



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



The President's Report

(For the year ended August 31, 2012)

Organization Structure

Management Council

President : Dr. Sidney Sze

Vice Presidents : Mr. Gevvard Chung, Mr. Michael Fan, Mr. Michael Wong, Mr. Alex Lung

Honorary Secretary : Mr. Simon Ho

Honorary Treasurer : Mr. Stephen Ho

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

Dear Members,

The course and developments of our Society in Hong Kong and the China mainland in the past eleven years have been full of surprises and challenges, and proves to be a valuable experience in my life. With great supports from the Council of Management, hereby I present to you this report summarizing all that have been accomplished, what are brewing, and how progresses were made with respect to general operation during my term of office in the last 12 months, listed as follows:

MEMBERSHIP

As at August 2012, total memberships registered are approximately 3,000, from Hong Kong and China.

HONG KONG UNDERGRADUATE FINANCIAL PLANNERS OF THE YEAR AWARD

On November 5, 2011, Guests of Honour including Mr. Leung Chun Ying, GBM, GBS, Founder and Chairman of The Hong Kong Coalition of Professional Services and Hon Paul CHAN Mo-po, MH, JP, member of Legislative Council (Accountancy) made an address on future developments of financial planning profession in Hong Kong at the Award Presentation Ceremony. The "Hong Kong Undergraduates Financial Planners of the Year Award 2011" was held successfully and achieved our goals in raising awareness on financial planning among undergraduate students and boosted common ethical consciousness. I am much impressed by the enthusiastic and outstanding performance of the participating teams, their tireless efforts in the contest deserve our heartfelt appreciation the educational competition is worthy of continuation, through which we are able to foster the vocational standards among financial planners and professional excellence. As such, the "Hong Kong Undergraduates Financial Planners of the Year Award 2012" will again be held during August to November 2012. We look forward to a new success in this popular competition with further achievements.



FINANCIAL PLANNING EDUCATION

Through different channels, the council of management served as judges or sharing guests in events amidst rising interests in financial planning industry among undergraduates, that also provided extra opportunities to promote the role and mission of the HKRFP, establish ethical consciousness and provide more knowledge about financial planning market for career preparation, details are as follows:

Date	Activities	Organizers
April 17, 2012	Financial Planning Case Study Group	American International Assurance Company (Bermuda) Limited
June 19, 2012	Business Internship Program 2012- Young Financial Planner Award Scheme Final Round and Awards Presentation	Prudential Assurance Company Limited
July- August, 2012	Internship classes: Professional Development in financial management	American International Assurance Company (Bermuda) Limited

PROFESSIONAL SEMINARS

"Specialization" is the essential element for financial planners to provide clients with updated and applicable information, as well as comprehensive financial advice. In the past 12 months, our monthly seminars, with a wide variety of topics related to financial planning services, were organized with great success. Thanks to the full-hearted supported from a number of professional organizations, namely Certified Management Accountants Society of British Columbia, Canada (Hong Kong Branch), The Hong Kong Accounting Professionals Association, the Institute of Financial Accounts in Hong Kong, ITAccountants Association, The Institute of Crisis and Risk Management and The University of Macau (Hong Kong) Alumni Association, all our seminars, in general, were warmly received by the attendants, responses were overwhelmingly positive, and there were good comments on the speaker's comprehensive knowledge on the subject, their delivery power, and interactive communication technique. Many of these talks were pretty visionary and created an interactive platform between elite speakers and audience, composed mostly of practitioners in the financial planning profession. Details as follows:

Date	Topic of Seminar	Speaker
September 27, 2011	印度遠古智慧突破現代生意思維	Mr. Johnny TSUI Cheerful Link
October 14, 2011	理財 C 觀點	Mr. Shih Wing Ching Founder and Director Centaline Group
November 18, 2011	中國房地產投資與風險防範	Ms. Xiao Yan Guangdong Goldensun Law Office
December 6, 2011	財務策劃的終極:整全富裕	Dr.Amen Lee
December 15, 2011	The strategic application of offshore vehicles in private wealth management, its comparison and future trend Focus on how to interpret the various data relating to the warrants and CBBCs markets	Ms. Pauline Lee, Business Development Manager, Portcullis TrustNet (Hong Kong) Mr. William Ip CFA, Associate Director, Equities and Derivatives, BNP Paribas (Corporate and Investment Banking)
January 12, 2012	理財真功夫	Dr. King Wong Great Chinese Martial Artists Association Ltd
February 10, 2012	香港人投資中國內地房地產之糾紛類型及應對	Ms. Xiao Yan

	方案	Guangdong Goldensun Law Office
March 27, 2012	怎樣投資賺錢「順便」拯救地球? ----您的資金也可以增值又同時積福立德	Dr. Simon Chau Chairman Lifeflow Hong Kong
April 19, 2012	2012 年香港樓市前瞻	Mr. Denny Wong Managing Director East Property
May 10, 2012	提升記憶力學習坊	Ms. Janice Chan WiseWalkers
May 24, 2012	如何爭產，如何防止爭產？	Mr. Ludwig Ng Senior Partner ONC Lawyers and Ms. Winnie Chiu Partner ONC Lawyers
June 29, 2012	打造財務策劃師專業形象	Dr. Desmond Chan President Association of Image Architects
July 27, 2012	從風水術數看財務策劃	Mr. Shum Chun Ying Chief Executive Officer Sincere Securities Limited
August 14, 2012	Effective way on cost reduction	Mr. Richard Wong Principal Value Enhancement Ascent Partners Valuation Service Limited
September 13, 2012	中醫如何減壓？	Prof. C F Chow Miloc Pulse



MEMBERS CONNECTION

Apart from the professional seminars, we have organized many leisure activities for memberships gathering and networking. These activities provided an atmosphere of leisure-away from strenuous working environment and spiritual sharing session, and aims mainly at de-stressing for members and social functions.

Date	Activities	Speaker / Co -Organizer
December 2, 2011	Movie Night - The Thor (3D)	JAM Solutions Limited
December 8, 2011	Happy Hour Gathering- 2012 投資展望	Mr. Michael Wong Director, Convoy Asset Management Limited
February, 2012	回歸自然自在生活智慧營	Dr. Simon Chau Chairman, Lifeflow Hong Kong
August 16, 2012	暢談 2012 下年度投資投資走勢	Mr. Michael Wong Director, Convoy Asset Management Limited



PROFESSIONAL SUPPORT

Another professional activity the Society engaged in was to promote professionalism of financial planning through different professional institutions, these functions are:

Date	Activities	
August 24, 2012	Financial Statement Analysis with Sharing of Recent Cases	Institute of Financial Accountants in Hong Kong
July 12, 2012	MBS Business Summit 2012 World Economy Outlook: What's Next?	Manchester Business School Alumni Association China
June 7, 2012	Financial Practices & Control for Building Incorporated Owners "Management Committee"	Institute of Financial Accountants in Hong Kong
May 2012	SME One Centre	Hong Kong Productivity Council
May - Nov 2012	Social Enterprise Summit 2012	The Hong Kong Policy Research Foundation Limited
March 28, 2012	『關鍵時刻』團隊管理及領導	Institute of Financial Accountants in Hong Kong
December 2011	Benchmark Advisor of the Year Awards 2012	WealthAsia Group
November 16, 2011	Mediation - Recent changes in settling disputes	Institute of Financial Accountants in Hong Kong

Besides participating as a supportive organization, our councillors also acted as judges in activities of the financial planning industry and business management area, including:

Date	Activities	
August 10, 2012	Prime Awards for Banking and Finance Corporations 2012	metroBOX
May 25, 2012	Corporate Social Responsibility Awards 2012	Capital & Capital Weekly
February 24, 2012	Greater China 2012 - 第六屆「都市盛世大中華超卓商譽品牌獎」	metroBOX
December 7, 2011	Prime Awards for Outstanding Leaders 2011	metroBOX
October 27, 2011	Prime Awards for Brand Excellence 2011	metroBOX

We are pleased that 8 HKRFP members who will join and be mentors to Professional Mentorship Programme (2011-2012), organized by Department of Business Administration of Hong Kong Institute of Vocational Education (ChaiWan).

We are pleased to provide to our members market news in financial planning through CPD talks hosted by the Council of Hong Kong Professional Associations. Details of talks successfully held are”

Date	Activities
April 21, 2012	A Report on NPC: Retrospect and Prospect of Chinese Economy
May 26, 2012	Creating Customers Delights - The Road to Business Success
July 14, 2012	Minimum Wage and Standard Work Hours

"The Asian Financial Forum 2012", organized by the HKSAR Government and the Hong Kong Trade Development Council, has attracted participation from our members, who through the Forum learnt more about the latest market trend in financial planning.

We also sponsored the "HKRFP Scholarship" to the Department of Business Administration, Hong Kong Institute of Vocational Education (Kwai Chung) in June 2012, as an encouragement for those students excel in good academic attainment.

INSIGHT ON FINANCIAL PLANNING DEVELOPMENT

As we have come to aware, the current economic downturn have an impact on businesses in global market, it is time to rethink the role and task of financial planner in catering aspiration to client's actual need in diverse economic developments. In this capacity, I did make frequent public appearances and speeches for the Society and on behalf of the interests of our members. We also consistently formulate different tasks and look for advancement and excellence for our members in the financial planning profession so as to overcome the challenging difficulties.

SOCIAL RESPONSIBILITY


We appreciate very much that The Hong Kong Council of Social Service has awarded us the Five Years Plus Caring Organization Logo, as recognition to our outstanding commitment in Caring for the Community, Caring for the Employees and Caring for the Environment over the past years. We will definitely continue to perform social responsibility in the community with caring and sustaining effort.

ACKNOWLEDGEMENT

On behalf of the Council of Management, I would like to convey our hearty appreciation to our patrons and advisors, who had made contribution throughout the years. Their precious advice and support have always been the essential ingredients for the successful development of the Society.

Also, I would like to express my sincere appreciation to our Vice Presidents - Alex Lung, Michael Fan, Gevrard and Michael Wong, the council members, the secretariat, sub-committees and fellow members for their unflinching efforts

and remarkable commitment during the past year. Finally, I do enjoy my term in serving the Society to promote the professionalism of financial planning. I do hope that all of you will continue to support the upcoming new board and activities launched by the HKRFP.

A handwritten signature in black ink, appearing to read 'Dr. Sidney SZE', with a stylized, wavy line extending from the end.

Dr. Sidney SZE
President (2011/12)



会长报告

(截至2012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、龙松荣先生、锺伟雄律师、黄敏硕先生

名誉秘书：何志成先生

名誉司库：何焯新先生

理事：马嘉阳小姐、霍锦就先生、梁广雄先生、梁宝衡先生、黄毓平博士

亲爱的会员：

过去十一个年头，注册财务策划师协会在中港两地的发展充满惊喜且富挑战性；同时，印证着我人生的宝贵经验。在此，我衷心感谢理事们的支持，并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：

会籍

截止2012年8月底，本会中港两地会员总数约3,000人。

香港杰出大学生财务策划师比赛

本会荣幸地邀请香港专业联盟创办人及主席梁振英先生 GBM GBS 和立法会议员(会计界)陈茂波先生 MH, JP 蒞临「香港杰出大学生财务策师比赛颁奖典礼2011」并担任主礼嘉宾，就未来财务策划专业发展致辞。是次比赛顺利举行并成功地提高大学生对财务策划专业认识，更进一步建立他们的道德操守。参赛队伍的热诚，孜孜不倦的努力和出色表现令我印象深刻，谨代表本会向各位参赛学生致以真诚感谢。这项富教育意义的比赛值得本会每年持续举办，旨以培养财务策划师的职业水平，并达致专业性。「香港杰出大学生财务策师比赛2012」由本年八月至十一月举办，我们期望本年比赛迈向成功新一页，再次取得成果。



财务策划教育

过去，本会理事们透过不同渠道，曾在不同的理财教育活动担任评审及分享嘉宾，向大学生分享财务策划专业，提升他们对行业的兴趣，并宣扬本会使命及和行业角色，藉此建立他们的道德意识，以及提供财务策划市场资料作求职准备，如下：

日期	活动	主办
2012 年 4 月 17 日	Financial Planning Case Study Group	美国友邦保险 (百慕達)有限公司
2012 年 6 月 19 日	Business Internship Program 2012- Young Financial Planner Award Scheme Final Round and Awards Presentation	英国保诚保险 有限公司
2012 年 7 月至 8 月	Internship classes: Professional Development in financial management	美国友邦保险 (百慕達)有限公司

专业讲座

当财务策划师提供及时和适用的资料，以及全面的理财建议予客人时，专业化是重要的元素。过去十二个月，本会顺利地举办每月讲座，多元化的讲题以与财务策划工作相关为主，并喜获多间专业机构担任支持机构，包括加拿大英属哥伦比亚省公认管理会计师公会香港分会，香港会计人员总会、香港经济师学会、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。讲者的专业知识和出色互动的沟通技巧令会员获益良多，反应热烈。我们相信具前瞻性的讲座能持续且成功地建立互动平台，让专业讲者与从事财务策划行业的会员能互动交流。详情如下：

日期	讲座题目	讲者
2011 年 9 月 27 日	印度远古智慧突破现代生意思维	练心学堂 徐伟强先生
2011 年 10 月 14 日	理财 C 观点	中原集团董事/ 中原集团创办人 施永青先生
2011 年 11 月 18 日	中国房地产投资与风险防范	广东金阳律师事务所 肖燕律师
2011 年 12 月 6 日	财务策划的终极:整全富裕	生命教练学院 李志诚博士
2011 年 12 月 15 日	离岸公司于私人财富管理上之策略性妙用、各地的比较及未来趋势	保得利信誉通 (香港)业务拓展经理 李宝仪小姐

	衍生产品的智能：如何分析窝轮牛熊证数据	法国巴黎银行香港分行股票及衍生产品部联席董事叶伟林先生
2012 年 1 月 12 日	理财真功夫	大中华武术家创办人黄宝锋博士
2012 年 2 月 10 日	香港人投资中国内地房地产之纠纷类型及应对方案	广东金阳律师事务所肖燕律师
2012 年 3 月 27 日	怎样投资赚钱「顺便」拯救地球？ ---您的资金也可以增值又同时积福立德	流动生命及绿田园基金主席周兆祥博士
2012 年 4 月 19 日	2012 年香港楼市前瞻	怡居地产常务董事王文彦先生
2012 年 5 月 10 日	提升记忆力学习坊	WiseWalkers 陈丹苹小姐
2012 年 5 月 24 日	如何争产，如何防止争产？	ONC 柯伍陈律师事务所 资深合伙人伍兆荣律师 合伙人赵颖雅律师
2012 年 6 月 29 日	打造财务策划师专业形象	香港个人及企业形象设计师协会会长 陈子贤博士
2012 年 7 月 27 日	从风水术数看财务策划	讯汇证券行政总裁 沈振盈先生
2012 年 8 月 14 日	有效削减营运成本之道	艾升评值咨询有限公司 增值服务部主管 黄治鸿先生
2012 年 9 月 13 日	中医如何有效减压？	香港中医药管理委员会 注册中医师 周正峰教授





会员联系

学术讲座以外，本会过去亦举办联谊活动予会员相聚及交流，心灵分享活动提供空间予会员，从紧张的工作环境中释放压力，如下：

日期	活動	講者/協辦機構
2011 年 12 月 2 日	电影欣赏夜- 雷神奇侠(3D)	JAM Solutions Limited
2011 年 12 月 8 日	欢乐时光聚会 - 2012 投资展望	康宏证券及资产管理 董事黄敏硕先生
2012 年 2 月 11 日至 12 日	回归自然自在生活智慧营	流动生命及绿田园基金 主席周兆祥博士
2012 年 8 月 16 日	畅谈 2012 下年度投资投资走势	康宏证券及资产管理 董事黄敏硕先生



业界专业支持

本会对其它专业团体举办的财务策划界行业活动大力支持，提升财务策划专业化。本会曾担任下列活动支持机构之一：

日期	活动	主办
2012 年 8 月 24 日	Financial Statement Analysis with Sharing of Recent Cases	英国注册财务会计师公会香港分会
2012 年 7 月 12 日	MBS Business Summit 2012 World Economy Outlook: What's Next?	Manchester Business School Alumni Association China
2012 年 6 月 7 日	业主立案法团之财务运作与控制	英国注册财务会计师公会香港分会
2012 年 5 月	SME One Centre	香港生产力促进局
2012 年 5 月至 11 月	社企民間高峰會	香港政策研究基金有限公司
2012 年 3 月 28 日	『关键时刻』团队管理及领导	英国注册财务会计师公会香港分会
2011 年 11 月	Benchmark Advisor of the Year Awards 2012	WealthAsia Group
2011 年 11 月 16 日	Mediation - Recent changes in settling disputes	英国注册财务会计师公会香港分会

除了担任活动支持机构外,本会理事同时于财务策划和商界行业活动担任专业评审，积极支持及推动专业发展，包括：

日期	活动	
2012 年 8 月 10 日	银行及金融服务企业奖 2012	都市盛世
2012 年 5 月 25 日	企业社会责任大獎	Capital & Capital Weekly
2012 年 2 月 24 日	第六届「都市盛世大中华超卓商誉品牌奖」	都市盛世
2011 年 12 月 7 日	都市盛世卓越商界奇才 2011	都市盛世
2011 年 10 月 27 日	第七届「都市盛世大卓越品牌大奖」	都市盛世

本会喜见八位会员义务参与由香港专业教育学院（柴湾分校）商业行政学系的师友向导计划，担任良师益友。

本会发放由香港专业议会举办的免费持续进修学术讲座予会员参加，如下：

日期	活动
2012 年 4 月 21 日	「人大」报告：中国经济回顾与前瞻
2012 年 5 月 26 日	Creating Customers Delights - The Road to Business Success
2012 年 7 月 14 日	Minimum Wage and Standard Work Hours

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」2012 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 2012 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奖学金」。

放眼财务策划发展

众所皆知，现今的经济衰退环境影响着全球市场发展，本会亦须要重新思考财务策划师的工作和角色如何在这复杂的经济环境下，符合客户实际的需要。为此，本人经常代表本会出席公众场合，发表意见，并不断地制定不同的工作，促进会员走向财务策划专业的卓越化，克服挑战和难关。

对社会的贡献

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 5+”标志，嘉许本会持续于关怀社群、关怀员工及关怀环境之优秀表现。本会定必持续努力，履行社会责任和关爱。

鸣谢

谨代表理事会全仁向本会赞助人和荣誉顾问衷心衷心谢忱，感谢他们对协会的贡献，慷慨地付出宝贵建议和戮力支持，推动本会成功发展的重要因素。

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、龙松荣先生、锺伟雄律师和黄敏硕先生、全体理事、秘书处、各小组委员会及资深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，并衷心祝愿协会稳步发展推动财务策划服务水平。谨此致衷心谢忱。



施德芝博士
会长(2011/12)