

News Release

MM Marketing Communications Consulting becomes first Macao PR firm to be accredited by CPRFHK

Company joins 26 other leading consultancies in Asia's only national PR accreditation programme

Macao, March 30, 2011 — MM Marketing Communications Consulting, a full service communications and marketing company, has become the first PR consultancy in Macao to be accredited by the Council of Public Relations Firms of Hong Kong (CPRFHK). The successful accreditation confirms that all of MM Marketing and Consultancy's systems and procedures are fully documented and meet the high standards laid out by the Hong Kong industry group.

CPRFHK was the first industry body to establish an accreditation system for the PR industry in Asia. Accreditation involves a full day audit of all of the internal systems of the applicant agency conducted by the Hong Kong Quality Assurance Agency (HKQAA), an independent body experienced in auditing ISO and other standards.

“We're delighted to receive CPRFHK Accreditation as it provides tangible proof of our strong commitment to providing high quality public relations services to our clients in Macao,” said Patricia Cheong, Managing Director, MM Marketing and Consulting. “Certification wasn't easy with the auditors providing a stiff set of hurdles for all of us to meet internally.”

Cheong said more and more international companies were setting up operations in Macao in support of its casino operations. “The international operators draw in many ancillary supply companies, all of whom are keen to build their profile and get their messages out,” she said.

MM Marketing and Consulting's clients include MGM Grand, Reed Exhibitions, Philip Morris, Mercedes Benz and Damiani. In addition, it also conducts work for various Macao government departments and bodies.

CPRFHK serves as a voice and forum for the Hong Kong public relations industry and also for the promotion of best practices. It seeks to raise and uphold professional standards, confer and interact with relevant government groups, public bodies and industry associations, as well as hold regular industry events.

The Council also meets monthly, conducts surveys and hosts competitions aimed at nurturing talent in the PR business.

“CPRFHK accreditation is a solid guarantee that member firms meet the highest standards both ethically and operationally in a scheme inspired by ISO9000 quality management standards and backed by an independent internationally recognised worldwide body,” said Simeon Mellalieu, Chairman of the CPRFHK.

Firms are required to gain accreditation in order to become full members of CPRFHK, with an audit repeated every three years to maintain membership. Other CPRFHK initiatives include a Code of Ethics that covers professional conduct towards the public, media, clients and other organisations.

About the Council of Public Relations Firms Hong Kong:

The Council of Public Relations Firms of Hong Kong (CPRFHK) promotes best practice among member public relations consultancies and key stakeholders. The Council serves as a voice and as a forum for the Hong Kong public relations consultancy practice and promotes public confidence in the industry. The Hong Kong Council was the first in the region to establish a public relations accreditation system with the intention of raising and maintaining professional and ethical standards in consultancy practice. The Council represents the majority of consultancies in Hong Kong and currently numbers some 25 members.

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