



PRESS RELEASE

**IFPHK Accredited Professional Financial Planning Firms in 2016
17 Financial Firms Honoured**

(Hong Kong - 18 December, 2015) The Institute of Financial Planners of Hong Kong (IFPHK) is pleased to announce that 17 firms from the banking, insurance and independent financial advisory sectors have been honoured with the “IFPHK Accredited Professional Financial Planning Firm 2016” award today.

The “Accredited Professional Financial Planning Firm” scheme was launched by the IFPHK in 2012. The scheme aims to encourage local financial planning firms to hire more CFP^{CM} professionals and AFPTM professionals, and to acknowledge the efforts of firms in protecting consumers’ interests by ensuring that they are provided with the highest professional standards of financial planning services.

The “Accredited Professional Financial Planning Firm 2016” award is given to firms that have met the minimum requirement of employing 50 CFP professionals and/or AFP professionals. The awarded firms are entitled to display the award logos as a hallmark of their professionalism in their promotion materials, websites and office space. Consumers can be assured of quality financial planning services from financial planning practitioners who are CFP professionals or AFP professionals who work in firms that have been awarded with the “Accredited Professional Financial Planning Firm”.

All CFP professionals and AFP professionals are required to meet stringent initial and ongoing standards on competence, ethics and practice.

The IFPHK CEO Dennis Lau said: “The IFPHK is very pleased to receive continuous support from financial planning firms for the ‘Accredited Professional Financial Planning Firm’ award. The award recognizes the longstanding commitment to the public of such firms to provide professional financial planning services. Going forward, the IFPHK will work with regulators, financial planning firms and consumers so that changes to business practices, improved financial literacy and higher financial planning standards achieve a win-win for all.”

Congratulations go to the awarded “Accredited Professional Financial Planning Firm 2016” (in alphabetic order):

Banking	Insurance
<ul style="list-style-type: none"> - Bank of China (Hong Kong) Limited - Bank of Communications Co., Ltd. Hong Kong Branch - The Bank of East Asia, Limited - China CITIC Bank International Limited - China Construction Bank (Asia) Corporation Limited - Citibank - Dah Sing Banking Group Limited - DBS Bank (Hong Kong) Limited - Hang Seng Bank - Nanyang Commercial Bank 	<ul style="list-style-type: none"> - Ageas Insurance Company (Asia) Limited - AIA International Limited - AXA Hong Kong - FWD Life Insurance Company (Bermuda) Ltd. - Manulife (International) Limited - Prudential Hong Kong Limited
Independent Financial Advisory	
<ul style="list-style-type: none"> - Convoy Financial Holdings Limited 	

To know more about the details, judging criteria and winner list, please visit the IFPHK website: www.ifphk.org.

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INSTITUTE OF FINANCIAL PLANNERS OF HONG KONG 香港財務策劃師學會

ACCREDITED PROFESSIONAL FINANCIAL PLANNING FIRM 2016
優質財策企業

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 6,800 financial planning practitioners in Hong Kong from such diverse professional backgrounds as banking, insurance, independent financial advisory, stock broking, accounting, and legal services.

Currently there are more than 157,000 CFP certificant in 26 countries/regions; the majority of these professionals are in the U.S., Canada, China, Australia and Japan, with around 4,700 CFP certificant in Hong Kong.