



Press Release

SCMP/IFPHK Financial Planner Awards 2010 University Student Category winners revealed

(29 May 2010, Hong Kong) The winners of the SCMP/IFPHK Financial Planner Awards University Student Category were announced at the final round and prize presentation, held on 29 May 2010.

The industry-wide competition, jointly organized by the Institute of Financial Planners of Hong Kong (IFPHK) and the South China Morning Post (SCMP), has become an industry event for the financial planning industry. Being the only competition that provides an unbiased platform for financial planners from all three major industry sectors, including banking, insurance and independent financial advisory (IFA), it aims to award rising talents in the growing financial planning industry Hong Kong.

This is the fourth year the University Student Category has been included in the Awards. It is part of IFPHK's efforts to provide a strong platform for rising talents in the Universities to compete and showcase their talents to prospective employers, while driving interest in pursuing a career in financial planning among graduates.

"The mission of IFPHK is to raise the professionalism of our industry and to stress the importance of proper and comprehensive financial planning which we receive strong demand from the marketplace. The University Student Category ensures that this high standard is well maintained while encouraging participation in the development of the financial planning industry. The strong calibre of entrants underscores the strong interest and knowledge of our potential financial planning practitioners and ensures the sustainable development of our industry," Ms. Eleanor Wan, CEO of IFPHK said.

After a keenly fought final round, this year's award went to the team Guardian of The Chinese University of Hong Kong. Their strong knowledge and sound financial planning skills impressed the judges, while their in-depth presentation saw them receive high accolades from the judges. In addition to the Award and recognition, the winners will participate in an internship program with Manulife (International) Limited.

Amidst the celebrative atmosphere, Mr. Steve Choi, Wealth Management Champion & Senior Manager Liabilities Business, Personal Financial Services HK of the Hongkong and Shanghai Banking Corporation Limited and a Final Round judge pointed out key development in the financial planning industry. He also highlighted the strong career prospects of becoming a financial planner in Hong Kong.

Who are the winners

IFPHK would like to congratulate the following winners in the University Student Category:

- 1st Prize: Guardian The Chinese University of Hong Kong
- 2nd Prize: ROEA The Hong Kong Polytechnic University
- 3rd Prize: L.A.F. The University of Hong Kong



About IFPHK

IFPHK was established in June 2000 as a non-profit organization for the fast-growing financial industry. It aims to be recognized in the region as the premier professional body representing financial planners that uphold the highest standards to benefit the public.

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 to qualified financial planning professionals in Hong Kong and Macau.

It represents more than 10,000 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 over 126,000 CFP professionals in 23 countries/regions; the majority of these professionals are in the U.S., Canada, Australia and Japan, with more than 3,800 CFP professionals in Hong Kong.


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