



## Press Release

### SCMP/IFPHK Financial Planner Awards 2016 Over 100 Winners Celebrate Excellence at Awards Presentation Ceremony

(Hong Kong – 25 October, 2016) The SCMP/IFPHK Financial Planner Awards 2016, jointly presented by the Institute of Financial Planners of Hong Kong (IFPHK) and the South China Morning Post (SCMP), was successfully concluded on 20 October 2016 with a prestigious Awards Presentation Dinner at Island Shangri-La, Hong Kong.

Attending the presentation ceremony as the Guest of Honour was Mr. James Lau, Under Secretary for Financial Services and the Treasury of the HKSAR Government. He was joined by Mr. Paul Pong, Chairman of IFPHK, Mr. Dennis Lau, CEO of IFPHK, Ms Tammy Tam, Editor-in-Chief of SCMP and over 350 guests to witness the revelation of “Hong Kong’s Best Financial Planner of the Year 2016”, and the naming of the winners of the Practitioner and University Student Categories.

Mr Paul Pong, Chairman of IFPHK, was delighted to see that the Awards has fulfilled its objective to provide a platform for talented financial planners to showcase their commitment to upholding best practices in financial planning. He said, “As financial markets continue to evolve and financial products become more and more complex, financial services industry practitioners must polish their knowledge and skills to meet market demands.”

He continued, “Financial services industry practitioners must be ready to complement improvements in consumer financial literacy. The IFPHK has always advocated that practitioners must enhance their financial planning skills. Consumers wish to achieve certain personal and financial goals by buying financial products, and practitioners who have the requisite competencies to provide comprehensive services to consumers will stand out from the crowd.”

For the 12<sup>th</sup> consecutive year, the SCMP/IFPHK Financial Planner Awards has recognized financial planners with excellence professional knowledge and skills, and who strive for the best in the industry. The Practitioner Category competition covers the three major sectors of Banking, Independent Financial Advisory and Insurance. The University Student Category is open to university students who show sound financial acumen and knowledge about financial planning.

Congratulations go to the following winners:

#### **Practitioner Category**

##### **Hong Kong's Best Financial Planner of the Year 2016**

- Hsu Hung Yeuk (Banking Sector)

#### **Industry Winners**

- Hsu Hung Yeuk (Banking Sector)
- Cheung Hiu Yan Hilda (Independent Financial Advisory Sector)
- Tsui Chung Kai (Insurance Sector)

#### **Company Awards**

##### **Company for Financial Planning Excellence of the Year 2016**

- China CITIC Bank International Limited (Banking Sector)
- Convoy Financial Services Limited (Independent Financial Advisory Sector)
- Manulife (International) Limited (Insurance Sector)

##### **Outstanding Company of the Year 2016**

- Manulife (International) Limited (Excellence in Practice)
- FWD Life Insurance Company (Bermuda) Limited (Excellence in Performance)

#### **University Student Category**

- The Hong Kong University of Science and Technology (First Prize)
- The University of Hong Kong (Second Prize)
- The Hong Kong Polytechnic University (Third Prize)

For details of the Awards and full list of winners, please visit the event website at <http://events.scmp.com/fpa2016>.



## **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 about 7,600 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 161,000 CFP certificants in 26 countries/regions; the majority of these professionals are in the U.S., Canada, China, Australia and Japan, with about 4,700 CFP certificants in Hong Kong.

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