

**FOR IMMEDIATE RELEASE**

*From Spark to Flame – Financial Education in the Time of Pandemic*  
**IFPHK Financial Education Leadership Awards 2021**  
**Open for Application**

(Hong Kong – 6 July, 2021) The Institute of Financial Planners of Hong Kong (IFPHK) is pleased to announce that after a year of break, the “IFPHK Financial Education Leadership Awards” (The “FELA”) is resuming this year. As the city’s first awards that recognize financial education effort since 2018, the FELA aims at raising public awareness on the importance of financial management and improving financial literacy at the community level.

Now in its fourth year, the FELA has evolved into a representable indicator of companies and individuals with a financial education mission for the community. This year, the Awards is themed as “From Spark to Flame – Financial Education in the Time of Pandemic”, hoping to encourage corporates and professionals to respond to the public needs in financial education during the unpredictable times of the pandemic. The awards have also drawn support from 17 organizations from the regulatory and professional bodies sectors.

Dennis Lau, CEO of IFPHK says, “The pandemic has put test to our financial well-being and it is time to learn that proper financial planning is a must-have life-skill. As the leading professional body representing the financial services industry, the IFPHK is a staunch advocator that financial planning brings financial resilience and helps us pursue life goals steadily.

“As a communication bridge between the regulators, the financial services industry, our 7,000 some members and the community, we are dedicated to advocate for a more financially literate community. Through FELA, we wish to motivate industry players and call for a collective effort to restore financial resilience through the pandemic crisis,” 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 consists of various award types to recognize the contributions from corporate to individuals.

Entries would be assessed by a judging panel comprising of the IFPHK’s board members and experienced CFP® professionals.

The Awards is open for application online with a submission deadline of 30 September 2021. The winning list will be announced through the IFPHK website in November 2021.

For more details on the Awards, assessment criteria and application, please visit the campaign site <http://www.ifphk.org/FELA2021/index.html>.

## Awards Categories

	<b>Award Type</b>	<b>Eligibility</b>
<b>Corporate Financial Education Leadership</b>	- Gold Award, Silver Award and Bronze Award - Best Corporate Financial Education Leadership of the Year	- Open to all commercial firms and non-profit entities
<b>Citizen Volunteer in Financial Education</b>	- Gold Award, Silver Award, Bronze Awards and Certificate of Recognition	- Open to all individual
<b>Corporate Volunteer Team in Financial Education</b>	- Gold Award, Silver Award and Bronze Awards	- Award to corporate with a specific number of winners 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® Certification and AFP® Certification to qualified financial planning professionals in Hong Kong and Macau.

Currently there are more than 192,000 CFP certificants in 26 countries/regions; the majority of these professionals are in the U.S., Canada, China, Australia and Japan, with approximately 4,300 CFP certificants in Hong Kong.

IFPHK has more than 7,500 members in Hong Kong including 1,100 Qualified Retirement Adviser (QRA) holders; and represents financial planning practitioners in diverse professional backgrounds such as banking, insurance, independent financial advisory, stock broking, accounting, and legal services.

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