

# PRESS RELEASE

To Business Editors

[For Immediate Release]



## SOCIETY OF REGISTERED FINANCIAL PLANNERS ANNOUNCES RESULTS OF 6TH ANNUAL HONG KONG FINANCIAL PLANNER OF THE YEAR AWARD

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### VIGOROUS FROM THE FIELD

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### IMPETUS THE PROFESSIONALISM OF FINANCE

(27 November 2008, Hong Kong) – Being the pioneer in organizing an annual Award to honour and recognize the professionalism and dedication of financial planners, **Society of Registered Financial Planners** ("HKRFP") today announced the winners of the "6th Annual Hong Kong Financial Planner of the Year Award". After evaluating all the applications, the panel of judges formed by 9 professionals has finalized the list of award winners as follows:

<b>Hong Kong Group</b>		
Miss Lee Sum Wah, Angel	Convoy Financial Services Limited	Gold Award
Ms. Choy Miu Yung, Winsome	CITIC Ka Wah Bank Limited	Silver Award
Mr. Lai Sze Yan, Vincent	CITIC Ka Wah Bank Limited	Silver Award
Ms. Chan Mei Ling, Fion	CITIC Ka Wah Bank Limited	Bronze Award
Ms. Chan Ho Kai, Marco	CITIC Ka Wah Bank Limited	Certificate of Merit*
Ms. Chu Po Ling, Bobo	China Construction Bank (Asia)	Certificate of Merit*
Mrs. Lam Wai Fong, Gloria	The Prudential Assurance Company Ltd	Certificate of Merit*
Ms. Leung Eva Tsz Ki	Convoy Financial Services Limited	Certificate of Merit*
Mr. Tong Shui Yau	CITIC Ka Wah Bank Limited	Certificate of Merit*
<b>China Group</b>		
Mr. Wu Xinfang	Jin Ming Hui PFP Advisors Ltd	Gold Award
Mr. Li Jian	Manulife Sinochem Life Insurance Co Ltd Guangdong Branch	Silver Award
Ms. Li Wenjing	Union – Silva Financial Planning	Bronze Award
Mr. Chen Chengxiang	American International Assurance Company Limited Guangdong Provincial Branch / Discovery Fortune International Holdings Ltd	Certificate of Merit*
Ms. Zhao Na	-	Certificate of Merit*
Ms. Zhu Ying	HaoWei(ShenZhen) enterprise consulting CO,LTD.	Certificate of Merit*
Ms. Peng Qihui	CT Tech Co	Certificate of Merit*

## ***PRESS RELEASE***

(\* : Certificate of Merit award winners are listed in alphabetical order)

The Olympic of Beijing was held successfully at first time and gained great admiration from all aspects. The slogan of 6<sup>th</sup> Annual Hong Kong Financial Planner of the Year Award is “The Best of the Best” to appeal outstanding financial planners to join and develop the spirit of Olympic in finance professionalism, honoring their professionalism and contribution on providing well-organized financial plan in serving the needs of their clients, as well as promote the public awareness of financial planning services.

“Recently, the negative effect covered on the global economy under financial tsunami, the well-organized financial planning can provide the high quality of live for clients under this unexpected economic environment. Professionalism of financial planners is obviously important. This Award provided the objective platform to honor and recognize the “Professionalism” of outstanding financial planners successfully, definite himself and explore their new heights of career as well as go a step further to develop the professional standard of financial planning industry.” **Mr. Michael Fan, Chairman of 6<sup>th</sup> Annual Hong Kong Financial Planner of the Year Award Committee and Vice President of Society of Registered Financial Planners (HKRFP) said.**

Professionalism is the undisputable way to maintain the competitive edge of financial planners in the market, and hence raise the confidence from clients. **Mr. Michael Fan, one of the panel of judges** said “To evaluate the participant's case, we are pleased to see the participants protect the benefit of clients as the ultimate objective. Not only plan the talent-made, integrated and long-term financial plan for clients, but they also provide the professional advice and well-organized follow-up services and then establish the trust relationship with clients. Their cases fully reflected everyone needs to map out their financial plan as early as possible and the financial planner acted as the generalist of “Financial Doctor”. They need to solve the financial difficulties of clients with standards of equitable and objective. It shows that the close relationship between financial planning and our lives.

HKRFP is pleased to announce that CITIC Ka Wah Bank Limited is the Gold Sponsor of the competition for the fourth year, while American International Assurance Company (Bermuda) Limited has also is the Silver Sponsor for the second year and Convoy Financial Group joint the sponsors' list to be the Silver Sponsor this year. The Guests of Honour are **The Hon Paul CHAN Mo-po** MH, JP **member of Legislative Councillor (Accountancy); Sir David AKERS-JONES** GBM KBE JP, **Patron of Society of Registered Financial Planners (HKRFP); Mr. Michael Fan, Chairman of 6th Annual Hong Kong Financial Planner of the Year Award Committee and Vice President of HKRFP; Dr. Sidney, President of HKRFP ; Mr.**

## ***PRESS RELEASE***

**Felix Lau , Vice President and Head of Sales & Distribution of CITIC Ka Wah Bank; Mr. Jones Lam, Vice President and Head of Financial Planning of American International Assurance (Bermuda) Limited and Mr Quincy Wong, Chief Executive Officer of Convoy Financial Group.**

**CHAN Mo-po, Legislative Councillor** representing the accountancy constituency, comments: "Quality financial planning services are in ever rising demand in Hong Kong and on the Mainland. The HKRFP is widely commended for its efforts in equipping financial planners to meet this demand through seminars, accreditation examinations and continuing education programmes. More importantly, the HKRFP emphasizes professional responsibilities and expects the highest standards of ethics and integrity from all its members. The presentation of the "Financial Planner of the Year Award" is not only an annual celebration to recognize exemplary financial planners, but also to spotlight and publicize the value of professional financial planning services."

**Sir David Akers-Jones, Patron of Society of Registered Financial Planners (HKRFP)**, comments, "Financial Planning is the growth industry in both mainland and Hong Kong rapidly and the eager market demand for financial planners to solve the public needs of financial planning. Financial planners must equip with integrity and continuous upgrading to provide perfectible financial plan for clients under whatever environments. HKRFP stands for all that – to promote a self-regulating industry by emphasizing continuous education, organizing various seminars at regular time to develop the professional interflow.

Financial tsunami brings the new challenges for financial planning industry as a result in different impacts on the wealth management of clients. Professional financial planning is extremely important. **Dr. Sidney Sze, President of Society of Registered Financial Planners (HKRFP)** said "Professionalism excellence, concern the code of ethics of financial planners to ensure them providing services competently with objectively for clients are the missions of HKRFP. This entire are crucial and must be the standard of financial planner under this unstable economic environment which are affected by financial tsunami. Not only is honoring the professionals of financial planners, but it also understand the public awareness of value and recognition of financial planning."

"I strongly believe that the financial tsunami will lead to a greater demand in high caliber financial planners. Clearly, the spotlight would be on their professional and ethical standards when dealing with investment products. Facing with great market changes, financial planners and those looking to enter the field will need to attain a higher level of professionalism and be more knowledgeable than ever before. This will ensure customers

## ***PRESS RELEASE***

are always on top of the market and get top-notch wealth management service no matter what the market conditions are, which in turn raises the professional status of financial planners.", said **Mr. Felix Lau, Senior Vice President and Head of Sales & Distribution of CITIC Ka Wah Bank.**

**Mr. Jones Lam, Vice President and Head of Financial Planning of American International Assurance (Bermuda) Limited** said, "AIA always encourages our representatives to upgrade themselves through continuous learning and education, as well as by applying their new knowledge at work. Customers can experience the professionalism and high quality service of our representatives by undergoing our tailor-made financial health check. The Society of Registered Financial Planners has been promoting the status of the financial planning profession in Hong Kong, with an aim to upgrade the skills and expertise of financial planners. As a silver sponsor of the event for the third consecutive year, we are looking forward to participating in more activities which can enhance awareness of the financial planning profession and contribute to the industry's advancement."

**Mr Quincy Wong, Chief Executive Officer of Convoy Financial Group ("Convoy")**, said, "Convoy is a sponsor of 'The 6<sup>th</sup> Annual Hong Kong Financial Planner of the Year Award' and encourages its financial consultants to participate in this meaningful event. Apart from supporting the initiative of the financial sector in organising quality professional activities, we also hope the event can help to raise public awareness on wealth management and the role Independent Financial Advisors can play in that process. With wealth management very much a part of life for many today and clients becoming more and more demanding on their financial consultants, the Award is an important means for raising the standard and promoting development of the financial planning sector".

Entries of the competition are assessed on five criteria, namely understanding of the client's objectives/needs, effective usage of information, implementation, results and experience gained as well as presentation skills. Assessments for the China group include 2 stages while that for the Hong Kong group include a third stage. In the third stage for the Hong Kong group, the top 10 finalists are required to give a presentation to the panel of judges.

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# **PRESS RELEASE**

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## **About HKRFP**

HKRFP is a non-profit making organization established in 2001 to promote professionalism within the financial planning industry and raise public awareness of the value of financial planning services. As a pioneer in the financial planner profession, it is the first organization to organize an annual award for financial planners in both Hong Kong and China and set up the Recognition of Financial Planner (RFP) Index to study Hong Kong people's awareness of, attitudes towards and usage behaviors of professional financial planner services. HKRFP works closely with renowned institutions to organize various examinations and education courses for its members in Hong Kong and China. HKRFP's patrons include Sir David AKERS-JONES GBM KBE JP, Dr. Leo Tung-Hai Lee GBM GBS OBE JP and Dr. Edmund Tse GBS.

For more information on HKRFP, please visit <http://www.hkrfp.org>.

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## **PRESS RELEASE**

### **Appendix 1: Panel List (In alphabetical order)**

<b>Panel Judge</b>	<b>Title</b>
<b>Mr. Gary W.K. CHEUNG</b>	Chief Executive, Hong Kong Securities Institutes
<b>Mr. Andrew Y.M. CHOW</b>	Past President, The Insurance Institute of Hong Kong
<b>Mr. Michael W.K. FAN</b>	Chairman, 6 <sup>th</sup> Annual Hong Kong Financial Planner of the Year Award Committee and Vice President of Society of Registered Financial Planners
<b>Professor Simon S.M. HO</b>	Dean, School of Business, Director, Centre for Corporate Governance & Financial Policy Hong Kong Baptist University
<b>Dr. Andy S.W. LAM, JP</b>	Chairman, Hong Kong Accounting Professionals Associations
<b>Dr. Joe W.C. LEUNG</b>	Principal Adviser, Organisational Learning Consultancy Limited
<b>Dr. Anthony C.W. TAM</b>	President, The Chinese University of Hong Kong – Tung Wah Group of Hospitals Community College
<b>Dr. Clement Y.P. WONG</b>	Assistant Professor, Faculty of Business and Economics, University of Hong Kong
<b>Mr. Joseph Y.K. YAU</b>	Past President, CMABC, Canada – HK Branch

### **Appendix 2: Sponsors and Supporting Organizations / Associations**

<b>Gold Sponsor</b>	<b>Online Media Partner</b>
CITIC KA WAH BANK Limited	Sina
<b>Silver Sponsors</b>	
American International Assurance Company (Bermuda) Limited	Convoy Financial Group
<b>Supporting Organizations / Associations (In alphabetical order)</b>	
Association of Women Accountants (Hong Kong) Limited	The Actuarial Society of Hong Kong
Centre for Corporate Governance and Financial Policy, School of Business, Hong Kong Baptist University	The Chartered Institutes of Management Accountants
The Certified Management Accountants of Canada, Hong Kong Branch	The Hong Kong Management Association
Hong Kong Accounting Professionals Association	The Institute of Crisis and Risk Management
Hong Kong Community College	The Institute of Securities Dealers Limited
Hong Kong Productivity Council	The Insurance Institute of Hong Kong
Hong Kong Securities Institute	The Law Society of Hong Kong
Institute of Financial Accountants in Hong Kong	The Society of Chinese Accountants and Auditors
ITAccountants Association	The Taxation Institute of Hong Kong
Lions Clubs International District 303 – Hong Kong & Macau, China	Tung Wah Group of Hospitals Healthy Budgeting Family Debt Counselling Centre
LOMA Society of Hong Kong	Victoria Junior Chamber