

香港財務策劃師學會理財教育領袖大獎
**IFPHK FINANCIAL EDUCATION
LEADERSHIP AWARDS 2019**

[FOR IMMEDIATE RELEASE]

**IFPHK Financial Education Leadership Awards
cum Accredited Professional Financial Planning Firm 2019**
Celebrates the Collective Effort in Financial Education

[Hong Kong, January 29, 2019] As a tribute to Hong Kong's pro bono effort in financial education, the "IFPHK Financial Education Leadership Awards cum Accredited Professional Financial Planning Firm 2019" took place at Conrad Hong Kong Hotel today, celebrating excellency by over 210 prestigious guests. Marking its second year of success, twenty-two corporates were awarded, while both Bank of China (Hong Kong) and Prudential Hong Kong Limited were crowned with the highest honor "Best Corporate Financial Education Leadership of the Year".

The Ceremony was honored by the presence of the 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 Dr. Moses Cheng, Chairman of the Insurance Authority; Mr. Cheng Yan Chee, Chief Corporate Affairs Officer and Executive Director of the Mandatory Provident Fund Schemes Authority; Mr. Andrew Wan, Chief Financial Officer of the Corporate Affairs, Securities and Futures Commission; Mr. David Kneebone, General Manager of the Investor and Financial Education Council and Mr. Graham Douglas Turl, Chairman of Hong Kong Investment Funds Association.

The Ceremony commenced with a welcome speech delivered by Mr. Steve Chiu, Chairman of IFPHK. Mr. Chiu appreciated the 10-years long effort in financial education and reinforced the need for a collective effort in the challenging era. Stating that the regulatory framework and professional services as two pillars of effort to uplift financial services, Mr. Chiu added that a third pillar should be highly valued. "We need the public to have a better understanding of their rights and obligations and we think financial education is also the critical pillar to ensure a successful fulfillment of individual's financial plans and goals." Mr. Chiu said.

The Awards was keenly supported by 11 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, Federation of Hong Kong Industries, Hong Kong Computer Society, Hong Kong General Chamber of Commerce, Hong Kong Investment Funds Association, Hong Kong Investor Relations Association and the Hong Kong Retirement Schemes Association.

香港財務策劃師學會理財教育領袖大獎
**IFPHK FINANCIAL EDUCATION
LEADERSHIP AWARDS 2019**

**“IFPHK Financial Education Leadership Awards
cum Accredited Professional Financial Planning Firm 2019”**

Awardee List

Best Corporate Financial Education Leadership of the Year
Bank of China (Hong Kong)
Prudential Hong Kong Limited

Corporate Financial Education Leadership – Gold Award
AIA International Limited
AXA 安盛
Bank of China (Hong Kong)
Bank of Communications (Hong Kong) Limited
China Construction Bank (Asia)
Convoy Financial Services Limited
Dah Sing Bank, Limited
Financial Dispute Resolution Centre
Financial Education Centre, Hong Kong Family Welfare Society
FTLife Insurance Company Limited
FWD Life Insurance Company (Bermuda) Limited
Gain Miles Assurance Consultants Limited
Invesco Hong Kong Limited
MetLife Hong Kong
Noble Apex Wealth Limited
Po Leung Kuk
Prudential Hong Kong Limited
Sun Life Hong Kong
The Hong Kong and China Gas Company Limited
Tung Wah Group of Hospitals Healthy Budgeting Family Debt Counselling Centre

香港財務策劃師學會理財教育領袖大獎
**IFPHK FINANCIAL EDUCATION
LEADERSHIP AWARDS 2019**

Corporate Volunteer Team in Financial Education – Gold Award

Noble Apex Wealth Limited

Accredited Professional Financial Planning Firm

AIA International Limited

AXA 安盛

Bank of China (Hong Kong)

Bank of Communications (Hong Kong) Limited

China Construction Bank (Asia)

Convoy Financial Services Limited

Dah Sing Bank, Limited

FWD Life Insurance Company (Bermuda) Limited

Industrial and Commercial Bank of China (Asia) Limited

Manulife (International) Limited

Prudential Hong Kong Limited

Sun Life Hong Kong

香港財務策劃師學會理財教育領袖大獎
**IFPHK FINANCIAL EDUCATION
LEADERSHIP AWARDS 2019**

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 175,000 CFP certifiants in 26 countries/regions; the majority of these professionals are in the U.S., Canada, China, Australia and Japan, with more than 4,500 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’. 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/FELA2019/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/fea2019/>

Media Enquiry:

Ms. Agnes Lee

Tel: (852) 2982 7875

Email: agneslee@ifphk.org

Ms. Cally Wong

Tel: (852) 2982 7863

Email: callistawong@ifphk.org