

FOR IMMEDIATE RELEASE

Responding to Social Challenges, Recognizing Corporate and Volunteer Spirit
IFPHK Financial Education Leadership Awards 2019
Open for Applications

(Hong Kong – 3 July, 2018) Financial education has become one of the most critical issue in Hong Kong, for generations would be seriously affected, especially in the context of fluctuating financial market and rapidly ageing population. Sound financial literacy is essential in fulfilling financial goals and even managing adversities and setbacks.

In light of this, the IFPHK launched the “Financial Education Leadership Awards” last year to recognize corporates and individuals who contributed selflessly in financial education to tackle the city’s vital challenge and has gained industry-wide support. This year, the Institute proudly announces the launch of the second “Financial Education Leadership Awards”. The Awards is open for application now with a deadline of 30 September, 2018.

Dennis Lau, CEO of IFPHK says, “As the leading professional body representing the financial services industry, the IFPHK serves as a communication bridge between the Government, financial services industry and the community. Through ‘Financial Education Leadership Awards’, we hope to promote corporate social responsibilities among the community and inculcate financial knowledge to help citizens with a financial well-being. On the other hand, we hope to create a positive business image for corporate where both parties can benefit.”

“The Investor Education Centre (IEC) launched the ‘Hong Kong Strategy for Financial Literacy’ (HKSFL) in 2015. It is designed to harness the enthusiasm and efforts of various sectors seeking to improve the financial literacy of the Hong Kong population so that they are more empowered to deal with financial challenges. The second phase of the HKSFL will begin in the fourth quarter of this year and with a period of three years. I believe that financial education continues to be an essential strategic development for Hong Kong.” he continues.

The Awards consist of three categories, namely the ‘Corporate Financial Education Leadership’, “Citizen Volunteer in Financial Education” and the “Corporate Volunteer Team in Financial Education”. Each category is set with various types of awards to recognize different aspect of contributions from corporate to individuals. Entries would be assessed by a judging panel comprising of the IFPHK’s board members and experienced CFP^{CM} professionals.

The Awards is open for application online with a submission deadline of 30 September, 2018. The winning list will be announced through the IFPHK website and the Awards Presentation Ceremony will be held in mid-January 2019.

For more details on the Awards, assessment criteria and application, please visit the campaign site <http://www.ifphk.org/FELA2019/index.html>

Awards Details

| | Award Type | Eligibility |
|--|--|--|
| Corporate Financial Education Leadership | <ul style="list-style-type: none"> - Gold Award, Silver Award, Bronze Award - Best Corporate Financial Education Leadership of the Year, | <ul style="list-style-type: none"> - Open to all corporates and non-profit entities |
| Citizen Volunteer in Financial Education | <ul style="list-style-type: none"> - Certificate of Recognition | <ul style="list-style-type: none"> - Open to all individual |
| Corporate Volunteer Team in Financial Education | <ul style="list-style-type: none"> - Gold Award, Silver Award, Bronze Awards | <ul style="list-style-type: none"> - Award to corporate or non-profit entities with a specific number of winner of “Citizen Volunteer in Financial Education” |

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 7,600 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 175,000 CFP certificant in 26 countries/regions; the majority of these professionals are in the U.S., Canada, China, Australia and Japan, with more than 4,400 CFP certificant in Hong Kong.

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