Institute of Financial Planners of Hong Kong 香港財務策劃師學會
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Continuing Education Programs 持續進修課程

Are you looking to continually upgrade yourself with the latest topical issues in financial planning?

IFPHK's continuing education programs are designed to answer the needs of today's financial planners. They address industry issues you face every day, propose solutions to overcome challenges and provide proven and practical solutions that you can implement immediately. This comprehensive program includes lectures, integrated and comprehensive case studies and experience sharing. Come and join us to learn from the financial experts and industry celebrities and gain new insights for achieving success in the financial planning industry.

你是否希望與時並進、探討財務策劃領域中的熱門課題？

香港財務策劃師學會持續進修課程正正為滿足現今財務策劃專業的需求而設。課程將探討在日常執業過程中所面對的問題，就如何解決問題提供最佳的方案及成功的實務例子，讓你可即時實踐應用。本課程由多位財務策劃專家及業界精英主講，包括理論教授，綜合個案分析及經驗分享。令您更深入了解財務策劃成功之路。

What you will gain:
- Learn and practise different steps of the internationally-recognized financial planning process
- Update your knowledge with the latest technical and practice knowledge in financial planning
- Gain valuable tips in practice management that you can apply immediately

本課程助您：
- 學習及演練國際標準財務策劃流程的不同步驟
- 獲得財務策劃行業的最新技巧及執業知識
- 獲得的寶貴建議讓您可立即應用於工作中

Program Date 課程日期	Program Title and Code 課程名稱及編號	Duration 時間 (hours 小時)	Fee 費用 Member / Non-Member 會員 / 非會員	IFPHK	SFC	IA	MPFA Core	MPFA Non- Core
August 2011								
24 Aug (Wed) 8 月 24 日 (三)	US and Europe sovereign credit crisis - Is Hong Kong prepared? 美歐主權信貸危機 -香港如何自處? ZZ61	1.5	HK$200 / HK$400	1.5	1.5	0.0	0.0	1.5
25 Aug (Thu) 8 月 25 日 (四)	An Incentive from Central Government - Opportunities and Challenges for RMB Business in Hong Kong 中央送大禮 - 香港人民幣業務機遇和挑戰 ZZ62	1.0	HK$130 / HK$260	1.0	1.0	0.0	0.0	1.0
29 Aug (Mon) 8 月 29 日 (一)	Analysis of Risk and Return of Fixed Income Securities 分析風險與收益的固定收益證券 M501	3.0	HK$390 / HK$780	3.0	3.0	3.0	0.0	3.0
29 Aug (Mon) 8 月 29 日 (一)	Predict the movement of the financial market by Complexity Theory 以「複雜性理論」預測金融市場的動向 ZZ40	2.0	HK$260 / HK$520	2.0	2.0	0.0	0.0	2.0
30 Aug (Tue) 8 月 30 日 (二)	Mainland China - Hong Kong Cross Border Investment Tax Considerations 內地市場 -香港跨境投資稅務安排 RB09	2.5	HK$325 / HK$650	2.5	2.5	0.0	0.0	2.5
31 Aug (Wed) 8 月 31 日 (三)	Social Media and CRM in Financial Planning Industry 社交媒體與財務策劃業客戶關係管理 ZZ50	1.0 (12:45 – 13:45)	HK$130 / HK$260	1.0	1.0	0.0	0.0	1.0
September 2011								
02 Sep (Fri) 9 月 2 日 (五)	Portfolio Rebalancing Theory and Practice 資產重置的理論與實務 M216	3.0	HK$390 / HK$510	3.0	3.0	3.0	0.0	3.0
05 Sep (Mon) 9 月 5 日 (一)	Know Your Clients - The Regulatory Perspective 從監管角度分析 – 認識你的客戶 RZ05	3.0	HK$390 / HK$510	3.0	3.0	0.0	0.0	3.0
05 & 07 Sep (Mon, Wed) 9 月 5 及 7 日 (一, 三)	Credit Derivative and Its Applications 信用衍生產品之認識及應用 RZ35	6.0	HK$780 / HK$1,020	6.0	6.0	0.0	0.0	6.0

Unless otherwise specified, all programs start at 6:30 pm. Enrolment ends 7 days before the program date.除特別聲明外，上課時間均於晚上 6:30 開始。截止報名日期定於課程舉行日前之 7 天。

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September 2011								
06 Sep (Tue) 9月6日 (二)	Advanced Pattern Analysis and Charting 圖表及形態分析進階 RZ24	3.0	HK$390 / HK$510	3.0	3.0	0.0	0.0	3.0
08 Sep (Thu) 9月8日 (四)	Constructing Personal Financial Plans for Your Clients 制定個人財務策劃計劃 M110	2.0	HK$260 / HK$340	2.0	2.0	2.0	0.0	2.0
14 Sep (Wed) 9月14日 (三)	Luncheon Seminar Series - Strategic Asset Allocation and Inflation 策略資產配置與通貨膨脹 ZZ47	1.0 (12:45 – 13:45)	HK$130 / HK$170	1.0	1.0	0.0	0.0	1.0
19 & 26 Sep (Mon) 9月19及26日 (一)	Application of Financial Planning In Business Insurance 財務規劃在商業保險的應用 RZ10	5	HK$650 / HK$850	5	5	0.0	0.0	5
20 & 22 Sep (Tue, Thu) 9月20及22日 (二, 四)	Commodities Derivative and Risk Management 商品衍生投資及風險管理 M505	6.0	HK$780 / HK$1,020	6.0	6.0	6.0	0.0	6.0
20 Sep (Tue) 9月20日 (二)	ECA Training for MPF Intermediaries 強積金中介人僱員自選安排培訓 M116	2.0	HK$260 / HK$340	2.0	2.0	2.0	2.0	0.0
21 & 23 Sep (Wed, Fri) 9月21及23日 (三, 五)	Basic Understanding on China Tax System 認識中國稅制 M413	4.0	HK$520 / HK$680	4.0	4.0	4.0	0.0	4.0
21 Sep (Wed) 9月21日 (三)	Credit Risk Analysis of Financial Institutions 金融機構信貸風險管理分析 RZ34	3.0	HK$390 / HK$510	3.0	3.0	0.0	0.0	3.0
22 Sep (Thu) 9月22日 (四)	Improving Communications with Client – Understanding Behavioral Biases 增進與客戶的溝通 - 瞭解行爲偏差 M203	3.0	HK$390 / HK$510	3.0	3.0	3.0	0.0	3.0
27 & 28 Sep (Tue, Wed) 9月27及28日 (二, 三)	Self-Management Workshop 自我管理工作坊 ZZ34	6.0	HK$780 / HK$1,020	6.0	6.0	0.0	0.0	6.0
28 Sep (Wed) 9月28日 (三)	Luncheon Seminar Series - Cloud Computing and Its Applications in Financial Industry 雲端運算與金融業應用 ZZ51	1.0 (12:45 – 13:45)	HK$130 / HK$170	1.0	1.0	0.0	0.0	1.0
29 Sep (Thu) 9月29日 (四)	Behavioral Finance Series - Introduction to Behavioral Finance 行爲財務學系列 - 行爲財務學概覽 ZZ41	3.0	HK$390 / HK$510	3.0	3.0	0.0	0.0	3.0
October 2011								
04 Oct (Tue) 10月4日 (二)	Investment Market Updates 投資市場新知 M301	3.0	HK$390 / HK$510	3.0	3.0	3.0	0.0	3.0
04 Oct (Tue) 10月4日 (二)	Fixed Income Securities Analysis 固定收入證券分析 M302	3.0	HK$390 / HK$510	3.0	3.0	3.0	0.0	3.0
07 Oct (Fri) 10月7日 (五)	"Needs Analysis of High-net Worth Individuals in Chinese Mainland"Workshop 「中國內地高端客戶財富管理的需求與分析」工作坊 ZZ55	3.5	HK$800 / HK$1000	3.5	3.5	0.0	0.0	3.5
07 Oct (Fri) 10月7日 (五)	Designing Structured Products to Fit Your Client's Portfolio 設計結構性產品以符合客戶需要 RZ21	3.0	HK$390 / HK$510	3.0	3.0	0.0	0.0	3.0
12 Oct (Wed) 10月12日 (三)	Luncheon Seminar Series - The Latest Development of China Taxation 中國稅務最新動態及發展趨勢 ZZ52	1.0 (12:45 – 13:45)	HK$130 / HK$170	1.0	1.0	0.0	0.0	1.0
14 Oct (Fri) 10月14日 (五)	Life Stage Planning Recommendations 人生階段策劃建議 M212	2.0	HK$260 / HK$340	2.0	2.0	2.0	0.0	2.0
18 Oct (Tue) 10月18日 (二)	Behavioral Finance Series - Behavioral Finance and Asset Allocation (3 hours) 行爲財務學系列 - 行爲財務學與資產配置 ZZ44	3.0	HK$390 / HK$510	3.0	3.0	0.0	0.0	3.0
21 Oct (Fri) 10月21日 (五)	Wealth Transfer Series - Wealth Transfer Planning 財富轉移系列 – 財富轉移策劃 ZZ42	2.0	HK$260 / HK$340	2.0	2.0	0.0	0.0	2.0

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October 2011								
25 & 26 Oct (Tue, Wed) 10 月 25 及 26 日 (二, 三)	A More Practical Look at Hedge Funds as an Alternative Asset Class 實用角度看對冲基金作爲另類資產類別 ZZ45	6.0	HK$780 / HK$1,020	6.0	6.0	0.0	0.0	6.0
27 & 28 Oct (Thu, Fri) 10 月 27 及 28 日 (四, 五)	Credit Risk Management – from Investing in Corporate Risk Perspective 從企業投資角度認識「信貸風險管理」 RZ45	6.0	HK$780 / HK$1,020	6.0	6.0	0.0	0.0	6.0
November 2011								
07 Nov (Mon) 11 月 7 日 (一)	"Don't Overlook the Role of Alternative Investment Tools in Enhancing Your Customer's Investment Portfolio"Workshop 「不要忽略另類投資工具在增强客戶投資组合的角色」工作坊 ZZ56	3.5	HK$540 / HK$600	3.5	3.5	0.0	0.0	3.5
09 Nov (Wed) 11 月 9 日 (三)	Wealth Transfer Series - Trust and Philanthropy 財富轉移系列 – 信託與慈善事務 ZZ43	2.0	HK$260 / HK$340	2.0	2.0	0.0	0.0	2.0
16 Nov (Wed) 11 月 16 日 (三)	Luncheon Seminar Series - Should real estate investment be part of your portfolio? 您的投資組合應否包含房地產投資？ ZZ53	1.0 (12:45 – 13:45)	HK$130 / HK$170	1.0	1.0	0.0	0.0	1.0
29 Nov (Tue) 11 月 29 日 (二)	Behavioral Finance Series: Traditional and Behavioral Risk Measures 行爲財務學系列 - 傳統與行爲財務學風險量度 ZZ48	3.0	HK$390 / HK$510	3.0	3.0	0.0	0.0	3.0
December 2011								
07 Dec (Wed) 12 月 7 日 (三)	Behavioral Finance Series - Introduction to Personal Risk Profiling 行爲財務學系列 - 個人風險定位概覽 ZZ49	3.0	HK$390 / HK$510	3.0	3.0	0.0	0.0	3.0
07 Dec (Wed) 12 月 7 日 (三)	Luncheon Seminar Series - Local currency Asian Bonds 亞洲貨幣債券 ZZ54	1.0 (12:45 – 13:45)	HK$130 / HK$170	1.0	1.0	0.0	0.0	1.0
10 Dec (Sat) 12 月 10 日 (六)	"The Application of Technology to Improve the Customer Experience of Financial Planning"Workshop 「利用應用科技改善財務策劃客戶的體驗」工作坊 ZZ57	3.5	HK$540 / HK$600	3.5	3.5	0.0	0.0	3.5

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US and Europe sovereign credit crisis - Is Hong Kong prepared?
美歐主權信貸危機 -香港如何自處?

[Program Code 課程編號:ZZ61]

Content 內容

Part I
Speaker: Mr. Alan Luk, Assistant General Manager and Head of Private Banking & Trust Services, Hang Seng Bank

- How long will the EURO and US debt crisis affect the global market?
- QE against economical fundamentals, who will be the winner?
- If USD continues its weakness, what is the impact on HK assets market?
- Is China dependable in global crisis?

Part II
Speaker: Speaker: Dr. Joseph Chan, Economics Commentator

- The Perfect Storm – when the US, European, and Chinese Credit Crises Come Together
- The US Credit Crisis – National Debt/Persistent Budget Deficit: A Dysfunctional Congress
- The European Crisis – National Debt/Persistent Budget Deficit: A Separated Union
- The Chinese Crisis – Municipal Debt/Accelerated Inflation: An Out of Control Bureaucracy
- Hong Kong – Caught in the Middle

第一部分
講者：恒生銀行助理總經理兼私人銀行及信託服務主管陸庭龍先生

- 歐美債務危機對環球市場影響多久?
- 量化寬鬆與經濟基本因素對決，誰勝誰負?
- 美元持續弱勢對香港資產市場影響如何?
- 環球危機中可否信靠中國?

第二部分
講者：經濟評論人陳紹光博士

- 美歐中信貸危機完美風暴
- 美債國信貸危機 - 國及持續預算赤字： 失能國會
- 歐洲危機 - 國債及持續預算赤字：不團結歐盟
- 中國危機 – 地方債及急速通脹：失控官僚
- 香港 – 多面夾擊

Date 日期 24 Aug 2011 (Wed) 2011 年 8 月 24 日 (三)

Time 時間 6:30 PM - 8:00 PM (1.5 hours 小時)

Speaker 講者

陸庭龍先生
恒生銀行私人銀行及信託服務主管
陸庭龍先生現職恒生銀行私人銀行及信託服務主管，負責管理恒生私人銀行及信託服務業務，透過各項財富管理及理財服務配合高資產值客戶的不同需要。加入恒生銀行前，陸庭龍曾於香港數間國際銀行擔任如司庫等高級職務。
陸先生持有由香港科技大學及美國紐約大學斯特恩商學院頒發的環球金融理學碩士。

陳紹光博士, Ph.D (Finance), MBA
陳紹光博士於美國有投資分析經驗，專注於按揭借貸業務的分析。回港後與夥伴成立金融與資訊科技顧問服務公司，爲本港與內地金融機構提供相關的服務。陳博士亦於本港不同大學教授財務策劃及投資課程。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	1.5	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	1.5	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	1.5	Non Core CPD hours 非核心小時

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not "applicable/ 不適用"

[ZZ613A100AA110824]

An Incentive from Central Government - Opportunities and Challenges for RMB Business in Hong Kong
中央送大禮 - 香港人民幣業務機遇和挑戰
[Program Code 課程編號:ZZ62]

Content 內容

Vice Premier Li KeQiang has announced a number of measures in strengthening Hong Kong's role as an international financial centre and China's offshore RMB hub, including new directions on FDI (Foreign Direct Investment), RQFII (RMB Qualified Foreign Institutional Investors) and ETF (Exchange Traded Fund). This seminar will look into the opportunities and challenges on Hong Kong's financial services sector brought about by these new policies.

- Overview of the measures in strengthening Hong Kong's role in the internationalisation of RMB
- Arrangement and mode of operation
- Opportunities and challenges for the financial services sector

國務院副總理李克強公布了一系列支持香港發展成爲離岸人民幣業務中心的措施，以鞏固香港國際金融中心的地位。本講座旨在探討新政策措施對香港金融服務業的機遇和挑戰。

- 新政策措施對強化香港爲人民幣離岸中心的概述
- 安排及運作模式
- 爲金融服務業帶來的機遇和挑戰

Date 日期

25 Aug 2011 (Thu)

2011 年 8 月 25 日 (四)

Time 時間

6:30 PM - 7:30 PM (1.0 hours 小時)

Speaker 講者

Chiu Siu Po Steve, CFP^{CM}

Steve is currently Vice President (External) of IFPHK. He has over 20 years of experience in the financial services industry and wealth management products. He is now Managing Director of Bosera Asset Management (International), in charge of the sales and marketing functions in Hong Kong and overseas markets. Previously he was with AIA Wealth Management as Managing Director since July 2009. Before joining AIA, Steve was Head of Retail Business, Asia ex Japan of Invesco. Prior to that he served in HSBC for 15 years, where he was Associate Director of HSBC Asset Management and Senior Manager Investment Services in HSBC Retail Bank.

趙小寶, CFP^{CM}

趙小寶先生現爲香港財務策劃師學會的副會長(外務)。擁有超過廿年金融服務經驗，並對財富策劃擁有深厚的認識。他現任博時基金(國際)零售業務董事總經理，專責香港及海外市場的銷售及拓展。趙先生於 2009 年曾任職友邦財富管理董事總經理。在加入友邦前，趙先生爲景順投資管理零售業務總監。趙先生於滙豐工作 15 年，他曾任滙豐投資管理零售業務聯席董事，及滙豐零售銀行投資業務高級經理。

Medium of Instruction 語言 Cantonese 廣東話

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HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not "applicable/ 不適用"

[ZZ62PH100SC110825]

Analysis of Risk and Return of Fixed Income Securities
分析風險與收益的固定收益證券

[Program Code 課程編號:M501]

Content 內容

- An overview of the characteristic of the asset class
- Risk and Return to different type of Fixed Income Securities
- Emerging Market Debt
- Convertible Bonds
- TIPS and Inflation Expectations
- Portfolio Managing using Fixed Income Securities
- Credit Default Swap (CDS)

- 資產類別的特點及概覽
- 不同類型的固定收益證券的風險和收益
- 新興市場債券
- 可換股債券
- 國庫通貨膨脹保值證券及通脹預期
- 利用投資組合管理固定收益證券
- 信用違約互換（CDS）

Date 日期

29 Aug 2011 (Mon)

2011 年 8 月 29 日 (一)

Time 時間

6:30 PM - 9:30 PM (3.0 hours 小時)

Speaker 講者

Jacky Chan, CFP^{CM}, CFA, FRM

Mr. Jacky Chan has more than 13 years of experience with major international banks where he has been delivering investment advice and asset management services to ultra-high net worth individual. He has extensive exposure in financial planning and portfolio management for private clients. He has been conducting different training sessions and workshops in portfolio management, investment advisory and financial planning. Mr. Chan has practical skills and knowledge in delivering wealth management solutions with proven track record.

陳寅龍, CFP^{CM}, CFA, FRM

陳先生於個人及私人銀行業擁有超過 13 年工作經驗，爲高端客戶提供財務策劃及投資方案，在財富管理服務方面積累了相當豐富的經驗。陳先生曾教授不同培訓課程及工作坊，內容包括：組合管理、投資建議及財務策劃。陳先生亦擁有豐富提供財富管理的實務技巧及知識。

Medium of Instruction 語言 Cantonese 廣東話

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MPFA 積金局	0.0	Core CPD hours 核心小時
	3.0	Non Core CPD hours 非核心小時

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:80/92/06

[M5011H330JC110829]

Predict the movement of the financial market by Complexity Theory
以「複雜性理論」預測金融市場的動向

[Program Code 課程編號:ZZ40]

Content 內容

- What is complexity theory?
  -Complication vs. complex
- Financial market as a complex system
  -Characteristics of a complex system
- How can you understand more about financial market behavior using complexity theory?
  -Problems with standard finance theory
- What non-conventional methods are available to analyze financial market movement?
  -Agent-based simulation
- Can you actually predict short-term market movement using non-conventional methods?
  -Information theory/Reconstructability Analysis
  -Textual information

- 什麼是複雜性理論？
  - 複雜性與複雜
- 金融市場作爲一個複雜系統
  -複雜系統的特性
- 你怎樣以複雜性理論去了解金融市場行爲？
  -傳统金融理論的問題
- 有什麼非傳統的方法可用來分析金融市場動向？
  -個體爲本模型
- 我們能否真的能以非傳統的方法預測市場的短期動向？
  -信息理論 /重構分析
  -文本信息

Date 日期 29 Aug 2011 (Mon)

2011 年 8 月 29 日 (一)

Time 時間 6:30 PM - 8:30 PM (2.0 hours 小時)

Speaker 講者 James Kar, BSc (Finance), Mtax, CFP® (USA), CPA (USA)

Mr. Kar has over 25 years experience in US tax and financial planning, especially in investment field. Before James returned to Hong Kong, he was an adjunct faculty at Portland State University in Oregon teaching finance courses, such as Equity Valuation, and Investment (both undergraduate and graduate level). James also has completed his PhD, except for dissertation, in Systems Science (Finance). His specialty is in using information theory to predict short-term financial market movement. He has presented his research, "Short-term financial market prediction uses an information-theoretic approach" at the 2006 - 6th International Conference on Complex Systems in Boston, MA USA.

賈占士， BSc (Finance), MTax, CFP® (USA), CPA (USA)

賈先生擁有超過 25 年美國稅務和財務規劃的經驗，專長於投資領域。在返回香港以前，他在俄勒岡州波特蘭州立大學金融課程以兼職教師身分教學，範圍包括股票估值及投資（包括學士生和研究生水平）。他只要完成論文便可取得他在系統科學（金融）的博士學位課程。他的專長是利用信息理論來預測短期金融市場的動態。在 2006 年 - 第六屆「複雜系統」國際會議上（波士頓，美國），他發表了他的研究成果 -「使用信息理論預測短期金融市場的方法」。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	2.0	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	2.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	2.0	Non Core CPD hours 非核心小時

[ZZ403H200JK110829]

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not applicable/ 不適用

Mainland China - Hong Kong Cross Border Investment Tax Considerations
內地市場 -香港跨境投資稅務安排
[Program Code 課程編號:RB09]

Content 內容

- Overview of the China tax system
- How financial planners can plan for clients with incomes from China?
- Individual income tax implications for individuals working in China
- Tax obligations and consequences for non-compliance

- 中國稅制概況
- 財務策劃師怎樣協助有收入的中國客戶
- 在中國工作人士所得稅的影響
- 個人稅務責任的規定及違規後果

Date 日期 30 Aug 2011 (Tue)

2011 年 8 月 30 日 (二)

Time 時間 6:30 PM - 9:00 PM (2.5 hours 小時)

Speaker 講者 Maurice Sae-Ung, CFA, CTA, HKICPA, ACCA, MSc (Fin. Mgt), MA (IS), BA (Hons)

Mr. Maurice Sae-Ung has more than 18 years of professional experience in Hong Kong financial industry. He is currently the Senior Manager of a 'Big 4' international accounting firm, specializing in client portfolio management that includes day-to-day client counsel in provision of accounting, taxation and other business advice or related consultation services. He is a Member of CFA Institute, Fellow Member of The Taxation Institute of Hong Kong, Hong Kong Institute of Certified Public Accountants (HKICPA) and Association of Chartered Certified Accountants (ACCA).

吳煒林, CFA, CTA, HKICPA, ACCA, MSc (Fin. Mgt), MA(IS), BA(Hons),
吳先生於財務策劃界擁有超過十八年的工作經驗。吳先生現職於四大會計師樓之高級經理，擅長處理客戶之財務組合，爲客戶就會計、稅務及其他商業事務提供專業諮詢及顧問服務。吳先生爲 CFA 協會，香港稅務學會(TIHK)，香港會計師公會(HKICPA)及特許公認會計師公會(ACCA)之會員。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	2.5	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	2.5	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	2.5	Non Core CPD hours 非核心小時

[RB094A200MS110830]

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not applicable/ 不適用

Social Media and CRM in Financial Planning Industry
社交媒體與財務策劃業客戶關係管理
[Program Code 課程編號:ZZ50]

Content 內容

- Background of Social Media Development
- Global trends in Social Media Use
- Social Media Environment in Hong Kong
- CRM and Social Media
- Possible use of Social Media in Financial Planning Industry

- 社交媒體的發展
- 社交媒體應用的全球趨勢
- 香港的社交媒體環境
- 客戶關係管理與社交媒體
- 財務策劃業如何應用社交媒體

Date 日期

31 Aug 2011 (Wed)

2011 年 8 月 31 日 (三)

Time 時間

12:45 PM - 1:45 PM (1.0 hours 小時)

Speaker 講者

Ralph Szeto
Mr. Szeto is one of the founders of CMRS Digital Solutions Limited, a company formed in 2008 in developing and providing social media and digital marketing services and solutions for agencies, marketers and partners in order to assist them to achieve their digital marketing goals. He has extensive knowledge and experiences in traditional and digital media in China, Hong Kong and Asia Pacific, with an extensive client portfolio that includes adidas, American Express, eBay, Google, HSBC, Hang Seng Bank and IBM just to name a few among numerous impressive accounts.

Ralph has been involving in various industry organizations and is currently the Vice Chairman of Hong Kong Association of Internet Marketing (HKAIM) and Executive Committee of the Interactive and Direct Committee (iDA). He is also a Part-Time Lecturer in teaching "Advertising", "Media Planning", "Social Media Marketing" and "Digital Marketing" in HK4As and various universities in Hong Kong.

司徒廣釗
司徒先生是 CMRS Digital Solutions Limited 的創辦人之一。 公司主要業務是開發及爲各類市場營銷服務公司、市場營銷推廣人員和伙伴提供網上社交媒體及數位市場營銷顧問服務和方案; 從而幫助他們達成數位市場營銷計劃目的。他對香港、中國及亞太地區的傳統及數位媒體有豐富而廣泛的知識及經驗。司徒廣釗過去和目前服務過的廣泛客户眾多, 當中包括 adidas、eBay、Google、IBM、匯豐銀行、恒生銀行及美國運通等著名品牌及機構。

司徒廣釗同時參與不同的業界組職作出貢獻, 現爲香港互動市務商會(HKAIM)的副會長暨香港社交媒體聯盟召集人及直銷及互動委員會(iDA)的委員。 他一直在香港廣告商會及香港各大學擔任兼職及客席講師。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	1.0	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	1.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	1.0	Non Core CPD hours 非核心小時

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not applicable/ 不適用

[ZZ50AH100RS110831]

Portfolio Rebalancing Theory and Practice
資產重置的理論與實務

[Program Code 課程編號:M216]

Content 內容

- Asset characteristics and the rebalancing decision
- How frequently the portfolio should be monitored
- Translating conceptual rebalancing framework into practical strategies

- 資產的特性與重置的決定
- 檢視投資組合的頻率
- 資產重置的實務分享

Date 日期 02 Sep 2011 (Fri)

2011 年 9 月 2 日 (五)

Time 時間 6:30 PM - 9:30 PM (3.0 hours 小時)

Speaker 講者 Mr. William, Lai, CFP[CM], CFA, FRM, M.A.

Mr. Lai has around 20 years of experience in investment, financial management and planning as well as analysis of securities, credit, risks and economics. Currently, he is an independent consultant providing professional training and financial consultancy services to major financial institutions, government departments and universities in Hong Kong. Mr. Lai is a Chartered Financial Analyst (CFA) of CFA Institute, a Certified FRM of Global Association of Risk Professionals and a CERTIFIED FINANCIAL PLANNER[CM] certificant of the IFPHK.

黎貫榮先生 CFP[CM], CFA, FRM, M.A.

黎先生擁有近二十年的投資、財務管理及策劃、證券、信貸、風險及經濟分析之工作經驗。現爲一位全面及獨立的顧問，提供專業的培訓及顧問服務與各大財務及金融機構，政府部門和各大專院校。黎先生作爲金融界行業之專業人士，已獲特許財經分析師學會(CFA Institute) 頒授特許財經分析師(Chartered Financial Analyst, CFA), 環球風險管理專業協會(GARP) 頒授風險管理師(FRM)及香港財務策劃師學會(IFPHK) 頒授 CFP 認可財務策劃師之專業資格。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	3.0	CE credits 學分
IA 保監處	3.0	CPD hours 小時
SFC 證監會	3.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	3.0	Non Core CPD hours 非核心小時

[M2163H330WL110902]

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:80/92/03

Know Your Clients - The Regulatory Perspective
從監管角度分析 – 認識你的客戶

[Program Code 課程編號:RZ05]

Content 內容

- Introduction to money laundering/terrorist financing
- Legislation concerned with money laundering/terrorist financing
- Other related guidance notes
- Recognition and reporting of suspicious cases
- Potential money laundering/terrorist financing in Securities and Futures industry
- Possible consequences of failing to comply with anti-money laundering(AML)/Counter Financing of Terrorism (CFT) legal and regulatory requirements
- Good market practices identified from AML/CFT self-assessment program
- Case study

- 洗黑錢及恐怖分子籌資活動的簡介
- 有關洗黑錢及恐怖分子籌資活動的法律
- 其他相關指引
- 識別和舉報可疑的個案
- 證券及期貨業界中潛在的洗黑錢及恐怖分子籌資活動
- 未能遵循防止洗黑錢與恐怖分子籌資活動法例及監管規定可能會面對的後果
- 識辨防止洗黑錢與恐怖分子籌資活動的良好市場慣例
- 個案分析

Date 日期 05 Sep 2011 (Mon)

2011 年 9 月 5 日 (一)

Time 時間 6:30 PM - 9:30 PM (3.0 hours 小時)

Speaker 講者 Wilson Yee, CFP[CM], CFA, FRM. LLB, LLM, MBA

Mr. Wilson Yee has been working in the field of financial advisory for over 10 years to serve corporate and individuals in the areas of risk, investment and trust planning. He is also engaged in documentation geared for pre-listing and pre-funding arrangement in the Greater China region. Mr. Yee has conducted various finance and investment programs since 2001 and is currently a part-time instructor of the IFPHK Registered CFP Certification Education Program.

余伯權, CFP[CM], CFA, FRM, LLB, LLM, MBA

余先生在財務顧問公司工作超過十年，主要負責公司與個人的風險管理、投資及信託相關事宜。他亦同時負責中國區域統籌上市前文件之安排。余先生自 2001 年已開始教授金融及投資的課程，現爲 IFPHK 註冊 CFP 認證教育課程其中一名導師。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	3.0	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	3.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	3.0	Non Core CPD hours 非核心小時

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not applicable/ 不適用

[RZ050H300WY110905]

Credit Derivative and Its Applications
信用衍生產品之認識及應用

[Program Code 課程編號:RZ35]

Content 內容

- Understanding Credit Derivative
  -Introduction to credit derivative
  -Credit derivative structures
  -Applications of credit derivative
  -Pricing of credit derivative
- Structuring Investment Instruments with Credit Derivative
  -Applying credit derivative in structuring investment instruments
  -Types of structurd credit products
  -Qualitative aspects of structured credit products

- 信用衍生產品之認識
  -認識信用衍生產品
  -解剖信用衍生產品的構造
  -信用衍生產品之應用
  -信用衍生產品的定價策略
- 利用信用衍生產品創造不同的投資工具
  -利用信用衍生產品創造不同的投資工具
  -結構性信用衍生產品之類別
  -結構性信用衍生產品的架構特質

Date 日期 05 & 07 Sep 2011 (Mon, Wed)
2011 年 9 月 5 及 7 日 (一, 三)

Time 時間 6:30 PM - 9:30 PM (3.0 hours 小時 / Total 共 6.0 小時)

Speaker 講者 Ringo Yuen

Mr. Ringo Yuen currently is the Director and General Manager of Bright Smart Securities International (H.K.) Ltd. Mr. Yuen has over 20 years of banking and financial service experience, with a proven track record in generating incremental revenue by selling a variety of financial products to both high net worth clients and financial institutions. His primary responsibilities include developing, implementing and executing comprehensive account plans and call programs for different clients to achieve budgeted growth in assets, liabilities and earnings.

阮志國

阮先生現爲耀才證劵國際(香港)有限公司的董事兼總經理。阮先生具備超過二十年銀行及金融服務業的資深管理經驗，他能從銷售金融產品予高檔客戶及金融機構中，爲客戶和機構帶來高回報的收入。阮先生主要工作範疇包括發展、推行及執行完善各類型客戶的業務計劃，從而達到機構對資產、負債及收益的增長指標。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	6.0	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	6.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	6.0	Non Core CPD hours 非核心小時

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not applicable/ 不適用

[RZ353H300RG110905]

Advanced Pattern Analysis and Charting
圖表及形態分析進階
[Program Code 課程編號:RZ24]

Content 內容

- Candlestick charting
  -Dow theory
  -Elliott wave theory
  -Fibonacci and golden ratio
- How to predict support, resistance and target level
  -Percentage retracement
  -Speed resistance lines
  -Golden ratio and square
  -Gann theory
- John Murphy's Ten Laws of Technical Trading

- 深入探討常見的形態分析圖表及理論，包括:
  -陰陽蠋技術分析
  -道氏理論
  -艾略特波浪理論
  -費氏比率及黃金比率
- 如何預測支持、阻力及目標位置
  -百分比回落
  -速度阻力線
  -黃金比率
  -甘氏理論
- John Murphy 之市場互動技術分析

Date 日期 06 Sep 2011 (Tue)
2011 年 9 月 6 日 (二)

Time 時間 6:30 PM - 9:30 PM (3.0 hours 小時)

Speaker 講者 Dr. Joseph Chan, Ph.D (Finance), MBA
Dr. Joseph Chan began his career as a market analyst for clients in the mortgage lending industry in the U.S. He was then director of a strategic financial consulting company providing financial and IT advice to various financial institutions in Hong Kong and China. Dr. Chan has over five years of experience in teaching investment and financial planning programs in various tertiary education providers in Hong Kong.

陳紹光博士, Ph.D (Finance), MBA
陳紹光博士於美國有投資分析經驗，專注於按揭借貸業務的分析。回港後與夥伴成立金融與資訊科技顧問服務公司，爲本港與內地金融機構提供相關的服務。陳博士亦於本港不同大學教授財務策劃及投資課程。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	3.0	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	3.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	3.0	Non Core CPD hours 非核心小時

[RZ243H300JO110906]

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not applicable/ 不適用

Constructing Personal Financial Plans for Your Clients
制定個人財務策劃計劃

[Program Code 課程編號:M110]

Content 內容

- Key elements of a financial plan for individual clients
- Financial planning advising practices in Hong Kong

- 個人財務策劃計劃的重要元素
- 財務策劃的實務分享

Date 日期

08 Sep 2011 (Thu)

2011 年 9 月 8 日 (四)

Time 時間

6:30 PM - 8:30 PM (2.0 hours 小時)

Speaker 講者

Frank Fong, CFP[CM], CFA, Mcom
Mr. Fong is currently a part time instructor in teaching IFPHK registred CFP certification education program and other financial courses in the Open University of Hong Kong. He has engaged in the investment and financial planning business for over 16 years in various international banks and asset management companies including Citibank, Citicorp China Investment Management Limited and DBS Hong Kong, etc. Frank graduated from the University of New South Wales, Australia with a Master Degree of Commerce and a Bachelor Degree of Computer Engineering. He is a Chartered Financial Analyst charterholder and a CERTIFIED FINANCIAL PLANNER certificant. Frank was an Executive Committee Member of IFPHK during the period 2006-2009. He was invited as the guest speaker of the 2006 Financial Planning Conference and the judge of the 2008 SCMP/IFPHK Financial Planner Awards.

方建發, CFP[CM], CFA, Mcom
方先生現在香港公開大學擔任客座講師，負責教授 IFPHK 註冊 CFP 認證教育課程及其他財經科目。他曾在花旗銀行、中國花旗投資管理有限公司及星展銀行等多間國際銀行及資產管理公司任職，專責投資及財務策劃業務，累積經驗超過 16 年。方先生在澳洲新南威爾斯大學畢業， 先後獲取電腦工程榮譽學士學位以及商業碩士。他同時爲特許財經分析師及 CFP 認可財務策劃師。 方建發先生曾在 2006 至 2009 年擔任香港財務策劃師執行委員會成員，並爲 2006 年度財務策劃會議的主講者及 2008 年度財務策劃師大獎的評判。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	2.0	CE credits 學分
IA 保監處	2.0	CPD hours 小時
SFC 證監會	2.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	2.0	Non Core CPD hours 非核心小時

[M1103H220FF110908]

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:80/92/02

Strategic Asset Allocation and Inflation
策略資產配置與通貨膨脹

[Program Code 課程編號:ZZ47]

Content 內容

- Inflation from a "Strategic Asset Allocation" perspective
- Considerations of the impact of inflation
- Constructing portfolios to hedge inflation or mitigate its impact

- '策略性資產配置'的角度看待通脹
- 考慮通脹的影響
- 如何設計足以抵抗通脹的投資組合

Date 日期

14 Sep 2011 (Wed)

2011 年 9 月 14 日 (三)

Time 時間

12:45 PM - 1:45 PM (1.0 hours 小時)

Speaker 講者

Philip Tso, Director of Investment Services, Hong Kong, Towers Watson

Philip Tso is Towers Watson's Head of Investment for Hong Kong. He joined Towers Watson Hong Kong in 1996 after graduating from Canada. Philip is responsible for advising clients on full range investment related services including investment strategy, asset allocation, benchmark design, manager structure, selection of investment managers and ongoing monitoring. In addition, he specialises in Defined Contribution (DC) schemes and MPF consulting and is the spokesperson of Towers Watson and MPFeXPRESS.com in terms of DC and MPF investment issues. Prior to joining the Investment practice, he also has actuarial consulting experience in pension markets such as Hong Kong and Korea. Philip received his Bachelor in Actuarial Science and Statistics (First Class Honours) from University of Manitoba, Canada. He also has Master of Science in Investment Management from Hong Kong University of Science and Technology. Philip has been a member of Hong Kong Mensa since 2000. In addition, he was the President of the Kowloon Junior Chamber (JCIHK) in 2002.

曹偉邦先生，香港區總監，韜睿惠悅投資諮詢顧問

曹偉邦是韜睿惠悅投資諮詢顧問的香港區總監。他於 1996 年從加拿大畢業後加入香港韜睿惠悅。 曹偉邦專注於有關職業退休計劃和強積金的諮詢。他亦是韜睿惠悅及積金快線(MPFeXPRESS.com)就有關職業退休計劃和強積金事項的發言人。此外，他爲客戶提供全面的投資諮詢服務，包括投資策略、資產配置、甄選基金經理人、績效監督。在轉職到韜睿惠悅的投資部門前，他曾於香港及韓國等地取得精算諮詢的經驗。曹偉邦從加拿大的明尼吐巴大學獲得了精算科學和統計專業一級榮譽理學學士學位。他並於香港科技大學獲得了投資管理碩士學位。曹偉邦於 2000 年成爲 Hong Kong Mensa 會員。此外，他亦爲九龍青年商會 2002 年會長。

Medium of Instruction 語言 Cantonese 廣東話

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not "applicable/ 不適用"

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	1.0	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	1.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	1.0	Non Core CPD hours 非核心小時

[ZZ476H100PT110914]

Application of Financial Planning In Business Insurance
財務規劃在商業保險的應用

[Program Code 課程編號:RZ10]

Content 內容

- Introduction to Business Insurance
- The problems arise from the death or disability of
  - the sole business owner
  - a partner in the partnership
  - an important employee of the company
- The solution
  - Buy & Sell Agreement
  - Funding source to execute the B&S agreement
- Identify your potential clients
- Implementation through financial planning process
  - Collection - Meeting with business owner and goal setting
  - Analysis - Business and people valuation
  - Synthesis - Product selection, deferred compensation and tax issues"

- 商業保險簡介
- 企業不同角色在狀況改變時會引發的問題
  - 企業角色: 獨資企業主，合夥企業裏的合夥人，機構內之重要人物
  - 狀況改變包括:死亡，傷殘，離婚，破產，希望退股或跳槽
- 解決方案
  - 買賣協議
  - 執行買賣協議的資金來源
- 確定你的潛在客戶
- 財務策劃的運用
  - 收集 - 與企業主會談與確立目標
  - 分析 - 企業與角色價值
  - 綜合 - 產品選擇，後延補償及税務
- 個案分析 / 練習

Date 日期

19 Sep 2011 (Mon) & 26 Sep 2011 (Mon.)

2011 年 9 月 19 日 (一) 及 2011 年 9 月 26 日 (一)

Time 時間

6:30 PM - 9:00 PM (5 hours 小時)

Speaker 講者

Richard Ng, CFPCM
Mr. Richard Ng is currently teaching various modules of the IFPHK Registered CFP Certification Education Program in different universities. He is an experienced financial planner and has been working in the personal financial services for many years, acquiring experience in insurance and wealth management. Mr. Ng is also part of the pioneer groups to sit for the Hong Kong CFP Certification Examination and to have successfully acquired the CFP certification. He has spoken on Commercial Radio on various financial planning topics.

伍健權, CFPCM
伍先生熱心金融教育及培訓，在各大院校任職客席講師，教授 IFPHK 註冊 CFP 認證教育課程。伍先生是一位資深財務策劃師，對保險及財富管理有豐富經驗。他是個人綜合理財策劃概念之先驅者，是首批獲得 CFP 認可財務策劃師資格認證的財務策劃師。他亦於電台講解不同的財務策劃課題。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	5	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	5	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	5	Non Core CPD hours 非核心小時

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not "applicable/ 不適用"

[RZ1002A200RN110919]

Commodities Derivative and Risk Management
商品衍生投資及風險管理

[Program Code 課程編號:M505]

Content 內容

- Introduction to commodity futures
- Mechanics of trading
- Trading strategies: spread trading
- Options on futures and risk management

- 商品期貨簡介
- 交易的機制
- 交易策略：價差交易
- 期貨期權及風險管理

Date 日期 20 & 22 Sep 2011 (Tue, Thu)

2011 年 9 月 20 及 22 日 (二, 四)

Time 時間 6:30 PM - 9:30 PM (3.0 hours 小時 / Total 共 6.0 小時)

Speaker 講者 Prof. Jerome Yen

Prof. Yen provides consulting on exotics and structured products to tens of institutions across the globe including Société Générale, AIA, Hang Seng Bank, Sinopac Financial Holdings, and Cathay Financial Holdings. Prof. Yen was a Senior Vice President (SVP) and Deputy Chief Risk Officer at Cathay Financial Holdings (CFH), which was the largest Financial Holding Firm in Taiwan with AUM greater than USD 150 Billion.On such capacity Prof. Yen was responsible for establishing and supervising the operation of Risk Management Division. He also managed the special Basel II task force to support the Cathay Union Bank, a subsidiary of CFH, to get complied with the requirements of the new Basel II Accord. He also assisted in the development of the "Quant" team who focused on the development credit scoring and rating models as well as pricing models for equity structured products.Prof. Yen has taught at leading universities such as, Carnegie Mellon University (CMU), the University of Arizona, the University of Hong Kong (HKU), and the Chinese University of Hong Kong (CUHK). He is currently is a professor in the Department of Accounting and Finance and the Director of Center for Applied Research at Tung Wah College, Hong Kong, and also an Adjunct Professor in the Department of Finance at Hong Kong University of Science and Technology (HKUST). Currently he also holds chair professorship in the Business School at Hunan University, China. He is the president of the Asia Pacific Association of Financial Engineering, on such capacities, he contributed in teaching and research as well as building a bridge between the academia and the industry.

顏至宏教授

顏教授爲數十家全球各地的機構提供特殊及結構性產品的諮詢，包括法國興業銀行、友邦保險、恆生銀行、建華金融控股及國泰金融集團有限公司。顏教授曾任國泰金融控股（中信國金）高級副總裁和副首席風險官。國泰金融控股是台灣最大的金融控股公司，管理資產超過 1,500 億美元。顏教授負責爲國泰金融控股建立和監督風險管理部的運作。同時，他負責管理巴塞爾協議特別任務組，以支持中信國金國的子公司-泰聯合銀行，符合新巴塞爾 II 協議的要求。他還協助建立"Quant"團隊，致力於發展信用評分及評價模型，以及股票結構性產品的定價模式。顏教授曾任教於著名大學，如卡內基梅隆大學、亞利桑那大學、香港大學及香港中文大學。他目前是香港東華學院會計和財務學系教授以及應用研究中心總監。他也是香港科技大學財務學系客席教授及中國湖南大學工商學院講座教授。顏教授也是亞太金融工程協會的總裁，在教學、研究及建立學術界與業界之間的橋樑作出貢獻。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	6.0	CE credits 學分
IA 保監處	6.0	CPD hours 小時
SFC 證監會	6.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	6.0	Non Core CPD hours 非核心小時

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:80/92/06

[M5050H333JY110920]

ECA Training for MPF Intermediaries
強積金中介人僱員自選安排培訓
[Program Code 課程編號:M116]

Content 內容

- Objectives of ECA
- Potential Impacts to Employers, Employees, and MPF Intermediaries
- Operation of ECA
- Case study – Application of Code of Conduct for MPF Intermediaries

- 僱員自選安排的目標
- 對僱主、僱員及強積金中介人的潛在影響
- 僱員自選安排的運作
- 案例研究 -《強積金中介人操守守則》的應用

Date 日期 20 Sep 2011 (Tue)
2011 年 9 月 20 日 (二)

Time 時間 6:30 PM - 8:30 PM (2.0 hours 小時)

Speaker 講者 Jacky Chan, CFP[CM], CFA, FRM
Mr. Jacky Chan has more than 13 years of experience with major international banks where he has been delivering investment advice and asset management services to ultra-high net worth individual. He has extensive exposure in financial planning and portfolio management for private clients. He has been conducting different training sessions and workshops in portfolio management, investment advisory and financial planning. Mr. Chan has practical skills and knowledge in delivering wealth management solutions with proven track record.

陳寅龍, CFP[CM], CFA, FRM
陳先生於個人及私人銀行業擁有超過 13 年工作經驗，爲高端客戶提供財務策劃及投資方案，在財富管理服務方面積累了相當豐富的經驗。陳先生曾教授不同培訓課程及工作坊，內容包括：組合管理、投資建議及財務策劃。陳先生亦擁有豐富提供財富管理的實務技巧及知識。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	2.0	CE credits 學分
IA 保監處	2.0	CPD hours 小時
SFC 證監會	2.0	CPT hours 小時
MPFA 積金局	2.0	Core CPD hours 核心小時
	0.0	Non Core CPD hours 非核心小時

[M1165H222JC110920]

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:80/92/02

Basic Understanding on China Tax System
認識中國稅制
[Program Code 課程編號:M413]

Content 內容

- Overview of China tax system
- Major taxes in the PRC
  -Direct tax
  -Indirect tax
  -Capital gain
  -Other duties and taxes

- 中國稅務體制概覽
- 內地主要的稅種:
  - 直接稅
  - 間接稅
  - 資本收益稅
  - 其他稅項

Date 日期 21 & 23 Sep 2011 (Wed, Fri)
2011 年 9 月 21 及 23 日 (三, 五)

Time 時間 6:30 PM - 8:30 PM (2.0 hours 小時 / Total 共 4.0 小時)

Speaker 講者 Dr. Alexander Chan, CFP[CM], LLB, LLM, JSD, PhD, FCCA, FCPA (Practicing)
Prior to joining Taifook Lexton Wealth Management Ltd, Dr. Alexander Chan worked with various notable financial institutions. He has almost 20 years' financial and accounting experience, especially in China. He is currently a fellow in the Hong Kong Institute of CPA, the Chartered Association of Certified Accountants, the Association of International Accountants, Chartered Institute of Bankers, Royal Society of Arts etc. He is also an external examiner for the foundation diploma in Business Administration and a consultant at several financial associations.

陳慶生博士, CFP[CM], LLB, LLM, JSD, PhD FCCA, FCPA (Practising）
在加入大福歷斯鄒頓財富管厘理以前，陳博士曾於各大型金融機構工作，並累積了近 20 年的金融及會計經驗，特別是於大陸各地城市工作。陳先生現時爲香港會計師公會、英國特許認可會計師公會、英國國際會計師公會、英國特許銀行學會及英國皇家文學院等資深會員。陳先生現時爲香港專業教育學院基礎工商管理文憑的外部考試主任外，也爲不同的金融團體擔任顧問或教授等職位。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	4.0	CE credits 學分
IA 保監處	4.0	CPD hours 小時
SFC 證監會	4.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	4.0	Non Core CPD hours 非核心小時

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:80/92/05

[M4134H200AC110921]

Credit Risk Analysis of Financial Institutions
金融機構信貸風險管理分析

[Program Code 課程編號:RZ34]

Content 內容

- What are the credit risk and credit analysis?
- Credit analysis versus risk analysis
- What are the basic characteristics of financial institutions?
- Credit risk analysis of commercial banks: CAMEL analysis
  -Capital adequacy
  -Asset quality
  -Management
  -Earning
  -Liquidity
- Credit risk analysis of insurance companies
  -Investment policies of life insurance companies
  -Investment policies of property-casualty insurance companies
  -Risk categories for life insurance companies
  -Analyze the financial statements of life insurance companies
  -Credit analysis of property-casualty insurance companies

- 何謂信貸風險與信貸分析
- 信貸分析與風險分析
- 金融機構的基本特徵
- 商業銀行之信貸風險分析: CAMEL 評級制度
  - 資本充足比率
  - 資產質素
  - 管理能力
  - 盈利能力
  - 流動性
- 保險公司之信貸風險分析
  -保險公司投資政策
  -財產保險公司投資政策
  -人壽保險公司之風險類別
  -分析人壽保險公司之財務報告表
  -財產保險公司之信貸分析

Date 日期 21 Sep 2011 (Wed)

2011 年 9 月 21 日 (三)

Time 時間 6:30 PM - 9:30 PM (3.0 hours 小時)

Speaker 講者 Ringo Yuen

Mr. Ringo Yuen currently is the Director and General Manager of Bright Smart Securities International (H.K.) Ltd. Mr. Yuen has over 20 years of banking and financial service experience, with a proven track record in generating incremental revenue by selling a variety of financial products to both high net worth clients and financial institutions. His primary responsibilities include developing, implementing and executing comprehensive account plans and call programs for different clients to achieve budgeted growth in assets, liabilities and earnings.

阮志國

阮先生現爲耀才證券國際(香港)有限公司的董事兼總經理。阮先生具備超過二十年銀行及金融服務業的資深管理經驗，他能從銷售金融產品予高檔客戶及金融機構中，爲客戶和機構帶來高回報的收入。阮先生主要工作範疇包括發展、推行及執行完善各類型客戶的業務計劃，從而達到機構對資產、負債及收益的增長指標。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	3.0	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	3.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	3.0	Non Core CPD hours 非核心小時

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not applicable/ 不適用

[RZ343A200RG110921]

Improving Communications with Client – Understanding Behavioral Biases
增進與客戶的溝通 - 瞭解行為偏差
[Program Code 課程編號:M203]

Content 內容

- Investors' beliefs vs realities
  -People make rational choices?
  -Investors seek out and use appropriate information when making decisions?
  -Investors understand diversification?
  -Investment skill and success are obvious?
- Getting client expectation in line with reality
- Understanding and determining investment styles
- Setting up a plan and meeting client needs

- 投資者的信念與實況
  -投資者會否作出理性的抉擇?
  -投資者會否利用最適合的資訊作出投資決定?
  -投資者是否明白分散投資的道理?
  -投資技巧與成功是否明顯?
- 把投資者的期望與實況連成一致
- 瞭解及決定合適的投資模式
- 設計財務策劃計劃以滿足客戶需要

Date 日期 22 Sep 2011 (Thu)
2011 年 9 月 22 日 (四)

Time 時間 6:30 PM - 9:30 PM (3.0 hours 小時)

Speaker 講者 Jacky Chan, CFP[CM], CFA, FRM

Mr. Jacky Chan has more than 13 years of experience with major international banks where he has been delivering investment advice and asset management services to ultra-high net worth individual. He has extensive exposure in financial planning and portfolio management for private clients. He has been conducting different training sessions and workshops in portfolio management, investment advisory and financial planning. Mr. Chan has practical skills and knowledge in delivering wealth management solutions with proven track record.

陳寅龍, CFP[CM], CFA, FRM

陳先生於個人及私人銀行業擁有超過 13 年工作經驗，爲高端客戶提供財務策劃及投資方案，在財富管理服務方面積累了相當豐富的經驗。陳先生曾教授不同培訓課程及工作坊，內容包括: 組合管理、投資建議及財務策劃。陳先生亦擁有豐富提供財富管理的實務技巧及知識。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	3.0	CE credits 學分
IA 保監處	3.0	CPD hours 小時
SFC 證監會	3.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	3.0	Non Core CPD hours 非核心小時

[M2031H330JC110922]

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:80/92/03

Self-Management Workshop
自我管理工作坊
[Program Code 課程編號:ZZ34]

Content 內容

- Understand the nature of self-management
- Identify strength and weakness in self-management
- Apply different self-management strategies to self-motivate and achieve self-set goals
- Construct positive thought patterns to overcome barriers in goal attainment.
- Develop their subordinates' abilities to manage themselves without relying on the external managerial control.

- 了解自我管理的性質
- 探索自我管理強與弱
- 應用自我管理策略推動自己達成目標
- 組織正面觀突破障礙
- 指引下級發展自我管理技能

Date 日期 27 & 28 Sep 2011 (Tue, Wed)

2011 年 9 月 27 及 28 日 (二, 三)

Time 時間 6:30 PM - 9:30 PM (3.0 hours 小時 / Total 共 6.0 小時)

Speaker 講者 Jessie Ho

Ms. Jessie Ho is an Industrial and Organizational Psychologist and has provided public courses of Negotiation Skills for different organizations such as Manufacturing firms and Insurance/ financial services firms. Jessie also teaches Negotiation Skills, Introduction to Psychology, Training and Development and Human Resources Management at Hong Kong Polytechnic University – Hong Kong Community College (HKCC) since 2002. Jessie is a Doctoral (Ph.D) candidate at the School of Management at Macquarie University in Australia.

In 2005, Jessie earned the Inspiring Teaching Award and Lively Teaching Award at HKCC and in 2006, she was elected as the best corporate trainer in Negotiation Skills at the Outstanding Corporate Trainer Election organized by Hong Kong Daily News.

何靜思

何小姐是工業及組織心理學家，她爲製造業和保險/金融服務業等不同組織，提供談判技巧課程。何小姐自 2002 年開始，在香港理工大學-香港專上學院教授談判技巧、基礎心理學、培訓及發展和人力資源及管理。何小姐是在澳洲麥格里大學管理學院的博士研究生。

何小姐於 2005 年在香港專上學院取得了 Inspiring Teaching Award 和 Lively Teaching Award。她在 2006 年香港新報舉辦的優秀企業培訓師選舉中，獲選爲最佳企業培訓師(談判技巧)。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	6.0	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	6.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	6.0	Non Core CPD hours 非核心小時

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not applicable/ 不適用

[ZZ34AH300JE110927]

Cloud Computing and Its Applications in Financial Industry
雲端運算與金融業應用
[Program Code 課程編號:ZZ51]

Content 內容

- Background of Cloud Computing development
- Is Cloud Computing readily in use?
- Clouding Computing in Hong Kong
- Is data security a concern?
- Possible use of Clouding Computing in the Financial Industry

- 雲端運算的發展
- 雲端運算是否已可應用?
- 香港的雲端運算發展
- 資料安全性是一個憂慮嗎?
- 金融業如何應用雲端運算

Date 日期 28 Sep 2011 (Wed)

2011 年 9 月 28 日 (三)

Time 時間 12:45 PM - 1:45 PM (1.0 hours 小時)

Speaker 講者 Mr. Charles Mok 莫乃光先生

Chairman, Internet Society Hong Kong 香港互聯網協會主席

Charles Mok is the Chairman of Internet Society Hong Kong (ISOC-HK), he is also Honorary President of the Hong Kong Information Technology Federation (HKITF), chairman of the Health Information Technology Special Interest Division of the Hong Kong Computer Society and Vice Chairman of the Digital Information and Telecommunications Committee of the Hong Kong General Chamber of Commerce. Charles is the Vice Chairman of The Professional Commons, the first cross-sector professional think tank focusing on issues of public interest in Hong Kong.

Charles is a member of several key Hong Kong government statutory bodies or advisory committees, including the Consultation Panel of the West Kowloon Cultural District Authority and CreateSmart Initiative Vetting Committee. Previously, Charles was a part-time member of the Central Policy Unit, and a member of the Hospital Authority, Consumer Council and having advisory roles in various government panels and committees. Charles is also involved at the international level of Internet governance, having regional duties at organizations such as ICANN and other international organizations. In 1999, Charles was awarded as one of Hong Kong's "Ten Outstanding Young Digi Persons".

Charles also writes extensively on technology, management and public policy, currently appearing in the Hong Kong Economic Journal and Apple Daily, and previously in The Sun, as well as CUP and HiTech magazines, etc. He has been also an active blogger since 2004. In 2008 he published his first Chinese book, entitled "Hong Kong 2.0." For a full version of Charles Mok's bio, please visit his blog at: http://charlesmok-bio.blogspot.com/

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	1.0	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	1.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	1.0	Non Core CPD hours 非核心小時

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not applicable/ 不適用

[ZZ513H100CM110928]

Behavioral Finance Series - Introduction to Behavioral Finance
行爲財務學系列 - 行爲財務學概覽

[Program Code 課程編號:ZZ41]

Content 內容

- What is Behavioral Finance?
- Traditional vs. behavioral finance
- Historical development of behavioral finance
- Common psychological biases in investing
- Applications of behavioral finance

- 何謂行爲財務學?
- 傳統財務學相對行爲財務學
- 行爲財務學的歷史發展
- 投資上常見的心理偏差
- 行爲財務學的應用

Date 日期

29 Sep 2011 (Thu)

2011 年 9 月 29 日 (四)

Time 時間

6:30 PM - 9:30 PM (3.0 hours 小時)

Speaker 講者

M K Lai

Man-kit Lai is the Principal Consultant of Executive Training and Management Consultancy Company Limited. In recent years, he has offered professional consulting services and quality training programmes to a number of financial institutions, business organizations and academic units in China, Hong Kong, Japan and Singapore. Dr Lai is the author of a number of professional publications including Study Manual to International Certificate for Financial Advisers Chapters 7 and 8 (English), 24-Hour FX Trading (Chinese), Advanced Investment Analysis (English), Portfolio Management (English), Happy Ways to Learn Money Matters (Chinese), Fighting Against Psychology Biases (Chinese), Lifelong Wealth Management (Chinese) and Investment Analysis and Portfolio Management (English).

黎民傑先生

黎民傑是行政培訓及管理顧問有限公司的首席顧問。近年致力於中國國內、香港、日本及新加坡等地，提供專業的顧問及培訓服務。黎博士出版了數本專業著作，如《國際財務顧問證書溫習手冊》（第七章及第八章，英文）、《24 小時外匯》（中文）、《高級投資分析》（英文）、《投資組合管理》（英文）、《開開心心學理財：學前篇》（中文）、《力戰心魔》（中文）、《一生的財富管理》（中文）和《投資分析及投資組合管理》（英文）。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	3.0	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	3.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	3.0	Non Core CPD hours 非核心小時

[ZZ41AH300MK110929]

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not "applicable/ 不適用"

Investment Market Updates
投資市場新知

[Program Code 課程編號:M301]

Content 內容

- An overview of the latest Hong Kong finance and economic situations
- The global investment environment
- Local events and policies changes
- Review performance of equity, fund markets, property markets or foreign exchange markets
- Evaluating the market performance
- Threats and opportunities
- Financial market innovations

- 香港金融及經濟最新形勢概覽
- 環球投資環境
- 本土情況及政策改變
- 審視股票、基金、物業及外匯市場
- 分析市場表現
- 威脅與機會
- 金融市場創新

Date 日期 04 Oct 2011 (Tue)

2011 年 10 月 4 日 (二)

Time 時間 6:30 PM - 9:30 PM (3.0 hours 小時)

Speaker 講者 Jacky Chan, CFPCM, CFA, FRM

Mr. Jacky Chan has more than 13 years of experience with major international banks where he has been delivering investment advice and asset management services to ultra-high net worth individual. He has extensive exposure in financial planning and portfolio management for private clients. He has been conducting different training sessions and workshops in portfolio management, investment advisory and financial planning. Mr. Chan has practical skills and knowledge in delivering wealth management solutions with proven track record.

陳寅龍, CFPCM, CFA, FRM

陳先生於個人及私人銀行業擁有超過 13 年工作經驗，爲高端客戶提供財務策劃及投資方案，在財富管理服務方面積累了相當豐富的經驗。陳先生曾教授不同培訓課程及工作坊，內容包括：組合管理、投資建議及財務策劃。陳先生亦擁有豐富提供財富管理的實務技巧及知識。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	3.0	CE credits 學分
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SFC 證監會	3.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	3.0	Non Core CPD hours 非核心小時

[M3013H330JC111004]

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:80/92/04

Fixed Income Securities Analysis
固定收入證券分析
[Program Code 課程編號:M302]

Content 內容

- Introduction to fixed income securities
- Credit risk
- Trading terminology
- Trading conventions
- General approaches in valuation
- Rating system
- Behavioral observations
- Fixed income portfolio management

- 固定收益證券簡介
- 信用風險
- 交易術語
- 交易慣例
- 估値方法
- 評級制度
- 行爲學觀察
- 管理固定收入投資組合

Date 日期

04 Oct 2011 (Tue)

2011 年 10 月 4 日 (二)

Time 時間

6:30 PM - 9:30 PM (3.0 hours 小時)

Speaker 講者

M K Lai

Man-kit Lai is the Principal Consultant of Executive Training and Management Consultancy Company Limited. In recent years, he has offered professional consulting services and quality training programmes to a number of financial institutions, business organizations and academic units in China, Hong Kong, Japan and Singapore. Dr Lai is the author of a number of professional publications including Study Manual to International Certificate for Financial Advisers Chapters 7 and 8 (English), 24-Hour FX Trading (Chinese), Advanced Investment Analysis (English), Portfolio Management (English), Happy Ways to Learn Money Matters (Chinese), Fighting Against Psychology Biases (Chinese), Lifelong Wealth Management (Chinese) and Investment Analysis and Portfolio Management (English).

黎民傑

黎先生是行政培訓及管理顧問有限公司的首席顧問。近年致力於中國國內、香港、日本及新加坡等地，提供專業的顧問及培訓服務。黎博士出版了數本專業著作，如《國際財務顧問證書溫習手冊》（第七章及第八章，英文）、《24 小時外匯》（中文）、《高級投資分析》（英文）、《投資組合管理》（英文）、《開開心心學理財：學前篇》（中文）、《力戰心魔》（中文）、《一生的財富管理》（中文）和《投資分析及投資組合管理》（英文）。

Medium of Instruction 語言 Cantonese 廣東話

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MPFA 積金局	0.0	Core CPD hours 核心小時
	3.0	Non Core CPD hours 非核心小時

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:80/92/04

[M3023H330MK111004]

"Needs Analysis of High-net Worth Individuals in Chinese Mainland" Workshop
「中國內地高端客戶財富管理的需求與分析」工作坊

[Program Code 課程編號:ZZ55]

Content 內容

- Need Analysis of High-end Worth Clients of Chinese Mainland (Family Protection / Education Fund / Pension Fund / Asset Management / Medical / Trust)
- Investment and Insurance Planning Strategy of High-net Worth Clients of Chinese Mainland
- Post-Crisis Era: Change in Risk Profile and Portfolio Planning (Case Study)
- Panel Discussion – Trends and Business Opportunities of the Wealth Management Industry in Chinese Mainland

- 中國內地高端客戶的需求分析(家庭保障/教育基金/退休基金/財富管理/醫療/信託)
- 中國內地高端客戶的投資理財及保險業務管理策略
- 後危機時代客戶承受風險的變化及建立投資組合（案例分析)
- 小組討論 - 中國內地財富管理行業的發展趨勢及商機

Date 日期 07 Oct 2011 (Fri)

2011 年 10 月 7 日（五)

Time 時間 2:00 PM - 5:30 PM (3.5 hours 小時)

Speaker 講者 Richard Ku & a Speaker from the industry

古致平先生 財務金融學碩士，CFP(Taiwan, China, Hong Kong)
古先生曾於大中華區多間著名的金融服務機構擔任要職，於私人銀行及個人理財業擁有豐富經驗。古先生現任國際金融理財標準委員會中國專家委員會授權機構 - 廣東金融學院國際 CFP 項目中心執行主任，負責中國華南地區 CFP 系列資格認證培訓事宜及金融業務培訓課程的開發及組織；此外亦兼任北京當代金融培訓有限公司高級顧問，負責 CPB(認證私人銀行家)項目。
古先生曾任職於新加坡康儲財務顧問服務公司副總裁，擔任獨立理財顧問和財務規劃顧問等職務，與 UBS 等金融機構合作，在內地、新加坡、香港等地爲華人高端客戶提供風險管理、投資建議、基金顧問銷售、金融市場分析、財產移轉、稅務規劃、藝術品鑒賞等私人銀行服務。在此之前，任職于台灣某證券投資顧問公司，負責境外基金顧問銷售、金融市場分析及私人銀行服務；以及美國 Merrill Lynch Co，負責金融市場資料收集及研究工作。
古先生畢業于台灣大學後負笈美國三藩市 Golden Gate University，專攻財務金融學並取得碩士學位，同時擁有中國、台灣及香港 CFP 認證資格。

顏先生 財務金融學碩士， CFP(Taiwan, China)
顏先生現任瑞士某私人銀行中國區副董事；中國國際金融理財師 CFPTM ；臺灣認證理財規劃顧問，臺灣合格人身保險經紀人。曾擔任臺灣理財顧問認證協會（FPAT）理事會理事；臺灣理財顧問認證協會（FPAT）營銷推廣委員會主任委員、臺灣 CFP 聯誼會會長；臺灣與大陸 CFPTM 教育訓練課程資深專任講師；臺灣證券商業同業公會（TSA）財富管理專任講座與試題委員。也曾任教于臺灣元智大學財務金融系兼任講師，主講《投資組合管理操作實務》；曾任聘爲臺灣逢甲大學進修推廣學院『理財規劃教育訓練課程顧問』；以及各 EMBA 或金融機構之專題講座。
顏先生擁有美國舊金山金門大學商學院財務金融學碩士學位(Golden Gate University, Master of Science, Major in Finance)，并在美國已有從事財富管理之經驗。成立過獨立理財規劃顧問公司，也與多家私人銀行有過業務合作關係；之後投身私人銀行領域，對兩岸三地華人的私人銀行業務均有豐富經驗。
身爲資深的私人銀行家，顏先生除專精于投資組合與資產配置之理論與實務，及高端客戶之客戶關係管理與顧問式銷售之外，也曾參與臺灣多家金融機構財富管理信息系統項目、金融商品與市場實時信息報價系統、金融商品交易信息系統、獨立理財規劃顧問之理財規劃系統軟件、家庭與個人資產管理理財軟件與金融理財財經網站之規劃或顧問，充分結合專業理論、實務經驗、金融産品、及信息系統。

Medium of Instruction 語言 Cantonese 廣東話

Remarks 備註 Early-bird Offer 預早報名優惠

- Enroll by 7 September 2011 and enjoy a 10% discount (i.e. HK$720 (member) / HK$900 (non-member))
- 於 2011 年 9 月 7 日或之前報名之參加者，可享 9 折優惠，即 HK$720 (會員) / HK$900 (非會員)

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	3.5	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	3.5	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	3.5	Non Core CPD hours 非核心小時

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not "applicable/ 不適用"

[ZZ55AA300AA111007]

Designing Structured Products to Fit Your Client's Portfolio
設計結構性產品以符合客戶需要

[Program Code 課程編號:RZ21]

Content 內容

- Latest product trends, innovative structures and features of structured products
- Applications of structured products in portfolio management
- Designing suitable structure products to meet clients with different risk profiles
- Case studies

- 結構性產品之最新發展及趨勢
- 結構性產品於組合管理上之應用
- 按不同客戶之風險承受程度設計不同結構性產品
- 個案分析

Date 日期

07 Oct 2011 (Fri)

2011 年 10 月 7 日 (五)

Time 時間

6:30 PM - 9:30 PM (3.0 hours 小時)

Speaker 講者

Ringo Yuen

Mr. Ringo Yuen currently is the Director and General Manager of Bright Smart Securities International (H.K.) Ltd. Mr. Yuen has over 20 years of banking and financial service experience, with a proven track record in generating incremental revenue by selling a variety of financial products to both high net worth clients and financial institutions. His primary responsibilities include developing, implementing and executing comprehensive account plans and call programs for different clients to achieve budgeted growth in assets, liabilities and earnings.

阮志國

阮先生現為耀才證劵國際(香港)有限公司的董事兼總經理。阮先生具備超過二十年銀行及金融服務業的資深管理經驗，他能從銷售金融產品予高檔客戶及金融機構中，為客戶和機構帶來高回報的收入。阮先生主要工作範疇包括發展、推行及執行完善各類型客戶的業務計劃，從而達到機構對資產、負債及收益的增長指標。

Medium of Instruction 語言 Cantonese 廣東話

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not applicable/ 不適用

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	3.0	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	3.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	3.0	Non Core CPD hours 非核心小時

[RZ213H300RG111007]

Luncheon Seminar Series - The Latest Development of China Taxation
中國稅務最新動態及發展趨勢

[Program Code 課程編號:ZZ52]

Content 內容

- The existing tax system
- Direction of tax reform and current trends

- 現行稅務制度
- 稅制改革的方向與趨勢

Date 日期

12 Oct 2011 (Wed)

2011 年 10 月 12 日 (三)

Time 時間

12:45 PM - 1:45 PM (1.0 hours 小時)

Speaker 講者

Mr. Joe Zou Hai Yan
Chinese Certified Public Accountant, CPA with security qualification authorized by the Ministry of Finance and China Securities Regulatory Commission, MNIA, FChFP
Mr. Joe Zou Hai Yan was a graduate in China Tax, Auditing and Accounting specialties. He also holds a Diploma of Business Management from The Hong Kong Polytechnic University. Mr. Zou has more than 20 years in accounting field and is an expert on China tax, accounting, audit, customs, foreign exchange, China business affairs and PRC Company Law, etc. He is also familiar with the operations, management and corporate governance in both state-owned or private enterprises and foreign invested enterprises. Moreover, Mr. Zou has abundant experience in foreign invested enterprises tax planning consultation, compliance to government rules and regulations and PRC laws. Besides, Mr. Zou is also knowledgeable about the Hong Kong Companies Ordinance, accounting standards and auditing standards. He could provide strategic business plans to clients by comparing the differences in China and Hong Kong jurisdictions.

鄒海燕先生
中國註冊會計師，中國財政部與國家證券監督委員會（證監會）批准的證券資格注冊會計師，澳大利亞國家會計師，注冊特許財務策劃師
鄒海燕先生，獲取審計、會計、稅務專業大學學歷，以及香港理工大學企業管理文憑。鄒先生熟悉中國與海外上市、融資、投資，稅務、會計、審計，海關、外匯、商務、公司法律的理論與實務操作經驗，對中國和香港的企業和商業運作、管理、政府監管等事務非常熟悉，對企業上市融資和投資策劃，如何進行合理合法的稅務安排，如何符合政府監管規範，如何避免抵觸法律等實務操作，具有豐富的實戰經驗；同時，對香港的公司及商業法例、會計準則、稅務條例、上市規則、金融和審計規範均有深厚的的實務經驗。能够較好地運用中國和香港，以及海外多個地區的不同法例和執行規範之差別，作出企業多層次多方面的策劃，以達到優良的效果。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	1.0	CE credits 學分
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MPFA 積金局	0.0	Core CPD hours 核心小時
	1.0	Non Core CPD hours 非核心小時

[ZZ52PH100111012]

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not "applicable/ 不適用"

Life Stage Planning Recommendations
人生階段策劃建議
[Program Code 課程編號:M212]

Content 內容

- Preparing for life stages events
- Scenario studies

- 如何爲人生不同階段作準備
- 個案研習

Date 日期

14 Oct 2011 (Fri)

2011 年 10 月 14 日 (五)

Time 時間

6:30 PM - 8:30 PM (2.0 hours 小時)

Speaker 講者

Ringo Yuen

Mr. Ringo Yuen currently is the Director and General Manager of Bright Smart Securities International (H.K.) Ltd. Mr. Yuen has over 20 years of banking and financial service experience, with a proven track record in generating incremental revenue by selling a variety of financial products to both high net worth clients and financial institutions. His primary responsibilities include developing, implementing and executing comprehensive account plans and call programs for different clients to achieve budgeted growth in assets, liabilities and earnings.

阮志國

阮先生現爲耀才證券國際(香港)有限公司的董事兼總經理。阮先生具備超過二十年銀行及金融服務業的資深管理經驗，他能從銷售金融產品予高檔客戶及金融機構中，爲客戶和機構帶來高回報的收入。阮先生主要工作範疇包括發展、推行及執行完善各類型客戶的業務計劃，從而達到機構對資產、負債及收益的增長指標。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	2.0	CE credits 學分
IA 保監處	2.0	CPD hours 小時
SFC 證監會	2.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	2.0	Non Core CPD hours 非核心小時

[M2121H220RG111014]

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:80/92/03

Behavioral Finance Series - Behavioral Finance and Asset Allocation
行爲財務學系列 - 行爲財務學與資產配置

[Program Code 課程編號:ZZ44]

Content 內容

- What is asset allocation?
- Optimal asset allocation under traditional finance
- Mean variance analysis
- Expected utility theory
- Case study in optimal asset allocation under traditional finance
- Asset allocation puzzle
- Optimal asset allocation under behavioral finance
  - Prospect theory
  - Behavioral portfolio theory
  - Mental accounting portfolio theory
- Case study in optimal asset allocation under behavioral finance

- 何謂資產配置?
- 傳統財務學最優化資產配置
- 平均值-變異値分析
- 期望效用理論
- 傳統財務學最優化資產配置個案研究
- 資產配置謎團
- 行爲財務學下最優化資產配置
  - 前景理論
  - 行爲投資組合理論
  - 心理帳戶投資組合理論
- 行爲財務學最優化資產配置個案研究

Date 日期

18 Oct 2011 (Tue)

2011 年 10 月 18 日 (二)

Time 時間

6:30 PM - 9:30 PM (3.0 hours 小時)

Speaker 講者

M K Lai

Man-kit Lai is the Principal Consultant of Executive Training and Management Consultancy Company Limited. In recent years, he has offered professional consulting services and quality training programmes to a number of financial institutions, business organizations and academic units in China, Hong Kong, Japan and Singapore. Dr Lai is the author of a number of professional publications including Study Manual to International Certificate for Financial Advisers Chapters 7 and 8 (English), 24-Hour FX Trading (Chinese), Advanced Investment Analysis (English), Portfolio Management (English), Happy Ways to Learn Money Matters (Chinese), Fighting Against Psychology Biases (Chinese), Lifelong Wealth Management (Chinese) and Investment Analysis and Portfolio Management (English).

黎民傑先生

黎民傑是行政培訓及管理顧問有限公司的首席顧問。近年致力於中國國內、香港、日本及新加坡等地，提供專業的顧問及培訓服務。黎博士出版了數本專業著作，如《國際財務顧問證書溫習手冊》（第七章及第八章，英文）、《24 小時外匯》（中文）、《高級投資分析》（英文）、《投資組合管理》（英文）、《開開心心學理財：學前篇》（中文）、《力戰心魔》（中文）、《一生的財富管理》（中文）和《投資分析及投資組合管理》（英文）。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	3.0	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	3.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	3.0	Non Core CPD hours 非核心小時

[ZZ449H300MK111018]

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not "applicable/ 不適用"

Wealth Transfer Series - Wealth Transfer Planning
財富轉移系列 – 財富轉移策劃
[Program Code 課程編號:ZZ42]

Content 內容

- Objectives of wealth transfer
- Some practical tools
- Pitfalls in wealth transfer planning
- Case studies

- 財富轉移目的
- 實用工具
- 財富轉移策劃的不足
- 個案研究

Date 日期

21 Oct 2011 (Fri)

2011 年 10 月 21 日 (五)

Time 時間

6:30 PM - 8:30 PM (2.0 hours 小時)

Speaker 講者

Wilson Yee, CFP^CM, CFA, FRM. LLB, LLM, MBA
Mr. Wilson Yee has been working in the field of financial advisory for over 10 years to serve corporate and individuals in the areas of risk, investment and trust planning. He is also engaged in documentation geared for pre-listing and pre-funding arrangement in the Greater China region. Mr. Yee has conducted various finance and investment programs since 2001 and is currently a part-time instructor of the IFPHK Registered CFP Certification Education Program.

余伯權, CFP^CM, CFA, FRM, LLB, LLM, MBA
余先生在財務顧問公司工作超過十年，主要負責公司與個人的風險管理、投資及信託相關事宜。他亦同時負責中國區域統籌上市前文件之安排。余先生自 2001 年已開始教授金融及投資的課程，現爲 IFPHK 註冊 CFP 認證教育課程其中一名導師。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	2.0	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	2.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	2.0	Non Core CPD hours 非核心小時

[ZZ423H222WY111021]

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not applicable/ 不適用

A More Practical Look at Hedge Funds as an Alternative Asset Class
實用角度看對冲基金作爲另類資產類別
[Program Code 課程編號:ZZ45]

Content 內容

- Fundamentals of hedge fund
- Practical approach and mind set for directional/ tactical trading strategies in hedge funds
- (a) Equity Long/ Short (b) Global Macro (c) Managed Futures
- Screening process for selecting fund managers
- Understand the due diligence process in manager selection – dissecting the data
- Hedge funds frauds – real life cases study
- Trade like a hedge fund manager for a layman
- Why hedge funds should be part of a diversified portfolio?

- 對冲基金基特
- 對冲基金方向性 / 戰術性交易策略的實用處理及思爲
- (1) 股票長短倉 (2) 環球宏觀 (3) 期貨管
- 基金經理選擇及甄別過程
- 基金經理選擇過程的盡職審查-數據剖析
- 對冲基金詐騙-真實個案研
- 像基金經理般交
- 多樣化組合爲何應含對冲基金？

Date 日期

25 & 26 Oct 2011 (Tue, Wed)

2011 年 10 月 25 及 26 日 (二, 三)

Time 時間

6:30 PM - 9:30 PM (3.0 hours 小時 / Total 共 6.0 小時)

Speaker 講者

Edward C K Chin
Mr. Edward C K Chin has 20 years of professional experience in portfolio management, hedge funds and securities trading; founded MDE Walters Capital in 2002; and a columnist for the Hong Kong Economic Journal. Mr. Chin is also a board member of a family office, a Canadian Investment Manager (CIM) and a Fellow of the Canadian Securities Institute (FCSI). He is a Certified NLP Coach, a Master Firewalker, a Certified Firewalking Instructor and a hypnotherapy practitioner.

Edward C K Chin
Mr. Edward C K Chin has 20 years of professional experience in portfolio management, hedge funds and securities trading; founded MDE Walters Capital in 2002; and a columnist for the Hong Kong Economic Journal. Mr. Chin is also a board member of a family office, a Canadian Investment Manager (CIM) and a Fellow of the Canadian Securities Institute (FCSI). He is a Certified NLP Coach, a Master Firewalker, a Certified Firewalking Instructor and a hypnotherapy practitioner.

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	6.0	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	6.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	6.0	Non Core CPD hours 非核心小時

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not applicable/ 不適用

[ZZ453H600EK111025]

Credit Risk Management – from Investing in Corporate Risk Perspective
從企業投資角度認識「信貸風險管理」

[Program Code 課程編號:RZ45]

Content 內容

- Credit risk management standards
- Concepts of credit risk analysis
- Types of quantitative credit risk analysis
- Types of qualitative credit risk analysis
- Strategies of selecting corporate credit risk
- Signals of problematic credit

- 信貸風險管理之標準
- 信貸風險分析概念
- 信貸風險量化分析方法
- 信貸風險質量分析方法
- 選擇企業信貸風險的策略
- 如何洞悉問題信貸的信號

Date 日期 27 & 28 Oct 2011 (Thu, Fri)

2011 年 10 月 27 及 28 日 (四, 五)

Time 時間 6:30 PM - 9:30 PM (3.0 hours 小時 / Total 共 6.0 小時)

Speaker 講者 Wilson Yee, CFP^{CM}, CFA, FRM. LLB, LLM, MBA

Mr. Wilson Yee has been working in the field of financial advisory for over 10 years to serve corporate and individuals in the areas of risk, investment and trust planning. He is also engaged in documentation geared for pre-listing and pre-funding arrangement in the Greater China region. Mr. Yee has conducted various finance and investment programs since 2001 and is currently a part-time instructor of the IFPHK Registered CFP Certification Education Program.

余伯權, CFP^{CM}, CFA, FRM, LLB, LLM, MBA

余先生在財務顧問公司工作超過十年，主要負責公司與個人的風險管理、投資及信託相關事宜。他亦同時負責中國區域統籌上市前文件之安排。余先生自 2001 年已開始教授金融及投資的課程，現爲 IFPHK 註冊 CFP 認證教育課程其中一名導師。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	6.0	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	6.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	6.0	Non Core CPD hours 非核心小時

[RZ453H300WY111027]

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not applicable/ 不適用

"Don't Overlook the Role of Alternative Investment Tools in Enhancing Your Customer's Investment Portfolio" Workshop
「不要忽略另類投資工具在增强客戶投資組合的角色」工作坊

[Program Code 課程編號:ZZ56]

Content 內容

- An introduction to alternative investment
- Understand the operation and introduction of the investing strategies of hedge funds
- The value of private equity and Venture Capital and their recently development in HK and PRC
- Investing commodities and precious metal in practical
- Panel Discussion - The outlook of alternative investment in HK

- 介紹另類投資
- 了解對沖基金的運作和對沖基金投資策略的介紹
- 私募股權投資和風險資本的價值及其最近在香港及中國的發展
- 投資商品和貴金屬的實務情況
- 小組討論 - 另類投資在香港的前景

Date 日期 07 Nov 2011 (Mon)
2011 年 11 月 7 日 (一)

Time 時間 2:00 PM - 5:30 PM (3.5 hours 小時)

Speaker 講者 Speakers from Alternative Investment Management Association Hong Kong

Medium of Instruction 語言 Cantonese 廣東話

Remarks 備註 Early-bird Offer 預早報名優惠

- Enroll by 7 October 2011 and enjoy a 10% discount (i.e. HK$486 (member) / HK$540 (non-member))

- 於 2011 年 10 月 7 日或之前報名之參加者，可享 9 折優惠，即 HK$486 (會員) / HK$540 (非會員)

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not "applicable/ 不適用"

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	3.5	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	3.5	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	3.5	Non Core CPD hours 非核心小時

[ZZ56AA300AA111107]

Wealth Transfer Series - Trust and Philanthropy
財富轉移系列 – 信託與慈善事務

[Program Code 課程編號:ZZ43]

Content 內容

- Needs analysis and choice of trust form
- Trust formation and relevant legal implication
- Special trust in philanthropy
- Case studies

- 需要分析及信托形式
- 信托資料及相關發律意義
- 慈善事務與特別信託
- 個案研究

Date 日期

09 Nov 2011 (Wed)

2011 年 11 月 9 日 (三)

Time 時間

6:30 PM - 8:30 PM (2.0 hours 小時)

Speaker 講者

Wilson Yee, CFP^CM, CFA, FRM. LLB, LLM, MBA
Mr. Wilson Yee has been working in the field of financial advisory for over 10 years to serve corporate and individuals in the areas of risk, investment and trust planning. He is also engaged in documentation geared for pre-listing and pre-funding arrangement in the Greater China region. Mr. Yee has conducted various finance and investment programs since 2001 and is currently a part-time instructor of the IFPHK Registered CFP Certification Education Program.

余伯權, CFP^CM, CFA, FRM, LLB, LLM, MBA
余先生在財務顧問公司工作超過十年，主要負責公司與個人的風險管理、投資及信託相關事宜。他亦同時負責中國區域統籌上市前文件之安排。余先生自 2001 年已開始教授金融及投資的課程，現爲 IFPHK 註冊 CFP 認證教育課程其中一名導師。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	2.0	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	2.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	2.0	Non Core CPD hours 非核心小時

[ZZ439H200WY111109]

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not applicable/ 不適用

Luncheon Seminar Series - Should real estate investment be part of your portfolio?
您的投資組合應否包含房地產投資？

[Program Code 課程編號:ZZ53]

Content 內容

- - Inflation hedging characteristics of real estates investment
- - Factors to consider before investing in real estate
- - Different ways of accessing the real estate market
- - REITs
- - Direct property holding.

- - 房地產投資 - 有效抵抗通脹
- - 投資房地產前所需考慮的因
- - 房地產市場投資的各項模式
- - 房地產信託基金
- - 直接持有物業投資

Date 日期 16 Nov 2011 (Wed)

2011 年 11 月 16 日 (三)

Time 時間 12:45 PM - 1:45 PM (1.0 hours 小時)

Speaker 講者 Philip Tso, Director of Investment Services, Hong Kong, Towers Watson

Philip Tso is Towers Watson’s Head of Investment for Hong Kong. He joined Towers Watson Hong Kong in 1996 after graduating from Canada. Philip is responsible for advising clients on full range investment related services including investment strategy, asset allocation, benchmark design, manager structure, selection of investment managers and ongoing monitoring. In addition, he specialises in Defined Contribution (DC) schemes and MPF consulting and is the spokesperson of Towers Watson and MPFeXPRESS.com in terms of DC and MPF investment issues. Prior to joining the Investment practice, he also has actuarial consulting experience in pension markets such as Hong Kong and Korea. Philip received his Bachelor in Actuarial Science and Statistics (First Class Honours) from University of Manitoba, Canada. He also has Master of Science in Investment Management from Hong Kong University of Science and Technology. Philip has been a member of Hong Kong Mensa since 2000. In addition, he was the President of the Kowloon Junior Chamber (JCIHK) in 2002.

曹偉邦先生，香港區總監，韜睿惠悅投資諮詢顧問

曹偉邦是韜睿惠悅投資諮詢顧問的香港區總監。他於 1996 年從加拿大畢業後加入香港韜睿惠悅。 曹偉邦專注於有關職業退休計劃和強積金的諮詢。他亦是韜睿惠悅及積金快線(MPFeXPRESS.com)就有關職業退休計劃和強積金事項的發言人。此外，他爲客戶提供全面的投資諮詢服務，包括投資策略、資產配置、甄選基金經理人、績效監督。在轉職到韜睿惠悅的投資部門前，他曾於香港及韓國等地取得精算諮詢的經驗。曹偉邦從加拿大的明尼吐巴大學獲得了精算科學和統計專業一級榮譽理學學士學位。他並於香港科技大學獲得了投資管理碩士學位。曹偉邦於 2000 年成爲 Hong Kong Mensa 會員。此外，他亦爲九龍青年商會 2002 年會長。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	1.0	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	1.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	1.0	Non Core CPD hours 非核心小時

[ZZ539H100PT111116]

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not "applicable/ 不適用"

Behavioral Finance Series: Traditional and Behavioral Risk Measures
行爲財務學系列 - 傳統與行爲財務學風險量度
[Program Code 課程編號:ZZ48]

Content 內容

- What is a risk measure?
- Traditional risk measures
- Risk measures on equity products
- Risk measures on fixed income products
- Risk measures on option products
- Risk measures on portfolios
- Behavioral risk measures

- 什麼是風險量度？
- 傳統風險量度
- 股權產品的風險量度
- 固定收入產品的風險量度
- 期權產品的風險量度
- 投資組合風險量度
- 行爲風險量度

Date 日期 29 Nov 2011 (Tue)
2011 年 11 月 29 日 (二)

Time 時間 6:30 PM - 9:30 PM (3.0 hours 小時)

Speaker 講者 M K Lai

Man-kit Lai is the Principal Consultant of Executive Training and Management Consultancy Company Limited. In recent years, he has offered professional consulting services and quality training programmes to a number of financial institutions, business organizations and academic units in China, Hong Kong, Japan and Singapore. Dr Lai is the author of a number of professional publications including Study Manual to International Certificate for Financial Advisers Chapters 7 and 8 (English), 24-Hour FX Trading (Chinese), Advanced Investment Analysis (English), Portfolio Management (English), Happy Ways to Learn Money Matters (Chinese), Fighting Against Psychology Biases (Chinese), Lifelong Wealth Management (Chinese) and Investment Analysis and Portfolio Management (English).

黎民傑先生

黎民傑是行政培訓及管理顧問有限公司的首席顧問。近年致力於中國國內、香港、日本及新加坡等地，提供專業的顧問及培訓服務。黎博士出版了數本專業著作，如《國際財務顧問證書溫習手冊》（第七章及第八章，英文）、《24 小時外匯》（中文）、《高級投資分析》（英文）、《投資組合管理》（英文）、《開開心心學理財：學前篇》（中文）、《力戰心魔》（中文）、《一生的財富管理》（中文）和《投資分析及投資組合管理》（英文）。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	3.0	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	3.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	3.0	Non Core CPD hours 非核心小時

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not "applicable/ 不適用"

[ZZ489H300MK111129]

Behavioral Finance Series: Introduction to Personal Risk Profiling
行爲財務學系列 - 個人風險定位概覽

[Program Code 課程編號:ZZ49]

Content 內容

- What is personal risk profiling?
- Four dimensions of risk profile
- Utility-based theory
  - expected utility theory (traditional finance)
- - prospect theory (behavioral finance)

Psychometric assessment
  - situational and personal profiling
  - personality traits

- 什麼是個人風險定位？
- 風險定位四個層面
- 效用爲本理論
  - 期望效用理論（傳統財務學)
  - 前景理論(行爲財務學)
- 心理測量評估
  - 情境分析及個人分析
  - 個性特質

Date 日期 07 Dec 2011 (Wed)
2011 年 12 月 7 日 (三)

Time 時間 6:30 PM - 9:30 PM (3.0 hours 小時)

Speaker 講者

M K Lai

Man-kit Lai is the Principal Consultant of Executive Training and Management Consultancy Company Limited. In recent years, he has offered professional consulting services and quality training programmes to a number of financial institutions, business organizations and academic units in China, Hong Kong, Japan and Singapore. Dr Lai is the author of a number of professional publications including Study Manual to International Certificate for Financial Advisers Chapters 7 and 8 (English), 24-Hour FX Trading (Chinese), Advanced Investment Analysis (English), Portfolio Management (English), Happy Ways to Learn Money Matters (Chinese), Fighting Against Psychology Biases (Chinese), Lifelong Wealth Management (Chinese) and Investment Analysis and Portfolio Management (English).

黎民傑先生

黎民傑是行政培訓及管理顧問有限公司的首席顧問。近年致力於中國國內、香港、日本及新加坡等地，提供專業的顧問及培訓服務。黎博士出版了數本專業著作，如《國際財務顧問證書溫習手冊》（第七章及第八章，英文）、《24 小時外匯》（中文）、《高級投資分析》（英文）、《投資組合管理》（英文）、《開開心心學理財：學前篇》（中文）、《力戰心魔》（中文）、《一生的財富管理》（中文）和《投資分析及投資組合管理》（英文）。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	3.0	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	3.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	3.0	Non Core CPD hours 非核心小時

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not "applicable/ 不適用"

[ZZ499H300MK111207]

Luncheon Seminar Series - Local currency Asian Bonds
亞洲貨幣債券
[Program Code 課程編號:ZZ54]

Content 內容

- Overview of the Asian bond market
- Asian bond indices available to investors
- Potential portfolio diversification benefits
- Rationale for investing in local currency Asian bonds

- 亞洲債券市場動向概覽
- 現有的亞洲債券指數
- 亞洲債券對投資組合多元化的潛在好處
- 講解投資於亞洲貨幣債券的理據

Date 日期 07 Dec 2011 (Wed)
2011 年 12 月 7 日 (三)

Time 時間 12:45 PM - 1:45 PM (1.0 hours 小時)

Speaker 講者 Philip Tso, Director of Investment Services, Hong Kong, Towers Watson

Philip Tso is Towers Watson's Head of Investment for Hong Kong. He joined Towers Watson Hong Kong in 1996 after graduating from Canada. Philip is responsible for advising clients on full range investment related services including investment strategy, asset allocation, benchmark design, manager structure, selection of investment managers and ongoing monitoring. In addition, he specialises in Defined Contribution (DC) schemes and MPF consulting and is the spokesperson of Towers Watson and MPFeXPRESS.com in terms of DC and MPF investment issues. Prior to joining the Investment practice, he also has actuarial consulting experience in pension markets such as Hong Kong and Korea. Philip received his Bachelor in Actuarial Science and Statistics (First Class Honours) from University of Manitoba, Canada. He also has Master of Science in Investment Management from Hong Kong University of Science and Technology. Philip has been a member of Hong Kong Mensa since 2000. In addition, he was the President of the Kowloon Junior Chamber (JCIHK) in 2002.

曹偉邦先生，香港區總監，韜睿惠悅投資諮詢顧問
曹偉邦是韜睿惠悅投資諮詢顧問的香港區總監。他於 1996 年從加拿大畢業後加入香港韜睿惠悅。 曹偉邦專注於有關職業退休計劃和強積金的諮詢。他亦是韜睿惠悅及積金快線(MPFeXPRESS.com)就有關職業退休計劃和強積金事項的發言人。此外，他爲客戶提供全面的投資諮詢服務，包括投資策略、資產配置、甄選基金經理人、績效監督。在轉職到韜睿惠悅的投資部門前，他曾於香港及韓國等地取得精算諮詢的經驗。曹偉邦從加拿大的明尼吐巴大學獲得了精算科學和統計專業一級榮譽理學學士學位。他並於香港科技大學獲得了投資管理碩士學位。曹偉邦於 2000 年成爲 Hong Kong Mensa 會員。此外，他亦爲九龍青年商會 2002 年會長。

Medium of Instruction 語言 Cantonese 廣東話

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	1.0	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	1.0	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	1.0	Non Core CPD hours 非核心小時

[ZZ543H100PT111207]

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not "applicable/ 不適用"

"The Application of Technology to Improve the Customer Experience of Financial Planning"Workshop

「利用應用科技改善財務策劃客戶的體驗」工作坊

[Program Code 課程編號:ZZ57]

Content 內容

- An introduction to recent technology development for financial planning
- How can social network help prospecting and CRM for financial planners?
- The possibilities of mobile technology – Smartphone and Tablets in interacting with client on spot
- Will cloud computing change the way financial planner is working?
- Panel Discussion - The impact of technology development to financial planners

- 介紹與財務規劃有關的最新科技發展
- 社會網絡可如何幫助財務策劃師尋找客戶和管理客戶關係 (CRM)
- 移動技術 - 智能手機和平板電腦與客戶現場互動的可塑性
- 雲端計算的發展怎樣改變了理財師的工作？
- 小組討論 - 科技發展對財務策劃師的影響

Date 日期 10 Dec 2011 (Sat)
2011 年 12 月 10 日 (六)

Time 時間 9:15 AM - 1:00 PM (3.75 hours 小時)

Speaker 講者 Speakers from IFPHK

Medium of Instruction 語言 Cantonese 廣東話

Remarks 備註 Early-bird Offer 預早報名優惠

- Enroll by 10 November 2011 and enjoy a 10% discount (i.e. HK$486 (member) / HK$540 (non-member))

- 於 2011 年 11 月 10 日或之前報名之參加者，可享 9 折優惠，即 HK$486 (會員) / HK$540 (非會員)

Continuing Education Recognition 持續進修時數		
IFPHK 香港財務策劃師學會	3.5	CE credits 學分
IA 保監處	0.0	CPD hours 小時
SFC 證監會	3.5	CPT hours 小時
MPFA 積金局	0.0	Core CPD hours 核心小時
	3.5	Non Core CPD hours 非核心小時

HKCAAVQ ref 香港學術及職業資歷評審局核准課程參考編號:Not "applicable/ 不適用"

[ZZ57AA300AA111210]

Institute of Financial Planners of Hong Kong 香港財務策劃師學會
Tel 電話: 2982 7888 Fax 傳真: 2982 7777 Website 網址: www.ifphk.org
Office Address 會址: 13/F, Causeway Bay Plaza 2, 463 - 483 Lockhart Rd, HK 香港銅鑼灣駱克道 463-483 號銅鑼灣廣場二期 13 樓

Continuing Education Programs 持續進修課程
REGISTRATION FORM 報名表格

Please read the general notes overleaf before completing the Registration Form. Applicant must complete the Registration Form in BLOCK LETTERS.
請在填表前注意表格背後的申請須知，並用正楷填寫表格。

Section (A) 甲部– Program Application 申請課程

	Program Code 課程編號 Please quote only the first 5 Digits 只須填寫頭 5 個編號	Program Date 課程日期 (dd/mm/yyyy)	Fee 費用	CE Cash Coupon code# CE 現金劵編號	Ref No. 參考編號 (Office use only 內部專用)
1.		/ /			
2.		/ /			
3.		/ /			
4.		/ /			
		Total Fee 總計			

 # Quote the pre-printed coupon code in the box. Only one CE cash coupon can be used for one CE program. CE cash coupons cannot be used in conjunction with other program discounts (e.g. early-bird offers, special offers, etc). 請於指定空格上填寫 CE 現金劵編號。每張 CE 現金劵只可用於一個持續進修課程。CE 現金劵及其他折扣優惠(如：預早報名優惠，特別優惠等)不可同時使用。

Section (B) 乙部- Personal Particulars 個人資料 * *Mandatory field 必須填寫*

Title 稱號	Mr 先生 / Ms 女士 /Mrs 太太/ Miss 小姐 (Please delete where inappropriate 請刪除不適用者)	**Membership/HKID Card/Passport No.** * **會員編號/身份證編號/護照編號** *For the purpose of identification and CE record 以核對身份及登記持續進修學分#*
Full Name 名字* *(As printed on your HK ID Card / Passport 必須與香港身份證 / 護照上相同)*		
Company Name 公司名稱 *(Corporate member no., if any 機構會員編號, 如適用)* ( )		**Position 職位**
Email Address 電郵地址* *(Confirmation notice will be sent via e-mail 學會將透過電郵發出確認通知)*		**Mobile Phone No. 手提電話號碼***
Mailing Address 郵寄地址		
Employment Field 行業	*Please tick "√" the one below that best describes the industry you are serving* 請剔選 "√" 下列其中一個最能夠描述您所屬行業的編號	

☐ 1 Retail Banking 零售銀行	☐ 5 General Insurance 一般保險	☐ 9 Legal Practice 法律	☐ 13 Other 其他
☐ 2 Private Banking 私人銀行	☐ 6 Independent Financial Advisor 獨立財務顧問	☐ 10 Accounting Practice 會計	please specify 請註明:
☐ 3 Investment Banking 投資銀行	☐ 7 Asset Management 資產管理	☐ 11 Academia 學術	____________________________
☐ 4 Life Insurance 人壽保險	☐ 8 Securities Brokerage 證劵經紀	☐ 12 Real Estate Sector 房地產界別	

Section (C) 丙部- Payment Methods and Details 付款方式與詳情

☐ **Cheque 支票** Cheque No 支票號碼.____________________ Drawn on (Bank)發票銀行: ____________________________
*Cheques should be made payable to "**IFPHK Ltd.**" 請於支票收款人填上 "**IFPHK Ltd.**"*

☐ **Credit Card 信用卡**

Total payable fee 本人計算得以上課程合共:HK$ ____________________ .
I hereby authorize IFPHK Ltd. to charge this amount or, if I have miscalculated the amount, the correct amount payable to my credit card with details below. I understand that IFPHK Ltd. will notify me if I have miscalculated the payable fee after charging my credit card.
本人授權香港財務策劃師學會從下述信用卡戶口扣除上述所列費用。如有計算錯誤，請從下述戶口扣除正確費用並隨後通知本人。

☐ Visa card ☐ MasterCard
Card number 信用卡號碼: [ ] [ ] [ ] [ ]

Expiry Date 到期日: [ ] (MM/YYYY 月/年)

Cardholder's Name 卡主名字: ______________________________

Cardholder's Signature 卡主簽署: ____________________ Date 日期: ____________

Notes (報名須知)

1) **Registration 報名**
   a) Registration will be on First-Come-First-Served basis upon receipt of payment. IFPHK members will be given priority. 報名將以先到先得並已全數繳交所需費用爲準。本會會員享有優先報名的權利。
   b) IFPHK reserves the right to refuse registration if applicants fail to make payment, and/or are unable to provide accurate and complete information as stated in the registration form. 申請人報讀本學會課程時須按報名表上的要求提供正確及完整的資料，並繳付所需費用。如申請人未達以上要求，本學會有權拒絕其申請。
   c) In general, ACKNOWLEGMENT will be sent via email within 7 days after the receipt of registration form. 本學會一般會於接收報名表七個工作天內以電郵與申請人確認收妥課程申請。
   d) In general, CONFIRMATION will be sent via email at least 3 working days prior to the program. Applicants who do not receive the confirmation by the said date should contact IFPHK at 2982 7888. 本學會一般會於開課前三個工作天或以前以電郵與申請人確認課程。申請人如在所述時間仍未收到本學會的確認電郵，請致電2982 7888 與本會職員聯絡。

2) **Course Fee 課程費用**
   a) Registration paid by cheque will be processed only if the cheque reaches IFPHK within 5 working days from date of registration. No post-dated cheques will be accepted. 以支票繳付學費的申請人必須於報名後五個工作天內將支票送達本學會，否則其申請將不獲受理。本學會概不接受期票。
   b) Program fees paid are non-refundable and non-transferable irrespective of individual's attendance status, with the exception of unsuccessful application due to full enrolment and program cancellation. 除課程額滿或課程被取消外，學員已繳之學費〔不論有否出席〕均不予退還或轉用於另一課程。
   c) IFPHK reserves the right to cancel programs due to under-enrolment, individuals will be notified and full refund will be arranged. 本學會有權因報名人數不足而決定取消課程。受影響的學員將獲個別通知及退還已收之費用。
   d) Applicants who wish to enjoy Member Fee must provide relevant information at the time of registration. Otherwise, Non-member fee shall be charged and fee difference will not be refunded. 申請人如欲享有課程費用之會員優惠價，必須於申請時提出並提供有關資料。否則本學會將收取非會員課程費用之金額。課程費用之差額概不退還。

3) **Attendance & Certificate 出席記錄及證書**
   a) Attendance Certificates will only be issued to participants who: 參加者必須符合以下條件方可獲發出席證書：
      i. present their Hong Kong Identity Card or other photo-bearing legal identification documents, such as Passport, upon registration for identity verification. 於登記時出示香港身份証明文件或附有其相片之有效法律証件(如旅遊証件)以確認身份。
      ii. sign-in before program and sign-out after program. 於上課前及下課後簽到/簽退。
      iii. arrive no later than 15 minutes after the program commences and do not leave earlier than 15 minutes before the program ends. 不遲於課程開始十五分鐘內到達及不早於課程完畢前十五分鐘離開。
      iv. return to the classroom before the end time for official breaks (if any) announced by the speaker or IFPHK staff. 於講師/職員提出的課程休息時段(如有)完結前返回課室上課。
   b) The "Attendance Certificate", with IFPHK official stamp, will be distributed to eligible participants at the end of the program. The certificate will not be distributed otherwise. Participants will be charged a fee of $100 for re-issuance of the certificate. 本學會將於課程完畢時派發蓋上學會印章的「出席證明書」。該證書將不再補發。參加者如須補領證書必須支付100元之行政費用。

4) **Program Venue 上課地點**
   a) Unless specify, all programs will be held at IFPHK office. 除特別聲明外，上課地點均爲本會會址。
   b) IFPHK reserves all rights to make necessary alternations on program venue. Participants shall refer to the confirmation email for the updated program venue. 本學會有權隨時更改原定課程之地點，學員應以確認電郵上所列之上課地點爲準。

5) **Medium of Instruction 教授語言**
   Unless otherwise specified, all programs are conducted in Cantonese and supplemented with English terminology. Notes will be in English. 除特別聲明外，所有課程將以廣東話教授並附以英語專用名詞。講義內容爲英語。

6) The program instructor/IFPHK staff may exclude a participant from class if his/her behavior disturbs the class or if he/she does not follow instructions in class or as laid down by IFPHK. No program fee will be refunded.
   如學員行爲影響課堂秩序及教學進度，導師及本會職員有權要求學員即時離開課室，並不會退回其繳交之費用。

7) IFPHK reserves all rights to make necessary alternations on program arrangements, such as venue, date, time and speaker.
   本學會有權隨時更改原定課程之細則，如地點、日期、時間及講師。

8) No recording is allowed in class unless with prior consent from IFPHK.
   未經本學會同意，在課程進行期間一概不得進行任何形式的錄影或錄音。

9) No smoking is allowed inside the classroom. Mobile phones, pagers and other electronic communications must be switched off.
   課室內不准吸煙。學員必須關掉所有手提電話、傳呼機及其他響鬧儀器。

10) Participants are required to keep the program venue clean and tidy.
    學員必須保持課室整潔。

11) Personal data supplied in this enrollment will be used only for purposes relating to enrolling / and attending the IFPHK CE programs. IFPHK reserves the right to inspect personal identity of participants.
    本報名表上提供的個人資料，僅供作處理有關報讀/及出席本學會課程事宜之用。本學會保留檢查出席課程人士之身份證明之一切權利。

12) **Arrangement in times of Tropical Cyclones and Rainstorms 有關熱帶氣旋警告信號及暴雨警告信號發出時之課堂安排**
    a) When Typhoon Signal No. 3 or below/ Amber or Red Rainstorm Warning is in force, all programs will be held as scheduled.
       當三號風球或以下／黃色或紅色暴雨警告訊號懸掛時，所有課堂均會如常進行。
    b) When the Observatory hoists the Typhoon Signal No. 8 or above/Black Rainstorm Warning is in force during programs; or Typhoon Signal No. 8 or above will be hoisted within 2 hours before programs commence, all programs already in progress will be dismissed immediately or cancelled. Remedial programs will be arranged.
       當天文台在上課時發出八號風球或以上／懸掛黑色暴雨警告訊號；或將於上課前二小時內懸掛八號風球或以上，所有課程均會即時終止或取消，本學會將會安排補課。
    c) All programs will be held as scheduled, if Typhoon Signal No. 8 or above/Black Rainstorm Warning is lowered before 7:00am.
       當八號風球或以上／黑色暴雨警告訊號在上午七時或以前除下，所有課程均會如常進行。
    d) Programs starting between 2:00pm and 6:00pm will be held as scheduled, if Typhoon Signal No. 8 or above/Black Rainstorm Warning is lowered at or before 12:00 noon.
       當八號風球或以上／黑色暴雨警告訊號在正午十二時或以前除下，下午二時至六時舉行之所有課程均會如常進行。
    e) Programs starting at or after 6:00pm will be held as scheduled, if Typhoon Signal No. 8 or above/Black Rainstorm Warning is lowered at or before 4:00pm.
       當八號風球或以上／黑色暴雨警告訊號在下午四時或以前除下，下午六時或以後舉行之所有課程均會如常進行。

13) IFPHK reserves all rights to alter and update the "Terms & Conditions" from time to time without prior notice
    本學會有權隨時更新並更改本報名指引，不作出任何預先通知。