



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



The **President's** Report

(For the year ended August 31, 2011)

Organization Structure

Management Council

President : Dr. Sidney Sze

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

Honorary Secretary : Mr. Simon Ho

Honorary Treasurer : Mr. Stephen Ho

Councilors : Mr. Peter Fok, Mr. Calvin Leung, Mr. Maggie Ma,
Mr. Michael Wong, Dr. Clement Wong

The President's Report is, in my opinion, meant to give a summary of what has been accomplished, what is brewing, and how progresses are with respect to operations of the Society during my term of office, especially for 2011, which is the tenth anniversary of Society of Registered Financial Planners. Hereby I am delighted to state this report to you all, as follows:

Our Development in Hong Kong

Unclear yet negative factors have been clouding the economic outlook for Hong Kong. While the aftermath of the Financial Tsunami and Lehman Brothers crash still lingers on, a slow down in economic recovery among developed nations and the recent European debt crisis spread are adding salt to the wound. An idiom says, "Crisis creates opportunity, and vice versa", professional financial planning practitioners should at this very time maintain their sharp market instincts and professional integrity to strengthen the mutual trust with clients. At this end, we are active in having elite speakers to hold talks on a wide variety of topics in seminars, in general warmly supported by a number of professional organizations, namely, the Hong Kong Accounting Professionals Association, the Institute of Financial Accountants in Hong Kong, the ITAccountants Association, the Institute of Crisis and Risk Management, and the University of Macau (Hong Kong) Alumni Association. These talks are visionary and create an interactive platform between speakers and the audience, composed of practitioners in the financial planning profession. So far responses to our seminars are overwhelmingly enthusiastic, detail as follows:

Date	Topic	Speaker
21 October 2010	How to apply Taoism principles on modern management practices	Mr. Peter WONG Ex-Deputy Chairman & Chief Executive Haitong International Securities Group Limited
15 November 2010	如何應用調解技巧處理爭議?	Mr. Denys Look Vice President Hong Kong Mediation Centre
16 December 2010	理財的心	Gen Kelsang Tonglam Resident Teacher Kadampa Meditation Centre Hong Kong
25 January 2011	2011 Investment Outlook	Mr. Michael M.S.WONG Director - Securities & Asset Management Convoy Asset Management Limited
18 February 2011	數位學助你瞭解客戶的心理	Dr. Elizabeth TANG
4 April 2011	如何策劃婚姻理財?	Mr. Allan Lee Director Allan Lee Professional Solutions Limited
4 May 2011	天使融資 - 投資者及創業者致勝之道	Mr. John Y.Lo Partner Lister Lo Lui & choy (in association with Edwards Angell Palmer & Dodge)
10 June 2011	如何應對歐債危機的傳染性風險?	Prof. YEN Jerome Department of Accountancy & Finance Tung Wah College
17 June 2011	2011 下半年投資展望?	Mr. Michael M.S.WONG Director - Securities & Asset Management Convoy Asset Management Limited
8 July 2011	Investment 投資套戩的技巧和優勢	Ms. Maggie Ma Executive Director Vision Finance (Securities) Ltd
29 July 2011	十二五規劃下的理財前景	Mr. Eugene Fung

25 August 2011

樂活-低碳、健康及永續的生活
之道

Director
PAN-CHINA (H.K.) CPA Limited
Ms. Wong Lai-yin, Idy
Head of the Sustainable Living and
Agriculture Department
Kadoorie Farm & Botanic Garden
Corporation

Our Development in the Mainland China

In response to the demand for professional seminars from members of the Guangdong province, we held two seminars in Shenzhen with great success. On January 8, 2011, the seminar on “2011 :金光灿烂的投资年?” was hosted by Ms. Maggie Ma, Ms. Maggie Ma, Executive Director of Vision Finance (Securities) Ltd and Mr. James Wong, Director- Wealth Management of Midland Financial Group. On September 3, 2011, a seminar on “天使融资-投资者及创业者致胜之道” was hosted by Mr. John Y.Lo, Partner of Lister Lo Lui & choy (in association with Edwards Angell Palmer & Dodge).

Mutual Recognition

On Feb 15 2011, the Chairman of the Registered Financial Planner Institute Philippines "RFP(Phils)" Mr. Henry Ong and the President of the Society Dr. Sidney Sze signed a Mutual Recognition Agreement for both organizations. Our members are exempted from two papers, and upon passing other examinations and successful qualification assessment, will be awarded the full membership of RFP(Phils).

Undergraduates Financial Planners of the Year Award 2011

To raise social awareness in financial planning and understanding of the “generalist” nature in a financial planner, for the first time we shall organize a meaningful competition for undergraduates in Hong Kong and Macau. It will be a comprehensive assessment of their understanding about the financial planning market and establishment of their ethical consciousness. The winners will receive internship opportunities and cash prizes offered by The Prudential Assurance Company Limited, Platinum sponsor of this competition, and will also be granted financial planning training and associate member benefits by the Society of Registered Financial Planners.

Social Contribution

The Society is committed to promote community education in financial planning. Our continuous participation at 『財智 Goal 飛』教師社區協作計劃之『第二屆全港理財教育辯論比賽』 the Healthy Budgeting Family Debt Counseling Centre, of the Tung Wah Group of Hospitals is evidenced by the full support as judges in a debate competition from our executive team, led by me, (Vice President)Mr. Alex Lung,(Councilors)Mr. Stephen Ho, Mr.

Calvin Leung and Ms. Maggie Ma, and Vice chairman of the China Development Committee, Mr. James Wong. In this event, secondary school students are educated with positive attitude in financial planning.

Another function the Society had engaged in was a campaign on financial planning education. Organized by the Tung Wah Group of Hospitals Community Service Division Elderly Services Section, our Vice President Mr. Michael FAN was invited to conduct seminars for the elderly community. On November 28, 2010, “妥善理財退無憂” seminar for the elderly was organized, over a hundred senior citizens fostered positive feedbacks and valued the financial planning sections. On May 28, 2011, our Vice chairman of China Development Committee Mr. James Wong hosted retirement financial planning for the elderly. Again, the response was overwhelmingly positive.

We appreciate very much that in five consecutive years the Society has been awarded the "Caring Organization" by the Hong Kong Council of Social Service, logo in recognition is published throughout our media materials. With caring staff, caring environment, we care in excellence.

Professional Support for the Financial Industry

Our members should be well aware of the latest trends in financial planning market so as to provide clients with updated information and comprehensive financial planning. In addition to holding our own monthly seminars, we also support seminars organized by other professional institutions, activities such as:

Date	Activities	Organizer (s)
September 2010	Macau - Hong Kong Forum 2010	University of Macau Alumni Association, University of Macau (Hong Kong) Alumni Association and CAGI
25 October 2010	「我要 Fit,『理』更加要 Fit！」	American International Assurance Company (Bermuda) Limited
20 December 2010,	「香港人如何在國內設立貿易公司」	Institute of Financial Accountants in Hong Kong
15-17 December 2010	Poly U International Research Forum 2010	The Hong Kong Polytechnic University
May - June 2011		Hong Kong Accounting and Professionals Association, Institute of Financial

		Accountants in Hong Kong
24- 27 November 2011	Social Enterprise Summit 2011	Social Enterprise Summit

Besides participating as a supporting organization, our councilors also acted as judges in activities of the financial planning industry, including:

Date	Activities	Organizer(s)
29 September 2011	Merits of Achievements in Banking and Finance 2010	CAPITAL
November 2011	Prime Awards for Brand Excellence 2010	Metro Box
30 December 2011	CEO Supreme Brand Awards 2010	CAPITAL
	「全港高中學生短片及海報創作比賽 2011-「商信創明天」	Hong Kong Institute of Vocational Education (Chai Wan)
March 2011	第五屆「都市盛世大中華超卓商譽品牌獎」	Metro Box
June 2011	"The AIA Outstanding Financial Planning Awards for Hong Kong Undergraduates 2011"	American International Assurance Company (Bermuda) Limited
July 2011	「都市盛世銀行及金融服務企業獎 2011」	Metro Box

"The Asian Financial Forum 2011", organized by the HKSAR Government and the Hong Kong Trade Development Council, our members participated and learnt about the latest market trend in financial planning.

We also sponsored "HKRFP Scholarship" to Department of Business Administration, Hong Kong Institute of Vocational Education (Kwai Chung) in June 2011, as an encouragement to qualified students.

Leadership

The principal role of the President is to provide leadership and direction for the HKRFP, and acts on behalf of the financial planning community in fighting for rights and benefits for the profession. In this capacity, I quite often make public appearances and speak for the Society and our members. I also formulate missions and look for advancement in excellence for our members in the financial planning profession.

Memberships

As of August 2011, total memberships registered are approximately 3,000.

Closing Remarks

Finally, I do enjoy my term in serving the Society. I would like to express my sincere thanks to our Vice Presidents - Alex, Derek, Gevrad and Michael, all council members, the secretariat, sub-committees and fellow members for their full support and great assistance in due course. I do hope that all of you will continue to support the upcoming new board and activities launched by the HKRFP.



Dr. Sidney SZE
President (2010/11)





会长报告

(截至2011年8月31日)

组织架构

管理委员会

会长：施德芝博士

副会长：范维纲先生、梁宝衡先生、龙松荣先生、锺伟雄律师

名誉秘书：何志成先生

名誉司库：何焯新先生

理事：马嘉阳女士、霍锦就先生、梁广雄先生、黄敏硕先生、黄毓平博士

2011年是注册财务策划师协会成立首个十年大日子，作为创会及现任会长，我欣然向大家扼要汇报在本人任内协会各项工作的进展及成果，如下：

协会于香港的发展

经过金融海啸、雷曼事件、近日欧债危机蔓延、各国经济复苏放缓等全球负面经济环境因素影响下，香港的经济前景未见明朗，仍须小心谨慎发展，放眼未来。常言道：「危中有机，机中有危」。本人相信专业财务策划师具备敏锐的市场触觉及诚信的道德操守，是建立与客户互信关系的不二法门。为此，本会积极邀请多位专业讲者主持多元化学术讲座，更获多间专业机构担任支持机构，如香港会计人员总会、英国注册财务会计师公会香港分会、资讯财务师协会、商业风险评估专业协会及澳门大学(香港)校友会，让会员自我增值，并与讲者互动交流，提高财务策划从业员的专业水平，会员均踊跃参与，反应热烈。详情如下：

日期	讲题	讲者
2010年10月21日	如何应用道家学说于现代管理上	黄绍开先生 前副主席及行政总裁 海通国际证券集团
2010年11月15日	如何应用调解技巧处理争议	陆庭华先生 香港和解中心副会长
2010年12月16日	理财的心	见道法师 住持法师 香港噶当巴禅修中心
2011年1月25日	2011 Investment Outlook	黄敏硕先生

2011年2月18日	数字学助你了解客户的心理	董事 康宏证券及资产管理 邓淑仪博士 李家辉先生
2011年4月4日	如何策划婚姻理财？	董事 李家辉专业咨询有限公司
2011年5月4日	天使融资 - 投资者及创业者致胜之道	卢恩泽律师 合伙人 李兆德卢雷蔡律师事务所 (Edwards Angell Palmer & Dodge联营)
2011年6月10日	如何应对欧债危机的传染性风险？	颜至宏教授 教授 东华学院会计与金融系
2011年6月17日	2011下半年投资展望？	黄敏硕先生 董事 康宏证券及资产管理
2011年7月8日	Investment 投资套戩的技巧和优势	马嘉阳女士 执行董事 汇金(证券)有限公司
2011年7月29日	十二五规划下的理财前景	冯培漳先生 董事 天健(香港)会计师事务所有限公司
2011年8月25日	乐活-低碳、健康及永续的生活之道	王丽贤女士 主管 嘉道理农场暨植物园永续生活及农业部

协会于内地的发展

有见广东省会员对本会举办专业学术讲座的需求，本会分别于2011年1月举办由汇金证券有限公司/汇金黄金有限公司执行董事马嘉阳女士及美联金融集团财富管理总监黄浚先生主讲之“2011：金光灿烂的投资年？”及9月于深圳举办由合伙人李兆德卢雷蔡律师事务所(Edwards Angell Palmer & Dodge联营)卢恩泽律师主讲“天使融资-投资者及创业者致胜之道”讲座，会员热烈参与。

专业资格互认协议

本会于2011年2月与Registered Financial Planner Institute Philippines "RFP(Phils)签订专业资格互认协议，协会会员获豁免该会两份考卷，及经过考

试和资格审核可考取该会会员资格。

香港杰出大学生财务策师比赛2011

为加强港澳大学生对投身财务策划行业的充份了解，以及全面认识胜任专业财务策划师具备的“通才”条件，本会于2011年首次举办以港澳地区在读大学生为对象的比赛，全面评核他们对财务策划市场的认识及确立道德操守的意识。优胜队伍可获由比赛白金赞助商英国保诚保险有限公司提供的实习机会、奖金、奖状、以及由注册财务策划师协会提供的财务策划培训及附属会员福利，以嘉许他们在财务策划杰出表现。

对社会的贡献

本会一直致力推动社区理财教育，再次参与由东华三院健康理财家庭辅导中心主办『财智Goal飞』教师小区协作计划之『第二全港理财教育辩论比赛』，并由本人及本会副会长龙松荣先生、理事黄毓平博士、何焯新先生、马嘉阳女士及梁广雄先生、中国发展委员会副主席黄浚先生担任赛事评判，传递正面理财知识予中学生。

本会副会长范维纲先生亦获东华三院安老服务部邀请，于2010年11月28日主持「休才进阶」系列 - 退无忧·享耆年「妥善理财退无忧」退休准备讲座，以及本会中国发展委员会副主席黄浚先生于2011年5月28日主持长者健康理财讲座，向逾百长者灌输正确理财观念及价值观。

值得欣喜，本会连续五年获香港社会服务联会颁发“同心展关怀”标志，嘉许本会于关怀社群、关怀员工及关怀环境之优秀表现。

业界专业支持

本会重视会员对财务策划市场最新走势的认知，以便提供更新信息予客户作周详财务策划安排，除主办每月讲座予会员外，本会对财务策划界行业讲座亦大力支持，担任下列活动支持机构之一：

- 2010年9月由澳门大学校友会、澳门大学(香港)校友会及全智政经智库主办澳港论坛2010，推动港澳文化、艺术、康乐及体育活动，促进两地交流。
- 2010年10月25日由美国友邦保险（百慕达）有限公司主办讲座「我要Fit，『理』更加要Fit！」。
- 2010年12月20日由英国注册财务会计师公会香港分会主办讲座「香港人如何在内地设立贸易公司」。
- Poly U International Research Forum 2010, 15-17 Dec 2010 The Hong Kong Polytechnic University.
- 2011年5月及6月由英国注册财务会计师公会及香港会计人员总会合办

之讲座”中小企增值系列-证书课程”。

- 2011年11月24-27日由社企民间高峰会于举办第四届社企民间高峰会，推动社会企业、公民社会和企业公民。

除了担任活动支持机构外,协会理事亦同时分别于业界和学界等财务策划行业活动担任专业评审，积极支持及推动专业财务策划发展，包括：

- 2010年9月29日由CAPITAL 主办Merits of Achievements in Banking and Finance 2010 。
- 2010年11月由《都市盛世》杂志主办之「第六届都市盛世卓越品牌大奖2010」。
- 2010年12月30日由CAPITAL 主办CEO Supreme Brand Awards 2010
- 香港专业教育学院(柴湾)工商管理系举办之「全港高中学生短片及海报创作比赛2011-「商信创明天」。
- 2011年3月由《都市盛世》杂志主办之第五届「都市盛世大中华超卓商誉品牌奖」。
- 2011年6月由美国友邦保险（百慕达）有限公司主办之“The AIA Outstanding Financial Planning Awards for Hong Kong Undergraduates 2011”。
- 2011年7月由《都市盛世》杂志主办之「都市盛世银行及金融服务企业奖2011」。

本会亦协助发放大型活动 - 由香港特别行政区政府及香港贸易发展局主办之「亚州金融论坛」2011予会员参加，了解最新财务策划发展。

为鼓励成绩优异的学生，本会于2011年6月赞助香港专业教育学院(葵涌分校)工商管理学系之「注册财务策划师奖学金」。

领导工作

作为本会会长，本人肩负带领本会迈步向前的重任，领导理事会及各小组委员会，订定本会发展政策及方向，并确保切实执行。本人经常代表本会出席公众场合，发表意见，阐释本会使命和宗旨，推动财务策划专业更上一层楼。

会籍

截止2011年8月底，本会会员总数约为3,000人。

结语

本人很荣幸能够为注册财务策划师协会服务，亦很高兴在任内获各副会长:范维纲先生、梁宝衡先生、龙松荣先生及锺伟雄律师、全体理事、秘书处、各小组委员会及会员们表达衷心的感谢，感谢你们对本人在任期间大力支持，全情投入会务。

最后，本人希望各位能继续支持来届理事会及日后协会举办之活动，并衷心祝愿协会在未来艰难环境下，稳步发展推动中港两地财务策划服务水平。谨此致衷心谢忱。



施德芝博士
会长(2010/11)

