



Press Release

SCMP/IFPHK Financial Planner Awards 2013 Practitioner and University Categories Open for Application

(15 April, 2013 – Hong Kong) The ninth SCMP/ IFPHK Financial Planner Awards is launched and opens for application today. The Awards aims to recognize financial planning practitioners and rising talents who excel in their professional knowledge in Hong Kong.

Jointly organized by the Institute of Financial Planners of Hong Kong (IFPHK) and the South China Morning Post (SCMP), the Awards includes two categories: Practitioner Category and University Student Category. The former is open to all practitioners from three major industry sectors, including banking, independent financial advisory (IFA) and insurance. The later is a team-based category that is open to Hong Kong's university students

In addition, the organizers pay special tribute to the company winners of "Company for Financial Planning Excellence" for their tireless efforts to cultivate financial talents and had garnered the most winners in each industry sector. In order to get consumers involved in the industry competition while raising awareness of good financial planning, the competition featured the "My Favourite Financial Planner" award for the sixth year. Consumers were invited to vote for their favourite financial planner on the Event website.

"Hong Kong, being the world's freest economy, is flourished with opportunities for financial planners. Increasing wealth and needs of mainland Chinese, products diversification and collaboration have brought the industry to more chances yet much intensive competition than ever. Financial planners must identify themselves with outstanding recognition to gain trust from the public and their customers," said Mr Steve Chiu, Chairman of IFPHK.

Application for the Awards will close on 14 May; while the results will be unveil at the awards presentation ceremony on 29 October, 2013. For details, please visit: <http://events.scmp.com/fpa2013>.

List of Awards Practitioner Category

- Hong Kong's Best Financial Planner of the Year 2013
- Industry Winner (Banking Sector, Independent Financial Advisory Sector, Insurance Sector)
- My Favourite Financial Planner of the Year 2013
- Company for Financial Planning Excellence of the Year 2013
(Banking Sector, Independent Financial Advisory Sector, Insurance Sector)

University Student Category (1st Prize, 2nd Prize, 3rd Prize and Consolation Prize)

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^{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, stockbroking, 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.

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