

Co-organizer



-2024-

亞太區壽險理財峰會
暨 頒獎典禮

ApFInSA Day

Cum
Award Presentation Ceremony

Supporting Organization:

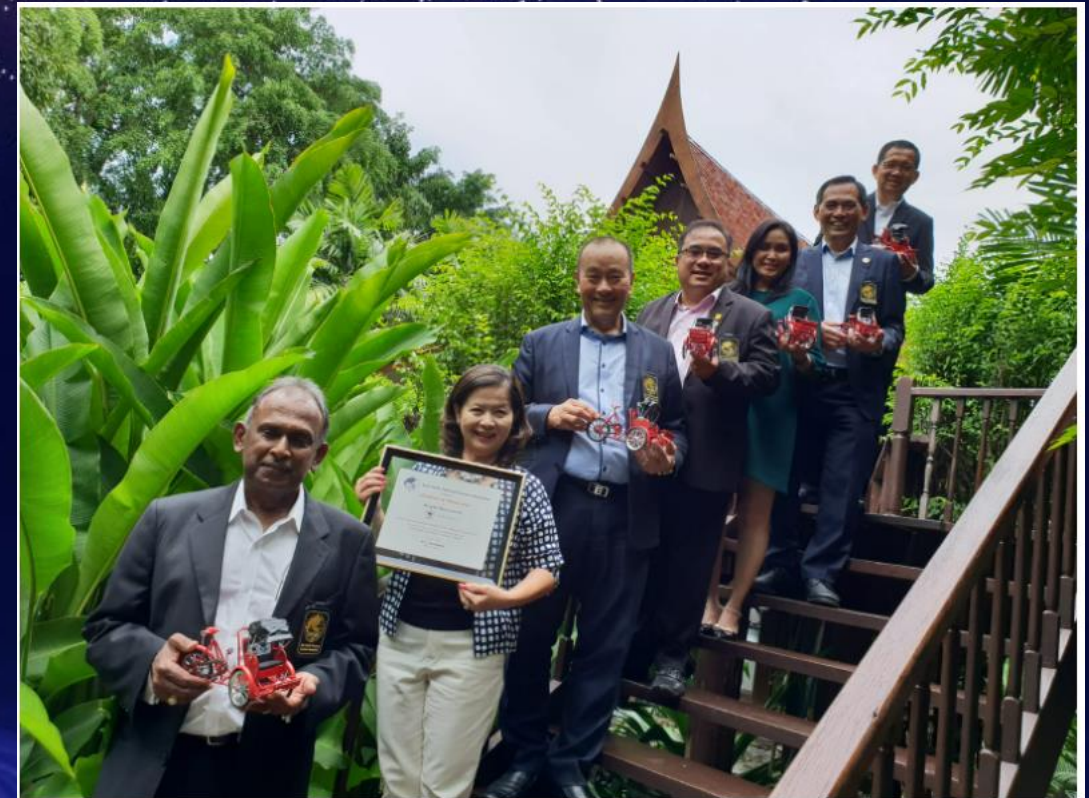


••• Intro to APFinSA •••

Introduction to APFinSA

The Asia Pacific Financial Services Association (APFinSA) is the largest financial services council in the Asia-Pacific region. Established in 1991, APFinSA represents the interests of financial services professionals from nine member countries / regions including Singapore, Australia, Taiwan, Malaysia, Thailand, Philippines, India, Macau and Hong Kong, and serves as the preeminent cross-border Association to consider the critical issues and opportunities that face the financial advice profession in the region.

Website: <https://www.apfinsa.org>



Areas/ Countries of APFinSA Members



••• Intro to LUAHK •••

Introduction to LUAHK

Inaugurated in 1973, the Life Underwriters Association of Hong Kong Ltd. (LUAHK) is a voluntary organisation of professional insurance intermediaries destined for the professional development of insurance services for the community of Hong Kong, is one of the greatest organisation of insurance intermediaries, reaching almost 17,000 members recently, and is also one of the founding members of the Asia Pacific Financial Services Association ("APFinSA").

The objective of LUAHK is to enhance and uphold the professionalism and ethical standard of the life insurance practitioners through the implementation of ethical code and code of conducts for its members. In addition, LUAHK also aims to provide further and continual education programs to its members and to mobilize its members to rebate the society by participating in charity and social service.

Website: <https://www.luahk.org>





Intro to APFinSA Awards :

The APFinSA Awards showcase prestigious awards in the life insurance industry for top producers to be endorsed and recognised, not only in their respective countries but in the entire Asia-Pacific region. Since its inaugural APFinSA Awards in 2020, Asia Pacific Financial Services Association has recognized and celebrated the success of 8,000 winners across the Asia-Pacific region.



Production Requirements for the Awards

Production Requirements: 2024 as for reference

Countries/ regions	First Year Premium (in local currency)
P.R. China (Chinese Yuan)	325,000
Hong Kong (Hong Kong (Dollar)	670,000
India (Indian Rupee)	18,000,000
Australia (Australian Dollar)	120,000
Malaysia (Malaysian Ringgit)	250,000
Philippines (Philippine Peso)	1,400,000
Singapore (Singapore Dollar)	110,000
Taiwan (New Taiwan Dollar)	1,800,000
Thailand (Thai Baht)	1,300,000
Indonesia (Indonesian Rupiah)	300,000,000
Japan (Japanese Yen)	16,000,000
Vietnam (Vietnamese Dong)	360,000,000
Macao (Macanese Pataca)	390,000



Award Categories

Award Categories	Requirements	Application Fee (Singapore Dollar)
APFinSA Award	(FYP Credits as per table)	SGD 288
APFinSA Excellence Award	2 x FYP Credits	SGD 288
APFinSA Star Award	5 x FYP Credits	SGD 388
APFinSA Pinnacle Award	10 x FYP Credits	SGD 388
APFinSA Leadership Award – Gold	3 Awardees	SGD 388
APFinSA Leadership Award – Diamond	5 Awardees	SGD 388
APFinSA Leadership Award – Platinum	10 Awardees	SGD 388



Verification of performance:

The APFinSA Awards 2024 are calculated based on the FYP production from January to December 2023. FYP production must be verified and endorsed by the financial organization you represent and also by the local association which must be a member of APFinSA.

Remark:

- (1) FYP : First Year Premium (in local currency)
- (2) SGD : Singapore Dollar

Application form: The application form is available on the APFinSA website (www.apfinsa.org), or the countries/ region of APFinSA members.

● ● ● **New Award Item in 2024** ● ● ●

MFA (My Favorite Advisors)

Requirement:

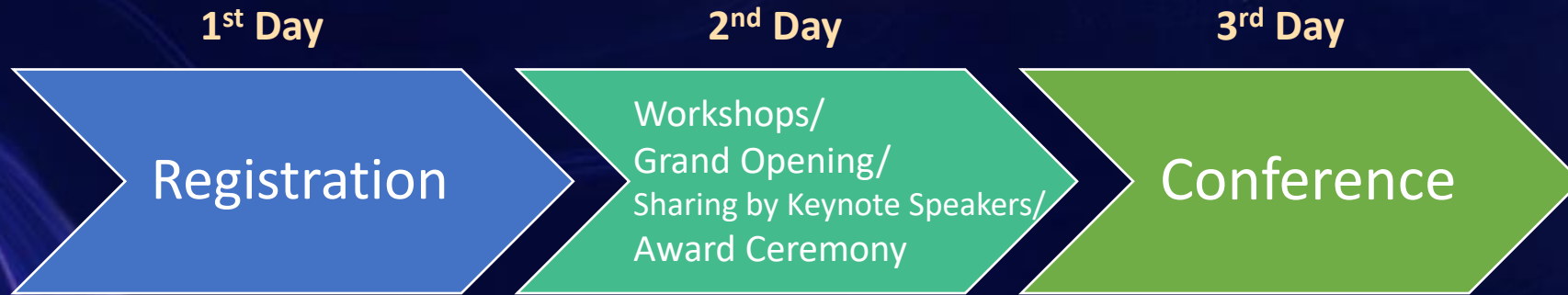
You are the awardee of APFinSA Awards 2024.

Invite your relatives, friends and clients to vote for you through the link sent by APFinSA. The top 10 candidates will win the top 10 "My Favorite Advisors" (MFA) award in the region.



APFinSA Day Cum Award Presentation Ceremony 2024

- 2.5 Day's events



Key Activities :

- Workshop- Day 2
- Grand Opening / Sharing by Keynote Speakers / Award Ceremony - Day 2
- Conference - Day 3

(All the above activities are welcome to industry peers/non-awardees)



Day1

Day One

Event : Registration
Date : 1st July
Time : 14:00 - 18:00
Venue : LUAHK Office

Tentative Rundown:
14:00 – 18:00
Registration



Day2

Day Two

Event : Launching and award presentation
Date : 2nd July 2024
Time : 10:00 - 20:30
Venue : Grand Hall, HKCEC

Session 1	: 10:00 – 14:00	Registration
Session 2 (a)	: 14:00 – 17:00	N101 – N201 Workshop
Session 2 (b)	: 14:00 – 17:00	Foyer Award Presentation (1 minute short video)
Session 3	: 17:30 - 20:30	Grand Hall Grand Opening/ Sharing by Keynote Speakers/ Award Ceremony



Estimated no. of participants: 3,000
Including winners and non-winners
(Practitioners)

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Day2

Day Two

Date : July 2, 2024 (Tuesday)
 Time : 14:00 - 17:00
 Venue : N101 & 201 Hall, HKCEC

**Speakers: TBC

Gen- Z Talks

Time		Period	201A (200 guests)	201B (300 guests)	N101 (500 guests)
14:00	- 14:45	0:45	Establishing Gen-Z Agencies (Cantonese)	How to recruit IANG (Cantonese)	Handling Objection (Mandarin)
14:45	- 15:00	0:15	Break		
15:00	- 15:45	0:45	Sales Idea for Young People I: Health Protection (English)	As Hong Kong insurance intermediaries, how to serve mainlander customers (Cantonese/Mandarin)	Personal Branding through Social Media in China (Mandarin)
15:45	- 16:00	0:15	Break		
16:00	- 16:45	0:45	How to manage Gen-Z agencies (English/ Mandarin)	Sales Idea for Young People II: Investment Savings (Cantonese)	Creating business by customer management system (Mandarin)

Date: July 2, 2024 (Tuesday)
 Time: 17:30 - 20:30 (Seminar/Leadership Award Ceremony)
 Venue: Grand Hall, HKCEC

Time		Period	Item
17:00	- 17:30	0:30	Reception
			Opening Session
			Motivation Speech by a Professional Athlete
			Award Presentation: APFinSA Leadership Award – Platinum /Diamond
			Motivation speech by famous international singer: Harrison Craig (Australia)
Until 20:30			Award Presentation: APFinSA Leadership Award – Gold
			MC Wraps up and Completing the event

Day3

Day Three

Event : Convention
Date : 3rd July
Time : 09:00 - 18:00
Venue : Grand Hall, HKCEC

Date : July 3, 2024 (Wednesday)
Time : 09:00 - 18:00
Venue : Grand Hall, HKCEC

Time		Period	Topics of Sharing	
8:30	-	9:00	0:30	Reception time
9:00	-			1. How to Build a 10K Agency in 10 Years [Delivered by Jonash Go (Philippines)]
				2. Big Case Closer [Delivered by Sanjay Tolani (Dubai)]
				3. Regional CEO Forum [Guest Host: Clement Cheung, CEO, HK Insurance Authority]
			11:45 – 13:00	Lunch
				4. Story Telling for Selling [Delivered by David King (Singapore)]
				5. How to do your personal branding in Social Media [Delivered by Eric Feng (Singapore)]
				6. The role and function of Insurance in Family Offices [Speaker: TBC]
				7. Gen-Z Leadership (Recruit, Retain, Resolve) [Speaker: TBC]
				8. The Beautify of Our Career [Delivered by Sherine Chua (Malaysia)]
				9. More than a Dream (inspirational speech) [Delivered by Michelle Siu (HK)]
				Closing
Until	-	18:00	0:00	Event Complete

● ● ● Drafted Preview of the Event ● ● ●

Foyer - Welcome Photo backdrop without carpet (Awardee)



Backdrop size: 10mW x 2.4mH

14:00 – 17:00 Foyer / stage Award Presentation
(short video in 1 min)

Grand Hall - Main Stage with LED Wall



17:30 – 20:30 Grand Hall / Main Stage
Grand Opening & Keynote Speaker sharing

14:00 – 17:00 Foyer / Stage
Photo Op for Guests

Foyer - 3D Trophy Photo Op



Size: 12.5ft(W) x 12.5ft(D) x 12ft(H)

● ● ● **Drafted Preview of the Event** ● ● ●

Grand Hall – Main Stage with LED Wall



LED wall size: 18m(W) x 5m(H)

Grand Hall/ Main Stage

Grand Hall – Kick Off Ceremony & March in



Size: 14ft(W) x 3.6ft(H) with flags

Grand Hall / Main Stage

Kick off podium (at entrance before kick off & on Day 2)



Size: 14ft(W) x 3.6ft(H) without flags

Kickoff Props

Time : 09:00 – 18:00

Venue : Grand Hall, HKCEC

Confirmed Guest List

Harrison Craig



Sanjay Tolani



Clement Cheung, JP



Jonash Go



David King



Sherine Chua



Eric Feng



Michelle Siu



Zhang Jingxin



**More
guests to
be Invited**

● ● ● Into to the Program's Chair ● ● ●

LUA Past President/
The Chair of 17th APLIC



- Henry Cheng -

The event was very successful, with about 10,000 participants from Hong Kong and different countries and regions of Asia



World-class Famous Speakers

	<ul style="list-style-type: none"> 在4屆奧運會中獲得過9枚金牌 2000年被國際田聯評選為20世紀最偉大的田徑運動
	<ul style="list-style-type: none"> 創立股票經紀公司Gardner Rich & Co 紐約時報和華盛頓郵報暢銷書排行榜第一名 荷李活電影《尋找快樂的故事》根據他的同名自傳所改編
	<ul style="list-style-type: none"> 克雷斯·加德納 (Chris Gardner) 首名巴基斯坦籍坐輪椅的模特兒 2015年被BBC選為2015年的百大女性 2016年當比世30歲以下年輕領袖之一
	<ul style="list-style-type: none"> 英國金融聯盟協會前任主席 超過30年MDRT會員 MDRT 75年來史上第一次來自北美以外地區的總裁
	<ul style="list-style-type: none"> 曾任任MDRT 主席 於2005年成為MDRT史上首位TOT女性主席 經常受邀擔任MDRT年會講師





17th Asia Pacific
Life Insurance Congress
2019

30th May - 1st June 2019 (Registration Day: 29th May)
Hong Kong AsiaWorld-Expo





Work with **MISSION**
Serve with **PASSION**

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The Event



The APFinSA Day Cum Awards Ceremony 2024 will be a 2.5-day event, with the goal of allowing all participants, awardees, and non-awardees (practitioners), to learn about the organisation of APFinSA and APFinSA Awards, and to share skills and experiences together.

Ticket Price :



Ticket : HK\$1,473

*Price above in local currency & Exchange Rate: 22/11/2023

The tickets for the event will be on Sale later. Please pay attention to our official announcement.

Co-organizer



- Thank you -

WELCOME

To the Events

Supporting Organization:



LUAHK, Nov 2023