

APAC Health Communications firm SPAG Bolsters Regional Expansion

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This expansion with new hires and partnerships is in response to the greater need for integrated communications support from health, nutrition, pharma and life sciences clients in Asia Pacific.

Health communications firm, [SPAG](#), on 23 June 2020 announced new job hires, business expansion in newer markets and fortified partnerships with life sciences and health-focussed companies in the region, further strengthening their position as a leader in health communications.

“We believe in the immense potential that dynamic Asia Pacific holds and will continue to tap into the business opportunities and creative talents in the region. Our regional expansion is not only pivotal to our continued success and resilience as an organisation, but also helps to create more jobs for local talents at a time where job uncertainty is high,” said Priyanka Bajpai, Regional Head, SPAG. “Our focus is towards our employees’ welfare as well as developing strong relationships with our client partners which include both start-ups as well as global organizations, to deliver valuable impact on their businesses.”

SPAG has hired three communications and creative specialists within the Singapore team to meet the burgeoning demand for integrated communications support from health, nutrition, pharma and life sciences clients in the region. These specialists bring with them a wealth of experience from the healthcare communications, science communications and media relations sectors, to build SPAG’s capabilities and address client needs.

As part of its business strategy, the firm has also launched offices and added teams in four additional markets – **Malaysia, Indonesia, The Philippines and Thailand** – to further cement its presence, fortify its influential network and build its in-depth knowledge of local markets in the region. In tandem, SPAG has strengthened and fostered partnerships with new clients to lead and execute impactful projects focused on health and life sciences.

“As Asia Pacific prepares for unprecedented change, health communications is all the more vital in helping organisations get through the damaging effects of the outbreak, retain trust amongst their employees and with industry partners, as well as protect their brands and reputation,” said Aman Gupta, Co-Founder & Managing Partner, SPAG. “This regional expansion is testament to our commitment to our clients, partners and the industry as we work together to adapt to this new normal, while continuing to drive impact, spearhead conversations and influence perceptions.”

[SPAG](#) is a renowned health communications specialist agency in Asia Pacific that thrives on a culture of creativity,

collaboration and strategic thinking to create measurable impact for their health partners. The firm currently partners with the world's largest and emerging organisations as well as budding start-ups, to strategize, manage and execute meaningful communications projects. In 2019, SPAG won The Holmes Report's 'Healthcare PR Consultancy of the Year' at the prestigious Sabre Awards Asia Pacific