



INSTITUTE OF FINANCIAL PLANNERS OF HONG KONG
**FINANCIAL EDUCATION AWARDS CUM
ACCREDITED PROFESSIONAL
FINANCIAL PLANNING FIRM**



FOR IMMEDIATE RELEASE

**IFPHK Financial Education Awards cum
Accredited Professional Financial Planning Firm 2013**

- Now Opens for Entries -

(Hong Kong – 2 July, 2013) The IFPHK Financial Education Awards cum Accredited Professional Financial Planning Firm (“The Awards”) is now open for entries.

Organized by the Institute of Financial Planners of Hong Kong (“IFPHK”) with the Hong Kong Economic Times as the media partner, the Awards aims to drive excellence in financial education and boost public awareness of the profession.

Mr. Dennis Lau, Chief Executive Officer of IFPHK, said, “Hong Kong consumers are eager to invest their hard-earned wealth and to take charge of their own financial wellbeing. However, with such a huge variety of products in the financial markets, consumers are often overwhelmed and find it very hard to select the best solutions for their needs. Financial education is therefore crucial to help the public acquire financial literacy skills, and industry participants are well-placed to provide this essential education to consumers. Their efforts should be encouraged and given due recognition.”

“Now in its 2nd year, the Institute hopes to motivate more organizations to take part in financial education of the public through honouring outstanding achievements in promoting financial literacy. We would like to thank last year’s participating organizations, judges and the media for their generous support in making the Awards a success. The 12 award-winning organizations have served as a role model by giving back to the community and leading the drive for accessible and comprehensive financial education’,” said Mr. Lau.

Financial Education Awards

The Awards are divided into four categories; (1) Children & Youth Category; (2) Adults Category; (3) Professional Training & Development Category; and (4) Publication & Multimedia Category. The organization that scores the highest mark in the above categories will be awarded the honour of “Company of the Year”.

Accredited Professional Financial Planning Firm

“Accredited Professional Financial Planning Firm” is awarded to organizations that can fulfil the requirements of employing CFP^{CM} professionals and AFPTM professionals, showing a commitment to enhance corporate image by providing appropriate and reliable financial planning advice to the public.

The application period is from 2 July, 2013 to 14 August, 2013. All entrants must be organizations that have undertaken and completed their financial education tasks between 1 January, 2012 and 31 December, 2012.

Winners will be unveiled on 28 November, 2013 at an Awards Presentation Ceremony. For more details, please visit www.ifphk.org.



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Financial Education Awards

Children & Youth Category

Excellence in Wise Money Management
Excellence in Education Planning
Financial Competition of the Year

Adults Category

Excellence in Women's Financial Education
Excellence in Wealth Management Education
Excellence in Credit Management Education
Excellence in Medical & Life Protection Education
Excellence in Retirement Planning Education
Excellence in Family Financial Planning Education
Best Adult Financial Education of the Year

Company of the Year

Accredited Professional Financial Planning Firm *(Unlimited award recipients)*

- Banking Industry
- Insurance Industry
- Independent Financial Advisory Industry

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 6,800 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 147,000 CFP certificants in 24 countries/regions; the majority of these professionals are in the U.S., Canada, China, Australia and Japan, with more than 4,700 CFP certificants in Hong Kong.

Media Enquiry

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