

FOR IMMEDIATE RELEASE

IFPHK and MPFA Co-organise eMPF Platform Briefing to Support Intermediaries

(Hong Kong, March 24, 2026) The Institute of Financial Planners of Hong Kong (IFPHK), in collaboration with the Mandatory Provident Fund Schemes Authority (MPFA), held an eMPF Platform Briefing Session for intermediaries yesterday at the Institute's office. The session aimed to enhance financial planners' and MPF intermediaries' understanding of the latest developments and practical applications of the eMPF Platform. Approximately 50 members and industry representatives attended.

As of 31 March 2025, there were approximately 34,000 registered MPF intermediaries in Hong Kong, according to MPFA statistics. Many are IFPHK members and play a key role in supporting Hong Kong's retirement protection system. With the rollout of the eMPF Platform and the shift towards digitalised administration, intermediaries are expected to strengthen both their regulatory knowledge and technological capabilities. Proficiency in platform operations has become essential to maintaining service standards and operational efficiency. The briefing session was organised to support the intermediaries of the industry in adapting to these developments.

Joining the briefing session were Mr. Edwin Cheung, Chairman of IFPHK; Dr. Paris Yeung, Chief Executive Officer of IFPHK; Mr. Alvin Chan, member of the IFPHK Board; Mr. Stanley Yau, General Manager (Human Resources) of the MPFA; and Mr. Adrian Lau, representative of the eMPF Outreach Team.

In his remarks, Mr. Edwin Cheung, Chairman of IFPHK said, "The rapid advancement of FinTech and artificial intelligence has accelerated the digital transformation of MPF administration. The eMPF Platform marks a significant step towards a streamlined and centralised system serving over four million scheme members. Continued collaboration among stakeholders will be critical to its success."

He added, "As technology reshapes our industry, professionals must enhance their digital capabilities while upholding the core values of financial planning — technical expertise, effective communication and professional integrity."

Mr. Stanley Yau, General Manager (Human Resources) of the MPFA, shared updates on the implementation progress and future direction of the eMPF Platform. He encouraged intermediaries to familiarise themselves with the system and actively leverage its functions to support the ongoing development of Hong Kong's retirement protection framework.

The session concluded with an interactive Q&A and networking segment, facilitating professional exchange among participants.

IFPHK will continue to work closely with government and regulatory bodies to provide members with timely industry updates and professional development support, enabling them to navigate policy changes and digital transformation effectively.

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® certification and AFP® certification to qualified financial planning professionals in Hong Kong and Macau.

Currently there are more than 236,300 CFP certificants in 29 regions; the majority of these professionals are in the U.S., China, Japan, Canada and Brazil. As at 28 February 2026, Hong Kong had approximately 3,238 CFP certificants.

At present, IFPHK has 5,298 members in Hong Kong including 956 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.

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Photos:

	<p>Mr. Edwin Cheung, Chairman of IFPHK, Dr. Paris Yeung, Chief Executive Officer of IFPHK, Mr. Alvin Chan, member of the IFPHK Board, Mr. Stanley Yau, General Manager (Human Resources) of MPFA and Mr. Adrian Lau, representative of the eMPF Outreach Team, pictured with attending financial planners.</p>
	<p>Mr. Edwin Cheung, Chairman of IFPHK and Dr. Paris Yeung of CEO of IFPHK presented certificates of appreciation to Mr. Stanley Yau, General Manager (Human Resources) of MPFA and Mr. Adrian Lau, representative of the eMPF Outreach Team, in recognition of their support and contributions.</p>
	<p>The event featured a Q&A and networking session. Participants engaged actively in discussions, exchanging insights and broadening their professional perspectives.</p>