



PRESS RELEASE

IFPHK Joins Global Consumer Financial Planning Research Initiative

*-- Study by Financial Planning Standards Board and GfK to Include
Nearly 20,000 Consumers in 19 Territories --*

(Hong Kong – 7 July 2015) – The Institute of Financial Planners of Hong Kong (IFPHK) announces that it will participate in a landmark global study of the Financial Planning Standards Board (FPSB) into the behaviors that motivate consumers to seek, and the barriers that prevent consumers from seeking, the advice of a financial planner. FPSB, the preeminent international financial planning standards authority and owner of the international CERTIFIED FINANCIAL PLANNER^{CM} certification program outside the United States, will partner with GfK, a global research firm with extensive experience in the financial services sector, to conduct the research. The study, with 19 FPSB member organizations participating, is the first global research project of its kind and will involve nearly 20,000 consumers.

“We expect consumer attitudes toward money and financial planning may vary according to their geographic, socioeconomic, educational and cultural experience,” said Dennis Lau, Chief Executive Officer of IFPHK.

“Conducting this research will help us better understand consumer motivations around financial well-being and communicate with consumers of Hong Kong about financial planning. The results will also help us evaluate our consumer initiatives against global benchmarks,” Lau added.

FPSB member organizations, found in 26 countries and territories globally, support raising consumer awareness of financial planning and CFP certification, and are committed to the research as part of a global strategy to empower consumers to take control of their lives through personal financial planning. The global study will target a sample of 1,000 investors in each participating territory. FPSB expects to conduct the research in Q3 and announce the results later this year.

“FPSB is pleased to have IFPHK participate in this important research initiative, and we look forward to identifying and comparing consumer attitudes towards financial planning around the world,” said Noel Maye, FPSB CEO. Having this research is an important step in launching globally-aligned promotional campaigns to educate consumers and connecting them with competent, ethical financial planners who are committed to placing clients’ interests first.”

Media Enquiry

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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^{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, stockbroking, accounting, and legal services.

Currently there are more than 153,000 CFP certificants 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 certificants in Hong Kong.

About FPSB

FPSB manages, develops and operates certification, education and related programs for financial planning organizations to benefit the global community by establishing, upholding and promoting worldwide professional standards in financial planning. FPSB demonstrates its commitment to excellence with the marks of professional distinction – CFP, CERTIFIED FINANCIAL PLANNER and CFP Logo mark – which it owns in markets outside the United States. FPSB has a nonprofit member organization in the following 26 territories: Australia, Austria, Brazil, Canada, Chinese Taipei, Colombia, France, Germany, Hong Kong, India, Indonesia, Ireland, Israel, Japan, Malaysia, New Zealand, the Netherlands, the People's Republic of China, the Republic of Korea, Singapore, South Africa, Switzerland, Thailand, Turkey, the United Kingdom and the United States. At the end of 2014, there were 157,586 CFP professionals worldwide. For more, visit fpsb.org.

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