



## Press Release

### SCMP/IFPHK Financial Planner Awards 2010 winners unveiled

(12 November 2010, Hong Kong) After eight months of intense competition, the sixth SCMP/IFPHK Financial Planner Awards drew to an exciting conclusion at the prestigious Awards Dinner, with **Professor K C Chan, Financial Services and the Treasury, HKSAR Government** grace the momentous occasion as our Guest of Honor. Held on 11 November 2010 at the Island Shangri-la, the high-profile annual industry event witnessed the naming of the Hong Kong's Best Financial Planner of Year 2010.

The Institute of Financial Planners of Hong Kong (IFPHK) and the South China Morning Post (SCMP) jointly organized the SCMP/IFPHK Financial Planner Awards. Being the only competition that provides an unbiased platform for financial planners from all three major industry sectors, including banking, independent financial advisory (IFA) and insurance, it aims to identify and reward rising talents in the fast growing financial planning industry in Hong Kong.

Amidst the celebrative atmosphere, President of IFPHK, Mr. Paul Pong thanked the awardees for their diligent efforts. "With the market recovery on track and investor confidence improving, professional knowledge, experience and ethical practice will be much sought after by the investing public. This competition plays an instrumental role in identifying and grooming new talents to take a leadership role in the development of the industry. Besides, the competition also provides an excellent platform to launch an illustrious career while building consumer trust," said Mr. Pong. He also thanked the judges for their effort in selecting the best and maintaining the high reputation of the industry.

SCMP/IFPHK Financial Planner Awards includes two categories: The University Student Category and the Practitioner Category. The former is a team-based category that is open to Hong Kong's university students. The latter category is open to all practitioners in the industry.

The competition also honors top financial institutions that had garnered the most winners in each industry sector. To get consumers involved in the industry competition while raising awareness of good financial planning, the competition featured the "My Favorite Financial Planner" award for the third year. Consumers were invited to vote for their favourite financial planner on the Event website.

"The competition is part of our mission to raise the professionalism of the industry and stress the importance of good financial planning. It is pleasing to see that we have had such overwhelming response from the companies and universities over the years. Many of our earlier winners are themselves now senior managers and continue to play an integral role in the development of our industry," added Mr. Pong.

#### Who are the winners

IFPHK would like to congratulate the following winners:

#### Practitioner Category

##### Hong Kong's Best Financial Planner of Year 2010

- Sit Wai Hong Alfred

##### Industry Winners

- Sit Wai Hong Alfred (Industry Award winner for Banking)
- Lo Yim Ping Agnes (Industry Award winner for IFA)
- Cheng Hung Faat Alpha (Industry Award winner for Insurance)



### **My Favorite Financial Planner of Year 2010**

- Pau Kit Han

### **Hong Kong's Best Company for Financial Planning Excellence**

- The Hongkong and Shanghai Banking Corporation Limited (Banking)
- Convoy Financial Services Limited (IFA)
- Manulife (International) Limited (Insurance)

### **University Student Category**

- Guardian – The Chinese University of Hong Kong (1<sup>st</sup> Prize);
- ROEA - The Polytechnic University (2<sup>nd</sup> Prize)
- L.A.F. - The University of Hong Kong (3<sup>rd</sup> Prize)
- BM - Hong Kong Baptist University (Consolation Prize)
- Surfers – Hong Kong Shue Yan University (Consolation Prize)

### **About IFPHK**

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

The Institute is the sole licensing body in Hong Kong authorized by Financial Planning Standards Board Limited (FPSB) to grant the much-coveted and internationally-recognized CFP<sup>CM</sup> certification to qualified financial planning professionals in Hong Kong and Macau.

It represents more than 10,000 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 over 126,000 CFP professionals in 23 countries/regions; the majority of these professionals are in the U.S., Canada, Australia and Japan, with more than 4,100 CFP professionals in Hong Kong.


### **Media Enquiry:**

Ms Elaine Wong

Tel: (852) 2982 7863

Email: [elainewong@ifphk.org](mailto:elainewong@ifphk.org)

**CFP<sup>CM</sup> Certification** *Global excellence in financial planning*

CFP<sup>CM</sup>, CERTIFIED FINANCIAL PLANNER<sup>CM</sup> and  are certification marks owned outside the U.S. by Financial Planning Standards Board Ltd. The Institute of Financial Planners of Hong Kong is the marks licensing authority for the CFP marks in Hong Kong and Macau, through agreement with FPSB.