

[FOR IMMEDIATE RELEASE]

**Institute of Financial Planners of Hong Kong Reveals Winner for  
Financial Education Leadership Awards 2021**  
*Seeing 17 Corporates Honored in Financial Education*

(Hong Kong – 14 December, 2021) Organized by the Institute of Financial Planners of Hong Kong (IFPHK), the “IFPHK Financial Education Leadership Awards 2021”, an annual award that recognizes financial education efforts, announced its winners today.

Marking its fourth year of success, 17 corporates were awarded Gold Award with FWD Life Insurance Company (Bermuda) Limited crowned the highest honor “Best Corporate Financial Education Leadership of the Year”.

Dennis Lau, CEO of IFPHK says, “We are thrilled to announce that close to twenty corporates have continued with their pro bono financial education mission amidst the complicated business environment. Their commitment and efforts proved that we are emerging stronger together, empowering people’s financial literacy to ensure a more resilient community whatever challenges that lie ahead.”

“It is noteworthy to mention that many corporates have acted swiftly on moving financial education efforts virtually this year and unlocking all the advantages of digital transformation. The IFPHK is also ramping up its digital effort for better financial education and for members’ ease,” Lau continues.

The Awards was keenly supported by 18 supporting organizations, namely the Financial Services Development Council, Insurance Authority, Mandatory Provident Fund Schemes Authority, Investor and Financial Education Council, The Hong Kong Mortgage Corporation Limited, Financial Planning Standards Board, The Actuarial Society of Hong Kong, ACCA Hong Kong, CFA Society Hong Kong, The Hong Kong Association of Banks, Hong Kong General Chamber of Commerce, Hong Kong Institute of Bankers, The Hong Kong Institute of Certified Public Accountants, The Hong Kong Investment Funds Association, Hong Kong Investor Relations Association, Hong Kong Management Association, The Hong Kong Retirement Schemes Association and Kowloon Chamber of Commerce.

## IFPHK Financial Education Leadership Awards 2021

### Awardee List

<b>Best Corporate Financial Education Leadership of the Year</b>
FWD Life Insurance Company (Bermuda) Limited

<b>Corporate Financial Education Leadership – Gold Award</b>
AIA International
AMG FINANCIAL GROUP
AXA Hong Kong and Macau
Bank of Communications (Hong Kong) Limited
China Life Insurance (Overseas) Company Limited
Convoy Financial Services Limited
Dah Sing Bank, Limited
Hong Kong Family Welfare Society Financial Education Centre
FTLife Insurance Company Limited
FWD Life Insurance Company (Bermuda) Limited
Kingkey Privilege Wealth Management Limited
Po Leung Kuk
Prudential Hong Kong Limited
Sun Life Hong Kong
The Hang Seng University of Hong Kong
The Hong Kong and China Gas Company Limited
TWGHs Healthy Budgeting Family Debt Counselling Centre

## **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® Certification and AFP® Certification to qualified financial planning professionals in Hong Kong and Macau.

Currently there are more than 192,000 CFP certificants in 26 countries/regions; the majority of these professionals are in the U.S., Canada, China, Australia and Japan, with approximately 4,300 CFP certificants in Hong Kong.

IFPHK has more than 7,500 members in Hong Kong including 1,100 Qualified Retirement Adviser (QRA) holders; and represents financial planning practitioners in diverse professional backgrounds such as banking, insurance, independent financial advisory, stock broking, accounting, and legal services.

## **“IFPHK Financial Education Leadership Awards”**

The IFPHK launched the first “Financial Education Leadership Awards” in 2018, as an aim to pay tribute to commercial firms, non-governmental organizations, non-profit organizations and individuals that provided financial education services to the community on a pro bono basis.

The Awards consist of three categories, namely the ‘Corporate Financial Education Leadership’, “Citizen Volunteer in Financial Education” and the “Corporate Volunteer Team in Financial Education”. Each category is set with various types of awards to recognize different aspect of contributions from corporate to individuals. Entries would be assessed by a judging panel comprising of the IFPHK’s board members and experienced CFP professionals.

For more details on the Awards, please visit <http://www.ifphk.org/FELA2021/index.html>.

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