

**FOR IMMEDIATE RELEASE**  
**HONG KONG SAR**  
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## **Tricor Group Recognized for Excellence in Marketing and Brand Innovation at 2022 Asia-Pacific Stevie Awards**

Asia's leading business expansion specialist **Tricor Group** (Tricor) received three Stevie® Awards in the categories of Innovation in Content Marketing / Branded Editorial (Silver), Most Innovative Advertising / Marketing Team of the Year (Bronze) and the Award for Innovation in Brand Renovation / Re-Branding (Bronze).

The three awards recognize Tricor's effective use of public relations and media relations to raise brand awareness, reputation and market positioning in Asia. The team's innovative approach to relaunching the Tricor brand quickly grew the firm's share of voice to 45%, demonstrating how challenger brands in APAC can creatively leverage cost-effective digital and social platforms and formidably compete with the high-budget above-the-line (ATL) activities of multinational firms to disrupt the marketplace. Tricor's brand strategy has been fundamentally transformed, culminating with a 250% growth in enterprise value and the USD 2.8 billion acquisition in November 2021.

**Lennard Yong, Tricor Group CEO**, said: "We are pleased to join an esteemed group of peer organizations also being recognized by the Asia-Pacific Stevie Awards for outstanding work in marketing, communications, PR and media relations. These awards showcase our ability to share our expertise and tell our story. Through the experiences we have in supporting our clients, that story gets better every day. Effectively, these accolades speak to the success of our clients while recognizing our global marketing and communications team for their brilliant work."

**Sunshine Farzan, Tricor Group Head of Marketing and Communications**, said: "It is a tremendous honor to earn these three prestigious awards in innovation from the Stevie Awards, calling attention to the progress our team has made in branding, PR and media relations. We are grateful to have such dynamic, forward-thinking leadership at Tricor – and for this distinct recognition by our industry peers."

The Asia-Pacific Stevie Awards are the only business awards program to recognize innovation in the workplace in all 29 countries across Asia-Pacific. "The ninth edition of the Asia-Pacific Stevie Awards attracted many remarkable nominations," said **Stevie Awards President Maggie Miller**. "The organizations that won this year have demonstrated that they have continued to innovate and succeed despite the COVID-19 pandemic, and we applaud them for their perseverance and creativity. We look forward to celebrating many of this year's winners during our virtual awards ceremony on June 29."

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**About Tricor Group**

Tricor Group (Tricor) is Asia's leading business expansion specialist, with global knowledge and local expertise in business, corporate, investor, human resources & payroll, corporate trust & debt services, and governance advisory. Tricor provides the building blocks for clients' business growth, from incorporation to IPO. Tricor has had a rapid expansion through organic growth and development as well as partnerships, mergers and acquisitions. The Group today has ~50,000 clients globally (including ~20,000 clients in Mainland China), a staff strength of ~3,000 and a network of offices in 49 cities across 22 countries / territories. Our client portfolio includes ~2,000 listed companies in Hong Kong SAR, Mainland China, Singapore and Malaysia, and more than 40% of the Fortune Global 500 companies, as well as a significant share of multinationals and private enterprises operating across international markets.

Visit: [www.tricorglobal.com](http://www.tricorglobal.com)

**About the Stevie® Awards**

Stevie Awards are conferred in eight programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, the Middle East & North Africa Stevie Awards, The American Business Awards®, The International Business Awards®, the Stevie Awards for Women in Business, the Stevie Awards for Great Employers, and the Stevie Awards for Sales & Customer Service. Stevie Awards competitions receive more than 12,000 entries each year from organizations in more than 70 nations. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at [www.StevieAwards.com](http://www.StevieAwards.com).

Sponsors and partners of the 2022 Asia-Pacific Stevie Awards include Adobo Magazine and PR Newswire Asia.