



註冊財務策劃師協會  
**Society of Registered Financial Planner**

***REPORT FROM PRESIDENT***  
***For the period of October 2007 to August 2008***

In the capacity of President, it is my honor to present my report to the Annual General Meeting as follows:

**ORGANIZATION**

Council of management

Dr. Sidney Sze (President)

Vice Presidents: Mr. Michael Fan, Mr. Derek Leung and Mr. Alex Lung

Honorary Secretary: Mr. Simon Ho

Honorary Treasurer: Mr. Stephen Ho

Councillors: Mr. Gerard Chung, Mr. Peter Fok, Mr. William Fung,

Prof. Joseph Sin (Past President), Mr. Michael Wong and Dr. Clement Wong

WHERE do we come from? WHAT are we? WHERE are we going? These three simple yet profound questions were at my heart when I was re-elected on 3 October 2007 as President for 2007/08. Looking back, we achieved the objectives of enhancing the professional standard of practitioners in the finance industry as well as charting the future direction of the industry.

**1. DEVELOPMENT IN HONG KONG**

We moved in the new office located in Unit E, 25/F, CNT Tower, 338 Hennessy Road, Wanchai for daily operation from 15 October 2007.

To promote the professionalism of members, we organized a series of seminar or workshops with different topics in which covered investment outlook, business management and wealth management in China as well as financial planner practice for members free to join.

1. Wealth and Health Management on 8 November 2007
2. 2008 Investment Outlook on 7 December 2007
3. Private Collection and Investment on 14 December 2007

4. Holistic Succession Risk & Hedging on 18 January 2008
5. 理財終極目標：「有錢冇病」 on 24 January 2008
6. Wealth Management Market Development in China” on 12 March 2008
7. Is China’s High Growth Sustainable? on 9 April 2008
8. Financial Planner Practice on 17 June 2008
9. 「創業領導術」工作坊(一):做個出色的「企業打工仔」 on 23 May 2008
10. “You Can be In the Driver’s Seat... An Introduction to Customers Relationship Management (CRM) for Financial Planners” on 3 July, 2008
11. Science, Non-Science & Nonsense of Motivation Programs: Implications to Financial Planners (為“激勵計劃”把脈) on 27 August 2008

Apart from organizing member activities, we published three editions of HKRFP Journal to all members which were issued in November 2007, January 2008 and April 2008 by the Editorial Board. It covered the market updates of financial planning, latest events of the Society and leisure news.

For the education/ training sector, we continued to review the existing professional examination and drafting the New Professional Examination syllabus to match the needs of local and international financial planning industry by Education and CPD committee. We continued to organize Associate Diploma in Financial Planning course with Equity Consulting Company Limited and jointly organized “Professional Teacher Training Program” with Tung Wah Group of Hospitals ( Healthy Budgeting Family Debt Counselling Centre) and sponsored by Citi Group for promoting financial education in Hongkong.

On the other hand, we applied the Grandfather Clause to grant applicants of proven credentials, experience and/or professional background the full HKRFP membership to maintain the highest degree of professionalism while at the same time enables us to extend recognition and fledge the financial planning sector further in Greater China. We received more than 130 applications which came from the legal professionals, accountants and financial advisers.

We will continue our collaboration on financial planning courses with universities and course institutions in coming year.

## **2. DEVELOPMENT IN MAINLAND CHINA**

We conducted the “財務策劃專業文憑” at recognized universities in Shanghai Jiao Tong Universities, South China University of Technology, University of International Business and Economics, Wuhan University, Sichuan University and Guangxi University to nourish the

talent in financial planning professionals in China. There were two graduation ceremonies launched with Shanghai Jiao Tong Universities and South China University of Technology to congratulate the graduates. We expected to operate with more recognized universities with wide coverage in Greater China to training interested practitioners in the finance industry.

Moreover, we successfully organized two large-scale seminars at Shanghai Jiao Tong University in December 2007 and May 2008 on the investment outlook of China market. These seminars were excellent platforms for members to widen and share their knowledge and experience in the financial planning industry.

We have taken legal actions against CICFP to protect HKRFP rights in Mainland China.

Where are we going? This is still a challenging question for all of us to answer in the coming years on Hong Kong and Mainland China development.

### **3. PUBLIC AWARENESS/COMMUNITY SERVICE**

We organized different events to raise public awareness of the value of financial planning services in community and promote the professional standards of financial planning industry.

We continue to organize the annual award to recognizing the achievements of top financial planners in the Greater China. The 5<sup>th</sup> Annual Hong Kong Financial Planner of the Year Award was held successfully last year and gained extensive supports from financial planning organizations. Entries came from different cities such as Shanghai, Beijing, Guangxi, Hangzhou and Guangzhou.

The 6<sup>th</sup> Annual Hong Kong Financial Planner of the Year Award launched on 7 Aug 2008 and the Award Presentation, Press conference and Dinner are scheduled to be held on 27 November 2008. We thank the continuous support from CITIC Ka Wah Bank, AIA and Convoy Financial Group this year.

Survey of “Recognition of Financial Planner” Index 財務策劃師認受指數 was jointly organized by the Society and Centre for Corporate Governance and Financial Policy, School of Business, Hong Kong Baptist University to conduct the public acceptance of Financial Planners as a profession in Hong Kong. This year, the main theme is on “Health Care Financing”.

Moreover, we are pleased to be awarded “Caring Organization 06-08 ” by The Hong Kong Council of Social Service with achieving four criteria’s which were Volunteering, Mentoring,

Giving and Caring for the environment. Also, we launched and encouraged our members to donate for Sichuan earthquake and give to Hong Kong Red Cross in May 2008.

Lastly, pre-employment sharing program was held respectively for graduates of the City University of Hong Kong. Our members volunteered to provide the graduates with employment advice.

#### **4. MEMBERSHIP**

As of August 2008, total membership approximately to 2,800

Finally, I would like to express my sincere thanks to Vice President - Alex, Derek and Michael, all council members, sub-committees and fellow members for their great assistance and support during my term of office and hope that all of you will continue to support the incoming new board and HKRFP. Wish you all enjoying the ecology of work and life balance.

**Dr. Sidney Sze**  
**President (2007/08)**