



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

會長報告(截至 2009 年 9 月 30 日)
THE PRESIDENT REPORT
For the year ended September 30, 2009

Organization Structure

Management Council

President	Dr. Sidney Sze
Vice Presidents	Mr. Michael Fan Mr. Derek Leung Mr. Alex Lung
Honorary Secretary	Mr. Simon Ho
Honorary Treasurer	Mr. Stephen Ho
Councilors	Mr. Gerard Chung Mr. Peter Fok Mr. William Fung Mr. Calvin Leung Mr. Michael Wong Dr. Clement Wong

組織架構

管理委員會

會長	:	施德芝博士
副會長	:	范維綱先生 梁寶衡先生 龍松榮先生
名譽秘書	:	何志成先生
名譽司庫	:	何焯新先生
理事	:	鍾偉雄先生 霍錦就先生 馮威廉先生 梁廣雄先生 黃敏碩先生 黃毓平博士

To the Members of HKRFP:

On looking back, 2008-09 was a challenging period for the Financial Planning Industry because of many adverse effects generated from the Global Economic Crisis and originated from the USA Sub-prime bust. The Society of Registered Financial Planners (HKRFP) has been playing an important role in stimulating public awareness on the imminent need and good practices of financial planning. We have achieved many of the objectives in boosting professional standards among practitioners in the Industry moreover, we have charted a new direction for the Finance Sector.

親愛的會員：

回顧 2008-09 年度，源於美國的泡沫經濟爆破而引發的全球經濟危機產生了許多深遠的影響，對於財務策劃行業來說，這是一個充滿挑戰性的時期，註冊財務策劃師協會(HKRFP)在加強公眾對當前急需完善化財務策劃的理念上，肩負著重要任務。為此，我們已舉辦了很多與提升行內專業水平的相關活動，並就財務服務新方向作出長遠規則。

1. HKRFP IN HONG KONG

We have moved to a new office located at Room 504, 5/F, Blissful Building, 243-7 Des Voeux Road Central, Hong Kong since 21 September 2009.

To give a lift to members in assessing opportunities and risks amidst this Century Financial Crisis, we have been organizing seminars since October 2008 with the theme on 『世紀一遇金融海嘯集思會』 and granted extensive supported by various professionals entities, eg. Hong Kong Accounting Professionals Association, Institute of Financial Accountants, Hong Kong Branch, Association of Women Accountants (Hong Kong) Limited, The Society of Chinese Accountants & Auditors, The Certified Management Accountants of Canada, Hong Kong Branch, IT Accountants Association, The Institute of Crisis and Risk Management and University of Macau (Hong Kong) Alumni Association. We had invited expert speakers from different trade sectors to cover topics on and share their experience in investment, insurance, economics, business management and accounting. The seminars are free to members with a diversified selection in topics:

- (1) November 14, 2008 『金融海嘯之總理解與前瞻』
- (2) November 24, 2008 『金融生海嘯、經濟向下調、客人心慮焦、壽險更需要』
- (3) December 12, 2008 2009 Investment Outlook
- (4) January 19, 2009 『由金融海嘯走向「新穴居人」經濟』
- (5) February 13, 2009 『無限商機說自身』系列之「扶強鋤弱」與「知己有分析』
- (6) March 27, 2009 『金融海嘯下你我必做 10 件事』
- (7) April 16, 2009 『如何打造冠軍團隊?』
- (8) May 15, 2009 『壽險全面觀』
- (9) June 5, 2009 『What happens if HSBC trade at HK\$18? 』
- (10) July 10, 2009 『讓『準』客戶發現金融海嘯中的機會! 』
- (11) September 15, 2009 『領導·加減』

1. 註冊財務策劃師協會－香港部份

本會已於 2009 年 9 月 21 日正式遷往香港德輔道中 243-7 號德佑大廈 5 樓 504 室。

為了給會員多資訊用以評估這次世紀金融危機中的機遇和風險，自 2008 年 10 月，我們主辦了『世紀一遇金融海嘯集思會』一系列講座，並獲多間專業團體擔任支持機構，如香港會計人員總會、英國註冊財務會計師公會香港分會、香港女會計師協會有限公司、香港華人會計師公會、加拿大英屬哥倫比亞省公認管理會計師公會、資訊財務師協會、商業風險評估專業協會及澳門大學(香港)校友會。我們邀請了不同行業經驗豐富的講者分享他們於投資、保險、經濟、商業管理及會計方面的心得。這系列的講座題目多樣化，並經精心挑選，讓會員免費參加，詳情如下：

Aside from hosting value-added seminars for members, we supported several academic activities organized by other professional entities, as follows:

除了舉辦增值講座外，我們亦支援不同專業團體主辦之學術活動，如下：

- 英國特許管理會計師公會 (Chartered Institute of Management Accountants) 於 2008 年 9 月 27 至 28 日主辦之南海廣東金融高新技術服務區考察團”
- 英國註冊財務會計師公會香港分會 (Institute of Financial Accountants, Hong Kong Branch (IFA-HK) 於 2008 年 9 月 28 日主辦之“Analysis of Finance Report of listed companies and window dressing” 講座
- 香港會計人員總會 (Hong Kong Accounting Professionals Association)及港九勞工社團聯合會 (The Federation of Hong Kong and Kowloon Labour Unions)於 2008 年 11 月 6 日聯合舉辦之“如何精明地履行強積金法例?”講座
- KORNERSTONE Institute of Corporate and Professional Development 於 2008 年 11 月 7 日主辦之“The Annual Symposium on Risk Management 2008” 講座
- 英國註冊財務會計師公會香港分會 (Institute of Financial Accountants, Hong Kong Branch (IFA-HK)於 2008 年 11 月 25 日主辦之“Recent Corporate Governance Crises”講座
- KORNERSTONE Institute of Corporate and Professional Development 於 2009 年 2 月 9 日主辦之“Navigating the Financial World by Mega-trends” 講座
- 美國友邦保險 (百慕達) 有限公司 (American International Assurance Company (Bermuda) Limited)主辦之“友邦「香港大學生傑出財務策劃獎」”
- 香港董事學會 (The Hong Kong Institutes of Directors) 於 2009 年 3 月 31 日主辦之“企業管治 - 實踐與借鑒”
- 香港生產力促進局 (Hong Kong Productivity Council) 於 2009 年 4 月主辦之“Centrepoin*t*Plus 中小企免費面談諮詢服務
- 香港會計人員總會 (Hong Kong Accounting Professionals Association) 於 2009 年 5 月 12 日主辦之 “創業者前瞻”
- 香港專業教育學院 (柴灣分校) 工商管理學 (IVE(Chai Wan), Department of Business Administration)主辦之全港高中學生電子海報設計比賽 2009 – 「打造香港品牌—魅力香港·金融之都」)
- 香港女會計師協會有限公司 (Association of Women Accountants (Hong Kong) Limited)及香港華人會計師公會 (The Society of Chinese Accountants & Auditors)於 2009 年 5 月 13 日合辦之“Accountants Caring for the Environment”講座
- KORNERSTONE Institute of Corporate and Professional Development 於 2009 年 8 月 7 日主辦之“Executive Forum of Wealth Management Resurrected”講座
- 獅子山青年商會 (Lion Rock Junior Chamber)、東華三院 (Tung Wah Group of Hospitals)合辦之義不容「遲」2009 傑出「義」職人士選舉
- Success Resources 主辦於 2009 年 8 月 14 日至 16 日之“Breakthrough to Success” 講座
- 英國註冊財務會計師公會香港分會 (Institute of Financial Accountants, Hong Kong Branch (IFA-HK)於 2009 年 9 月 8 日主辦之“Financial Statement Fraud”講座

In the area of education / training, we continued to joint-organize the “Professional Teacher Training Program” with the Tung Wah Group of Hospitals (Healthy Budgeting Family Debt Counseling Centre), sponsored by the Citi Group, for the promotion of finance education in Hong Kong schools. Also, we jointly organized a program of “Professional Diploma in Financial NLP” with Organisational Learning Consultancy Limited on NLP training in November 2008.

We will keep on organizing financial planning courses with cooperation from universities and training institutions in the coming year.

在教育培訓方面，我們繼續與東華三院健康理財家庭輔導中心合辦由花旗集團基金贊助之“教師專業培訓計劃”，提升香港學界理財教育。此外，我們於2008年11月與企業學習顧問有限公司合辦“財務自由人”理財NLP執行師認證課程。

來年，我們將繼續與不同大專院校和培訓機構舉辦財務策劃課程。

2. HKRFP IN MAINLAND CHINA

To meet the huge demand of financial planning services in the mainland and promote the prestige of the HKRFP, we participated as exhibiter in two exhibitions: “08 International Finance Exposition” and “Conference on International Exchange of Professionals 2008” in Shenzhen in November 2008. These exhibitions were dedicated to arrange and promote investment and financing services to the general public as well as to domestic service providers, which will definitely be beneficial to the HKRFP extension into China.

Moreover, we had successfully organized a sizable seminar in Dongguan in July 2009 on the issue of “Investment Outlook of Current China Market 『09 資本能量論壇中國行巡迴』 東莞站. The seminar is an excellent platform for members to broaden their knowledge and skills, as well to share their knowledge and experience with domestic financial planning industry.

In order to straighten and strengthen the HKRFP professional prestige and image in China, we have taken legal action against the Huagongxu Science and Technology Co, Ltd on its breach of the cooperation agreement. Moreover, we have disqualified Chen Wei-Guang’s role and replace him with Mr. Ho Cheuk Sun, Stephen as the Chief Representative of HKRFP Guangzhou Office.

The status quo is still too delicate and sensitive for us to plan in detail on the future direction of HKRFP in Mainland China development.

2. 註冊財務策劃師協會－中國部份

為滿足國內對財務策劃服務殷切的需求及提升協會在國內的知名度，我們於2008年11月在深圳舉行的”第二屆中國（深圳）國際金融博覽會”及”2008中國國際人才交流會”參展。此兩個展覽專門安排及提升財務服務予國內服務提供者和公眾人士，實有助協會擴大在國內發展。

此外，我們於2009年7月在東莞成功舉辦大型的講座-『09 資本能量論壇中國行巡迴』東莞站，此講座提供了一個良好的平台給會員擴闊知識和技巧，同時和內地同業互相交流財務策劃的知識和經驗。

為了改正和加強協會在內地的聲望和專業形象，我們就廣州市華工旭科技有限公司違反合作協議一事採取法律行動；同時，我們亦撤消陳偉光於註冊財務策劃師協會廣州代表處之職務，改由何焯新先生出任。

協會未來於內地發展的詳細方向，仍需審慎處理。

3. PUBLIC AWARENESS/COMMUNITY SERVICE

We have organized various events to raise public awareness on the value of financial planning services in different communities, and to uplift professional standards in the financial planning industry.

We continued hosting the annual award in recognition of the achievements made by top financial planners in the Greater China region. The 6th Annual Hong Kong Financial Planner of the Year Award was held successfully last year and gained extensive supports from financial planning organizations. We were honored to have invited The Hon Paul Chan, council member of the Legislative Council, as Guest of Honor to share his valuable views on the links between accounting and financial tsunami. Thanks to the continuous support from CITIC Ka Wah Bank, American International Assurance Company (Bermuda) Limited and Convoy Financial Group, the year Award was widely promoted.

Furthermore, we welcome the award of "Caring Organization 06-09" from The Hong Kong Council of Social Service for our achievements in three criteria, Volunteering, Mentoring, Giving. As a matter of fact, through an extensive messaging notification we provided a strong support to the flag-day and "Red Décor Day" of the Hong Kong Red Cross in July/August 2009.

To end the list, a pre-employment sharing program was hosted consecutively for graduates of the City University of Hong Kong, and SBI Student Mentorship Program in which our members volunteered to provide the attendants with valuable employment advice.

3. 公眾意識/社區服務

我們於多個社區舉辦了多元化的活動以增加公眾對財務策劃服務認知價值，並提高財務策劃行業的專業水準。

我們持續主辦年度獎項以嘉許大中華區表現傑出的財務策劃師。第六屆香港財務策劃師於去年成功舉辦，並獲多個財務策劃行業團體大力支持。我們很榮幸邀請到立法會議員(會計界)陳茂波先生擔任主禮嘉賓，於典禮上分享他對會計行業與金融海嘯關係之寶貴意見；在此，我們衷心向中信嘉華銀行有限公司、美國友邦保險(百慕達)有限公司及康宏理財集團致謝，令選舉得以成功。

再者，我們喜獲香港社會服務聯會頒發"同心展關懷 06-09"標誌，以表揚本會符合三項嚴格準則：鼓勵義務工作、傳授知識技術及樂於捐助社群。除此之外，於2009年7月至8月期間，我們曾廣泛宣揚香港紅十字會豁下兩個活動：賣旗日及FUN FUN「紅」日的活動訊息。

最後，我們與香港城市大學及工商資訊學院繼續合辦師友向導體驗計劃，鼓勵會員義務為即將畢業的學生提供就業意見。

4. MEMBERSHIP

As of September 2009, total membership approximately comes to 2,980.

Finally, I would like to express my sincere gratitude to our Vice Presidents - Alex, Derek and Michael, all council members, the secretariat, sub-committees and fellow members for their great assistance and support during my term of office. I do hope that all of you will continue to support the upcoming new board and activities launched by the HKRFP.

My best wishes to you all on enjoying the ecology of work and life balance.



施德芝博士
Dr. Sidney Sze
會長
President (2008/09)

4. 會藉

截止 2009 年 9 月，本會會員總數約為 2,980。

本人藉此向各副會長:范維綱先生、梁寶衡先生及龍松榮先生、全體理事、秘書處、各小組委員會及資深會員們表達衷心的謝意，感謝你們對本人在任期間及協會的大力支持。我希望各位能繼續支持來屆理事會及日後協會舉辦之活動。

於此，祝願各位在享受工作和愉悅生活中取得和諧。