



*For Immediate Release*

## Press Release

### IFPHK Appoints Dr. Paris Yeung as New Chief Executive Officer

(Hong Kong – 21 March 2025) – The Institute of Financial Planners of Hong Kong (IFPHK), the leading professional body representing financial planners in Hong Kong and Macau, is pleased to announce the appointment of Dr. Paris Yeung as its New Chief Executive Officer (CEO), succeeding Mr. Dennis Lau. Dr. Yeung's appointment will officially take effect on 1 April 2025; at this stage, he is already actively overseeing IFPHK's operations to ensure a seamless transition and drive the organization's mission of advancing professional excellence in financial planning.

“On behalf of IFPHK, we are delighted to welcome Dr. Yeung as our new CEO. At the same time, we extend our sincere appreciation to Dennis for his leadership and contributions to IFPHK over the past 13 years. Dr. Yeung brings extensive expertise in banking management and financial innovation across Hong Kong and Macau. Coupled with his strategic vision and leadership experience in esteemed financial institutions, we are confident that IFPHK will be well-equipped to adapt to market dynamics and industry challenges under his stewardship. We look forward to collaborating closely with Dr. Yeung to drive the IFPHK to reach new heights.” said Mr. Edwin Cheung, Chairman of the IFPHK.

Dr. Yeung has 40 years of extensive experience in the banking and finance industry. Most recently, Dr. Yeung served as the Executive Director and CEO of the Banco Delta Asia Bank (Macau), where he provided strategic leadership to the bank. He also took up leadership roles in Hang Seng Bank, Dah Sing Bank, CMB Wing Lung Bank and Chiyu Banking Corporation Ltd., with a distinguished track record in strategic growth and innovation. Previously, he served as the General Manager of The Hong Kong Institute of Bankers, where he played a pivotal role in driving membership growth and professional training. Dr. Yeung holds a Doctor of Business Administration (DBA) from The Hong Kong Polytechnic University.

In accepting the appointment, Dr. Yeung said, “It is an honour to join the IFPHK, the leading financial planning institute with over 6,000 members, especially as we celebrate its 25<sup>th</sup> anniversary. For decades, the IFPHK has shown a solid presence in Hong Kong and Macau, serving as an “international connector” alongside more than 3,000 CFP certificants. As cross-border collaboration between Mainland China and Hong Kong continues to deepen, our role in supporting professionals to “go global” is becoming increasingly vital. I am profoundly confident in the transformative potential of both the institute and our financial planning professionals. With the steadfast support of our Board, committees, individual and corporate members, and the unwavering dedication of our team, I am positive that the IFPHK will continue to grow and thrive in the years ahead.”



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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 the Financial Planning Standards Board Limited to grant the much-coveted and internationally-recognized CFP Certification and AFP® Certification to qualified financial planning professionals in Hong Kong and Macau.

Currently, there are more than 230,000 CFP certificants in 28 countries/regions; the majority of these professionals are in the U.S., Canada, China, Australia and Japan, with approximately 3,600 CFP certificants in Hong Kong.

IFPHK has 6,700 members in Hong Kong including 1,200 Qualified Retirement Adviser (QRA) holders; and represents financial planning practitioners in diverse professional backgrounds such as banking, insurance, independent financial advisory, stock trading, accounting, and legal services.

### **About CFP Certification**

CFP certification is the global symbol of excellence in financial planning and represents financial planners who commit to standards of competency and ethics, and to putting clients' interests first. The CERTIFIED FINANCIAL PLANNER credential represents financial planning professionals who commit to better serving their clients through rigorous international standards, ethical practices and lifelong learning.

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