



Press Release

SCMP/IFPHK Financial Planner Awards 2014 (Practitioner Category) Opens for application

(25 March, 2014 – Hong Kong) Jointly organized by the Institute of Financial Planners of Hong Kong (IFPHK) and the South China Morning Post, the signature annual event – “Financial Planner Awards 2014” is in its 10th anniversary this year and is inviting applications for Practitioner Category. The Awards aim to recognize the outstanding performance of financial planning elites who excel in their professional knowledge and uphold the best practice of the financial planning industry.

Two new awards have been introduced in Practitioner Category this year including the “Best in Company” award and the “Outstanding Company of the Year (Excellence in Practice & Excellence in Performance)” awards. The former award will be presented to participant(s) from a company receiving the highest scores in the first-round competition. The Outstanding Company of the Year (Excellence in Practice) award will be made to the company with the highest number of CFP^{CM} professionals/ AFPTM professionals participating in the competition, while the Outstanding Company of the Year (Excellence in Performance) award aims to give recognition to the company with the highest percentage of first-round participants.

Major Awards in the Practitioner Category

- Hong Kong's Best Financial Planner of the Year 2014
- Industry Winner (Banking Sector, Independent Financial Advisory Sector, Insurance Sector)
- My Favourite Financial Planner of the Year 2014
- Best in Company
- Company for Financial Planning Excellence of the Year 2014 (Banking Sector, Independent Financial Advisory Sector, Insurance Sector)
- Outstanding Company of the Year 2014

In addition, the Awards also consist of the University Category competition which is open for university students in Hong Kong. Enrollment details will be released soon.

Application for the Practitioner Category will close on 23 April while all grand prize winners will be unveiled at the awards presentation ceremony to be held in mid-October 2014.

For details of the Awards, please visit the event website <http://events.scmp.com/fpa2014>.

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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 153,000 CFP certificant in 25 countries/regions; the majority of these professionals are in the U.S., Canada, China, Australia and Japan, with more than 4,800 CFP certificant in Hong Kong.

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