

**PRESS RELEASE**

**IFPHK Honors 17 Accredited Professional Financial Planning Firms in 2014**

(Hong Kong - 1 December, 2014) The Institute of Financial Planners of Hong Kong (IFPHK) is delighted to announce the results of the “IFPHK Accredited Professional Financial Planning Firm 2014” today. This year, 17 financial planning firms from the banking, insurance and independent financial advisory sectors, including nine banks with local and global presence, and seven insurance companies that are household names have been honoured.

The “Accredited Professional Financial Planning Firm” scheme was launched by the Institute of Financial Planners of Hong Kong (IFPHK) in 2012. The scheme aims to encourage local financial planning firms to hire more CFP<sup>CM</sup> professionals and AFP<sup>TM</sup> professionals as part of the commitment to provide professional financial planning services to the public, so as to advance the standards of the financial planning profession in Hong Kong.

The award of “Accredited Professional Financial Planning Firm 2014” is given to firms that have met the minimum requirement of employing 50 CFP professionals and AFP professionals. The awarded firms may use the award logos as a symbol of their pursuit of professional financial planning standards. Consumers can expect comprehensive 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 complete a strict certification process that assures their competencies in applying their financial planning knowledge, skills and abilities.

The IFPHK CEO Dennis Lau said: “The “IFPHK Accredited Professional Financial Planning Firm” scheme has been running for three consecutive years. This year, we are very pleased that the number of financial planning firms awarded with the “IFPHK Accredited Professional Financial Planning Firm” has hit a record high.”

Lau continued: “Currently there are more than 4,700 CFP professionals and 600 AFP professionals in Hong Kong who work in banks, insurance companies, independent financial advisory firms, asset management companies, fund houses and securities brokerage firms. The public may therefore seek financial planning services from CFP professionals or AFP professionals from the vast majority of financial planning firms in Hong Kong.”

Congratulations go to the awarded “Accredited Professional Financial Planning Firm 2014” (in alphabetic order):

<b>Banking</b>	<b>Insurance</b>
- Bank of Communications Co., Ltd. Hong Kong Branch	- Ageas Insurance Company (Asia) Limited
- The Bank of East Asia, Limited	- AIA International Limited
- China Construction Bank (Asia) Corporation Limited	- AXA Hong Kong
- China CITIC Bank International Limited	- FWD Life Insurance Company (Bermuda) Ltd.
- Citibank	- Manulife (International) Limited
- Dah Sing Banking Group Limited	- Prudential Hong Kong Limited
- DBS Bank (Hong Kong) Limited	- Sun Life Hong Kong Limited
- Hang Seng Bank	
- Standard Chartered Bank (Hong Kong) Ltd.	
<b>Independent Financial Advisory</b>	
- Convoy Financial Services Limited	

To know more about the details, judging criteria and winner list, please visit IFPHK website: [www.ifphk.org](http://www.ifphk.org).

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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<sup>CM</sup> Certification and AFP<sup>TM</sup> Certification to qualified financial planning professionals in Hong Kong and Macau.

It represents more than 7,000 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 153,000 CFP certificant in 26 countries/regions; the majority of these professionals are in the U.S., Canada, China, Australia and Japan, with more than 4,700 CFP certificant in Hong Kong.