



For Immediate Release

Dennis Lau Appointed as CEO for Institute of Financial Planners of Hong Kong

(HONG KONG, 19 July 2011) – The Institute of Financial Planners of Hong Kong (IFPHK), the sole certification body awarding the CFP Certification and AFP Certification in Hong Kong and Macau, appointed Dennis Lau as its Chief Executive Officer effective 18 July 2011. Mr. Lau succeeds Ms. Eleanor Wan who has been CEO since May 2010.

Commenting on the appointment, IFPHK President Mr. Paul Pong said, “The IFPHK is committed to upholding the highest standard of CFP Certification, and has dedicated itself to ensuring the financial planning needs of the Hong Kong population are well served. On behalf of the IFPHK I would like to thank Ms. Wan for her valuable contribution to the IFPHK’s growth and success. Under Ms. Wan’s leadership we successfully launched the improvements to CFP Certification.”

“We are very pleased that Dennis is joining us. His extensive professional experience in brand building, cultural change management and strategic awareness ensures the continuation of excellence of the IFPHK’s competency, ethics and practice standards for the financial planning profession.”

Having been in a leadership role in the finance industry for over 20 years, and as the former Acting Managing Director of AIA Wealth Management Co. Ltd., Mr. Lau brings with him extensive experience, skills and knowledge with which to support the IFPHK’s continuing efforts in upholding the professional standards of Hong Kong’s financial planning industry.

A financial service veteran, Mr. Lau served as the Head of IFA & Investment Services at Aviva Investment Portfolio Services Ltd. and was Head of Retail Distribution at Allianz Global Investors. He describes himself as a strong integrator with broad skills in coordinating the delivery of products and services to market from beginning to end.

In accepting the appointment, Mr. Lau said, “The IFPHK’s high standard of ethics and professionalism have earned its CFP professionals a reputation as the leaders of global excellence in financial planning. It is an honour to be able to work with an organisation that excels in setting professional standards and certification requirements and that puts clients’ interests first in the execution of professional financial planning. The IFPHK will strive for new levels of distinction as it begins this new chapter at the beginning of its second decade.”



About IFPHK

The IFPHK was established in June 2000 as a non-profit organisation for the fast-growing financial industry. It aims to be recognised 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 authorised by Financial Planning Standards Board Limited to grant the much-coveted and internationally-recognised CFP^{CM} certification and AFPTM 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, stock broking, accounting, and legal services.

Currently there are more than 133,000 CFP certificants in 24 countries/regions; the majority of these professionals are in the U.S., Canada, China, Australia and Japan, with more than 4,200 CFP certificants in Hong Kong.

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