



Press Release

SCMP/IFPHK Financial Planner Awards 2012 Practitioner and University Categories Open for Application

(28 March 2012, Hong Kong) The eighth SCMP/ IFPHK Financial Planner Awards is launched and opens for application today. The Awards aims to recognize financial planning practitioners and rising talents who excel in their professional knowledge in Hong Kong.

Jointly organized by the Institute of Financial Planners of Hong Kong (IFPHK) and the South China Morning Post (SCMP), the Awards includes two categories: Practitioner Category and University Student Category. The former is open to all practitioners from three major industry sectors, including banking, independent financial advisory (IFA) and insurance. The later is a team-based category that is open to Hong Kong's university students

In addition, the organizers pay special tribute to the company winners of "Company for Financial Planning Excellence" for their tireless efforts to cultivate financial talents and had garnered the most winners in each industry sector. In order to get consumers involved in the industry competition while raising awareness of good financial planning, the competition featured the "My Favourite Financial Planner" award for the fifth year. Consumers were invited to vote for their favourite financial planner on the Event website.

"In era of fluctuating economy where financial products advance swiftly, market updates are out with the odds and in with the new. After all, the Institute is set up to serve the public, raise the industry standard and boost the public's confidence towards the industry," said Mr. Paul Pong, Chairman of IFPHK.

Application for the Awards will close on 27 April; while the results will be unveil at the awards presentation ceremony on 9 October, 2012. For details, please visit:

<http://conferences.scmp.com/events/20121015/awardedetails.asp>

List of Awards Practitioner Category

- Hong Kong's Best Financial Planner of the Year 2012
- Industry Winner (Banking Sector, Independent Financial Advisory Sector, Insurance Sector)
- My Favourite Financial Planner of the Year 2012
- Company for Financial Planning Excellence of the Year 2012
(Banking Sector, Independent Financial Advisory Sector, Insurance Sector)

University Student Category (1st Prize, 2nd Prize, 3rd Prize and 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 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 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 more than 133,000 CFP certifiants in 24 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. CFP^{CM}, CERTIFIED FINANCIAL PLANNER^{CM}, , AFPTM, ASSOCIATE FINANCIAL PLANNERTM and  **AFP** are certification marks and/or trademarks 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 and AFP marks in Hong Kong and Macau, through agreement with FPSB.

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