

[FOR IMMEDIATE RELEASE]

**IFPHK Financial Education Leadership Awards 2020
cum Accredited Professional Financial Planning Firm
Saw 18 Corporates Honored in Financial Education**

[January 16, 2020 – Hong Kong] Organized by the Institute of Financial Planners of Hong Kong (IFPHK), the annual recognition in outstanding financial education effort -- “IFPHK Financial Education Leadership Awards 2020 cum Accredited Professional Financial Planning Firm” took place at Conrad Hong Kong yesterday. Over 170 prestigious guests were seen at the occasion celebrating excellency in pro bono financial education. Marking its third year of success, eighteen corporates were awarded, with AXA Hong Kong and Macau, Nanyang Commercial Bank, Limited and Prudential Hong Kong Limited crowned the highest honor “Best Corporate Financial Education Leadership of the Year”.

The Ceremony was honored to receive support from industry’s most prominent figures. Mr. Joseph Chan, JP, Under Secretary of Financial Services and the Treasury, HKSAR, graced the Ceremony as the Guest-of-Honor. Distinguished presenters made an appearance to the Ceremony, including Mr. Cheng Yan Chee, Chief Corporate Affairs Officer and Executive Director of the Mandatory Provident Fund Schemes Authority; M Mr. Andrew Wan, Chief Financial Officer of Securities and Futures Commission; and Mr. Christopher Hui, Executive Director of Financial Services Development Council.

Commenced with a welcome speech delivered by Mr. Steve Chiu, Chairman of IFPHK, Mr. Chiu warmly welcomed and thanked the gracious presence of the all honorable presenters, event supporters and IFPHK’s corporate members. He then gave high regards to all awardees for their selfless contribution in raising financial literacy of the community.

Admitting year 2020 to be a challenging year, he reinstated that moving forward is the key to success. “I think we should not only stay optimistic, but we need to find our path to innovate and transform. We must believe opportunities are many and lie ahead of us.” Mr. Chiu said. Then he further highlighted that year 2020 also marks the 20th anniversary of the Institute. Setting clear goals for the next decade, Mr. Chiu reinforced that seeking significant progress for the financial planning profession and financial education are top of the Institute’s agenda.

The Awards was keenly supported by 14 supporting organizations, namely the Insurance Authority, Investor and Financial Education Council, Mandatory Provident Fund Schemes Authority, Financial Planning Standards Board, The Actuarial Society of Hong Kong, ACCA Hong Kong, Employers' Federation of Hong Kong, Financial Services Development Council, The Hong Kong Association of Banks, Hong Kong Institute of Certified Public Accountants, Hong Kong Investment Funds Association, Hong Kong Investor Relations Association, The Hong Kong Society of Financial Analysts and the Kowloon Chamber of Commerce.

**IFPHK Financial Education Leadership Awards 2020
cum Accredited Professional Financial Planning Firm™**

Awardee List

| Best Corporate Financial Education Leadership of the Year |
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| AXA Hong Kong and Macau |
| Nanyang Commercial Bank, Limited |
| Prudential Hong Kong Limited |

| Corporate Financial Education Leadership – Gold Award |
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| AIA International Limited |
| AXA Hong Kong and Macau |
| Bank of Communications (Hong Kong) Limited |
| Convoy Global Holdings Limited |
| Dah Sing Bank, Limited |
| Hong Kong Family Welfare Society Financial Education Centre |
| FTLife Insurance Company Limited |
| FWD Life Insurance Company (Bermuda) Limited |
| Manulife Investment Management |
| Nanyang Commercial Bank, Limited |
| Noble Apex Wealth Limited |
| Po Leung Kuk |
| Prudential Hong Kong Limited |
| Sun Life Hong Kong |
| The Hang Seng University of Hong Kong |
| The Hong Kong and China Gas Company Limited |
| The Hongkong and Shanghai Banking Corporation Limited |
| TWGHs Healthy Budgeting Family Debt Counselling Centre |

| Corporate Financial Education Leadership for the Best Advocate |
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| AIA International Limited |
| Convoy Global Holdings Limited |
| FTLife Insurance Company Limited |
| FWD Life Insurance Company (Bermuda) Limited |
| Prudential Hong Kong Limited |
| Sun Life Hong Kong |
| TWGHs Healthy Budgeting Family Debt Counselling Centre |

| Corporate Volunteer Team in Financial Education – Gold Award |
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| Noble Apex Wealth Limited |
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| Accredited Professional Financial Planning Firm |
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| AIA International Limited |
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| AXA Hong Kong and Macau |
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| Bank of Communications (Hong Kong) Limited |
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| Convoy Global Holdings Limited |
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| Dah Sing Bank, Limited |
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| FWD Life Insurance Company (Bermuda) Limited |
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| Nanyang Commercial Bank, Limited |
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| Prudential Hong Kong Limited |
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| Sun Life Hong Kong |
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| The Hongkong and Shanghai Banking Corporation Limited |
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About IFPHK

IFPHK was established in June 2000 as a non-profit organization for the fast-growing financial services industry. It aims to be recognized in the region as the premier professional body representing financial planners dedicated to upholding the highest professional standards.

The Institute is the sole licensing body in Hong Kong authorized by Financial Planning Standards Board Limited to grant the much-coveted and internationally-recognized CFP^{CM} Certification and AFPTM Certification to qualified financial planning professionals in Hong Kong and Macau.

It represents more than 7,500 financial planning practitioners in Hong Kong from such diverse professional backgrounds as banking, insurance, independent financial advisory, stockbroking, accounting, and legal services. Currently there are more than 181,000 CFP certifiants in 26 countries/regions; the majority of these professionals are in the U.S., Canada, China, Australia and Japan, with more than 4,400 CFP certifiants in Hong Kong.

“IFPHK Financial Education Leadership Awards”

The IFPHK launched the first “Financial Education Leadership Awards” in 2018, as an aim to pay tribute to commercial firms, non-governmental organizations, non-profit organizations and individuals that provided financial education services to the community on a pro bono basis.

The Awards consist of three categories, namely the ‘Corporate Financial Education Leadership’, ‘Citizen Volunteer in Financial Education’ and the ‘Corporate Volunteer Team in Financial Education’. In the 2020 Awards, a special category namely the ‘Corporate Financial Education for the Best Advocate’ has been added to recognize efforts in education regarding the tax incentive measures rolled out by the HKSAR Government. Each category is set with various types of awards to recognize different aspect of contributions from corporate to individuals. Entries would be assessed by a judging panel comprising of the IFPHK’s board members and experienced CFP^{CM} professionals.

For more details on the Awards, assessment criteria and application, please visit the campaign site <http://www.ifphk.org/FELA2020/index.html>

“IFPHK Accredited Professional Financial Planning Firm”

As the most prominent financial planning institution in Hong Kong, the IFPHK organized the “Accredited Professional Financial Planning Firm” since 2012, in recognition of financial firm’s commitment in providing professional financial planning services to the general public.

The firms must come from the banking, insurance or independent financial advisory sector. The award is given only to firms that have met the minimum requirement of employing 50 CFP professionals and/or AFP professionals. Qualified firms are entitled to display the award logos as a hallmark of their professionalism in financial planning and are encouraged to the continued engagement with CFP professionals and/or AFP professionals.

For more details on the Awards, please visit <http://info.ifphk.org/event/fea2020/>

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