



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



## The President's Report

(For the year ended 31 August, 2014)

Organization Structure

Management Council

Founder President : Dr. Sidney Sze

President : Mr. Michael Wong

Vice Presidents : Mr. Gerard Chung, Mr. Michael Fan, Mr. Alex Lung

Honorary Secretary : Mr. Simon Ho

Honorary Treasurer : Mr. Stephen Ho

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

Dear Members,

The course and developments of our Society in Hong Kong and China mainland in the past eleven years have been full of surprises and challenges, and proves to be 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 2014, total memberships registered are approximately 3,000, from Hong Kong and China.

### HONG KONG UNDERGRADUATE FINANCIAL PLANNERS OF THE YEAR AWARD

Upon successful premier of the 2013 Hong Kong Undergraduates Financial Planning Award, in which overwhelming support and participation from universities in Hong Kong and Macau were recorded, our Society progressed into the 3rd Award competition last year and this challenging event received yet another warm welcome from the academic institutions in the region, and Dr. Raymond HO, the Chairman of Dashun Policy Research Centre Ltd. was invited as the guest of honor to the Award final and hosted the award hand-out ceremony as well as to share his visions and experience in the finance industry. The participants were well benefited in the course of the event and rewarded with necessary guidance to prepare them for a future career in financial planning. I hereby on behalf of our Society pay tribute to our colleagues in the industry for the professional advice and universities in the region for their support, making this Award a fruitful and meaningful event to this community. The Award is now in its fourth year and is well set for competitors to present their cases during the period from August to November, we look forward to another year of success in this Award and hope this will make a positive impact to the financial planning sector.



## FINANCIAL PLANNING EDUCATION

For the purpose of stimulation of public awareness in financial planning profession, in the past fiscal year our councilors have participated in many social activities with relative to the trade, as follows :

Date	Activities	Organizers
March 29, 2014	「財智 Goal 飛」教師社區協作計劃 - 教師專業訓練工作坊	Tung Wah Group of Hospitals
July 17, 2014	退休人仕服務計劃 - 理財工作坊 Part 1	Tung Wah Group of Hospitals
July 31, 2014	退休人仕服務計劃 - 理財工作坊 Part 2	Tung Wah Group of Hospitals

## PROFESSIONAL SEMINARS

In the past 12 months, our monthly seminars, with wide variety of topics related to financial planning services, were organized with great success. Thanks to the full support from a number of professional organizations, namely The Hong Kong Accounting Professionals Association, the Institute of Financial Accountants in Hong Kong, ITAccountants Association, The Institute of Crisis and Risk Management, The Society of Economists, and Academy of Professional Certification, 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 are very visionary and have 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 17, 2013	MBA 在職管理實踐	Dr. Ricky Szeto Executive Director Hung Fook Tong Holdings Limited
October 29, 2013	財務策劃專業進入新資訊年代	Mr. Charles Mok Office of The Hon. Charles Mok, Legislative Councillor (IT)
November 29, 2013	買樓陷阱大破解(二)	Ms. Xiao Yan Guangdong Goldensun Law Office
December 20, 2013	投資移民的策略	Mr. Ricky So Director Convoy Investment Services Limited
January 21, 2014	稱職的父母---從教養到教練	Ms. Lee Wai Lan Director Wisdom Training & Consulting Services
February 20, 2014	Investment Outlook	Mr. Michael M.S. WONG Director - Securities & Asset Management, Convoy Asset Management Limited
March 27, 2014	細說黃金業	Mr. Felix Man Director Huatai Financial holdings (Hong Kong) Limited
April 23, 2014	香港稅制發展及其專才要求	Mr. Joseph Yau President

		The Taxation Institute of Hong Kong
May 15, 2014	保險理財路路通	Mr. Dennis Lo Senior Financial Advisor AIA International Limited
June 23, 2014	QE 樓市危局	Mr. Stephen Chung Director Zeppelin Real Estate Analysis Limited
July 29, 2014	2014 下半年投資展望	Mr. Michael M.S. WONG Director - Securities & Asset Management, Convoy Asset Management Limited
August 21, 2014	ETF 在財務策劃中的運用	Ms. Heidi Cai iShares ETF Specialist BlackRock Asset Management North Asia 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	
July 21, 2014	Business Intelligence in Logistics	Institute of Financial Accountants in Hong Kong
July 11, 2014	SME One 營商智醒系列 - 綠色餐飲·無限商機 專題講座	Hong Kong Productivity Council
June 3, 2014	SME One 「匯智營商」高峰會 2014	Hong Kong Productivity Council
April 7, 2014	Unveiling IFRS 3 - Valuation issues, and the	Institute of Financial

	latest Hong Kong property market information	Accountants in Hong Kong
March 14, 2014	SME One 《發揮資金·資訊優勢捕捉市場商機》研討會	Hong Kong Productivity Council
March 3, 2014	Hong Kong 2014/15 Budget Seminar - analyzing from the tax perspective	Institute of Financial Accountants in Hong Kong
February 21, 2014	The Global Most Admired Knowledge Enterprise Award	Hong Kong Productivity Council
January 13, 2014	Questions commonly raised by Regulations in the listing applications	Institute of Financial Accountants in Hong Kong
November 29 - December 1, 2013	Social Enterprise Summit 2013	Social Enterprise Summit
November 26, 2013	The Development and Management of Wedding Planning Business in Hong Kong	Institute of Financial Accountants in Hong Kong
September 17, 2013	Social Innovation and Sustainability in Hong Kong	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 22, 2014	Prime Awards for Banking and Finance Corporations 2014	metroBOX
April 29, 2014	Famous Brands Hong Kong 2014	Hong Kong Famous Brands
February 21, 2014	Prime Awards for the Best Brand Enterprise in Greater China 2014	metroBOX

We also sponsored the "HKRFP Scholarship" to the Department of Business Administration, Hong Kong Institute of Vocational Education (Kwai Chung) in June 2014, 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 instability has 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 Founder President - Dr. Sidney Sze, Vice Presidents - Alex Lung, Michael Fan, and Gerard Chung, the council members, the secretariat, sub-committees and fellow members for their unfailing 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 be 'Michael Wong', written in a cursive style.

Mr. Michael WONG  
President (2013/14)



## 会长报告

(截至2014年8月31日)

### 组织架构

#### 管理委员会

創會会长：施德芝博士

會長：黃敏碩先生

副会长：范维纲先生、龙松荣先生、鍾伟雄律师

名誉秘书：何志成先生

名誉司库：何焯新先生

理事：马嘉阳小姐、霍锦就先生、梁广雄先生、梁宝衡先生、黃毓平博士

亲爱的会员：

过去十三个年头，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2014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

本会自2011年举办首届以嘉许大学生具备卓越出色的「香港杰出大学生财务策划师比赛」后，喜见港澳大学生踊跃参加，反应热烈。去年继续举办这项具挑战性的学界比赛，让参赛学生充分发挥专业财务策划师的创意灵活潜能。是次比赛荣幸地邀请大舜政策研究中心主席何鍾泰博士 工程师蒞临颁奖典礼并担任主礼嘉宾，分享对香港财务策划行业发展的远见，参赛同学获益良多，为未来财务策划事业作充分准备。我谨代表本会衷心感谢各位专业评审，各参赛大学及同学的积极参与和投入，令比赛取得丰硕成果。「香港杰出大学生财务策划师比赛2013」由本年八月至十一月载誉举办，我们热切期待比赛继续写下成功一页，推动学界财务策划的专业发展。





## 财务策划教育

为提高大众对财务策划专业的认知，本会理事亦于财务策划专业相关的活动分享行业经验和趋向，如下：

日期	活动	主办
2014年3月29日	「财智 Goal 飞」教师小区协作计划 - 教师专业训练工作坊	东华三院健康理财家庭辅导中心
2014年7月17日	退休人仕服务计划 - 理财工作坊 Part 1	东华三院健康理财家庭辅导中心
2014年7月31日	退休人仕服务计划 - 理财工作坊 Part 2	东华三院健康理财家庭辅导中心

## 专业讲座

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、信息财务师协会、商业风险评估专业协会及专业认证学院。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
2013年9月17日	MBA 在职管理实践	鸿福堂集团执行董事 司徒永富博士
2013年10月29日	财务策划专业进入新信息年代	立法会议员（信息科技界） 莫乃光议员
2013年11月29日	买楼陷阱大破解(二)	广东金阳律师事务所律师 肖燕小姐
2013年12月20日	投资移民的策略	康宏证券投资服务有限公司董事 苏国强先生
2014年1月21日	称职的父母----从教养到教练	创慧培训及顾问服务公司董事 李慧兰女士
2014年2月20日	Investment Outlook	康宏证券及资产管理董事 黄敏硕先生
2014年3月27日	细说黄金业	华泰金融控股（香港）有限公司执行董事 文锦辉先生
2014年4月23日	香港税制发展及其专才要求	香港税务学会会长 邱贤君先生
2014年5月15日	保险理财路路通	友邦保险(国际)有限公司高级财务

		策划顾问 罗国森先生
2014年6月23日	QE 楼市危局	卓凌地产分析有限公司董事 锺维杰先生
2014年7月29日	2014下半年投资展望	康宏证券及资产管理董事 黄敏硕先生
2014年8月21日	ETF 在财务策划中的运用	贝莱德资产管理北亚有限公司 蔡玉小姐



### 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
2014年7月21日	Business Intelligence in Logistics	英国注册财务会计师公会香港分会
2014年7月11日	SME One 营商智醒系列 - 绿色餐饮·无限商机 专题讲座	香港生产力促进局
2014年6月3日	SME One 「汇智营商」高峰会 2014	香港生产力促进局
2014年4月7日	Unveiling IFRS 3 - Valuation issues, and the latest Hong Kong property market information	英国注册财务会计师公会香港分会



2014年3月14日	SME One《发挥资金·信息优势捕捉市场商机》研讨会	香港生产力促进局
2014年3月3日	Hong Kong 2014/15 Budget Seminar - analyzing from the tax perspective	英国注册财务会计师公会香港分会
2014年2月21日	The Global Most Admired Knowledge Enterprise Award	英国注册财务会计师公会香港分会
2014年1月13日	Questions commonly raised by Regulations in the listing applications	英国注册财务会计师公会香港分会
2013年11月29日至2013年12月1日	社企民间高峰会 2013	社企民间高峰会
2013年11月26日	The Development and Management of Wedding Planning Business in Hong Kong	英国注册财务会计师公会香港分会
2013年9月17日	Social Innovation and Sustainability in Hong Kong	英国注册财务会计师公会香港分会

除了担任业界活动的支持机构外，本会理事分别于「都市盛世」主办活动中担任专业评审，积极支持及推动香港商界的专业发展。

日期	活动	
2014年8月22日	第四届「都市盛世银行及金融服务企业奖」	都市盛世
2014年4月29日	香港最受欢迎品牌大奖 2014	香港最受欢迎品牌
2014年2月21日	第八届「都市盛世大中华超卓商誉品牌奖」	都市盛世

为鼓励成绩优异的学生，本会于2014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」。

### 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

谨代表理事会同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，亦很高兴在任内获创会会长施德芝博士、各副会长：范维纲先生、龙松荣先生和锺伟雄律师、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。



黄敏硕先生  
会长(2013/14)