



## Press Release

### SCMP/IFPHK Financial Planner Awards 2015 (Practitioner Category) Opens for Application

(24 March, 2015 – Hong Kong) Jointly organized by the Institute of Financial Planners of Hong Kong (IFPHK) and the South China Morning Post, the signature annual event – the SCMP/IFPHK Financial Planner Awards 2015 is now inviting applications for the Practitioner Category. Application will close on 23 April 2015.

Now in its 11<sup>th</sup> year, this independent and unbiased platform continues to attract the best financial planners to showcase their exceptional skills and abilities, and to uphold best practices of the financial planning industry. The Awards are open to financial planners from the three major industry sectors of banking, independent financial advisory (IFA), and insurance.

Apart from individual awards, the “Company for Financial Planning Excellence” and the “Outstanding Company of the Year” awards will be presented to companies in recognition of their tireless efforts in cultivating financial talents.

#### Major Awards in the Practitioner Category

- Hong Kong's Best Financial Planner of the Year 2015
- Industry Winner (Banking Sector, Independent Financial Advisory Sector, Insurance Sector)
- Best in Company
- Company for Financial Planning Excellence of the Year 2015 (Banking Sector, Independent Financial Advisory Sector, Insurance Sector)
- Outstanding Company of the Year 2015 (Excellence in Practice, Excellence in Performance)

The Awards also consist of the University Student Category. Enrollment details will be released soon.

The recipients of the grand awards will be announced at the Awards Presentation Dinner in late October 2015.

For details on the Awards, please visit the event website <http://events.scmp.com/fpa2015>.

#### Media Enquiry

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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<sup>CM</sup> Certification and AFP<sup>TM</sup> 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 157,000 CFP certificants in 26 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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