privileges to be taken for granted — they are tools to be used for good. That is why we established our non-profit arm a decade ago, and why we have since organised more than 400 volunteer activities to reach the homeless, elderly people living alone, families in subdivided flats, and new immigrants. When you spend your career helping organisations tell their stories, it feels only natural to also help those in our community whose stories too often go unheard. As part of our 30th anniversary, we are launching 30 community service and pro bono projects across our offices this year — because the skills that make us good PR professionals should also make us good citizens.

This milestone year has been one of celebration and gratitude. In Hong Kong, our headquarters, we gathered with over 300 guests who have been part of this journey with us. We deepened our commitment to nurturing future talent through university scholarships and partnerships — because investing in the next generation is investing in the future of our profession. And we continue to strengthen our capabilities — ranging from creative and digital excellence and dedicated ESG research expertise to an expanded regional footprint built on strategic acquisitions. SPRG is exceptionally well positioned to lead — not follow — the future of our industry.

To our clients: thank you for entrusting us with your stories — some of you from the very beginning. To our partners and friends: thank you for believing in our vision. And to every member of the SPRG family, past and present: you are the reason this company exists. Not the brand name, not the office address — you. Your talent, your heart, and your dedication are the foundation upon which 30 years of excellence have been built. I am proud not only of what we have achieved together, but of who we have become together.

That small team of five has grown to over 250 professionals across eight cities. The office is no longer modest, and we no longer walk into a room without a reputation. But the principle remains the same as it was in 1995 — and indeed the same as it was 2,400 years ago: think strategically, earn trust first, and everything else will follow. With this family beside me, I know the best of SPRG is yet to come.

Here's to the next 30 years.

# 主席的话

一九九五年，纵横公关集团悄然创立，没有盛大仪式，仅有五人团队、一间小办公室，却怀揣无比坚定的使命感。彼时，我们没有满墙奖座，没有覆盖各地的分公司，更没有品牌声誉可以依靠。但我们拥有最珍贵的财富 —— 那批曾与我共事多年，又毅然相继追随我开启新程的客户。他们选择与我们携手，并非因为我们的过往战绩，而我们当时也几乎没有，他们选择我们，是基于长久累积的连结与信任。这份义无反顾的信任与托付让我笃信：在公关行业，信任永远先于名望，唯有赢得信任，方能铸就声望。

我们以「纵横」为集团命名，不只是一个简单的名字，它承载着深远的寓意。「纵横」二字源于两千四百年前春秋战国时代的纵横家，他们以宏才伟略辅佐君王、谋定全局，这种「以信任为根基、以智谋定方向」的理念，正是纵横公关的创业基石。我们不只是公关推手，更是客户的战略伙伴，为他们定制传播策略与商业规划，助力客户在各自领域脱颖而出。纵然时代变迁，行业赛道轮换，核心准则恒久不变：善谋略者，方能引领时代浪潮。

在行业深耕的岁月里，如果说有一条真理我始终坚守，那便是：在我们这个行业，人才是一切。不是体系制度、不是技术、甚至不是策略本身，而是人!是为打磨方案熬夜奋战的同事，是危机时刻随时待命的伙伴，是将客户成功当作自身使命的同行者。纵横公关集团从来不只是一家普通的企业，它始终，也永远会是一个大家庭。我见证着年轻的毕业生成长为自信的领导者；见证同事在困境中彼此扶持、守望相助，这份彼此成就的真诚与凝聚力，比任何奖杯都更让我珍视。

如今，这份「家文化」已支撑我们走过三十个寒暑。从香港一家精品财经公关顾问公司，成长为全球备受认可的综合公关网络，我们在发展中不断进化。我们越过经济周期的波动，历经从非典到全球疫情的公共卫生挑战，见证从数字时代到人工智能的技术变革，适应着全球格局的深刻变迁。我们不仅安然生存，更一路树立行业标杆，超过五百四十项荣誉奖项，便是团队专业实力与服务质量的见证。但相比荣誉，我更珍视的，仍是我们与客户、伙伴之间的深厚情谊与信任连结。

我始终认为，公关行业的领导力从来不是上令下达，而是在每一次沟通中赢得的信任。我们承接的每一个需求、策划的每一场活动、协助客户化解的每一次危机，归根结底都是信任的传递。这份信念，指引着我们的人才选拔与服务准则，也让我时常告诫团队：多听少说，理解先行，永远不把客户的难题视作寻常事，因为对客户而言，从无「小事」可言。

我亦坚信，公关从业者肩负着独特的社会责任。我们有幸拥有人脉、影响力以及发声通道，这些不是可以肆意挥霍的特权，而是传递善意的工具。正因如此，十年前我们成立了非营利公益部门，至今已开展超过四百场志愿活动，「善」影遍及无家可归者、独居长者、「劏房」家庭及新移民群体。当我们毕生助力企业讲述品牌故事，自然也该为小区中那些常被忽略的群体发声。而作为集团三十周年庆典的重要部分，我们在全球各办公室发起三十个小区服务与公益项目，以专业能力践行社会责任，做有担当的行业公民。

三十周年这一里程碑之年，充满着欢庆与感恩。在香港总部，我们与三百多位同行的嘉宾欢聚一堂。我们通过大学奖学金与校企合作，深化行业人才培养的承诺，以投资下一代巩固行业的未来；我们持续夯实集团核心实力，精进创意与数字传播，深耕 ESG 研究领域，通过战略收购扩大版图，如今的纵横，已为引领、而非追随行业未来做好了充分准备。

致我们的客户：感谢你们将品牌故事托付给我们，其中更有自创立之初便一路相伴的老朋友；致我们的合作伙伴与友人：感谢你们对我们愿景的认可与支持；致纵横公关集团大家庭的每一位新老成员：你们才是公司存在的理由，是企业的灵魂。不是品牌名号，不是办公地址，而是你们。你们的才华、热忱与坚守，铸就了集团三十年的卓越。我不仅为我们共同的成就骄傲，更为我们共同铸就的品格自豪。

最初的五人小团队，如今已壮大成为分布在八大城市、拥有二百五十余人的专业团队。我们的办公场地不再简朴，我们也不再是默默无闻之辈，但一九九五年的初心始终未改，一如两千四百年前的古训：以战略谋远，以信任立身，万事自成。有这群家人与我比肩，我坚信，纵横公关集团最精彩的未来，仍在前方。

敬祝下一个三十年！

**Richard Tsang 曾立基**
**Founder and Chairman**
**创始人及主席**
Strategic Public Relations Group
纵横公共关系顾问集团

# Celebrations 庆祝活动

Thirty Years · One Milestone · Let's Celebrate!
三十华章 · 一座里程 · 共襄盛典!

## 30th Anniversary Logo 三十周年标志

The 30th anniversary logo, selected from a design contest, fully reflects our global reach and commitment to excellence.
设计比赛中脱颖而出的三十周年纪念标志，彰显了我们的全球布局与精益求精的使命追求。

## Kick-Off Party 庆祝活动停不了

SPRG's 30-year journey has been characterised by resilience, collaboration, and a shared sense of purpose. To kick off the anniversary of SPRG, colleagues were offered bubble tea, refreshments and massages on their first working day of the new year.
三十年发展征程，因坚韧奋进、同心协作与共同愿景熠熠生辉。二零二五年首个工作日，我们以别出心裁的庆祝活动拉开周年志庆的序幕，为同事们准备了珍珠奶茶、茶点以及舒适的按摩服务，旨在为新的一年注入活力。

## Cocktail Party 庆祝酒会

More than 300 guests attended our 30th anniversary cocktail party to celebrate this significant milestone.
逾三百位嘉宾莅临三十周年酒会，共同见证这一里程碑时刻。

Richard presents a 30-year Long Service Award to our amazing colleague, Bonnie Lam, in recognition of her remarkable dedication to SPRG.
Richard 颁发了三十年长期服务奖予林宝玑，以表彰她对 SPRG 的奉献。

"I joined SPRG in 1995 as its sixth employee"
「我是一九九五年入职的第六名员工」

# Collaborations 携手同行

Celebrating the partnerships that have shaped our journey.
感恩携手相伴，共谱发展征程。

### Crisis Manual 危机指南

In collaboration with affiliates from 30 locations worldwide, we developed a Crisis Manual that provides market-specific crisis management guidance. We are proud to contribute to this comprehensive multilingual resource, available in both English and local languages.

我们携手来自全球三十个地方的同业伙伴，共同编制了《危机指南》，为不同市场的客户提供专业而切实的危机应对指引。这本指南涵盖当地语言与英文两个版本。

Online version
▼ 线上版本 ▼

### Media Luncheon 媒体午宴

Richard and our senior leadership team were honoured to host chief editors and senior executives from 20 media organisations. Three decades of trust and collaboration have laid a strong foundation for the future — one defined by new stories, bold ideas and even greater milestones ahead.

Richard 携集团高管设宴，盛情款待来自二十家媒体的总编辑及高层代表。三十载信任相伴，为未来发展筑牢了根基，期待继续谱写全新篇章。

# Contributions 社会贡献

Giving back is at the heart of who we are.
回馈社会，是我们的初心本源。

### 30 CSR & Pro Bono Initiatives 三十项企业社会责任和公益项目

We launched 30 CSR and pro bono initiatives in APAC, transforming the anniversary milestone into meaningful community action. Guided by a strong sense of purpose, we remain committed to creating positive social impact through care, collaboration and contribution.

我们于亚太区各分公司落地了三十项企业社会责任及公益无偿项目，将三十周年里程碑化为回馈社群的切实行动。在使命初心的引领下，我们始终以关怀之心、协作之力与奉献之志，持续创造积极而长远的社会价值。

### SPRG CSR Carnival 纵横缤Fun同乐日

We organised a lively Fun Carnival that brought people of all ages together for an afternoon of games, sports and creative activities. The event delivered joy, fostered a strong sense of community, and left participants with warm memories.

我们策划了一场热闹非凡的「纵横缤Fun同乐日」，老中青和小朋友齐聚一堂，在游戏、运动与创意体验中共度精彩下午。活动凝聚了社区向心力，也为参与者留下美好回忆。

### Scholarship Top-up 奖学金追加资助

Since launching the HKD 1 million SPRG Scholarship with The Chinese University of Hong Kong in 2015, we've supported 38 outstanding students. As we celebrate our 30th anniversary, we're proud to contribute an additional HKD 300,000 to further empower future communications leaders.

自二零一五年在香港中文大学设立一百万港元的 SPRG 奖学金以来，我们已资助了三十八位卓越学子。适逢三十周年，集团再度投入三十万港元，助力培育更多未来传播行业领军人才。

SECTION II

# Building Momentum

# 乘势而上

Over the past five years, SPRG has navigated profound changes — from the disruption of COVID-19 to the rapid rise and opportunities of AI. Each chapter tested our resilience, agility, and resolve. We didn't just endure. We evolved.

过去五年，SPRG 在深刻变局中前行 —— 从新冠疫情的冲击，到人工智能迅猛发展催生的崭新机遇，每一段历程都淬炼着我们的韧性、应变能力与坚定信念。我们不止是安然渡过变局，更在时代浪潮中实现了蜕变与跃升。

# Highlights from 2021-2025 五年回顾

## 2021

Formed the Hong Kong joint venture, Montieth SPRG, to help U.S. and EMEA clients access the APAC market.
于香港合资成立 Montieth SPRG，助力美国、欧洲、中东及非洲地区客户拓展亚太市场。

## 2022

Consolidated our Hong Kong offices under one roof to enhance collaboration and operational efficiency.
整合香港各分公司为同一办公场地，提升团队合作与整体运营效率。

Continued our Anti-COVID-19 action campaign to protect our employees and ensure business continuity. Most importantly, we never stopped supporting our community during these challenging times.
持续推进抗击新冠疫情行动，全力保障员工安全，确保业务稳定运行。更重要的是，在艰难时期，我们始终不忘支持社区、回馈社会。

## 2023

Welcomed MUSE as an SPRG member company, strengthening our expertise in the healthcare and pharmaceutical sectors.
收购 MUSE 加入 SPRG，强化集团在医疗及医药领域的专业服务实力。

## 2024

Completed the acquisition of FCR as a wholly owned subsidiary, unlocking transcontinental collaboration and new synergies. FCR has 40 years of proven experience in the investor relations, corporate and financial communications industries in Australia.
完成对 FCR 公司的全资收购，打通跨区域业务协作通道，释放全新业务协同价值。FCR 已雄踞澳洲投资者、企业及财经传讯顾问服务行业近四十年。

Established a dedicated research department led by experts in ESG matters.
设立由 ESG 领域专家领衔的专属研究部门。

Research Director
研究总监
**Dr Sarah Zhao**
**赵萌萌博士**

## 2025

Celebrated SPRG's 30th anniversary, marking three decades of growth and achievement.
庆祝 SPRG 成立三十周年，铭记集团三十载深耕发展与成就。

Refreshed the brand identity of Strategic DigitaLab (SDL), to reflect the integration of regional resources and promotion of creative digital synergies.
焕新升级 Strategic DigitaLab (SDL) 品牌形象，整合区域资源，强化创意与数字化服务的协同发展。

# SECTION III

## The Journey Continues

## 精益求精 步履不停

Stronger. Bolder. More united than ever. We take pride in how far we've come and stand confident in the solid foundation we've built for sustained growth on the road ahead.

更强、更勇、更凝聚 —— 我们为过往的成长积淀倍感自豪，也为奠定的坚实根基而自信，矢志迈向可持续增长与更加璀璨的未来。

# Proven Excellence 实力印证卓越

## 2025

### PRovoke Media

**20** Best Financial PR Agencies in the World
全球顶尖财经公关顾问20强

**30** Best Healthcare PR Agencies in the World
全球顶尖医疗保健顾问30强

**100** Best Corporate PR Agencies in the World
全球顶尖企业公关顾问100强

**100** Best PR Agencies in the World
全球顶尖公关顾问100强

### PR NEWS

Elite Top **120** by PRNEWS Agency
精英公关企业120强

## Regional and global awards and recognition
## 地区及国际奖项与殊荣

| | |
|---|---|
| Asia Pacific Network of the Year | 亚太区最佳公关顾问网络 |
| Agency of the Year in Asia Pacific | 最佳公关顾问(亚太区) |
| Agency of the Year | 最佳公关顾问 |
| Public Relations Agency of the Year in Asia Pacific | 最杰出公关顾问(亚太区) |
| Public Relations Agency of the Year in Asia | 最杰出公关顾问(亚洲) |
| Greater China Independent Agency of the Year | 大中华最佳独立顾问公司 |
| Local Hero – PR Agency in Hong Kong | 香港最佳本地公关顾问 |
| Local Hero – Media Relations Agency of Hong Kong | 香港最佳本地媒体关系顾问 |
| Asia Pacific Corporate Consultancy of the year | 亚太区最佳企业公关顾问 |
| Asia Pacific Financial Consultancy of the Year | 亚太区最佳财经公关顾问 |
| Hong Kong Consultancy of the Year | 香港最佳公关顾问 |
| Best of Show (Agency) | 公关顾问全场大奖 |
| Best Crisis Management Team | 最佳危机管理团队 |
| Most Outstanding Client/Agency Partnership | 最佳客户/顾问关系大奖 |

## CSR-related honours
## 社会企业责任奖项及认证

| | |
|---|---|
| SME CSR Winner | 中小企社会企业责任大奖 |
| Innovation in Community Relations or Public Service Communication Gold Winner | 社区关系或公益服务传讯创意金奖 |

## Inspiration in Action 启发不止

# Driven by Ideas
# Powered by People
# 创意引领
# 人才赋能

Our annual regional meetings, along with engagements and gatherings with global partners, foster collaboration and drive strategic innovation across SPRG.

As for the industry as a whole, our "Grow with SPRG" programme, internships, and scholarships help cultivate agile, future-ready talent. And even though AI enhances performance and accelerates progress, human leadership, mentorship, and the transfer of experience ultimately drive sustainable innovation and shape the next generation of leaders.

我们的年度区域会议以及与全球合作伙伴的深入交流，不仅汇聚智慧、激发协作，更凝聚着彼此信任与共同成长的力量，持续推动 SPRG 的创新与稳健发展。

通过「SPRG 启迪新生代」计划、实习项目和奖学金，我们为年轻人才搭建成长的平台，帮助他们拓展视野、释放潜能。人工智能为我们带来高效与突破，但真正驱动长远发展的，始终是人。正是领导者的悉心引导、经验的代际传承，以及彼此间的启发与支持，塑造着 SPRG 充满活力与担当的新一代领导者。

### Regional meetings 区域会议

### PROI Worldwide meetings 全球公关伙伴联盟会议

### Scholarships 奖学金计划

### Internship and job shadowing programmes 实习及工作体验计划

### "Grow with SPRG" programme 「SPRG 启迪新生代」计划

### Career talks 职业规划分享

# Committed to Care 持续关怀

## Making a Meaningful Impact Beyond Our Profession

## 发挥专业·创造深远价值

In addition to pursuing excellence in our professional endeavours, we are committed to making a lasting and meaningful impact on society. We have provided pro bono services since our inception, and in 2014/15, we established Strategic CSR Network ("SCSR"). SCSR is a registered non-governmental organisation. As a one-stop platform serving underprivileged communities in Hong Kong, SCSR brings together corporations, NGOs, charities and volunteers to foster collaboration, advance sustainability, and deliver meaningful support to those in need.

我们在专业领域追求精益求精，同时致力于创造持久且有意义的社会影响力。自创立以来，我们便持续提供公益无偿服务，我們于二零一四/一五年成立纵横社会责任网络 (SCSR), SCSR是注册的非政府机构。作为服务香港弱势社群的平台，SCSR 联动企业、非政府组织、慈善机构及义工力量，促成跨界协作，推进可持续发展，为有需要的群体提供切实帮扶与暖心支持。

▲ When enterprises embed social responsibility into their actions, the value they create far exceeds any commercial success.
当企业将社会责任内化于行动，所创造的价值远比商业成就更为深远。

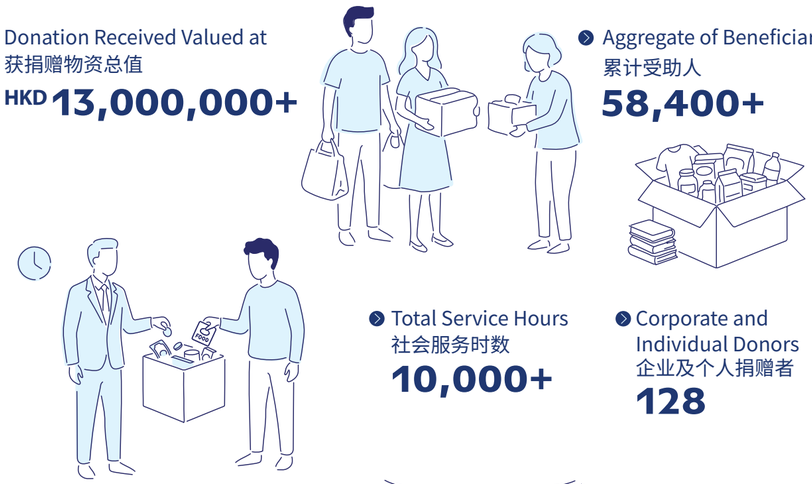
▲ We are delighted to see an increasing number of volunteers, and we hope that our team will continue to grow and shine even brighter.
喜见义工渐行渐多，希望队伍不断壮大，造炬成阳。

▲ We proactively drive the "Tai Po Young Steps" initiative, partnering with our client to provide living and learning assistance to 33 students from two primary schools affected by the Hong Kong Wang Fuk Court fire. This support will continue throughout their primary school years.
我们倡议和积极推动「大埔童行」计划 — SPRG 的客户为受香港宏福苑火灾影响的两所小学共三十三名学童提供生活与学习补助。这项计划将贯穿他们整个小学阶段。



If kindness could be quantified, its true measure would be the power it unleashes. Since the inception of SCSR, benevolent donors have contributed over HKD 13 million worth of supplies through our various assistance programmes. In aggregate, we have supported nearly 60,000 individuals, welcomed over 3,700 volunteers, and engaged nearly 130 corporate and individual donors.

善良如果可以量化，这便是它释放出的力量 —— 纵横社会责任网络成立至今，在各善心人以不同形式的帮助下，获捐助物资的总值超过一千三百万港元。迄今为止累计受助者接近六万人次，参与活动的义工超过三千七百人次，企业及个人捐赠者接近一百三十家。



- Donation Received Valued at
  获捐赠物资总值
  **HKD 13,000,000+**
- Aggregate of Beneficiaries
  累计受助人
  **58,400+**
- Total Service Hours
  社会服务时数
  **10,000+**
- Corporate and Individual Donors
  企业及个人捐赠者
  **128**
- Aggregate of Volunteers
  累计义工人次
  **3,700+**
- Community Events
  社区活动
  **406**
- Community and Volunteer Partners
  社区和志愿者合作伙伴
  **118**

Since inception 成立至今

# Professionalism with Real Impact
# 专业成就实效

China BlueChemical 中海石油化学

China Merchants Energy Shipping 招商轮船

The Hong Kong Young Academy of Sciences 香港青年科学院

Analogue 安乐工程

CNBM 中国建材

Hong Kong Metropolitan University 香港都会大学

City University of Hong Kong 香港城市大学

SUGA 信佳

Golden Leaf 金叶国际

Yuexiu Property 越秀地产

The Hong Kong Academy of Sciences 香港科学院

HKChat 港话通

COSCO SHIPPING Ports 中远海运港口

Jacobson Pharma 雅各臣

Cornerstone Technologies 基石科技

Jacobson Pharma 雅各臣

Man Wah Holdings 敏华控股

Future Science Prize 未来科学大奖

Melco 新濠

COSL 中海油服

HKBN 香港宽频

Baguio Green Group 碧瑶绿色集团

Sinofert 中化化肥

AEON Credit AEON信贷财务

Fairwood 大快活

TIME Interconnect Technology 汇聚科技

EuroEyes International 德视佳国际

Phoenitron 品创控股

Fortune REIT 置富产业信托

Sino Biopharm 中国生物制药

CITIC Telecom 中信国际电讯

Intron Technology 英恒科技

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

3DG Jewellery 金至尊珠宝

COSL 中海油服

Sinofert 中化化肥

TTI 创科

Zespri

CR Pharmaceutical 华润医药

Blue Moon 蓝月亮


BEHL 北京控股


Xtep 特步


Fairwood 大快活


Poly Property 保利置业


HKBN 香港宽频


Yuexiu REIT 越秀房产基金


Gleneagles 港怡医疗


CITIC Resources 中信资源



China Tower 中国铁塔


CR Beverage 华润饮料


Sun Art 高鑫零售


Prudential 保诚


Deloitte 德勤


HKIRA 香港投资者关系协会


MMG


CR Power 华润电力

Agoda

Catholic Junior College

Income Eco Run

BASE Entertainment

Kwai Chai Hong 鬼仔巷

Impro 鹰普

Breast Cancer Foundation

IOI Properties Singapore

Lai Lai Art

Residensi Aman MADANI

Tradelink 贸易通

Eternal Beauty Holdings 颖通控股

Lenovo Group 联想集团

China Communications Construction (ECRL) Sdn Bhd (CCCECRL)
中国交建马来西亚东海岸铁路项目公司

Exhibition Group Limited
展览集团有限公司

Sophie and Sean Foundation 铭新慈善基金

Savills Property Management
第一太平戴维斯物业管理

HKUST Li & Fung Supply Chain Institute
香港科技大学利丰供应链研究院

HKUST 香港科技大学

Cosmoprof Asia 2025
2025 亚太区美容展

3COINS

Melco Resorts & Entertainment Limited
新濠博亚娱乐有限公司

WWPKG 纵横游

Esperanza

IEA 创意创业会

Donson 东信

GE Healthcare GE医疗

Chery Commercial Vehicle 奇瑞商用车

Google 谷歌

Chifeng Gold 赤峰黄金

eBRAM 一邦

West Wits Mining

Numans 纽曼思

CS Global

Spring REIT 春泉产业信托

Ignite Investment Summit

Precision Tsugami 津上精密机床

SIUD 上实城开

OrbusNiech 业聚医疗

Asian Battery Metals


Aim Precision Group



FEC 远东发展


Chen Hsong 震雄


Tsui Wah 翠华



China Gas 中国燃气



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