



2020  
LUAHK  
Annual Report  
保協 — 保險人的家





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# 香港人壽保險從業員協會簡史

## History of The Life Underwriters Association of Hong Kong

### 歷史

香港人壽保險從業員協會(簡稱「保協」)成立於1973年，乃一歷史悠久之保險界專業團體。會員人數超過15,000人，是全港會員人數最多的保險業組織之一。「保協」亦為「亞太財務策劃聯會(APFinSA)」的創會成員，現時，亞太財務策劃聯會之成員國及地區包括新加坡、澳洲、台灣、馬來西亞、泰國、菲律賓、印度、澳門及香港。

### 宗旨

「保協」主要宗旨是推動及提高人壽保險從業員之專業水準，並訂立和執行有關專業守則；舉辦教育課程與會議，提供機會給業內人士學習和交流經驗，以提高業者水平和成就；鼓勵從業員參與公益和公眾事務，回饋社會。

### 發展概況

在過去46年，本會主辦各類型之大、小會議、研討會和工作坊，並與各大機構合辦培訓課程，例如「副特許財務策劃師課程」、「特許財務策劃師課程」、「特許保險策劃師」等，提高從業員在銷售、理財策劃等方面的專業知識。

此外，「保協」於1993年增設「傑出人壽保險經理獎」及「傑出人壽保險營業員獎」、2007年首推「傑出財務策劃師」榮譽，又於2010年設立「優質顧問、經理、領袖大獎」，嘉許及表揚出色的壽險從業員，並深受業界及社會人士支持。2019年，「保協」再度成功申辦「亞太區壽險大會(APLIC)」，為業界一大盛事。

在對外方面，「保協」自1993年已代表出任「保險代理登記委員會」委員，而於2010年成立的行業事務部，主要為與政府及有關機構的溝通橋樑，鞏固業界的專業形象，為保險從業員爭取合理的權益。2016年保監局正式成立，「保協」代表亦積極參與諮詢及過度安排之工作，推動業界健康發展。

### 社會服務

「保協」一向鼓勵保險從業員積極參與公益慈善活動，關懷社群。為更有效統籌社會服務活動，「保協」在1998年正式成立了慈善基金，鼓勵從業員參與公益事務。自成立至今基金會撥款超過港幣800萬元，受惠機構有數十間。自2016年開始，「保協」及「保協慈善基金」每年均舉辦「生命傳愛跑」，為基金會及受惠機構籌募善款。近年，基金會先後撥款45萬及110萬予善寧會、靈實醫院及司務道寧養院，為末期病患者提供善終服務。2016年牛頭角迷你倉大火，基金會發起同業1+1募捐行動，為兩位殉職消防員家屬籌得40萬元。

於2005年，「保協」構思「生命傳愛行動」，希望透過推動全港性的「生命教育」及「保單捐贈計劃」，體現人壽保險的核心價值及為慈善機構提供長遠而穩健的收入來源。多年來透過大型媒體宣傳及生命傳愛大使及領袖的推廣，「保單捐贈計劃」至今的認捐保單已逾1萬張，金額更突破3億港元，而已兌現之慈善捐款達8百多萬港元，成績斐然！自2017年開始，更將每年的1月28日定名為「世界保單傳愛日」！

### History

Inaugurated in 1973, the Life Underwriters Association of Hong Kong Ltd. (LUAHK) is a voluntary organisation of professional insurance intermediaries destined for professional development of the insurance services for the community of Hong Kong. Today we have more than 15,000 members — one of the greatest organisation of insurance intermediaries in Hong Kong. LUAHK is also the founding members of Asia Pacific Financial Services Association ("APFinSA"), which includes 9 member countries & regions: Singapore, Australia, Taiwan, Malaysia, Thailand, Philippines, India, Macau and Hong Kong.

### Mission

The aim of the association is to enhance and uphold the professional and ethical standard of the life insurance practitioners through the enactment of code of conducts and ethics for its members, providing education programs and mobilizing members to participate in social services for promoting the development of the industry.

### Development

In the past 46 years, LUAHK organized various seminars, conventions, workshops and education programs, such as Associate Chartered Financial Practitioners / Fellow, Chartered Financial Practitioners (AChFP / FChFP) & Chartered Life Practitioner (ChLP) to uphold the professional standards of insurance practitioners in financial and business sectors.

Besides, the launch of Distinguished Manager Award & Distinguished Agent Award (DMA & DAA) in 1993, Best Financial Planner Award in 2007, and Quality Advisor Award / Quality Manager Award / Quality Leader Award (QAA / QMA / QLA) in 2010 are widely received and recognized by insurance companies and the public. In 2019, we are honored to host the 17th Asia-Pacific Life Insurance Congress (APLIC) in Hong Kong again.

For external affairs, LUAHK was invited to represent the life insurance intermediaries to participate in the Insurance Agents Registration Board (IARB) for administration of the insurance agents' registration policy since 1993. In addition, the Industry Affairs Steering Committee was set up in 2010 focusing on communications with the government and related associations. Its main responsibilities are to fight for the best interest of insurance practitioners and to uplift the professional image of the industry. In 2016, Insurance Authority was established and LUAHK continues to act actively on consultation and transitional arrangement to boost the healthy development of insurance industry.

### Community Services

In 1998, LUA Foundation, a government approved charitable foundation, was set up to manage and operate the charitable functions in an effective way. Over the past years, charitable activities organized by LUAHK and LUA Foundation were organized to motivate members to contribute to the society. Since the establishment of LUA Foundation, donations over \$8 million dollars have been made to the needy and various charitable organizations. Since 2016, LUA & LUA Foundation jointly organize 'LifeCare Charity Run' to raise funds for LUA Foundation and designated beneficiaries. Recently, we have donated HK\$450,000 and HK\$1,100,000 to The Society for the Promotion of Hospice Care and Haven of Hope Holistic Care Centre respectively for services enhancement for the patients with terminal illness. In 2016, LUA Foundation had called a 1+1 Campaign and successfully raised \$400,000 for the families of two firefighters who lost their lives in the storage fire incident.

"LifeCare Movement" was first launched in 2005 with an aim to promote "Life Education" and "Policy Donation Program" in order to embody the core value of life insurance and secure sustainable funding for charitable organizations. Through all-round media promotion and the support from LifeCare Ambassadors & Leaders, the no. of policy has reached 10,000 and the sum insured for policy donations has accumulated to HK\$300 million & the realized policy donations scored over HK\$8 million. Starting from 2017, 28th Jan of each year is named as "World Policy Donation Day"!

## 會員承諾 Membership Pledge

為甚麼要選擇「香港人壽保險從業員協會」的會員作為保險顧問呢？

因為「香港人壽保險從業員協會」的會員都要遵守下列約章：

『身為「香港人壽保險從業員協會」會員，我謹承諾：

我必以**客戶利益為先**，而以公司及個人利益為次。

我必以最高的專業水準**服務**客戶。

我必**尊重**客戶私隱，絕不讓個人或及商業資料外洩。

我必**捍衛**人壽保險業的利益。

我必**遵守**「香港人壽保險從業員協會」的會章、附例及專業守則。』

因此閣下大可信賴本會會員提供的保險服務。

此外，閣下如發現本會會員涉嫌違反本會的專業守則，請立刻聯絡本會「專業操守監察委員」，如查明屬實，違規者必按會章，予以處分。

Why Choose LUAHK members as Your Life Insurance Agents?

All LUAHK members are required to uphold the following Membership Pledge:

"As a member of The Life Underwriters Association of Hong Kong (LUAHK), I pledge that I will always:

**PLACE** the interests of policyowners and prospective purchasers before those of any insurer or myself;

**MAINTAIN** the highest standards of professional competence in order to advise policy holders and prospective purchasers to my ability;

**RESPECT** the confidentiality of policy owners and prospective purchasers and carefully guard any information which becomes known to me regarding their personal and business affairs;

**UPHOLD** the best interests of life insurance industry and;

**COMPLY** with the Memorandum and Articles of Association, By-laws and Code of Ethics of The Life underwriters Association of Hong Kong."

That is why you can be confident in choosing LUAHK member to take care of your life insurance coverage.

Most importantly, should you find unethical practice of LUAHK member in handling your insurance matter, particularly when he/she violates any Code of Ethics of LUAHK, you can lodge your complaint to the Professional Practice Department of the LUAHK Executive Committee. Prompt investigation will follow.

## 為何要加入LUAHK? Why Join LUAHK?

- 國際化聯繫
- 最多會員、最具代表性
- 作為與政府有關部門的諮詢橋樑
- 會員福利豐厚
- 協助會員不斷學習、自我增值
- 百萬圓桌會資格認可之本地保險業組織
- 協助會員持續進修爭取學分
- 提供最新保險市場資訊
- 增加與業界精英交流機會
- 頒發保險界最具代表性獎項
- 提高會員專業形象有助會員推銷
- 協會專業操守準則、提高客戶信心
- 協會會員 = 優質保證

- We have linkage with International Life Insurance Organisations.
- We are the largest association in terms of number of members, representing the life insurance practitioners of Hong Kong.
- We communicate on behalf of our members with the related government bodies.
- We provide lots of value-added services/benefits to our members.
- We create context such as training courses/seminars/convention for members to learn, grow and excel.
- MDRT recognized local insurance organisation.
- We offer training and educational programmes for members to comply with the upcoming mandatory continuing professional development's requirement.
- We provide the most current market trend and information of our trade.
- Members have chances to meet elites of the industries through our functions.
- We have prestigious prize presentations.
- We uphold the professional image of our members that makes their clients to entrust them in taking care of their insurance services.
- We demand our members for their compliance with LUA Code of Ethics, which increases their clients' confidence.
- LUA members = Quality



# 十大專業守則

## Code of Ethics

香港人壽保險從業員協會(簡稱「保協」)致力提高業內人士的道德操守，並印製了一本《香港人壽保險從業員專業守則》(Code of Ethics)，列出以下多項專業道德守則，籲請同業遵守：

### 1. 客戶的利益應放在首位：

保險從業員應將客戶利益放在自己及公司利益之上，盡全力為客戶提供服務。

### 2. 客戶資料必須保密：

客戶的個人資料應絕對保密，不可外洩。

### 3. 推介合適的保險服務及產品：

產品要切合客戶需要，及考慮客戶的供款能力，不要貪圖豐厚佣金。

### 4. 清楚解釋投保計劃書：

讓客戶清楚了解所購買保險的重要條款，特別是長期性保險計劃，及中途退出供款計劃應注意事項。

### 5. 不可錯誤解說：

壽險從業員在推介產品時不可提供虛假資料或誤導性的聲明 (Misrepresentation)。

### 6. 不可譏謗：

壽險從業員應維護壽險業，不可譏謗業內其他公司、其壽險計劃及代理人等，以免影響公眾對壽險業的信任。

### 7. 不可回佣：

壽險從業員不可直接或間接向客戶提供回佣 (折扣優惠)。

### 8. 不可游說客戶轉換個人人壽保險單：

壽險從業員不可直接或間接鼓勵客戶隨便轉換保單，避免造成業內惡性競爭及損害客戶利益。

### 9. 慎重處理新團體保險保單及退休金計劃：

壽險從業員在重新安排及處理團體保險及退休金計劃時，應盡力保護客戶的利益，同時兼顧原有安排下所有參與者應享的權利。

### 10. 不可私取費用：

除保險公司所釐訂應收取的保費或費用外，壽險從業員不可多收，或企圖多收任何額外的保費或費用。所有從客戶收取所得的保費或費用必須立刻交回保險公司。

"Life Underwriter" shall mean a person who is a member of the Life Underwriters Association of Hong Kong.

"Life Insurance" shall mean all individual life policies, policy riders and annuity contracts and group insurance policies issued by a life insurance company, whether or not such policies contain provisions for cash surrender or paid up values, and any contract under which the reserve, or part thereof, varies in amount depending on the market value of a specified group of assets.

"Group Insurance" shall mean all policies whereby the lives of a number of persons are insured severally under a single contract between an insurer and an employer or other person.

"Client" shall mean a policyholder or prospective policyholder or any other person whom the life underwriter serves in a professional capacity.

#### 1. Priority of Client's Interests

A life underwriter shall place the interests of his clients before his own and shall advise them to the best of his ability without bias and without regard for his own personal advantage.

#### 2. Confidential Information

A life underwriter shall respect the confidentiality of his clients and carefully safeguard any information which becomes known to him regarding their personal and business affairs.

#### 3. Suitability of Insurance

A life underwriter shall ensure as far as possible that any policy recommendations are suitable to the needs and not beyond the resources of his clients.

#### 4. Explanation of the Policy

A life underwriter shall explain all the essential provisions of the policy being recommended and ensure as far as possible that the client understands what he is committing himself to and in particular draw attention to the long term nature of the policy and to the consequent effects of early discontinuance.

#### 5. Misrepresentation

A life underwriter shall also ensure that material information passed to him by, or on behalf of, the insured are reforwarded to the insurer before the issuance of a life policy.

#### 6. Defamation

A life underwriter shall uphold the institution of life insurance and refrain from making statements of a misleading or defamatory nature which might cause members of the public to lose confidence in any life insurance company, its policies or its agents.

#### 7. Rebating

A life underwriter shall not, directly or indirectly, rebate or attempt to rebate all or any part of premium for life insurance.

#### 8. Replacement

A life underwriter shall not, where it could be detrimental to the interests of the client, directly or indirectly, induce or attempt to induce a client to lapse, forfeit, or surrender for cash or for paid up or extended insurance, or for other valuable consideration, any existing contract of individual life insurance in order to replace it with another contract for individual life insurance.

#### 9. Transfer of Group Insurance or Retirement Benefit Business

A life underwriter in placing new group insurance or retirement benefit business shall, to the best of his ability, endeavour to protect the interest of the client and the rights of existing participants with regard to any existing arrangements.

#### 10. Fees and Premium

A life underwriter shall not overcharge, or attempt to overcharge, any fees or premium other than those officially laid down by the insurer. All fees or premium collected by a life underwriter from the insured must be forwarded to the insurer without delay.

# 優質銷售指引

## Best Practice Guidelines

### 1. 了解你的客戶並推介合適產品

查詢客戶的背景、投保動機及目標，了解對方工作及收入來源的穩定性，從而以專業的角度為對方作出合適的投保建議，並推介以客戶的需要為依歸的產品，從而協助客戶完成人生不同階段的保障及理財目標。

### 2. 於冷靜期內送遞保單

必須於冷靜期之時限內，將已發出的保單交到客戶手上，從而保障客戶能享有冷靜期的權利。

### 3. 清楚講解保單內容

必須向客戶清楚講解保單中承保及不承保的範圍，以及提醒客戶當中重要的條文及細則，例如：等候期、保費寬限期、自殺條款等。

### 4. 詳細解釋產品的潛在回報及風險

向客戶清楚講解投連保險及投資計劃的內容，以及相關投資項目的價值。切勿誇大預期的回報或隱瞞當中涉及的風險。讓客戶明白投資回報可升可跌，必須因應自己能承受風險的能力作出投保的決定。

### 5. 謹慎處理轉保事宜並清楚說明有關利弊

當客戶決意轉保，應清楚向對方解說當中的利弊，以及填寫「客戶保障聲明書」並講解當中的內容及實際影響，包括：保險公司可能要重新審視客戶的健康狀況，而新保單的等候期及自殺條款等亦需要重新計算等。

### 6. 協助跟進理賠服務

從業員應盡力協助及向客戶解釋理賠的程序及所須文件，務求協助客戶能盡快獲得賠償，展現保險工作的意義。

### 7. 妥善處理客戶資料以保障客戶私隱權利

應將投保人的個人資料、保單內容、索償文件及相關資料保密，不可隨意運用，並必須妥善處理，包括：放置、儲存及銷毀，以保障客戶的私隱權。

### 8. 適當處理客戶的保費

必須將個人的金錢與客戶交付的保費清晰劃分，並將客戶的保費於行業守則指定的時限內交回保險公司，亦切勿挪用客戶的保費。

### 9. 與客戶保持聯繫並給予最新資訊

由於客戶在不同時間會有不同的需要，因此從業員須與客戶保持聯繫，向客戶提供最新的資訊，以及給予專業的保險及理財建議。

### 10. 清楚及遵守相關行業法規

同業應了解並遵守由監管機構、所屬公司及「保協」所發出的行業法規及指引，並加以落實遵守。同時，亦要留意行業法規的變更及修訂，如遇到不清楚的地方，可主動向有關機構或公司法規部查詢。

### 1. Know your client and recommend suitable products

The intermediary should inquire about the clients' backgrounds, their motives and objectives of purchasing insurance plans, and the stability of their income sources in order to provide appropriate investment recommendations from professional point of view. In addition, the recommendations on insurance products should base on clients' needs to help them to accomplish their goals in protection and financial planning at different stages of life.

### 2. Deliver the policy within the cooling off period

It is necessary to hand-in the issued policy to the client within the cooling off period in order to secure customer's right during cooling off period.

### 3. Provide clear explanation on policy's details

It is necessary to clearly explain to clients on the scope of coverage of their insurance plans, and to remind them about the important provisions and rules stated in the policy, such as the waiting period, the premium grace period, and the suicide clause etc.

### 4. Elaborate the potential returns and risks of the product

The intermediary should clearly explain the contents of Investment-Linked Assurance Scheme (ILAS) and investment plan, as well as the values of relevant investments to the clients. The intermediary should never exaggerate the expected rate of return or cover up the risks that may involve, and should let the clients understand the investment return may go up and down and they must make their own insurance decision based on the risk taking abilities.

### 5. Handle policy replacement prudently and declare the relevant benefit and loss clearly

It is necessary to elaborate the pros and cons to the client when he/ she has decided to replace an existing insurance policy. Also the intermediary is required to complete the Customer Protection Declaration Form ("CPDF") and explain the contents and actual impact on policy replacement to the clients. For example, the insurer may have to reassess the insured's health condition, and the calculation of waiting period and suicide clause of the new policy will be restarted.

### 6. Support claims follow ups

Insurance intermediaries have to do their utmost in assisting and explaining to clients about the procedures and documents required for insurance claims in order to help clients to receive payment promptly, signifying the value of insurance services.

### 7. Handle client's information properly to protect personal privacy

It is necessary to keep clients' information, contents of insurance policies, claims documents and relevant information in high confidentiality. To safeguard clients' privacy, it is prohibited to use their information arbitrarily and the intermediaries must handle, store and dispose the documents in a proper manner.

### 8. Handle clients' premium properly

There must be a clear differentiation over client's premium from the intermediary's own money. If the intermediary received money from the clients as insurance premium, he / she is required to hand over the money to the insurer within the designated period set by the industry regulation, and arbitrary usage of client's premium is strictly prohibited.

### 9. Maintain close tie and provide updated information to clients

Clients have different needs over time. Thus intermediary has to maintain close tie with clients and provide updated information in order to provide professional insurance and financial recommendations to clients.

### 10. Knowledgeable and comply with applicable industry guidelines and regulations

Insurance intermediaries have to understand, implement and comply with the industry guidelines and regulations issued by regulators, insurers and LUAHK. In the meantime, they have to keep abreast of the updates and modifications of industry regulations. In case of any doubts, they should take the initiative to seek clarifications from the related regulator or the compliance department of the affiliated insurers.



## 立法會保險界議員獻辭

## Message from the Legislative Council Member



陳健波先生  
The Hon. K. P. Chan,  
GBS, JP  
立法會議員  
Legislative Council Member

香港人壽保險從業員協會二零二零年

保協齊心馬當先  
輔弼行業闖新天

立法會議員 陳健波

## 保險業監管局主席獻辭

## Message from the Insurance Authority



鄭慕智博士  
大紫荊勳賢, GBS, JP  
Dr the Hon Moses Cheng,  
GBM, GBS, JP  
保險業監管局主席  
Chairman, Insurance Authority

香港人壽保險從業員協會二零二零年

和同協志  
敬業惠群

保險業監管局主席 鄭慕智

## 「保協」贊助人獻辭

## Message from the Patron of LUAHK



陳智思太平紳士  
The Hon. Bernard  
Chan, GBS, JP  
行政會議非官守成員召集人  
Convenor of Non-Official  
Members of the Executive  
Council, HKSAR

行政會議非官守成員召集人 陳智思

自強興業  
實幹為群

香港人壽保險從業員協會二零二零年

## 亞太財務策劃聯會主席獻辭

## Message from the Asia Pacific Financial Services Association (APFinSA)



Mr. Banyong  
Witayaweerasak

亞太財務策劃聯會主席  
Chairman,  
Asia Pacific Financial Services  
Association (APFinSA)

It is heartening to know that even in the midst of these hard COVID19 times, LUAHK continues to brave on with its annual activities. With crisis, comes chances. The person who is quick to learn how to adapt to changes will survive and may even benefit from the crisis.

Even though we are in the midst of a pandemic, I hope everyone continue to be optimistic. To give you an analogy, this current economy crisis is like mango trees along the road. Usually in a year, 100,000 mangoes can be harvested. But this year due to the drought, only 95,000 can be harvested. If we wake up early, we can still harvest most of the crop. If we wake up later, there will be no mango left. So the early bird will reap and enjoy their fruits of labour. Likewise if we recognise the challenges early and work towards clearing the obstacles, we will be able to achieve success at the end of the day.

Find your role model, understand why he/she excels in selling, learn from him/her and motivate yourself to do the same. The one who determines your life is yourself and not others. You are in full control of your future.

God bless you and your family!



## 香港保險業聯會獻辭

## Message from the Hong Kong Federation of Insurers



許金桂先生  
Mr. Eric Hui

香港保險業聯會主席  
Chairman,  
The Hong Kong Federation of  
Insurers

博匯鴻才  
保業騰飛

香港保險業聯會主席 許金桂

香港人壽保險從業員協會二零二零年

## 香港保險業聯會壽險總會獻辭

## Message from the Life Insurance Council



文德華先生  
Mr. Edward Moncreiffe

香港保險業聯會壽險總會主席  
Chairman,  
Life Insurance Council  
of the Hong Kong Federation  
of Insurers

匯賢合志  
同興保業

香港保險業聯會壽險總會主席 文德華

香港人壽保險從業員協會二零二零年

## 2020年執行委員會 The Executive Committee 2020



鄭鏗源先生  
Mr. Cheng Hang Yuen Henry  
會長  
President



李慕潔小姐  
Ms. Lee Mo Kit Maggie  
上任會長  
Immediate Past President



姜楚芝小姐  
Ms. Keung Chor Gee May  
副會長(會員部)  
Vice President  
(Membership)



羅永健先生  
Mr. Law Wing Kin Kent  
副會長(社會服務發展部)  
Vice President  
(Community Service)



李冠群先生  
Mr. Lee Kwun Kwan Davey  
副會長(行業事務部)  
Vice President  
(Industry Affairs)



曾繼鴻先生  
Mr. Tsang Kai Hung Henry  
副會長(保協培訓學院)  
Vice President  
(LUA Academy)



黃坤成先生  
Dr. Wong Kwan Shing Bowen  
副會長(公關部)  
Vice President  
(Public Relations)



袁寶潔小姐  
Ms. Yuen Bo Kit Teresa  
副會長(項目統籌部)  
Vice President  
(Event Coordination)



陳頌琳小姐  
Ms. Chan Chung Lin Carrie  
名譽司庫  
Honorary Treasurer



謝立義先生  
Mr. Tse Lap Yee Stanley  
名譽秘書  
Honorary Secretary



陳國贊先生  
Mr. Chan Kwok Tsan Thomas  
執委會理事  
Executive Committee



陳逸鈞先生  
Mr. Chan Yat Kwan Garry  
執委會理事  
Executive Committee



鄭禮祺先生  
Mr. Cheng Lai Ki Andy  
執委會理事  
Executive Committee



席文紅小姐  
Ms. Chik Man Hung  
執委會理事  
Executive Committee



莊青育小姐  
Ms. Chong Ching Yuk Veronica  
執委會理事  
Executive Committee



高廣恩先生  
Mr. Ko Kwong Yan Stephen  
執委會理事  
Executive Committee



李聰穎小姐  
Ms. Li Chung Wing Apple  
執委會理事  
Executive Committee



李虹小姐  
Ms. Li Hung Flora  
執委會理事  
Executive Committee



李佩珊小姐  
Ms. Zen Li  
執委會理事  
Executive Committee



李玉樹先生  
Mr. Li Yuk Shu Dick  
執委會理事  
Executive Committee



馬驊伯先生  
Mr. Ma Hua Ba Alex  
執委會理事  
Executive Committee



潘立紅小姐  
Ms. Poon Lap Hung Diane  
執委會理事  
Executive Committee



湯恩銘先生  
Mr. Tong Yan Ming Alvin  
執委會理事  
Executive Committee



謝倩昕小姐  
Ms. Tse Sin Yan Carol  
執委會理事  
Executive Committee



黃銘淇先生  
Mr. Glen Wong  
執委會理事  
Executive Committee



黃綺年小姐  
Ms. Lily Wong  
執委會理事  
Executive Committee



王學良先生  
Mr. Wong Hok Leung Raymond  
執委會理事  
Executive Committee



## 會長報告

### Report from the President



鄭鏗源先生  
Mr. Henry Cheng  
會長 President

「家」是一個能讓家人分擔困難，亦有讚美鼓勵的地方，而「保協」2020年度主題是「保險人的家」，寓意「保協」能為保險人遮風擋雨，並助同業有所學習和成長。

自我於年初接會長一職，疫情一直衝擊着行業，而我亦更深刻體會到「保協」如何發揮「家」的作用——成為全港首個為不幸確診的同業，提供金錢資助的行業協會，在「家人」有需要時為他們提供保護網。

回顧今年的多個目標，其一是協會的會員人數突破2萬人。雖然受疫情影響未能達標，但截至今年9月底，協會的會員人數已達15,200人，較2019年同期新增約1,300名會員。而作為行業最大的從業員協會，今年「保協」除透過不同方式，多次為同業發聲，同時更針對保險界的新鮮人設立「傑出新星獎」及「新人王」，鼓勵他們力爭上游，相信截至今年底將有逾2,000人獲獎。我相信，透過凝聚業界力量，將有助「保協」繼續為同業爭取訴求與權益。

在專業服務上，為了加強法律諮詢支援，今年「保協」委任了5位律師組成法律團隊，部分同業已受惠於免費的法律諮詢服務，感受到「保協」這個家提供的後盾支援。而為了令會員與時並進、增值自己，「保協」亦優化了網上學習平台及提供專業的網上學習課程，現時更密鑼緊鼓地籌備手機App，預計最快明年1月推出，為會員提供更全面的服務。

時光荏苒，儘管今年很多活動都需要延期或取消，但同時給予我們一個重整的機會，如協會職員能趁機完善協會的運作，令辦公室管理更系統化，令協會更趨專業和更具效率。

最後，本人在此感謝協會一眾職員所付出的心思和時間，以及一眾執委的努力和貢獻，使「保協」在這「疫」境時刻仍能維持收支平衡，並祝願新任會長和執委能繼續帶領同業朝清晰的方向前行，令「保協」成為行業中最具代表性的協會，讓更多人在這個「保險人的家」快樂成長。

"Home" is a place where family members can share their difficulties, and praise and encourage each other. LUAHK is themed on "Home for Insurance Practitioners" in 2020, which means that LUAHK would provide shelter for insurance practitioners against rainstorms and support their career development.

Since I became President of LUAHK at the start of the year, the insurance industry has been hit hard by the COVID-19 pandemic, and I have had deep feelings about the purpose of the role of LUAHK as "home" - it's the first industry association in Hong Kong to provide monetary assistance to its members diagnosed with the infectious virus, and it provides a strong safety net to people when they are in need of help.

We have set several objectives for the year. The first is to increase members to 20,000. We have failed to meet this goal due to the pandemic, but we have 15,200 members as of the end of September, an increase of 1,300 from the same period of 2019. As the largest association in the insurance industry, we have spoken for insurance practitioners on several occasions, and created the "New Star Award" and "The Best Rising Star" to encourage newcomers to become more professional and exceptional. More than 2,000 people are expected to win the two awards by the end of this year. I believe that the association can unite all members and seek a greater voice and more benefits for them.

In order to strengthen legal counselling and assistance, LUAHK has set up a legal team of five lawyers. Some members have already benefited from our free legal consultations, and they have realized that LUAHK could provide strong support. In order for our members to keep pace with the times and acquire new skills, LUAHK has optimized the online learning platform and now offers online courses. It is currently working on a mobile app, and plans to launch the app in January at the soonest to provide members with a full spectrum of services.

Many activities have had to be postponed or cancelled this year, but this has also offered an opportunity to overhaul the association. For instance, we could improve operations and make office management more systematic, and the association would become more professional and efficient.

Finally, I would like to thank all staff for their time and efforts and all executive committee members for their devotion and contributions to make LUAHK's break-even in the difficult time. I hope that the new president and the executive committee can continue to lead LUAHK in the right direction, develop it into the most representative association in the industry, and make it a happy "home" for more and more insurance practitioners.

## 上任會長報告 Report from the Immediate Past President



李慕潔小姐  
Ms. Maggie Lee

上任會長 Immediate Past President

今年是不容易的一年，疫情對同業的生意有一定的影響，「保協」的活動亦受阻。為了維持協會運作，繼續服務會員及社會，會長與我們一眾執委不斷尋求辦法應對「疫境」，例如將課程、分享、執委會議等移師網上舉行。

今年除了以上任會長的身分協助推動會務外，我亦同時擔任2020年度傑出財務策劃師（BFPA）大賽的主席。BFPA旨在表彰一眾為客戶提供優質理財策劃服務的同業，這幾年BFPA在業界的認受性愈來愈高，即使今年面對疫情，仍有高達400多位參加者參賽，令人鼓舞。而舉辦了兩年的頒獎典禮也深受同業歡迎，雖然今年在限聚令下舉行典禮有一定難度，但相信在一眾有心有力的籌委努力之下，必可順利完成。其實近年我們是邀請金獎得主擔任籌委，讓他們發揮自己的專業，協助比賽運作。一眾籌委為了比賽實在付出不少，在此要特別向他們道謝。

「保協」向來積極服務同業，也為同業爭取各種權益，期望疫情盡快過去吧！同時我在此寄語業界：努力不懈，積極學習和裝備自己；而「保協」將繼續貢獻業界，成為業界與監管機構之間的橋樑，為社會帶來更多正面影響。

This year is definitely a tough one for our industry. The pandemic's economic consequences have negatively impacted the sales performance of the insurance industry; while LUAHK has also been forced to cancel or postpone some events due to health concerns and government restrictions. In order to maintain the sound operation of the association and keep serving our members and the public, the President and the Executive Committee have worked out new plans to navigate the crisis, including organizing online lectures, sharing sessions, and meetings.

Besides supporting LUAHK as the Immediate Past President, I am also the Chair of the 2020 Best Financial Planners Award (BFPA). The BFPA was aimed to recognize professionals who provide extraordinary financial planning services to clients. The award has had a growing influence on the insurance industry in recent years. It was particularly encouraging to witness more than 400 participants this year despite the pandemic. The BFPA Award Presentation, currently in its third year, is also very popular amongst our members. Although it has been a challenging journey organizing this year's Award Presentation, we believe that it would still be a huge success with the joint efforts of our Organizing Committee. With their expertise as past gold award winners, the competition would surely be more smooth sailing. I would like to take this chance to express my sincere gratitude to the Organizing Committee for their dedication and tremendous contribution.

LUAHK not only serves its members, it has also been striving to fight for more benefits for them. Here's wishing that the COVID situation will be resolved soon and the Association can perform at its optimal again. In the meantime, I hope all insurance practitioners can continue to work hard and keep learning to enrich themselves; while LUAHK will continue to play its role as a bridge between the insurance industry and regulators, bringing more positive impact to the society.



## 名譽司庫報告

### Report from the Honorary Treasurer



陳頌琳小姐  
Ms. Carrie Chan  
名譽司庫  
Honorary Treasurer

司庫一職在「保協」的營運及財政把關上發揮着關鍵作用，今年新冠肺炎疫情衝擊全球，即使疫情爆發，很多活動延遲或取消，但「保協」財政仍十分穩健，並期望今招收更多新會員，讓會員人數能進一步向2萬人邁進。

「保協」一直為會員提供與時並進的課程，今年加強了法律諮詢支援，為會員解答與保險法規相關的問題，以及優化網上學習平台，大部分課程今年都由實體轉為線上形式，方便會員在家中仍能夠裝備自己。未來一年，「保協」會繼續投放更多資源作數碼轉型，以迎合社會的大趨勢。

The treasurer plays a crucial role in the operation and finance of LUAHK. The COVID-19 pandemic has sent shock waves throughout the world since the start of the year. Many events and activities have been forced to be postponed or called off, but LUAHK has maintained sound finances and been expected to recruit more new members this year with closer to 20,000.

LUAHK has always been providing up-to-date courses to members. This year we have stepped up efforts on legal counseling and assistance, and answered members' questions about insurance regulations. We have also optimized our online learning platform, and most of our courses were offered online so that members could learn at home. In the next year LUAHK will continue to put more resources into the online platform as part of our digital transition to cater for the mega trend.

## 名譽秘書報告

### Report from the Honorary Secretary



謝立義先生  
Mr. Stanley Tse  
名譽秘書  
Honorary Secretary

「保協」在保險業界的責任任重道遠，為了向會員提供更高質素的服務，今年協會增設了「人事及財政委員會」，以監督、審查和管理所有協會人力資源及財政相關事項，並設定3大年度目標。

首先，建設一個可傳承的文化基礎，制定有系統的工作框架，標準化工作流程，增加資訊互通及其透明度；其次，協會進一步採取適當的風險管理，加強保護協會的資料和數據；最後，協會投放更多資源以更新官方網站和開發手機應用程式，增加自動化的操作，讓協會更有效率執行會務。

LUAHK shoulders heavy responsibilities to the insurance industry. In order to provide better services to members, LUAHK has created the "Personnel and Finance Committee" to oversee and examine affairs related to human resources and finance, and set three objectives for the year.

The first objective is to build an inheritable cultural foundation, a systematic work framework and standard operation procedures to improve information exchange and transparency; the second is to take appropriate measures pertaining to risk management and secure the association's data; the third is to put more resources into updating the website and developing a mobile app, in order to increase automatic operations and improve efficiency.



社會服務部連同保協慈善基金及鄰舍輔導會舉辦了「抗疫關懷行動」，以「鄰舍千伙戶 保協善心種」為題，向社會上有需要人士送上防疫福袋。

The Department of Community Services joined hands with the LUA Foundation and the Neighbourhood Advice-Action Council to launch the "Anti-epidemic Care" initiative, under which our volunteers sent anti-epidemic lucky bags to people in need.



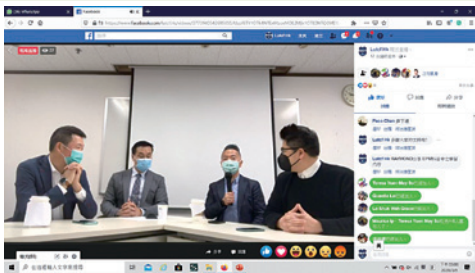
7月29日「保協」召開了一次發佈會，向媒體、政府及有關當局訴說保險業之苦況，並提出多項訴求。

The LUAHK held a press conference on 29 July to explain the insurance industry's difficulties to the media, government and regulators, and listed some demands.



「保協」為業界舉辦以法律為題的線上CPD講。

The LUAHK held online CPD lecture on the topic of laws for insurance intermediaries.



疫情初期，「保協」舉辦多場Facebook直播，導師們實務經驗分享。

In the early stage of the pandemic, LUAHK held some live streaming sessions on Facebook, and instructors shared their practical experience with members.



「保協」舉辦多個會員講座，邀請多個於行業中出色的從業員舉行分享會，鼓勵會員逆境自強。

LUAHK has held several lectures for members and invited some outstanding practitioners to deliver sharing sessions about how to improve themselves and overcome the challenges brought by the pandemic.

疫情期間，保險從業員普通話課程於Facebook推出每週一小口，學點普通話，讓學員持續學習。

During the pandemic, some short courses from Putonghua Course have been uploaded to Facebook every week so that students could keep learning how to speak Putonghua.





# 會員部

## Membership Department

### 會員部主席報告

### Report from the Chairman, Membership Department



姜楚芝小姐

Ms. May Keung

副會長（會員部） Vice President (Membership Department)

「保協」的規模日益壯大，皆因愈來愈多保險從業員加入並積極參與會務，以推動行業持續發展。而今年截至8月份，保協會員人數亦已由去年約1萬4千人增至超過1萬5千人，對在疫情下仍有此進展尤感欣喜。

面對疫情考驗，「保協」會員部於今年除引入更多元化的網上培訓活動，如涵蓋銷售技巧及法律事務等不同主題的講座，助會員進一步提升專業水平外；更首度舉辦「傑出新星獎」，嘉許在業績（質）及保單數目（量）均達到一定標準的保險新力軍，讓新入職同業有機會得到認可，對日後發展更具信心；也可為業界以至正準備入職的人士樹立榜樣。首期（2020上半年）已有1,300多人成功達標。

為回饋會員支持，「保協」於今年亦引入多項切合他們所需的優惠和資助，如為「駕車一族」提供入油折扣，每公升可節省3元；另又在保協慈善基金以外，特設專供會員申請的「新型冠狀病毒支援抗疫基金」，並因疫情持續而將申請限期由今年6月延至12月，助不幸被感染的從業員獲得額外的資助度過困境。

一直與時並進的「保協」會員部，新一年亦將全面推動數碼化發展，會員將可透過「保協」的手機應用程式（App）辦理續會，日後將研究在App加入更多功能，為會員帶來更多便利。

LUAHK has become larger and played active roles to promote the industry's sustainable development while more and more insurance practitioners have been joining the association. The number of members has increased from about 14,000 at the end of last year to more than 15,000 at the end of August 2020, and we are very pleased about the increase in the wake of the COVID-19 pandemic.

Due to the pandemic, the Membership Department has introduced more online training programmes, such as lectures about insurance sales skills and legal knowledge, to help members become more professional. We have presented the "New Star Award" awards for the first time, to reward new members who have hit the target in terms of policy number and value so that they would become more confident about their career prospects and they could set a good example for people who would plan to enter the insurance industry. More than 1,300 insurance agents have already hit the target for the first half year of 2020.

In order to thank members for their support, LUAHK has introduced a couple of tailor-made privileges and subsidies, such as a discount of HK\$3 per metric liter of gasoline for members who have cars; in addition to benefits from the LUA Foundation, we have made the COVID-19 support fund available for our members, and the deadline for applications has been extended from June to December so that insurance practitioners infected with the virus could get extra help to get through these difficult times.

In the coming year, the Membership Department will push for the association's digital transition so that members can extend their membership through our mobile app. In the future, we will create more functions to the app and bring greater convenience to members.

## 優質顧問 / 經理 / 領袖大獎 Quality Advisor / Manager / Leader Award (QAA/ QMA/ QLA)

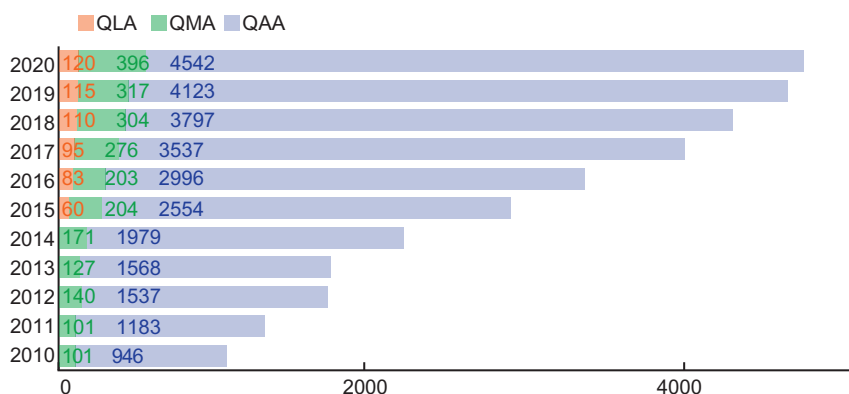


「優質顧問大獎 / 優質經理大獎 / 優質領袖大獎」(QAA/QMA/QLA) 旨在嘉許致力為客戶提供優質服務，並在操守及業績等方面表現優異的理財顧問。今屆QAA/QMA/QLA獲獎人數是歷年之冠，共有5,058名從業員獲獎。

本會分別於2016年增設彩虹獎(彩虹獎得主必須連續7年獲得QAA/QMA)及於2019年增設終身獎(終身獎得主為累計獲得10年或以上QAA/QMA/QLA)，彩虹獎及終身獎得主均具備優質的服務態度與專業操守，多年來以「優質服務 專業誠信」作為終身使命，實在值得表揚。

Quality Advisor / Manager / Leader Award (QAA/ QMA/ QLA) are presented to praise financial advisors for their excellent services and outstanding professional conduct and performance. 5,058 people have won QAA/QMA/QLA awards this year, which was the highest number of award winners on record.

LUAHK created the Rainbow Award in 2016 (Winners must have received QAA/QMA for 7 consecutive years) and the Lifetime Award in 2019 (Winners must have received QAA/QMA/QLA for at least 10 years). Laureates of the two accolades have a firm commitment to quality services and professional conduct, and uphold "quality, profession and integrity" as their lifetime missions.



## 傑出新星獎 New Star Award

2020年，保險業界迎來新的挑戰與考驗，面對疫情嚴峻，經濟不景等情況，「保協」為支持新晉保險從業員，特意增設「傑出新星獎」及「新人王」，以鼓勵保險業新人力爭上游，達至優質專業的服務水平，並希望藉此向最近投身保險業的人士介紹「保協」的理念與工作！

2020傑出新星獎比賽期分上半年度(1月1日至6月30日)及下半年度(7月1日至12月31日)，獲獎要求以業績及保單數目為基準，分別設有金、銀、銅獎。傑出新星獎自推出以來，反應理想，於2020年上半年度，超過1,300位得獎者。

The insurance industry has faced new challenges and tests in 2020. Against the backdrop of the worsening epidemic situation and poor economic conditions in Hong Kong, LUAHK has created two awards - "New Star Award" and "The Best Rising Star" - to encourage new insurance practitioners to move upward and provide more professional services, and hopes to introduce the association's philosophy and work principles.

The 2020 New Star Award 2020 is presented every six months (From 1 January to 30 June, and from 1 July to 31 December). Winners receive gold, silver and bronze awards based on the value and number of insurance policies they have sold in the past six months. New Star Award has received an enthusiastic response, and more than 1,300 insurance practitioners received the award in the first half of 2020.



## 培訓與講座

### Training and Seminars

今年，因新冠肺炎疫情影響，為使會員避免外出及減低受感染的風險，「保協」將每年一度的財務知識講座CPD講座改以線上方式進行。會員只需安坐家中，進行一天半的線上學習，便可取得該年度監管當局要求的學分。除此之外，會員也可豐富財務及法律知識，以及獲得市場最新資訊。

此外，「保協」亦舉辦多個會員講座，曾於5月份邀請多個於行業中出色的從業員舉行分享會，鼓勵會員逆境自強，分享如何加強自身的實力，以面對疫情帶來的挑戰。

In order to reduce the risk of COVID-19 infections, LUAHK has chosen to deliver the annual CPD lecture online. Our members could stay at home and learn for a day and a half to collect enough credit points as required by the regulators. Besides, members could also pick up financial and legal knowledge on our online platform to obtain the latest information about the insurance market.

In addition, LUAHK has held several lectures for members. In May, we invited some outstanding practitioners to deliver sharing sessions about how to improve themselves and overcome the challenges brought by the pandemic.

## 保協會員專題講座

### LUAHK membership lectures

月份 Month	講座題目 Lecture topic	主講 Lecturer
1月 January	九型體格及「次世代基因定序」解開癌症基因密碼 Nine-type physique and Next Generation Sequencing for decoding cancer DNA	辛茜中醫師 Xin Qian (Traditional Chinese physician) 行動基因 ACT Genomics
5月 May	「疫」市自強，一切從「逆」開始（線上） Make self-improvement from challenges amid the pandemic (Online)	Mr. Alvin Tong Mr. Karston Yau Ms. Becky Wong Mr. Glen Wong
6月 June	2020保險從業員之財務知識講座（線上） Lecture about financial knowledge for insurance practitioners 2020 (Online)	林昶恆先生 Mr. Alvin Lam Ms. Mabel Chu Mr. Peter Lee 吳錦華先生 Mr. Webster Ng 李明正先生 Mr. Gin Lee
6月 June	保險職場致勝絕招（線上） Tips for a successful insurance career (Online)	張慧敏女士 Ms. Alison Chang

## 保協宣傳大使

### LUAHK Publicity Ambassador

「保協宣傳大使嘉許計劃」以推薦新會員數目為基準，只需介紹十位新會員，即可成為宣傳大使。宣傳大使會於上下年度獲嘉許，照片刊登於「保協」社交平台及出版刊物《源富》，更可獲年度大獎包括有酒店自助餐、旅遊禮券等。計劃推出至今，深受會員歡迎，合共推薦逾 1,000 位新會員加入「保協」，反應相當熱烈。

Under the "LUA Publicity Ambassador Program", you can become a LUA Publicity Ambassador as long as you have recommended ten insurance practitioners to join the association. LUA Publicity Ambassadors would be recognized twice a year, and their photos would be published on LUAHK's social media pages and Newsletter - Insurance & Financial Planning "IF"; they could also obtain extra rewards like hotel buffets and travel coupons. The program has received an enthusiastic response from members, and they have recommended more than 1,000 people to join the association.



## 會員專享優惠

### Membership Privileges

「保協」關心每位會員的需要，一直致力為會員搜羅各種商戶優惠，讓會員全年專享各種禮遇。「保協」現時已與多家知名品牌商戶合作，每月多達 30 個不同優惠，會員可享餐飲、電訊服務、酒店住宿、購物等精彩禮遇，盡情享受購物樂趣，倍添生活滋味。

LUAHK takes care of the needs of every member, and has been looking for a variety of merchant offers to benefit members all year around. LUAHK has established partnership with a number of well-known brand merchants, providing some 30 preferential offers every month in such categories as catering, telecommunication, hotel accommodation and shopping so that members can enjoy the fun of shopping and the pleasant taste of life.



排名不分先後  
(list in no particular order)



# 公關部

## Public Relations Department

### 公關部主席報告

### Report from the Chairman, Public Relations Department



黃坤成博士

Dr. Bowen Wong

副會長（公關部） Vice President (Public Relations Department)

為了讓更多人認識「保協」這個歷史悠久、會員人數最多的保險業界專業團體，負責對外宣傳的公關部工作近年愈見重要。公關部近年積極透過社交媒體平台，提升「保協」於行業及社會上的認受性，將行業資訊及協會工作分享給會員及公眾人士。

此外，過去一年「保協」積極為行業發聲，曾就不同議題向監管機構及議員反映業界的意見及訴求，爭取為行業提供更多支援及協助。而鑑於新冠肺炎疫情改變了行業生態，公關部亦透過多種渠道提供多元化的抗疫資訊，協助業界渡過危機。

然而，在限聚令下，公關部對內對外的溝通模式均有需要改變，例如採用網上視像會議方式推動工作，以及網上舉行記者招待會等。當然過程中挑戰不少，但在各委員配合及合作夥伴協作下，各個工作項目仍能有效進行，特別是一眾《源富》編輯緊守崗位，在疫情下繼續進行編採工作，令《源富》在疫情期間仍能如期出版，繼續向會員及業界傳達「保協」的最新動態及工作報告。

未來一年，公關部將有更加重要的任務在身。以進一步提升協會的社會知名度及認受性，「保協」經過一番籌備，明年將正式展開「品牌重塑」（Re-branding）工作，而公關部屆時將擔任項目「總指揮」，牽頭為協會打造全新的品牌形象。

In order to let more people know about LUAHK - an insurance body with a long history and the largest number of members - the PR Department, which is responsible for external publicity, has become more and more important in recent years. The department has made active publicity efforts on social media platforms to enhance LUAHK's visibility in the industry and among the general public, and shared industry information and the association's affairs with our members and the general public.

In addition, LUAHK has conveyed the industry's views and demands on a wide range of issues to regulators and legislators, and strove to provide more assistance and support to the industry this year. In light of significant changes to the insurance industry in the aftermath of the coronavirus pandemic, the department has provided a diversity of epidemic information through various channels to help the industry get through the crisis.

However, due to the social distancing rules, the department has had to change the means of our internal and external communication. For instance, we have to work together through video conferencing and hold press conferences online too. There have been a lot of challenges indeed, but we have managed to pull through with the concerted efforts of colleagues and partners. It is noteworthy that editors of the bi-monthly Newsletter - Insurance & Financial Planning "IF", have continued their work in the wake of the pandemic so that the magazine could be published on schedule to introduce the latest developments of the association and its work report to our members.

The department has more important jobs to do in the coming year. In order to further enhance its social visibility and public acceptance, LUAHK has made some preparations and will begin the work of re-branding next year. By the time the PR Department will spearhead the work of the re-branding project and build a brand-new image for the association.

## 加強公眾及會員溝通

### Enhance Communication with the Public and Members

《源富》繼續響應環保無紙化 強化會訊內容及讀者層

"IF" Echoes Call for Environmental Protection and Digital Push, Adds Conference Information and Expands Readership

為響應環保，「保協」會訊《源富》雙月刊去年正式實施無紙化，網上版除方便會員隨時隨地閱覽，亦令讀者群擴展到社會大眾。為此，協會除了不斷優化及創新版面設計，同時亦加強書刊在保險、財富管理，以及健康的資訊，令書刊不但能成為同業掌握行業最新消息的途徑，亦提升了公眾對保險理財服務，以及保險代理專業性的認同。

In response to the need for environmental protection, the bi-monthly Newsletter - Insurance & Financial Planning "IF", was published in paperless digital editions last year. An online newsletter makes it more convenient for members to read it anytime and anywhere, and can expand the readership to the general public. In addition to optimizing the page design, the newsletter has covered insurance, wealth management and health, so as to become a source of the latest information about the insurance industry for our members, and enhance public awareness of financial planning and professional insurance services.



## 「保寶家族」平台

### Bobo Channel Platform

「保寶家族」Bobo Channel多媒體社交平台以輕鬆形式為市民大眾帶來多元化的保險理財知識，自啟動以來，廣受業界關注。其中的「保寶達人手記」專欄，內容是一群保險公司之高層，在不記名情況下暢談行業內軼事，稱之為「吹風會」。一般情況下，「保協」將每月舉辦一次「吹風會」，惟本年因新冠肺炎疫情影響，暫時舉辦了4場。

The Bobo Channel multimedia social platform brings a broad diversity of knowledge about insurance and wealth management to the general public, and it has captured extensive attention within the industry since it was launched. The column of "LUA Bobo Diary" features funny and interesting stories about insurance executives, which is known as "Casual Talk Sessions". LUAHK holds "Casual Talk Sessions" every month, but it has suspended the event for four months due to the coronavirus.



「保寶家族」網頁 Bobo Channel Website :

[www.luabobo.com](http://www.luabobo.com)

Facebook 專頁名稱 :

Bobo Channel



以更貼地及幽默方式記錄行內的熱門話題，讀者反應熱烈。  
Discuss hot topics in a straightforward and humorous manner, and get rave responses from readers.

## 「保協為保險同業護航」宣傳片

### LUAHK takes care the Insurance practitioners (Trailer)

「保協」以口罩為題，拍攝了「保協為保險同業護航」宣傳片，並在 Facebook 作宣傳，加強與會員的聯繫，宣傳「保協 — 保險人的家」之主題。

Under the theme of face mask, LUAHK has produced a trailer "LUAHK takes care the Insurance practitioners", and uploaded it onto Facebook to strengthen its engagement with members and convey the message that "LUAHK is the home of insurance practitioners".

影片/Trailer available at : <https://youtu.be/re-ZOY2bh4I>





## 公司拜訪 Visit Insurance Companies

在2020年1月至3月期間，「保協」曾拜訪了11家保險公司，我們藉此機會向保險公司介紹保協之服務，2020年的更新活動及動向。

LUAHK visited 11 insurance companies from January to March 2020, and we introduced our services as well as new events & activities planned in the year.



AIA



Altruist



AXA



China Life



Convoy



FTLife



FWD



Manulife



Prudential



Sun Life



YF Life

(以上排名按英文順序)  
(The list is compiled in  
alphabetical order)

### 「保協」誠徵「18區傾單好去處」

#### LUAHK seeks public recommendations on the best places to meet customers in 18 districts

有感從業員經常難以挑選與客戶見面的好地方，因此，「保協」在10月至12月期間於facebook平台上舉辦「18區傾單好去處」活動，期望透過徵求文章、圖片或影片等形式為同業搜尋18區最佳「傾單」（見客）地點，提供平台予不同人士交流。作品經審核及確認後將刊登30天，期間將以作品的「讚好」數目多寡送出4個不同等級的現金獎。頒獎活動擬於2021年2月進行。

Many insurance practitioners complain that they cannot find a good place to meet with customers. LUAHK plans to hold an online activity on Facebook from October to December, hoping to solicit articles, pictures or short films about the best places to meet with customers in 18 districts across Hong Kong. The recommended venues will be examined and made public for 30 days at Facebook, and will be judged by the number of "likes" from netizens. Four cash prizes will be presented at an award ceremony scheduled to take place in February 2021.



(網上資料圖片)  
(Photo from internet)



微信號WeChat account :  
保協LUAHK  
網址Website :  
www.luahk.org  
Facebook專頁Facebook page :  
The Life Underwriters Association  
of Hong Kong (LUAHK)



LUA Website



LUA Facebook Fanpage



WeChat



# 保協培訓學院 LUA Academy

## 保協培訓學院主席報告 Report of the Chairman, LUA Academy



曾繼鴻先生  
Mr. Henry Tsang

保協培訓學院主席  
Chairman of LUA Academy

政府新的監管制度推出，加上今年突如其來的新冠疫情，令保險從業員面對前所未有的挑戰。為此，「保協」將繼續擔當行業的支援角色，學院實施「停課不停學」，課程由實體轉為線上形式，讓保險從業員可以在家中持續提升專業水平，能夠充分裝備自己。

「保協」在疫情下繼續推動行業發展，今年「保協培訓學院」作出了很大的改變，重新設計教育部的品牌，成立了「保協培訓學院」，希望會員能夠在協會找到「家」的感覺，能夠在「家」為會員提供更多持續進修的機會，以及建立「保協」在教育方面的專業形象。

不少教學的形式從實體課堂轉變為網上，如新增了「疫境自強」和「這就是領袖」的網上課堂，向會員分享管理心得，希望同業可以積極裝備自己，在複雜和競爭激烈的市場中力求進步。而每年業界都有保險公司舉辦「包班」的課程，今年受到疫情關係，「包班」課程卻不受太大影響，反應與去年相近，而不少課程的出席率亦較過往有所提升。

本年起，「保協」亦積極與本港的大專院校洽談，希望可以為「保協」的會員提供更多持續進修的機會，亦希望推出課程幫助成績未能符合保監局最新要求但有志入行的人士。

The government's new regulatory regime and the unexpected COVID-19 outbreak have been putting insurance practitioners under unprecedented challenges. LUAHK has continued to play an assistant role for the industry, and brought training courses online so that insurance practitioners could improve their professional skills and arm themselves when they stayed at home.

In the wake of the pandemic, the LUA Academy has made significant changes this year. We redesigned the logo and established the "LUA Academy" so as to establish a professional image of the association in insurance education, and hope that our members could find the feeling of "home" at the association and have more opportunities for continuing education.

Many of our offline training courses have become available online. For instance, we have added online classes of "self-improvement amid the epidemic" and "this is the leadership" to share some executives' management experience. We hope that our members can continue to make progress in the complicated and competitive market. Every year, insurance companies offer "package class" courses, and the demand for such courses has not decreased this year despite the pandemic, and attendance of some courses has instead increased compared with the past.

LUAHK has contacted local universities and colleges, hoping to provide more opportunities for our members to continue their study since this year. We also hoped to launch courses to help people who failed to meet the Insurance Authority's diploma requirements but intended to get a job in the insurance industry.

## 保協培訓學院 The LUA Academy

「保協培訓學院」於2020年成立，其宗旨乃成為培育保險業界人才的匯聚點。學院致力提供具質素的培訓體系（多元化專業課程、獎項及大賽等），藉此推動行業專業化；並建設同業互相交流和增值的平台，持續提升競爭力，迎接不同的機遇及挑戰。

疫情期間，舉行多場線上分享會，為同業們打氣！學院邀請NLP大師李炫華（圖1）及保協執委會委員（圖2及圖3）擔任分享嘉賓。

The LUA Academy was established in 2020 as a platform for training insurance talents. The academy aims to offer a sound training system (with a wide diversity of professional courses, awards and contests), enhance professionalism, and build a platform for experience exchange and value addition to increase insurance practitioners' competitiveness and make them better prepared for opportunities and challenges.

During the pandemic, the academy has held several online sharing sessions to cheer up our members. The academy invited Neuro-Linguistic Programming master Lee Sheng Wah (Photo 1) and LUAHK executive committee members (Photo 2 & 3) to share their expertise and experience.



## 2020傑出財務策劃師大賽

### The LUA Best Financial Planner Award (BFPA) 2020

2020傑出財務策劃師大賽，旨在表彰超卓財務策劃師，為財務策劃樹立楷模。今屆共有466位同業參賽，再創歷屆之冠。

The Best Financial Planner Award 2020 was designed to commend outstanding financial planners and appoint them as role models. A record number of 466 insurance practitioners joined the competition this year.



## 工商管理碩士課程

### Master of Business Administration Program (MBA)

碩士學歷資格的認證課程，內容為同業度身訂造，並且安排在日常及以中文授課，以習作、匯報及論文等方式作為考核，減輕同業壓力

Our master courses are customized for insurance employees, and the courses are taught in Chinese and on workdays. Students' academic performance is evaluated through assignments, reports and essays, and the arrangement can alleviate their learning pressure.



## 特許財務策劃師 高階課程

### Fellow, Chartered Financial Practitioner (FChFP) Executive Program

專業資格認證課程，只需完成6天的課程，學員便能掌握全面的財務策劃知識，助客戶提供一份完善的財務計劃。特別鳴謝保險公司包班。

We offered certified professional qualification courses. Through six days of intensive learning, students could master financial planning knowledge and helped clients craft a perfect financial plan. Insurance companies are appreciated for booking advanced courses for their employees.

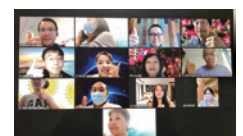


## 副特許財務策劃師課程

### Associate Chartered Financial Practitioner (AChFP) Program

學員完成3天（共18小時）課程及個案分析考試合格後，便可取得初階專業認證。導師優良，透過個人經驗分享及剖析不同個案，好讓學員學以致用。

After completing three days (18 hours) of courses and case analysis, and passing the test, students could obtain an entry-level certificate. We have had excellent instructors to share personal experience and analyse various cases, so that students could put what they have learned into practice.



## 特許壽險策劃師課程 Chartered Life Practitioner (ChLP) Program

強化銷售系統課程，課堂透過學員互動，切實應用各項技巧，即學即用。其一科目壽險理財操守，提供市場上最新的監管資訊，以實際案例，分析當中可能有損專業操守的地方。疫情初期，舉辦多場Facebook直播，導師們實務經驗分享。

With enhanced sales courses, students could learn and exchange sales skills and use them in practice. The course on code of conduct for life underwriters offered the latest regulatory information, and analyses practical cases to identify when professional conduct might be breached.

In the early stage of the pandemic, we held some live streaming sessions on Facebook, and instructors shared their practical experience with members.



## 保協普通話演講會 LUAAHK Putonghua Toastmaster Club

演講會是國際演講會其一分會，亦是全港唯一設普通話老師駐場的演講會。2020年10月成立十周年，將舉辦一連串慶祝活動，獲同業們積極參與。

The Club is a branch of Toastmasters International, and it's also Hong Kong's first Toastmaster Club with permanent Putonghua teachers. In celebration of its tenth anniversary in October 2020, the Club will organise a string of celebratory activities.



## 保險從業員普通話課程 Putonghua Course

教材主要針對從業員日常銷售工作，令學員與內地客戶交談時更得心應手。疫情期間，課程更於Facebook推出每週一小口，學點普通話，讓學員持續學習。

Putonghua courses are meant to help insurance agents to have smooth conversations with mainland customers and recommend suitable insurance products to them. During the pandemic, some short courses have been uploaded to Facebook every week so that students could keep learning how to speak Putonghua.



## 認可兒童財商導師課程 Certified Child Financial Quotient Instructors Course (CCFQI)

教授學員掌握兒童財商教育知識，同業能向客戶分享相關概念，甚至助客戶為其孩子樹立正確的金錢觀。

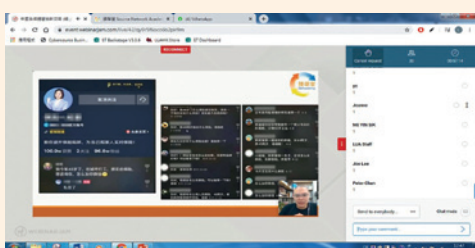
The courses provided learners with child financial quotient knowledge, and they could share relevant concepts with customers and helped their kids develop the right attitude toward money.



## 成功致富方程式 Roadmap to Wealth (RTW)

導師讓學員啟發財務自由的思維，創造財富自由穩定的現金流。

The instructor would inspire students to think about how to create a steady stream of cash flow to realise their financial independence.



## 專業抖音基礎課程 Basic TikTok courses

極速學會抖音，建立內地人脈網絡，成為爆紅抖音保險達人！

By participating in the courses, students could quickly learn how to operate their TikTok account and build extensive personal connections in the mainland, and become a popular insurance touter on the short-video platform.



# 項目統籌部 Event Coordination Department

## 項目統籌部主席報告

### Report from the Chairman, Event Coordination Department



袁寶潔小姐  
Ms. Teresa Yuen

副會長（項目統籌部） Vice President (Event Coordination Department)

新冠疫情持續，在「保協」一眾執委及同事齊心協力下，縱然多項活動均被迫延期或移師至電子平台，惟大家未有失望，更認為籌備時間有所增加，或引入嶄新科技元素，將有助令活動盡善盡美，展現出業界團結一致、排除萬難的決心。

作為「保協」年度重頭戲，兼有業界「奧斯卡」美譽的「人壽保險經理（DMA）及營業員（DAA）獎頒獎典禮」，今年改為分批邀請不同保險公司的得獎者拍攝影片，在網上播放。因應「保協」將同業的健康放在首位，今年已將一系列為業界增值的課程改作網上授課，為此更提升相關的軟硬件設備，這些經驗正適用於這次頒獎典禮，以另一種形式為今年表現出色的從業員送上嘉許，也讓他們可與朋友及家人分享喜悅。

另外兩項大型活動—「百萬圓桌會日」（MDRT Day）及「香港人壽保險從業員大會暨國際龍獎日」（Convention & IDA Day），因考慮到分別屬全日及兩日活動，若要參與人士在電腦螢幕前看足全程，難免感到疲累，也不易集中，故不大適合轉為網上直播，經商議後決定延至明年舉行。由於兩項活動在4至6月疫情緩和期間已籌備得如火如荼，故大家並不擔心會加重明年的工作量，反而更有信心在準備更充裕下，彰顯活動成效。

Several events & activities planned by LUAHK have been forced to be postponed or moved to the online platform due to the persistent risk of coronavirus infections, but we have not been disappointed. We believed that more time for preparations and the use of new technologies would make the activities more successful and demonstrated our firm determination to unite and overcome all challenges.

Credited as the Oscars of the insurance industry, the Presentation Ceremony of Distinguished Manager Award and Distinguished Agent Award was rearranged to invite winners from different insurance companies to shoot short films and share them online. With health as the top priority, we have decided to provide a series of online lectures and upgraded software and hardware devices to facilitate online learning. These online practice experiences could be applied to the Presentation Ceremony online, so this is our chosen way to praise outstanding insurance practitioners of the year so that they could share the happiness with friends and family by the online record.

Another two large events - MDRT Day and Convention & IDA Day - will be postponed to next year after our joint discussions because both events last for one or two days and it's virtually impossible to live broadcast them and ask participants to stay in front of their computer screen for so many hours. We have made sufficient preparations between April and June this year when the pandemic situation was less worrisome. Therefore, we do not worry about having a lot of workload next year. However, we are confident that the events will be more successful next year because we have abundant time to make further preparations.

# 「香港人壽保險從業員大會暨國際龍獎日」

## LUA Convention & IDA Day

「香港人壽保險從業員大會暨國際龍獎日」(LUA Convention & IDA Day)一向為保險業界年度盛事，大會透過邀請來自本地，以至海外業界，及社會不同界別的精英作出分享，從而為亞太區保險財策從業員，提供一個汲取嶄新思維，推動個人學習成長的平台。

「香港人壽保險從業員大會暨國際龍獎日 2020」以「日就月將·展翅鳳凰心」為主題，藉此帶出同業必須經過日積月累的努力，堅持不懈，最終才能取得成功。鳳凰在中國為靈鳥之一，擁有很多美好的特徵：美麗、吉祥、善良等，本屆大會的主圖案為火鳳凰，當中亦有「浴火重生」之意，喻意保險從業員經過今年疫症帶來的經濟衝擊後，一切將會轉好，迎來順境。

本屆大會已邀請到 20 多位保險業內外的重量級演講嘉賓到場分享，惟受疫情影響，「保協」經審慎考慮後，原定於 8 月 19 至 20 日舉行的大會決定延期舉行。

LUA Convention & IDA Day is a grand annual event in the insurance community. The event invites insurance practitioners from Hong Kong and other markets as well as elites from all walks of life to share their success stories, and offers a platform for financial planners in Asia Pacific to absorb new ideas and foster their personal development.

The LUA Convention & IDA Day 2020 is themed on "With Steady Progress Day by Day; Heartily Spreading Wings like a Phoenix", to send the message that insurance practitioners must make persistent and cumulative efforts to have a successful career. The phoenix is an auspicious bird in the Chinese culture and implies good characters like beauty, auspice and kindness. The event features a master logo of a fire phoenix to suggest that insurance practitioners will achieve a turnaround after the economic impact of the pandemic.

We invited more than 20 heavyweight speakers from insurance and other industries to share their experience. However, due to the coronavirus pandemic, we decided to postpone the conference originally scheduled to take place on 19-20 August.

日就月將

2020

LUA CONVENTION AND IDA DAY  
香港人壽保險從業員大會暨國際龍獎日

19-20<sup>th</sup> August, 2020 Convention Hall, HKCEC  
2020年8月19-20日 香港會議展覽中心會議廳

查詢及報名熱線  
2570 2256  
www.luahk.org

重量級嘉賓

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Mr. Jeffrey Andrew  
Mr. Lam Kai Man, Chairman

陳卓文  
Mr. Chan Cheuk Man

吳立仁  
Mr. Ng Lee Yan

鄧志豪 副總裁  
Mr. Tang Si Ho, Executive Vice President

譚力毅  
Mr. Tam Lik Yik

區一平 副總裁  
Mr. Au Yip Ping, Executive Vice President

區傑  
Mr. Au Kit

吳文輝 副總裁  
Mr. Ng Man Fai, Executive Vice President

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Mr. Gao Kwok Fai, Executive Vice President

IDA 論壇

區志強  
Mr. Au Chi Keung

蔡顯達  
Mr. Tsui Kin Ta

區廣達  
Mr. Au Kwong Ta

劉志強  
Mr. Lau Chi Keung

吳耀榮  
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黃美儀  
Ms. Wong Mei Yi

吳榮輝  
Mr. Ng Wing Fai

區廣信  
Mr. Au Kwong Heung

區景雲  
Mr. Au King Wan

余志強  
Mr. Yu Chi Keung

曾冠輝  
Mr. Tsang Kwai Fai

以鳳凰為主題，講談靈驗帶來新氣象，日子美日美。

中國人壽保險有限公司 | 安盛 | 中國人壽 | 海外 | FTLife | FWD | Manulife 宏利 | PRUDENTIAL 保誠 | YFLife 萬通保險

## 第二十八屆傑出人壽保險經理及營業員獎頒獎典禮

### The 28th Distinguished Manager Award and Distinguished Agent Award Presentation Ceremony

今年，傑出人壽保險經理及營業員獎頒獎典禮破天荒以線上頒獎禮形式舉行。而為隆重其事，典禮更於亞視廠房進行拍攝，期望透過廠房內的科技和特效，為參加者營造富麗堂皇的空間。而大會更特別邀請了擁有豐富經驗的司儀和星級嘉賓，務求從主題、場地、佈置、司儀，以至服飾、口罩等均一絲不苟，致力令得獎者及來賓都能感到滿意和興奮。由於活動改以線上形式舉行，典禮完成後將透過不同電子渠道向業界及廣大市民播放。

此外，本年度獎項更為得獎者提供多項額外宣傳項目，包括在彌敦道重慶大廈和銅鑼灣翡翠明珠廣場的戶外電視螢幕宣傳，好讓得獎者全方位與客戶分享得獎喜悅。

今屆頒獎典禮以「揚愛·盛載」為題，目的旨在鼓勵得獎者及同業無論在任何時候都應身體力行，將保險業提倡的愛心廣為傳揚和裝載。

The 28th Distinguished Manager Award and Distinguished Agent Award Presentation Ceremony will be held online for the first time. In order to highlight the significance of the event, the ceremony will be filmed at an ATV studio, at which the magnificence of the Ceremony will be enhanced by use of technology and special effects. Conscientious efforts, including the invitation of experienced emcees and honored speakers, will be included in every aspect of the event, from theme, venue, layout, and emcee to apparel, accessories, and even masks in order to ensure the satisfaction and excitement of the awardees and guests. As it will be held online, the Ceremony will be broadcasted to the industry and citizens through various digital channels.

Besides, we have made some extra publicity efforts for the awardees, including publicity on outdoor TV screens at Chungking Mansions on Nathan Road and Jade & Pearl Plaza in Causeway Bay so that they can share the joy with their clients.

The Presentation Ceremony for this year, themed on Compassion and Demonstration, is to encourage the awardees and their peers to practice and spread love and compassion that the insurance industry always advocates.





# 行業事務部 Industry Affairs Department

## 行業事務部主席報告 Report of the Chairman, Industry Affairs Department



李冠群先生  
Mr. Davey Lee

副會長（行業事務部） Vice President (Industry Affairs Department)

過去一年，保險行業充滿挑戰，為了配合「保協」為行業「領航護航」的信念，行業事務部作出了不同的新嘗試，致力發揮「溝通、支援及保障」的作用。

本港經濟正值風高浪急之際，行業事務乃重中之重。去年保險中介人規管事務正式過渡，「保協」收集業界在過渡期間未能成功註冊牌照的個案，與保監局磋商並作出合適安排。另外，鑑於監管日趨嚴格，「保協」組成法律支援團隊，為會員提供法律諮詢服務，並資助首次法律諮詢的費用。

是次新冠疫情令協會的溝通及回應方式亦有所轉變，除了要求快速反應外，亦要切中需要解決的問題，以今年7月底的網上記者招待會為例，我們只用了3日半時間，便完成問卷調查及籌備網上記招，最終有逾8,000名同業參與發表意見，並獲眾多報章媒體廣泛報道，為全體執委會成員帶來鼓舞。

加入執委會已12年，有感要為「保協」及行業培育新一批中流砥柱，「保協」成立了由行業年資10年以下會員所組成的「保協菁英委員會」，並安排他們負責將於年底發布的重點行業研究項目——「市民如何選擇一位保險從業員」研究報告。至於同屬新設立的「保協大灣區事務委員會」則因疫情關係，未能照原定計劃拜訪內地相關部門及機構，但我們已計劃舉辦網上研討會，以嶄新形式開展跨地域交流。

The insurance industry has witnessed a lot of challenges this year. To tie in with LUAHK's faith to be a navigator and escort of the insurance industry, the Department of Industry Affairs has made various attempts to play a role of communication, support and assistance.

In the wake of the economic headwinds in Hong Kong, the work of industry affairs is the priority among priorities. When the transition period of regulating insurance intermediaries began last year, LUAHK collected some cases of unsuccessful license registrations during the transition period and discussed with the Insurance Authority what appropriate arrangements to make. In light of increasingly stringent regulatory oversight, LUAHK has set up a legal assistance team to provide legal consultations to our members, and the legal counselling is free of charge on the first occasion which subsidized by LUA.

The coronavirus outbreak has changed the means of communication and responses. In addition to rapid responses, we also have to find appropriate solutions to the problems. For instance, for the online press conference at the end of July, we only spent three and a half days on questionnaires and preparations. Finally more than 8,000 insurance practitioners participated in the survey, and all members of the executive committee were encouraged by the extensive media reports about the survey.

I have been on the executive committee for 12 years. In order to cultivate a group of managerial members for this department of LUAHK and the insurance industry, LUAHK has set up "LUAHK elite committee", which is composed of members with work experience of less than ten years in the insurance industry. The committee is tasked to work on a research report "how citizens can choose a suitable insurance representative", which is set to be released at the end of the year. Another newly established committee - LUAHK committee on Great Bay Area affairs - was forced to drop the plan to visit mainland insurance regulators and companies, but we are planning to hold an online seminar to deepen cross-border exchange.

## 為會員提供支援服務 Provide Supportive Services to Members

### 推出「新入職保險業牌照申請之支援服務」

### Supportive Services for Applying for Licence of Insurance Intermediaries

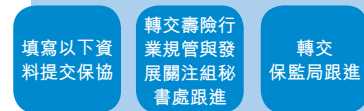
保險業監管局（簡稱保監局）已由2019年9月23日起正式負責全面規管香港約8.5萬名保險中介人，包括審批牌照、進行查察和調查，以及施行適當的紀律制裁。

「保協」作為會員人數最多的人壽保險從業員專業組織，為業界與監管機構之間的溝通橋樑。準保險中介人或其團隊向保監局提交新代理申請牌照，因特別原因而未獲批准通過，本會為他們向保監局作進一步反映和跟進，至今共接獲5宗求助個案，其中3宗個案仍在處理中。

The Insurance Authority has taken over the regulation of about 85,000 insurance intermediaries in Hong Kong from 23 September 2019 including issuing licences, carrying out inspections and investigations and imposing appropriate disciplinary sanctions.

As the largest association of life insurance practitioners in Hong Kong, LUAHK acts as a bridge between the insurance industry and regulators. Prospective insurance intermediaries or their team can file an application to obtain a licence from the Insurance Authority, and if the application is not approved due to special reasons, LUAHK will follow it up on behalf of the applicant. We have so far received five requests for help, and three cases are still being processed.

### 保協—有關新入職保險業牌照申請之支援服務流程



網上申請/Online application website : <https://forms.gle/GnZKqh1cPagzm1zaA>

## 法律支援保障服務

### Legal Assistance Services

當會員遇上與保監局訴訟有關之法律問題，此服務將提供免費的初步諮詢服務。會員可透過以下之電子表格陳述要求協助之個案，經審核後，本會將聯絡閣下進一步跟進，並安排此計劃中具豐富業界服務經驗之律師團體進行電話諮詢或面見諮詢（首小時費用由保協支付）。

When our members encounter legal disputes with the Insurance Authority, LUAHK will offer preliminary legal consultations to them. Members can fill in the electronic form below to ask for help. After verification, we will contact them and appoint an experienced legal team to provide phone or face-to-face consultations (with the first hour paid by LUAHK).

網上申請/Online application website : <https://forms.gle/R1L1JViuFPfmc59>  
影片/Film : <https://youtu.be/re-ZOY2bh4I>



## 本年「保協」積極為行業發聲，捍衛及爭取業界權益，包括：

### LUAHK Speaks for Insurance Industry and Safeguards Industry Interests in the year, including:

- I. 「保協」聯同「保協慈善基金」共提供 100 萬港元抗疫基金支援業界新冠肺炎感染者；
- II. 去信立法局議員，內容涉及疫情下的政府抗疫基金；
- III. 給保監局和職業訓練局關於恢復課程的信；
- IV. 為 IANG 發聲，去信入境處和跟進；
- V. 向保監局要求因疫情關係，2020/2021 年之 CPD 小時合併計算；
- VI. 去信政府有關當局及立法局議員爭取抗疫基金支援業界。

1. LUAHK and LUA Foundation provide the Anti-epidemic Fund in totally HK\$1 million to help insurance workers infected with coronavirus;
2. LUAHK wrote to legislators to seek targeted support from the government's anti-epidemic fund;
3. LUAHK sent a letter to the Insurance Authority and Vocational Training Council about resuming courses;
4. LUAHK wrote to the Immigration Department to ask support for IANG;
5. LUAHK requested the Insurance Authority to combine CPD hours in 2020/2021 due to COVID-19;
6. LUAHK wrote to the government and legislators to seek anti-epidemic fund support for the insurance industry.



7月29日聯同公關部召開了一次發布會，向媒體、政府及有關當局訴說保險業之苦況，包括以下訴求：

The Department of Industry Affairs and the Department of Public Relations held a press conference on 29 July to explain the insurance industry's difficulties to the media, government and regulators, and listed some demands as follows:

- I. 一次過發放 10,000 港元現金；
- II. 每月收入津貼 6,000 港元，為期半年；
- III. 延長臨時投保便利措施至年底，及簡化遙距投保程序；
- IV. 呼籲政府及保險公司體恤 IANG 人士，酌情處理其留港要求。

1. Offer one-time allowance of HK\$10,000 to all insurance practitioners;
2. Offer a monthly subsidy of HK\$6,000 for a term of six months;
3. Extends the validity of temporary facilitative measures to the end of this year, and simplify procedures of the remote insurance purchase;
4. Government and insurance companies should show solicitude for IANG and make appropriate arrangements concerning their request to stay in Hong Kong.



「保協」於5月28日下午舉辦首個業界法律為題的線上CPD講座，共100多位會員出席，反應叫好叫座。

The LUAHK held the first online CPD lecture on the topic of laws for insurance intermediaries on 28 May. More than 100 members attended and applauded the lecture.

講師：蘇振國律師

講題：保險中介人的法律和合規知識：刑事、民事和監管程序

內容：

1. 多種法律風險：刑事、民事及監管程序
2. 基本法律概念
3. 保監局的調查權力及紀律程序
4. 執法機構的刑事調查
5. 如何有更好的保障



Lecturer: Mr Eddy So, Chun Kwok

Topic: Legal & Compliance Knowledge for Insurance Intermediaries: Criminal, Civil and Regulatory Procedures

Contents:

1. Various legal risks: Criminal, civil and regulatory procedures
2. Basic legal concepts
3. Insurance Authority's investigative powers and disciplinary procedures
4. Law enforcement agencies' criminal investigations
5. How to provide better protection

「保協」聯同「香港人壽保險經理協會」呈獻：凝聚保險業界力量為香港人打氣音樂影片，為香港人注入正能量。

The LUAHK and GAMAHK presented a music trailer to cheer up Hongkongers and injected positive energy into Hong Kong society.



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影片/Trailer : <https://youtu.be/s3cwQ8f5ELA>

每周一專欄：保險業透析

Monday column: Insight into insurance

微信號/ WeChat account : 保協LUAHK/LUAHK

網址/ Website : [www.luahk.org](http://www.luahk.org)

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# 社會服務發展部 Community Service Department

## 社會服務發展部主席報告 Report from the Chairman, Community Service Department



羅永健先生  
Mr. Kent Law

副會長（社會服務發展部） Vice President (Community Service Department)

今年是社會服務發展部（CS）成立的第2年，目的為了讓從業員能積極參與慈善和社會服務工作，令社會大眾進一步了解「保協」。我們組織了義工隊，第1年已經完成了近1,500小時的義工活動，有超過250人加入成為義工，我們積極鼓勵會員身體力行回饋社會。在此感謝各執委、各PP及CS部門同事的付出，更要多謝各大保險公司及生命傳愛慈善跑贊助商的大力支持和參與。

兩年來CS部門在我帶領下，對慈善團體合作邀請奉行「廣種薄收」的原則，旨在幫助不同弱勢社群，讓他們認識「保協」，亦讓從業員認識和接觸不同慈善團體。過去一年受社會運動和疫情影響，不少活動要延期或取消，但我們仍在有限條件下盡力完成一些活動，例如「保協」和保協慈善基金成立「新型冠狀病毒支援抗疫基金」各50萬港元，為確診保險公司僱員和前線從業員提供經濟援助，項目有效期會延至31/12。趁疫情緩和之際，6月與鄰舍輔導會舉辦「抗疫關懷行動」為長者及少數族裔送上防疫福袋；安排探訪社企廚尊，借助它為有需要群體捐贈食物券。疫情期間，我們利用手機通訊軟件向同業發布不同籌款活動及金旗募捐的資訊等。

此外，CS部門同事一直等待疫情緩和，重新籌備與庭恩兒童中心、消防局及陳荳校長免費補習天地等團體的合作。原定於去年10月舉辦的保協生命傳愛慈善跑，已延期數次，看來無可避免將於11月1日改以虛擬跑步形式進行。

2020 is the second year of the establishment of the Department of Community Services. The department was created for our members to participate in charity activities and community services, and for public members to know more about the LUAHK. Our volunteer team has had more than 250 people and contributed about 1,500 hours of volunteer services in the first year, and we have been encouraging our members to do their utmost to give back to society. I'd like to thank the executive committee members and colleagues at the department for their hard work, and major insurance companies and sponsors of the LUA LifeCare Charity Run for their strong support and participation.

In the past two years, I have led the department to build extensive partnerships with local charity groups, in order to help more underprivileged people increase their understanding of LUAHK, and let insurance practitioners get in touch with various charity groups. Due to the social movement and the subsequent pandemic, many events have been forced to be cancelled or postponed in the past months, but we managed to do something. For instance, LUAHK and LUA Foundation have each committed HK\$500,000 to the COVID-19 Support Fund, to provide economic aid to employees and frontline practitioners at insurance companies who are infected with the virus; the deadline for fund application has been postponed to 31 December 2020. When the pandemic showed signs of easing in June, we joined hands with the Neighbourhood Advice-Action Council to distribute anti-epidemic supplies to senior citizens and minority groups, and paid a visit to social enterprise Dignity Kitchen to arrange food coupon donations. Besides, we utilized a mobile communication app to unveil the fundraising activities and donation figures.

In addition, the department has been making preparations for cooperation with Benji's Centre, the Fire Services Department and Principal Chan Free Tutorial World. The LUA LifeCare Charity Run, which had been scheduled to take place in October 2019, has been rescheduled several times, and would be held as a virtual running event on 1 November 2020.

## 「保協」義工隊 LUA volunteer team

義工總人數 / Total number of volunteers: : 267

義工總服務時數 / Total service hours : 748

截至2020年8月31日 / Data compiled as of 31 August 2020

## 動員同業捐款

## Mobilize insurance practitioners to make donations

在社會運動及新冠疫情影响之下，為保障義工、機構職員及大眾的安全，不少籌款活動因而取消。由於籌款活動對慈善機構日常運作及發展十分重要，在社會服務部主席帶領下，籌款方式改以WhatsApp接龍捐款，讓眾人在家中亦能為慈善獻一分力量。

In the wake of the social movement and COVID-19 pandemic, many fundraising activities had to be canceled for the safety of volunteers, charity agencies' staff and the public. Fundraising is very important to fund the daily operation of charities. Under the leadership of the chairman of the Department of Social Services, we figured out a new mean of online fundraising via WhatsApp, so that our members could make the donations at home.

日期 Date	受惠機構 Beneficiary	款項 Amount
2020年3月 March 2020	路向四肢傷殘人士協會 Direction Association for the Handicapped	\$35,000
2020年4月 April 2020	再生會 Regeneration Society	\$15,400
2020年6月 June 2020	陳荳校長補習天地 Principal Chan Free Tutorial World	\$8,360
2020年7月 July 2020	幸福傳聲筒 Blessvision Foundation	\$7,000
2020年8月 August 2020	復康力量 Hong Kong Rehabilitation Power	\$11,800



再生會實旗獎狀頒發

Our members received awards from Regeneration Society for raising money through flag sales

## 身體力行支持

## Show earnest support

## 社企「廚尊」探訪

## A visit to social enterprise Dignity Kitchen

社會服務發展部的成員分別於3月6日及11日兩度探訪位於旺角上海街的社會企業（社企）「廚尊」。探訪活動反應熱烈，參加者更獲益良多。

Staff at the Department of Social Services made two visits to Dignity Kitchen, a social enterprise at Shanghai Street, Mong Kok, on 6 & 11 March. They held extensive discussions with representatives of Dignity Kitchen and benefited a great deal from the trip.



## 「保協生命傳愛慈善跑」

## LUA LifeCare Charity Run

保協生命傳愛慈善跑自2016年起每年舉辦，但於2019年在不得已的情況下需要延期。活動原定於2020年5月重新舉行，但因應政府最新防控疫情措施及限聚令仍在生效，而各參與者及跑手的健康乃我們的首要考慮，故活動再度延期至11月，並作出新嘗試，以「虛擬跑」形式舉辦活動。

在此，「保協」特別感謝各贊助公司、贊助團隊，及一眾跑手的理解與體諒，大會將努力緊守生命傳愛的使命，繼續以生命傳愛，體驗保險業界的大愛精神。

The LUA LifeCare Charity Run has been held every year since 2016, but the event of 2019 was forced to be postponed. The running activity was initially rescheduled to May 2020, but due to the government restrictions on mass gatherings and our paramount concerns about the participants and runners' health, it was further postponed to November, and we decided to launch a "Virtual Run" activity instead.

Our special thanks go to sponsoring companies, sponsoring teams and the runners for their understanding of the new arrangement. We would continue to uphold the mission of the LifeCare Movement and demonstrate the insurance community's spirit of great love.



## 保協抗疫基金 LUAHK COVID-19 Assistance Fund

保險業向來是多勞多得的行業，同業一旦不幸確診，手停口停，生計頓成問題。作為「保險人的家」，「保協」為會員成立「新型冠狀病毒支援抗疫基金」，撥出50萬港元支援確診的「保協」會員，每宗個案上限為5千港元，與他們共渡時艱。

基金原定於2020年6月底截止申請，但由於疫情持續，故特意延長至2020年12月31日。截至2020年9月，共有8名會員向「保協」申請，及7名業界非會員向「保協慈善基金」申請，並已全數獲批。

For people in the insurance industry, you can work harder and get more. If you are infected with COVID-19, you will not be able to work, and you cannot take money home to feed your family. As the "home of insurance practitioners", LUAHK has set up a "COVID-19 Support Fund" and committed HK\$500,000 to provide a subsidy of HK\$5,000 to LUAHK members who are confirmed to have been infected with the virus.

The application for subsidies was originally expected to expire by the end of June 2020, but due to persistent infections in Hong Kong, we decided to extend the deadline to 31 December 2020. As of September, 8 members have made applications from LUAHK for the subsidy, and 7 non-members of the insurance practitioners have made applications from LUA Foundation. All applications have been approved.

## 抗疫關懷行動 Anti-epidemic Care

2020年6月27日，社會服務部連同保協慈善基金及鄰舍輔導會舉辦了「抗疫關懷行動」，以「鄰舍千伙戶 保協善心種」為題，向社會上有需要人士送上防疫福袋。

活動原定於2020年3月舉行，惟受疫情影響而延期，但仍無阻義工善心。活動共有150名義工參與支持，他們除出力將各種物資如糧食和抗疫用品包裝成福袋外，探訪當日更兵分三路，前往深水埗、屯門及東涌親自為長者送暖。

當天義工隊共探訪了1,000伙獨居長者、雙老家庭，其中深水埗500伙，屯門及東涌各250伙。「保協」社會服務部期望，每年可舉辦數次大型義工活動，讓會員回饋社會，傳揚關愛精神。

On 27 June 2020, the Department of Community Services joined hands with the LUA Foundation and the Neighbourhood Advice-Action Council to launch the "Anti-epidemic Care" initiative, under which our volunteers sent anti-epidemic lucky bags to people in need.

The event had been planned to take place in March 2020, but was postponed because of the pandemic. Some 150 volunteers distributed groceries and anti-epidemic supplies to recipients and visited elderly care centres at Sham Shui Po, Tuen Mun and Tung Chung.

The volunteer team visited some 1,000 solitary senior citizens and families of old couples, including 500 in Sham Shui Po, 250 in Tuen Mun and 250 in Tung Chung. The department hopes to organize several large volunteer events every year so that our members can contribute to society and carry forward the spirit of love and care.





# 保協慈善基金 LUA Foundation

## 保協慈善基金主席報告

### Report from the Chairman, The LUA Foundation



麥永光先生  
Mr. Tony Mak

保協慈善基金主席 Chairman of the LUA Foundation

「保協慈善基金」（下稱「基金」）於2005年推出「生命傳愛行動」，旨在向業界及市民大眾推廣「生命教育」的積極人生信息，並鼓勵投保人透過「保單捐贈計劃」捐贈部分投保額予慈善機構，體現人壽保險的核心價值。

作為亞洲保險業界首個同類活動，「保單捐贈計劃」在業界及一眾投保人的支持下，至今已累積逾1萬張保單，涉及認捐保額超過3億港元。而「基金」更將每年的1月28日定為「生命傳愛日」，並舉辦多項相關活動如音樂會，透過來自不同界別的人士同台演出，實現傷健共融。

除音樂會外，「基金」又舉辦「保協生命傳愛慈善跑」活動，並將參賽費用及捐款不扣除成本，全數撥捐社會公益項目。惟因受疫情影響，本年度的「保單捐贈音樂會」及「保協生命傳愛慈善跑」均需延期舉行，但「基金」仍然透過不同途徑為業界及社會提供所需的支援，包括與「保協」合共撥出100萬港元支援業界的「新型冠狀病毒支援抗疫基金」，向不幸確診的保險業從業員提供上限1萬港元的資助，以及舉辦多次「抗疫關懷行動」，派發口罩、油、米及其他食物等生活用品予1千戶獨居長者。

誠然，2020年對一眾保險同業而言乃艱苦經營的一年，惟期望一眾同業仍能積極自強，當遇到社會需要支援的時候，繼續發揮大愛精神。

The LUA Foundation launched the "LifeCare Movement" in 2005, to promote the concept of "Life Education" to the insurance industry and the general public, and to encourage policyholders to donate part of their insured amount to charitable organisations through the "Policy Donation Programme" to demonstrate the core value of life insurances.

As the first of such philanthropic activities in the Asian insurance industry, the "Policy Donation Programme" has persuaded policyholders to donate more than 10,000 policies with a total insured amount in excess of HK\$300 million. The foundation has designated 28th January as "LifeCare Movement Day", and held concerts and similar activities to encourage people with disabilities and healthy people to perform on the same stage.

In addition to the concert, the foundation has also held the "LUA LifeCare Charity Run" and donated all registration fees and donations to charity programmes. Due to the pandemic, the "Policy Donation Concert" and "LUA LifeCare Charity Run" were forced to be postponed, but the foundation has continued to provide assistance to the industry and people in need. The foundation and LUAHK have jointly established HK\$1 million to create the COVID-19 Support Fund. Insurance practitioners infected with the virus could receive a subsidy of up to HK\$10,000. The foundation also held activities like "Anti-epidemic Caring Action" that 1,000 solitary senior citizens have received face masks, groceries and household supplies.

2020 is indeed a difficult year for insurance practitioners, but I hope that all people can make self-improvement and show the spirit of great love to help others.

## 慈善基金管理架構 2019-2021

### Foundation Management Committee Members 2019-2021



麥永光先生  
Mr. Tony Mak  
主席  
Chairman



蘇婉薇小姐  
Ms. Teresa So  
副主席  
Vice Chairman



劉偉強先生  
Mr. Kinson Lau  
秘書  
Secretary



黃錦成先生  
Mr. Matthew Wong  
司庫  
Treasurer



林俊華先生  
Mr. Tommy Lim  
委員  
Member



謝國寶先生  
Mr. Lewis Tse  
委員  
Member



林潔貞小姐  
Ms. Betty Lam  
委員  
Member



黃綺年小姐  
Ms. Lily Wong  
委員  
Member



何兆權先生  
Mr. Frankie Ho  
委員  
Member



羅永健先生  
Mr. Kent Law  
委員  
Member



黃英傑先生  
Mr. Sidney Wong  
委員  
Member



李慕潔小姐  
Ms. Maggie Lee  
委員  
Member



鄭鏗源先生  
Mr. Henry Cheng  
委員  
Member



何國挺先生  
Mr. Robert Ho  
委員  
Member

# 保協慈善基金贊助者名單

## LUA Foundation Donor List

截至2020年8月31日  
(Up to 31 August 2020)

### 特許鑽石贊助人

#### Chartered Diamond Sponsor

(捐款港幣 100,000 元或以上)  
(Donation of HK\$ 100,000 or above)

Chan Siu Hung Raymond  
Chan Yim Kwong  
Lam Alwin  
Lau Ting Yin Anthony  
Mak Wing Kwong Tony  
Ng Wing Keung Paul

### 鑽石贊助人

#### Diamond Sponsor

(捐款港幣 80,000 元或以上)  
(Donation of HK\$ 80,000 or above)

Chan Chi Kin Johnny  
Wong Wing Tai Harry

### 翡翠贊助人

#### Jade Sponsor

(捐款港幣 50,000 元或以上)  
(Donation of HK\$ 50,000 or above)

Ho Lai Ming Jenny  
Lau Kwok Ming Samuel  
Lee Mo Kit Maggie  
Raymond Chan Ping Kan  
So Peter  
So Yuen May Teresa  
Wong Kwan Kit Jeff  
Wong Lily

### 金贊助人

#### Gold Sponsor

(捐款港幣 30,000 元或以上)  
(Donation of HK\$ 30,000 or above)

Cheng Hang Yuen  
Cheung Lai Hing Grace  
Fong Chung Keung Kenny  
Law Wing Kin Kent  
Lim Chun Wah Tommy  
Wong So Ping Pecky  
Wong Kam Shing Matthew  
Yang Fan Shing Andrew

### 銀贊助人

#### Silver Sponsor

(捐款港幣 10,000 元或以上)  
(Donation of HK\$ 10,000 or above)

Balani Lachu Bhopatrai  
Chan Lai Chu Joe Joe

Chan Ling Bill  
Cheng Man Kwong  
Cheng Manly  
Cheng Ting Kong  
Cheng Ying Ming Henry  
Cheung Wai Yin Ivy  
Choi Vivian  
Chow Wing Kai Wave  
Chu Hong Tat Felix  
Fung Herman  
Fung Johnny  
Ho Robert Kwok Ting  
Ho Shiu Kuen Frankie  
Keung Chor Gee May  
Lai Alex Chun Hung  
Lai Chi Hung Christopher  
Lai Kam Moon  
Lai Kwok Wai Villy  
Lam Kit Ching Betty  
Lam Lai Ha Juliana  
Lam Shu Hung Cassidy  
Lam Yat Ming Richard  
Lam Yee Yeung Vic  
Lam Yuk Paul  
Lee Kwun Kwan Davey  
Lee Wah Chun Jennifer  
Leung On Fook  
Li Kit Mei Francis  
Liu Shuk Har Winnie  
Lo Mi Fei  
Lui Doi Ming Clement  
Ng Chak Wai David  
Ng Hon Shing  
Ng Hung Mui  
Ng Kwok Wo Dominic  
Siu Wai Keung  
Tao Kwok Lau Clement, BBS, JP  
Tsang Kai Hung Henry  
Tse Lap Yee Stanley  
Wong Hoi Pang  
Wong Kam Fai Kelvin  
Wong Man To Johnson  
Wong Wai Hing  
Wong Wai Kwong  
Wu Walter  
Yau Lai Hing  
Yu Hon Kit Titus  
Yung Wing Ki Samuel, SBS, MH, JP

### 銅贊助人

#### Bronze Sponsor

(捐款港幣 5,000 元或以上)  
(Donation of HK\$ 5,000 or above)

Chan Fan Chong Eva  
Chan Kai Man Andy

Chan Kit Yan Kit  
Chan Lai Fong Wendy  
Chan Pui Shan Joanna  
Chan Tak Hung Roy  
Chan Tsai, Julie  
Chan Wai Ying Susanna  
Chan Wilson Wai Kwok  
Chan Wing Kam Dorothy  
Chan Yat Kwan Garry  
Cheng Koon Wing  
Cheng Stephen  
Cheung Siu Bun  
Chong Yiu Kuen Sidney  
Chow Sin Chuen  
Chu Siu Pan Pat  
Fung Yee Wan Antonia  
Kwok Chun Kwong Albert  
Lai King Ngai Francis  
Lai Shuk Mei  
Lan Yi Ding  
Lau Kong Kei  
Lau Lai Wan Michele  
Lau Seak Lon Benny  
Lee Chiu Ling Dorothy  
Lee Man Cho Joe  
Lee Yiu Cho  
Leung Wai Chee Mavis  
Li Chung Wing Apple  
Ma Wai Han  
Ma Yuk Chu Jojo  
Mak Oliver  
Mak Wai Kei  
Mau Oi Hing Anita  
Ng Hung Mui  
Ng Kai Man Man  
Ng Yuk Fong  
Pak Wun Shan Amanda  
Poon Lap Hung Diane  
Tse So Fei Sophie  
Wong Ka Yan Alison  
Wong Kwok Lun Alan  
Wong Patrick  
Wong Ying Kit Sidney  
Wong Yuk Ying Calvin  
Yam So Ching Regina  
Yan Kin Wah  
Yeung Chau Kuen Emily  
Yeung Fuk Hing Sally  
Yeung Lee  
Yu Bo Yuk Marine  
Yu Ming Kong Matthew

(排名按贊助級別及英文姓名序)

(In sequence of sponsorship category and donor's name)



## 宗旨 Mission

「香港人壽保險從業員協會慈善基金」（簡稱「保協慈善基金」）於一九九八年十二月九日根據《公司條例》（第 622 章）註冊為擔保有限公司形式成立，用於一般慈善用途。基金由香港人壽保險從業員協會前會長為法定自然人（董事），並由多位上屆會長組成義務管治委員會以董事受託人身份管理。可獲豁免繳交稅款。

多年來，基金旨在鼓勵會員及公眾積極參與公益活動，並向公眾推廣正確的「財富傳承」的訊息，以代代有愛的精神，凝聚力量，促進共同發展，維繫社會關係的和諧。

The Life Underwriters Association of Hong Kong Foundation (the LUA Foundation) was incorporated into a company limited by guarantee on 9 December 1998 in accordance with the Companies Ordinance (Cap. 622) for the purpose of general charitable activities. Ex-presidents of LUAHK are legal natural persons (Directors) of the LUA Foundation, and they oversee its operations as members of the management committee. The LUA Foundation is exempted from tax payments.

Over the years, the LUA Foundation has encouraged members and the public to play active roles in charitable activities, and send the right messages about "wealth inheritance" to pass on the spirit of love and care to the younger generations, promote mutual development and maintain harmony in society.

## 新型冠狀病毒支援抗疫基金 Covid-19 Support Fund

為與確診新型冠狀病毒之保險業從業員共渡時艱，保協慈善基金遂決定撥出港幣50萬元成立「新型冠狀病毒支援抗疫基金」，接受所有不幸受病毒感染並確診患病的保險業從業員（不限於「保協」會員）申請，每個個案上限港幣5千元。截至2020年9月，共批出15宗申請（包括7名非「保協」會員），所牽涉費用為港幣7萬5千元。

In order to tide over the difficulties with insurance industry practitioners who have been diagnosed with the Covid-19, the LUA Foundation has decided to allocate HK\$500,000 to establish the "Covid-19 Support Fund" to help all practitioners from the insurance industry who are unfortunately infected and diagnosed with the virus. (Not limited to members of LUAHK) For applications, the maximum limit is HK\$5,000 per case. As of September 2020, a total of 15 applications (including 7 non-members of LUAHK) have been approved, and the cost involved is HK\$75,000.

## 慈善活動 Charity Activities

「保協」連同保協慈善基金及鄰舍輔導會舉辦了「抗疫關懷行動」，保協慈善基金捐出10萬港元，用作購買不同的糧油食品 and 抗疫用品，如口罩及酒精搓手液等，並由義工隊把物資包裝成福袋，派發予服務對象。

LUAHK together with the LUA Foundation and the Neighbourhood Advice-Action Council organized the "Anti-epidemic Care". The LUA Foundation donated HK\$100,000 to purchase different grains and oils. Food and anti-epidemic supplies, such as masks and alcohol hand sanitizer, were packaged into lucky bags by the volunteer team and distributed to the service targets.



本年度保協慈善基金更將善心推至海外，成為了「梁小偉日本慈善跑」的主辦機構，為願望成真籌款。

This year the LUA Foundation has brought benevolence to other places on the planet. It will hold a charity run in Japan to raise money for Make A Wish.



### 2019-2020 受惠人士及機構名單 List of Beneficiaries 2019 -2020

日期 Date	受惠人士或收款機構名稱 Beneficiary	用途 Purpose	款項 Amount
2019年12月 December 2019	路向四肢傷殘人士協會 Direction Association For The Handicapped	贊助花轆嘉年華 Sponsored Flowered wheel LOOK Festival	\$35,000
2020年3月 March 2020	鄰舍輔導會 The Neighbourhood Advice-Action Council	購買防疫福袋物品 Lucky bags	\$100,000
2020年9月 September 2020	香港紅十字會 Hong Kong Red Cross	添置用品 Purchased supplies	\$60,300
2020年1月-9月 January to September 2020	確診新型冠狀病毒的保險業從業員 Practitioners from the insurance industry who are unfortunately infected and diagnosed with the Covid-19	生活支援 Living aids	\$75,000

## 生命傳愛行動

### Life Care Movement

「保協」及「保協慈善基金」在2005年於保險界全力推行「生命傳愛行動」，推動全港性的「生命教育」及「保單捐贈計劃」。此計劃的員會由業界不同公司的精英組成，在眾委員的努力下，共有9家保險公司成為計劃的主要贊助。

LUAHK and LUA Foundation launched the LifeCare Movement in 2005 to promote "LifeCare Education" and the "Policy Donation Programme". The programme has enlisted elite members from various insurance companies, and has received principal sponsorship from nine insurance companies.

### 公眾宣傳及推廣

#### Publicity and promotion

「生命傳愛行動」將與網上短片製作團隊「啱Channel」合作拍攝影片，使更多人認識「保單捐贈計劃」。

The LifeCare Movement will join hands with Arm Channel, a producer of online videos, to make the "Policy Donation Programme" known to more people.



### 優化「保單捐贈計劃」網頁

#### Optimize the webpage of the "Policy Donation Programme"

另外我們亦正在優化「保單捐贈計劃」整個網頁，如加入業界領袖推動簡介、更細分支持機構類別等，務求豐富網頁元素，令大眾更了解保單捐贈。未來我們亦期望可以實現保單捐贈無紙化。

In addition, we are also optimizing the entire webpage of the "Policy Donation Programme", in order to enrich the web elements and make the public better understand the "policy donation programme". In the future, we also hope that paperless policy donations can be realized, making policy donations easier.

### 保險業宣傳及推廣

#### Publicity and promotion in insurance industry

其中「保單捐贈計劃」透過由從業員擔任的「榮譽生命傳愛大師」、「生命傳愛大師」、「生命傳愛領袖」及「生命傳愛大使」，鼓勵各投保人士捐贈保額，為社會上眾多非政府機構開拓善款渠道。

Through the promotion of policy donation by "Honorary LifeCare Master (HLCM)", "LifeCare Master (LCM)", "LifeCare Leader (LCL)" and "LifeCare Ambassador (LCA)", the programme has successfully mobilized the policyholders to donate partial their policy sum insured which extends the donation channels of non-governmental organisations (NGO) for charity purposes.

### 巴士廣告嘉許計劃

#### Bus Advertising Recognition Scheme

為鼓勵並感謝同業對保單捐贈計劃的支持，合資格的生命傳愛家族成員獲得巴士榮譽嘉許，其頭像印在巴士車身上作宣傳。

To encourage and thank the industry for their support of the policy donation programme, qualified members of LifeCare Family were honored by the bus Recognition, the portrait printed on the bus body for promotions.



### 訂立培訓手冊

#### Compile training manual

「生命傳愛行動」今年準備了一份「保單捐贈計劃」的培訓手冊，以清晰從業員對於保單捐贈的認知，以及流程等相關事宜，使推動保單捐贈更容易。

The LifeCare Movement has compiled a training manual for the "Policy Donation Programme" to clarify insurance practitioners' understanding of policy donation, explain the procedures of policy donation, and make the process easier and simpler.



### 社福界宣傳及推廣

#### Publicity and promotion in social welfare

「生命傳愛行動」轄下的「社福界聯絡及推廣委員會愛心行善受惠機構夥伴小組」在疫情緩和期間先後到訪了不同的社福機構，並與相關代表交流會面，在推廣「生命傳愛行動」與保單捐贈計劃的同時，亦尋求合作機會。如在5月，小組探訪了宣明會及大樹下善待寵物中心，6月則探訪了仁愛堂及搖擺天使樂隊文化慈善基金。

另外「生命傳愛行動」委員接受了雜誌「溫暖人間」的訪問，令公眾對保單捐贈有更深入的認識。

The "Social Welfare Liaison and Promotion Committee" under the "LifeCare Movement" has visited different social welfare organizations, and met with relevant representatives to promote "LifeCare Movement" and the policy donation programme, as well as sought opportunities for cooperation. For example, in May, we visited the World Vision and the Pet Friendly Center under the Big Tree. And in June, we visited Yan Oi Tong and Rock Angel Band Sounds Foundation Ltd.

Besides, committee members of the LifeCare Movement were interviewed by a magazine "Buddhist Charity Workshop" to increase public understanding about policy donation.





附錄  
Appendix





# 執行委員會報告

## Executive Committee's Report

### THE LIFE UNDERWRITERS ASSOCIATION OF HONG KONG LIMITED EXECUTIVE COMMITTEE'S REPORT FOR THE YEAR ENDED 31ST MARCH 2020

The members of the Executive Committee have pleasure in submitting their annual report together with the audited financial statements of The Life Underwriters Association of Hong Kong Limited ("the Association") for the year ended 31st March 2020.

#### Principal activities

The principal activities of the Association are organising lectures and holding conferences to provide training to its members in order to maintain a high standard of insurance services to the public.

#### Financial statements

The result of the Association for the year ended 31st March 2020 and the financial position of the Association as at that date are set out in the financial statements on pages 9 to 28.

#### Property, plant and equipment

Details of the movements in property, plant and equipment are set out in note 9 to the financial statements.

#### Share capital

The Association was incorporated under the laws of Hong Kong as a company limited by guarantee and not having a share capital. Pursuant to the provisions of the Association's Articles of Association, the liability of each member is limited to HK\$10 in the event of the Association being wound up while he/she is a member.

#### Donations

Charitable donations amounted to HK\$374,745 (2019: HK\$404,000) were made by the Association during the year.

#### Permitted indemnity provision

Article 25 of the Association's Articles provides that every Executive Committee member and other officer or servant of the Association may be indemnified by the Association against, and it shall be the duty of the Executive Committee out of the funds of the Association to pay, all costs, losses and expenses which any such Executive Committee member, officer or employee may incur or become liable for by reason of any contract entered into, or act or deed done by him as such Executive Committee member, officer or employee or in any way in the discharge of his duties, and the amount for which such indemnity is provided shall immediately attach as a lien on the property of the Association and have priority as between the members over all other claims. This permitted indemnity provision is in force during the financial year and at the time of approval of this report.

#### Executive Committee members

The Executive Committee members of the Association during the year and up to the date of this report were :

Mr. CHENG Hang Yuen, Henry	President
Ms. LEE Mo Kit, Maggie	Immediate past president
Ms. KEUNG Chor Gee, May	Vice president
Ms. YUEN Bo Kit, Teresa	Vice president
Mr. LEE Kwun Kwan, Davey	Vice president
Mr. WONG Kwan Shing, Bowen	Vice president
Mr. LAW Wing Kin, Kent	Vice president
Mr. TSANG Kai Hung, Henry	Vice president
Mr. TSE Lap Yee, Stanley	Honorary Secretary
Ms. CHAN Chung Lin, Carrie	Honorary Treasurer
Ms. WONG Lily	
Mr. CHAN Yat Kwan, Garry	
Ms. CHIK Man Hung	
Ms. CHONG Ching Yuk, Veronica	
Mr. KO Kwong Yan, Stephen	
Ms. LI Chung Wing, Apple	
Ms. LI Hung, Flora	
Ms. POON Lap Hung, Diane	

## THE LIFE UNDERWRITERS ASSOCIATION OF HONG KONG LIMITED EXECUTIVE COMMITTEE'S REPORT (continued) FOR THE YEAR ENDED 31ST MARCH 2020

Mr. WONG, Glen	
Mr. WONG Hok Leung, Raymond	
Mr. MA Hua Ba, Alex	
Mr. TONG Yan Ming, Alvin	
Ms. TSE Sin Yan, Carol	
Mr. CHENG Lai Ki	
Mr. LI Yuk Shu	
Mr. CHAN Kwok Tsan, Thomas	(Appointed on 17th January 2020)
Ms. LI Pui Shan, Zen	(Resigned on 31 December 2019 and re-appointed on 17th January 2020)
Ms. LAU Po Kin, Angela	(Resigned on 31st December 2019)
Mr. TSE Kwok Po, Lewis	(Resigned on 31st December 2019)

In accordance with Article 12.3 of the Association's Articles of Association, each Executive Committee members shall hold office from the first day of January in the year following his election to the last day of the same year or until his resignation, death, disqualification or removal, if earlier.

In accordance with Article 12.5 of the Association's Articles of Association, additional Executive Committee members shall hold office until the expiry of the period of office of the Executive Committee. No person may be co-opted as an Executive Committee member who is not a life or full member of the Association.

### Management contracts

No contracts concerning the management and administration of the whole or any substantial part of the business of the Association were entered into or existed during the year.

### Executive Committee members' interests in transactions, arrangements or contracts

Apart from the details disclosed in note 14 to the financial statements, no transactions, arrangements or contracts of significance to which the Association was a party, and in which an Executive Committee member of the Association had a material interest, whether directly or indirectly, subsisted at the end of the year or at any time during the year.

### Business review

#### *Objectives*

The objective of the Association 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. Besides, the Association aims to provide further and continual education programs to its members and to mobilise its members to rebate the society by participating in charity and social service.

#### *Vision*

The Association has served as a bridge between the industry and the regulator, we will continue acting as the representative of the insurance industry, speaking for the industry and striving for more rights and benefits for the industry. In addition, we will focus on enhancing insurance practitioners' competitiveness, helping them to overcome various challenges and work together with all people in the industry to drive the industry's sustainable development and bring more positive impact to society.

#### *Core Work*

##### Membership

We organise a couple of industry-related lectures each year to enable our members to stay abreast of the latest developments of the insurance industry so that they can recommend most suitable products and services to their customers.

##### Training Courses

We open a variety of training courses each year to provide life-wide learning opportunities for our members, in the hope that members could arm themselves with the required skills and make progress in the face of a complicated and competitive market.

##### Public Relations

To enhance communication with the industry, we arrange agency luncheon every month to talk with team leaders of different insurance firms and learn about their opinions and perceptions. The team leaders may ask the Association's staff to introduce the Association's activities so that more practitioners could be attracted to join us.

##### Industry Affairs

The Association has been dedicated to serving as a bridge among insurance practitioners, regulatory authority and the public, therefore we entrust the Public

## THE LIFE UNDERWRITERS ASSOCIATION OF HONG KONG LIMITED EXECUTIVE COMMITTEE'S REPORT (continued) FOR THE YEAR ENDED 31ST MARCH 2020

Opinion Program of the University of Hong Kong to conduct a survey every year to collect opinions from the public for our industry. In addition, we make official and non-official communications with legislators, the commissioners of the Insurance Authority and insurance professionals regularly to exchange ideas about topics and issues of interest.

### Community Service

We have established a volunteer team and aimed to promote life education and policy donation to spread the spirit of great love. We take concrete actions to participate in social services and let members know about the needs of different people and expect more like-minded members will join for the same cause.

### Event Coordination

We organise a variety of events every year, like large-scale seminars, professional industry conferences and exchange activities to unify the industry workforce, motivating insurance practitioners, and advancing members' career development.

### Financial Performance

The total income of HK\$40 million for 2020 was 69% or HK\$16 million more than in 2019. It was mainly due to the increase in functions income from our major event of the 17th Asia Pacific Life Insurance Congress ("APLIC").

### Key Financial Performance

APLIC event is a bi-yearly Asia Pacific conference and held in rotation among 10 Asian countries. It was held in Hong Kong by the Association on May 2019. The income from the event amounted to HK\$19 million which was 48% of the total income of this year. But we allocated HK\$16 million the expenses of the event, representing 40% of the total income of this year.

Operating cost was HK\$22 million, representing 55% of the total income.

Administration cost was HK\$13 million, representing 34% of the total income.

### Resource Governance

#### Cost Control

The Association's operations are bound by strict cost controls, internal policies and procedures on expenditure are in place in an endeavor to ensure that our fund is properly used.

#### Internal Control

A Human Resources & Finance Committee has been set up in Jan 2020. The Committee comprises four Executive Committee members and two staff to discuss and review the human resources issues, annual budget and internal control system. In addition, the President, the Honorary Treasurer and the Honorary Secretary of the Association will join the managers meeting and staff meeting regularly to understand the operating status and maintain a good relationship with all staff so as to deliver excellence and professional services to the members and the Association.

## Auditor

The independent auditor, Messrs. LKKC C.P.A. Limited, Chartered Accountants, Certified Public Accountants, retire but, being eligible, offer themselves for re-appointment. A resolution for the reappointment of Messrs. LKKC C.P.A. Limited as auditor of the Association is to be proposed at the forthcoming annual general meeting.

On behalf of the Executive Committee

Mr. CHENG Hang Yuen, Henry  
President

Hong Kong, 18<sup>th</sup> September 2020



# 核數師報告

## Report of the Auditors

### INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE LIFE UNDERWRITERS ASSOCIATION OF HONG KONG LIMITED (Incorporated in Hong Kong and limited by guarantee)

#### Opinion

We have audited the financial statements of The Life Underwriters Association Of Hong Kong Limited ("the Association") set out on pages 9 to 28, which comprise the statement of financial position as at 31st March 2020, and the statement of comprehensive income, the statement of changes in equity and the statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the financial statements give a true and fair view of the financial position of the Association as at 31st March 2020, and of its financial performance and its cash flows for the year then ended in accordance with Hong Kong Financial Reporting Standard for Private Entities ("HKFRS for Private Entities") issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA") and have been properly prepared in compliance with the Hong Kong Companies Ordinance.

#### Basis for Opinion

We conducted our audit in accordance with Hong Kong Standards on Auditing ("HKSAs") issued by the HKICPA. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Association in accordance with the HKICPA's Code of Ethics for Professional Accountants ("the Code"), and we have fulfilled our other ethical responsibilities in accordance with the Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### Information Other than the Financial Statements and Auditor's Report Thereon

The Executive Committee members are responsible for the other information. The other information comprises the information included in Executive Committee's report, but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

#### Responsibilities of Executive Committee members for the Financial Statements

The Executive Committee members are responsible for the preparation of the financial statements that give a true and fair view in accordance with HKFRS for Private Entities issued by the HKICPA and the Hong Kong Companies Ordinance, and for such internal control as the Executive Committee members determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Executive Committee members are responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Executive Committee members either intend to liquidate the Association or to cease operations, or have no realistic alternative but to do so.

#### Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. This report is made solely to you, as a body, in accordance with section 405 of the Hong Kong Companies Ordinance, and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of the report.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with HKSAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

## INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE LIFE UNDERWRITERS ASSOCIATION OF HONG KONG LIMITED (Incorporated in Hong Kong and limited by guarantee)

As part of an audit in accordance with HKSAAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Executive Committee members.
- Conclude on the appropriateness of the Executive Committee members' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the Executive Committee members regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

The engagement partner on the audit resulting in this independent auditor's report is Wilson, Chi-Shing Kwok.

LKKC C.P.A. LIMITED  
國信會計師事務所有限公司  
Chartered Accountants  
Certified Public Accountants  
Auditor — Wilson, Chi-Shing Kwok  
郭志成執業會計師  
Practising certificate number - P01952

Hong Kong,  
T386/AUD/WK/A/2020

# 損益表

## Statement of Comprehensive Income

THE LIFE UNDERWRITERS ASSOCIATION OF HONG KONG LIMITED  
STATEMENT OF COMPREHENSIVE INCOME  
FOR THE YEAR ENDED 31ST MARCH 2020

		(Restated)	
		2020	2019
	Note	HK\$	HK\$
<b>Revenue</b>	4	38,969,379	23,047,769
Cost of services		<u>-</u>	<u>-</u>
<b>Gross profit</b>		38,969,379	23,047,769
Other income	5	755,232	451,958
Administrative expenses		(13,420,377)	(9,934,722)
Decrease in fair value of equity investments		(1,495,800)	(2,519)
Other operating expenses		<u>(21,927,371)</u>	<u>(10,013,742)</u>
<b>Surplus before taxation</b>	6	2,881,063	3,548,744
Income tax	7(a)	<u>(473,203)</u>	<u>(414,657)</u>
<b>Surplus for the year</b>		2,407,860	3,134,087
Other comprehensive surplus for the year		<u>-</u>	<u>-</u>
<b>Total comprehensive surplus for the year</b>		<u><u>2,407,860</u></u>	<u><u>3,134,087</u></u>



# 資產負債表

## Statement of Financial Position

### THE LIFE UNDERWRITERS ASSOCIATION OF HONG KONG LIMITED STATEMENT OF FINANCIAL POSITION AS AT 31ST MARCH 2020

		(Restated)	(Restated)
	31st March	31st March	1st April
	<u>2020</u>	<u>2019</u>	<u>2018</u>
Note	HK\$	HK\$	HK\$
<b>Non-current assets</b>			
Property, plant and equipment	9	2,899,287	3,235,749
Lease premium for land	9	4,168,031	4,252,709
		<u>7,067,318</u>	<u>7,488,458</u>
Investment in securities	10	7,324,656	7,816,050
		<u>14,391,974</u>	<u>15,304,508</u>
<b>Current assets</b>			
Membership and enrolment fee receivables		26,000	276,400
Deposits paid and prepayments		1,586,145	9,537,858
Interest receivables		-	12,620
Other receivables		1,323,350	3,237,042
Cash and cash equivalents	11	20,120,816	17,456,044
		<u>23,056,311</u>	<u>30,519,964</u>
<b>Less: Current liabilities</b>			
Other payables and accruals		545,144	742,811
Amount due to an affiliated association	12	303,785	289,222
Receipts in advance		6,306,573	16,899,112
Tax payable	7(b)	90,121	98,525
		<u>7,245,623</u>	<u>18,029,670</u>
<b>Net current assets</b>		<u>15,810,688</u>	<u>12,490,294</u>
<b>NET ASSETS</b>		<u>30,202,662</u>	<u>27,794,802</u>
<b>Equity</b>			
General fund		<u>30,202,662</u>	<u>27,794,802</u>
		<u>24,660,715</u>	<u>24,660,715</u>

# 財務報表附註

## Notes to Financial Statements

### THE LIFE UNDERWRITERS ASSOCIATION OF HONG KONG LIMITED NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2020

#### 1. General information

The Life Underwriters Association of Hong Kong Limited ("the Association") is an association limited by guarantee, incorporated and domiciled in Hong Kong and not having a share capital. The registered office and principal place of business of the Association is located at Units A-D, 23/F., Seabright Plaza, 9-23 Shell Street, North Point, Hong Kong.

The principal activities of the Association are organising lectures and holding conferences to provide training to its members in order to maintain a high standard of insurance services to the public.

Pursuant to the provisions of the Association's Articles of Association, the liability of each member is limited to HK\$10 in the event of the Association being wound up while he/she is a member.

#### 2. Basis of preparation and significant accounting policies

These financial statements have been prepared in accordance with Hong Kong Financial Reporting Standard for Private Entities ("HKFRS for Private Entities") issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA") and the requirements of the Hong Kong Companies Ordinance and have been prepared under the accrued basis of accounting and on the basis that the Association is a going concern.

The preparation of financial statements in conformity with the HKFRS for Private Entities requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Association's accounting policies.

The following are the specific accounting policies that are necessary for a proper understanding of the financial statements :

##### (a) Foreign currency translation

###### (i) Functional and presentation currency

Items included in the financial statements of the Association are measured using the currency of the primary economic environment in which the Association operates (the functional currency). These financial statements are presented in Hong Kong Dollars ("HK\$"), which is the Association's functional and presentation currency and all values are rounded to the nearest dollar unless otherwise stated.

###### (ii) Transactions and balances

Foreign currency transactions are translated into the functional currency using the exchange rates prevailing at the dates of the transactions. Foreign exchange gains and losses resulting from the settlement of such transactions and from the translation at year-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in profit or loss.

Foreign exchange gains and losses that relate to borrowings and cash and cash equivalents are presented in profit or loss within "finance costs". All other foreign exchange gains and losses are presented in profit or loss within "other income" or "administrative expenses".

##### (b) Property, plant and equipment

Property, plant and equipment are stated in the statement of financial position at cost less accumulated depreciation and any accumulated impairment loss.

Depreciation is calculated to write off the cost of items of property, plant and equipment, less their estimated residual value, if any, using the straight line method over their estimated useful lives as follows :

Buildings held for own used	2% per annum
Leasehold improvements	20% per annum
Furniture and fixtures	30% per annum
Computer and equipment	30% per annum

If there is no indication that there has been a significant change in the depreciation rate, useful life or residual value, if any, of an asset, the depreciation of that asset is revised prospectively to reflect the new expectations.

An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount.

Gains and losses arising from the retirement or disposal of an item of property, plant and equipment are determined as the difference between the net disposal proceeds and the carrying amount of the item and are recognised in the statement of comprehensive income on the date of retirement or disposal.

## THE LIFE UNDERWRITERS ASSOCIATION OF HONG KONG LIMITED

### NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 31ST MARCH 2020

#### 2. Basis of preparation and significant accounting policies (continued)

##### (c) Lease premium for land

Leasehold land premiums are up-front payments to acquire long-term interest of leasehold properties. The premiums are stated at cost and are amortised over the period of the lease on a straight line basis to the income statement.

##### (d) Financial assets at fair value

Investments in non-convertible preference shares and non-puttable ordinary or preference shares that are publicly traded or whose fair value can otherwise be measured reliably without undue cost or effort are classified at financial assets at fair value. At initial recognition, financial assets at fair value are measured at the transaction price. Transaction costs are recognised in surplus or deficit as and when they are incurred. After initial recognition, financial assets at fair value are measured at fair value with changes in fair value recognised in surplus or deficit.

##### (e) Impairment of non-current assets other than financial assets

At the end of each reporting period, property, plant and equipment are reviewed to determine whether there is any indication that those assets have suffered an impairment loss. If there is an indication of possible impairment, the recoverable amount of any affected asset (or group of related assets) is estimated and compared with its carrying amount. If the estimated recoverable amount is lower, the carrying amount is reduced to its estimated recoverable amount, and an impairment loss is recognised immediately in surplus or deficit.

If an impairment loss subsequently reverses, the carrying amount of the asset (or group of related assets) is increased to the revised estimate of its recoverable amount, but not in excess of the amount that would have been determined had no impairment loss been recognised for the asset (group of related assets) in prior years. A reversal of an impairment loss is recognised immediately in surplus or deficit.

##### (f) Account and other receivables

Account and other receivables are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for impairment of accounts and other receivables are established when there is objective evidence that the Association will not be able to collect all amounts due according to the original terms of the receivables.

##### (g) Cash and cash equivalents

Cash and cash equivalents include cash on hand, demand deposits and other short-term highly liquid investments with original maturities of three months or less.

##### (h) Accounts and other payables

Accounts and other payables are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

##### (i) Provision and contingent liabilities

Provisions are recognised for liabilities of uncertain timing or amount when the Association has a legal or constructive obligation arising as a result of a past event, it is probable that an outflow of economic benefits will be required to settle the obligation and a reliable estimate can be made. Where the time value of money is material, provisions are stated at the present value of the expenditure expected to settle the obligation.

Where it is not probable that an outflow of economic benefits will be required, or the amount cannot be estimated reliably, the obligation is disclosed as a contingent liability, unless the probability of outflow of economic benefits is remote. Possible obligations, whose existence will only be confirmed by the occurrence or non-occurrence of one or more future events are also disclosed as contingent liabilities unless the probability of outflow of economic benefits is remote.

##### (j) Revenue

Revenue is recognised when it is probable that the economic benefits will flow to the Association and when the revenue can be measured reliably, on the following bases :

(i) Membership subscriptions are recognised on a time proportion basis;

(ii) Functions income are recognised upon completion of services provided;

(iii) Sponsorships are recognised in the statements of financial positions initially as deferred income when there is reasonable assurance that they will be received and that the Association will comply with the conditions attaching to them. Sponsorships relating to income are recognised as revenue in the income statement on a systematic basis in the same periods in which the expenses are incurred;

(iv) Dividend income is recognised when the shareholder's right to receive payment is established;

(v) Interest income is recognised on a time proportion basis taking into account the principal outstanding and the interest applicable; and



THE LIFE UNDERWRITERS ASSOCIATION OF HONG KONG LIMITED  
NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31ST MARCH 2020

**2. Basis of preparation and significant accounting policies (continued)**

(vi) Miscellaneous income is accounted for on a receipt basis.

(k) Employee benefits

Salaries, annual bonuses, paid annual leaves, contributions to defined contribution retirement plans and the cost of non-monetary benefits are accrued in the year in which the associated services are rendered by employees. Where payment or settlement is deferred and the effect would be material these amounts are stated at their present values.

The Association operates Mandatory Provident Fund retirement benefit scheme ("the MPF Scheme") under the Mandatory Provident Fund Schemes Ordinance, for those employees who are eligible to participate in the MPF Scheme. Contributions are made based on a percentage of the employees' relevant income and are charged to surplus or deficit as the Association become payable in accordance with the rules of the MPF Scheme. The assets of the MPF Scheme are held separately from those of the Association in an independently administrated trust fund. The Association's employer contributions vest fully with the employees when contributed into the MPF Scheme.

(l) Operating leases

Leases where substantially all the risks and rewards of ownership of assets remain with the lessors and accounted for as operating leases.

Rental receivables under operating leases are credited to the statement of comprehensive income on a straight line basis over the periods of the respective leases.

(m) Taxation

Income tax for the year comprises current tax and movements in deferred tax assets and liabilities. Current tax and movements in deferred tax assets and liabilities are recognised in profit or loss except to the extent that they relate to items recognised in other comprehensive income or directly inequity, in which case the relevant amounts of tax are recognised in other comprehensive income or directly in equity, respectively.

Current tax is the expected tax payable on the taxable income for the year, using tax rates enacted or substantively enacted at the end of the reporting period and any adjustment to tax payable in respect of previous years.

Deferred tax assets and liabilities arise from deductible and taxable temporary differences respectively, being the differences between the carrying amounts of assets and liabilities for financial reporting purposes and their tax bases. Deferred tax assets also arise from unused tax losses and unused tax credits. Apart from differences which arise on initial recognition of assets and liabilities, all deferred tax liabilities, and all deferred tax assets to the extent that it is probable that future taxable profits will be available against which the asset can be utilised, are recognised.

The amount of deferred tax recognised is measured based on the expected manner of realisation or settlement of the carrying amount of the assets and liabilities, using tax rates enacted or substantively enacted at the end of the reporting period. Deferred tax assets and liabilities are not discounted.

(n) Related parties

(a) A person, or a close member of that person's family, is related to the Association if that person:

- (i) has control or joint control over the Association;
- (ii) has significant influence over the Association; or
- (iii) is a member of the key management personnel of the Association or the Association's parent.

(b) An entity is related to the Association if any of the following conditions applies:

- (i) The entity and the Association are members of the same group (which means that each parent, subsidiary and fellow subsidiary is related to the others).
- (ii) One entity is an associate or joint venture of the other entity (or an associate or joint venture of a member of a group of which the other entity is a member).
- (iii) Both entities are joint ventures of the same third party.
- (iv) One entity is a joint venture of a third entity and the other entity is an associate of the third entity.
- (v) The entity is a post-employment benefit plan for the benefit of employees of either the Association or an entity related to the Association.
- (vi) The entity is controlled or jointly controlled by a person identified in (a).
- (vii) A person identified in (a)(i) has significant influence over the entity or is a member of the key management personnel of the entity (or of a parent of the entity).
- (viii) The entity, or any member of a group of which it is a parent, provides key management personnel services to the Association or to the Association's parent.

Close members of the family of a person are those family members who may be expected to influence, or to be influenced by, that person in their dealings with the entity.

## THE LIFE UNDERWRITERS ASSOCIATION OF HONG KONG LIMITED

### NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 31ST MARCH 2020

#### 3. Transition to the HKFRS for Private Entities

The Association's financial statements for the year ended 31st March 2020 are its first annual financial statements prepared under accounting policies that comply with the HKFRS for Private Entities. The Association applied the Small and Medium-sized Entity Financial Reporting Standard ("SME-FRS") to prepare its financial statements prior to the application of the HKFRS for Private Entities.

The Association's date of transition is 1st April 2018 and the Association prepared its opening statement of financial position in compliance with the HKFRS for Private Entities at that date.

The transition from SME-FRS to HKFRS for Private Entities has changed the presentation of the financial statements and the following accounting policy. The comparatives have been amended as required in accordance with the relevant requirements.

##### *Changes in the presentation of financial statements*

Under HKFRS for Private Entities, a complete set of financial statements shall present statement of comprehensive income, statement of financial position, statement of cash flows, statement of changes in equity and notes to financial statements, and have been presented in accordance with Hong Kong Companies Ordinance and HKFRS for Private Entities.

##### *Changes in accounting policy*

###### Investment in securities

Under SME-FRS that was applicable to previous financial statements, investment in securities were accounted for the lower of cost and net realisable value. On transition to HKFRS for Private Entities, the Association opts to adopt fair value model to measure the investment in securities at the date of transition. To comply with HKFRS for Private Entities, investment in securities are measured initially at the transaction price and subsequently measured at fair value with changes in fair value recognised in surplus or deficit.

The reconciliation statement for the statement of comprehensive income of the Association for the year ended 31st March 2019 are as follows :

	Year ended <u>31.3.2019</u> HK\$
Surplus for the year as measured in accordance with former SME-FRS	2,948,799
De-recognition of provision for impairment loss on equity investments	187,807
Recognition of decrease in fair value changes of equity investments	<u>(2,519)</u>
Surplus for the year as measured in accordance with HKFRS for Private Entities	<u><u>3,134,087</u></u>

The reconciliation statement for the statement of financial position of the Association as at 31st March 2019 are as follows :

	Date of <u>transition</u> HK\$	As at <u>31.3.2019</u> HK\$
Investment in securities as measured in accordance with former SME-FRS	5,804,452	6,446,243
De-recognition of (written back)/provision for impairment loss on equity investments	(66,943)	187,807
Recognition of changes in fair value of equity investments	<u>1,251,462</u>	<u>1,182,000</u>
Investment in securities as measured in accordance with HKFRS for Private Entities	<u><u>6,988,971</u></u>	<u><u>7,816,050</u></u>

THE LIFE UNDERWRITERS ASSOCIATION OF HONG KONG LIMITED  
NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31ST MARCH 2020

3. Transition to the HKFRS for Private Entities (continued)

The reconciliation statement for the statement of changes in equity of the Association as at 31st March 2019 are as follows :

	Date of transition HK\$	As at 31.3.2019 HK\$
Total equity as measured in accordance with former SME-FRS	23,476,196	26,424,995
De-recognition of (written back)/provision for impairment loss on equity investments	(66,943)	187,807
Recognition of changes in fair value of equity investments	<u>1,251,462</u>	<u>1,182,000</u>
Total equity as measured in accordance with HKFRS for Private Entities	<u><u>24,660,715</u></u>	<u><u>27,794,802</u></u>

4. Revenue

An analysis of the Association's revenue is as follows :

	2020 HK\$	2019 HK\$
Membership subscriptions	7,070,579	6,881,879
Functions income		
-Major events	22,574,321	11,404,950
-Seminars, training courses, conferences and others	3,426,989	2,768,740
-Sponsorships	5,897,490	1,992,200
	<u>31,898,800</u>	<u>16,165,890</u>
	<u><u>38,969,379</u></u>	<u><u>23,047,769</u></u>

5. Other income

	2020 HK\$	2019 HK\$
Bank interest income	4,567	1,766
Dividend income	254,942	254,966
Sundry income	814	132,226
Gain on disposal of equity investments	374,909	-
Management fee income	120,000	-
Rental income	-	63,000
	<u>755,232</u>	<u>451,958</u>



## THE LIFE UNDERWRITERS ASSOCIATION OF HONG KONG LIMITED

### NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 31ST MARCH 2020

#### 6. Surplus before taxation

Surplus before taxation is arrived at after charging :

	<u>2020</u>	<u>2019</u>
	HK\$	HK\$
Auditor's remuneration	29,000	24,000
Amortisation of lease premium for land	84,678	84,678
Depreciation	599,909	421,718
Donations	374,745	404,000
Fixed assets written off	396	-
Bad debts written off	106,800	-
Operating lease charges in respect of land and buildings	1,023,891	721,430
Royalties and membership fees	2,259,679	2,637,193
Staff costs		
-Staff Salaries	7,063,074	5,315,894
-Mandatory provident fund contributions	257,147	220,192
Venue charges, food and equipment rental charges	<u>4,716,314</u>	<u>1,337,999</u>

#### 7. Income tax

(a) Taxation in the income statement represents :

	<u>2020</u>	<u>2019</u>
	HK\$	HK\$
Tax charge for the year	473,203	363,082
Under-provision in prior years	-	51,575
	<u>473,203</u>	<u>414,657</u>

On 21st March 2018, the Hong Kong Legislative Council passed The Inland Revenue (Amendment) (No. 7) Bill 2017 (the "Bill") which introduces the two-tiered profits tax rates regime. The Bill was signed into law on 28th March 2018 and was gazetted on the following day. The Association is a qualifying entity under the two-tiered profits tax rates regime. Under the two-tiered profits tax rates regime, Hong Kong Profits Tax is provided at 8.25% for the first HK\$2,000,000 of assessable profits and 16.5% on the remaining balance of assessable profits for the year. (2019: Hong Kong Profits Tax is provided at 8.25% for the first HK\$2,000,000 and 16.5% on the remaining balance on the estimated assessable profits for the year.).

Subsequent to the end of the reporting period, the Hong Kong SAR Government announced a one-off reduction of 100% of the tax payable for 2019/20 assessment subject to a ceiling of HK\$20,000. This announcement has been taken into account in the preparation of the Association's 2020 financial statements.

(b) Current taxation in the statement of financial position represents :

	<u>2020</u>	<u>2019</u>
	HK\$	HK\$
Provision for tax for the year	473,203	363,082
Provisional profits tax paid	<u>(383,082)</u>	<u>(264,557)</u>
Tax payable	<u>90,121</u>	<u>98,525</u>

#### 8. Executive Committee members' remuneration

The Executive Committee members have not received or will receive any fees or emoluments in respect of their services to the Association during the year (2019: HK\$Nil).

THE LIFE UNDERWRITERS ASSOCIATION OF HONG KONG LIMITED  
NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31ST MARCH 2020

9. Property, plant and equipment and lease premium for land

	Buildings held for own use	Leasehold improvements	Furniture and fixtures	Computer and equipment	Total property, plant and equipment	Lease premium for land	Total
	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$
<b>Cost :</b>							
At 1st April 2018	2,044,653	1,559,879	376,855	1,202,519	5,183,906	4,770,857	9,954,763
Additions	-	586,610	63,110	348,334	998,054	-	998,054
At 31st March 2019/ At 1st April 2019	2,044,653	2,146,489	439,965	1,550,853	6,181,960	4,770,857	10,952,817
Additions	-	197,300	3,200	63,343	263,843	-	263,843
Written off	-	(25,098)	(32,125)	(135,972)	(193,195)	-	(193,195)
At 31st March 2020	2,044,653	2,318,691	411,040	1,478,224	6,252,608	4,770,857	11,023,465
<b>Accumulated depreciation and impairment losses :</b>							
At 1st April 2018	237,315	1,088,740	259,666	938,772	2,524,493	433,470	2,957,963
Charge for the year	40,893	165,174	58,482	157,169	421,718	84,678	506,396
At 31st March 2019/ At 1st April 2019	278,208	1,253,914	318,148	1,095,941	2,946,211	518,148	3,464,359
Charge for the year	40,893	289,674	55,996	213,346	599,909	84,678	684,587
Written off	-	(25,098)	(32,125)	(135,576)	(192,799)	-	(192,799)
At 31st March 2020	319,101	1,518,490	342,019	1,173,711	3,353,321	602,826	3,956,147
<b>Net book value :</b>							
At 31st March 2020	1,725,552	800,201	69,021	304,513	2,899,287	4,168,031	7,067,318
At 31st March 2019	1,766,445	892,575	121,817	454,912	3,235,749	4,252,709	7,488,458

10. Investment in securities

	(Restated)	
	2020	2019
	HK\$	HK\$
Investment in securities		
Hong Kong listed securities, at market value	5,277,485	5,483,516
Marketable fund, at market value	2,047,171	2,332,534
	<u>7,324,656</u>	<u>7,816,050</u>

The fair value of listed equity securities are based on the market prices quoted in the Stock Exchange of Hong Kong.

The fair value of the funds are determined with reference to their net asset value of the underlying assets which are provided by the counterparty financial institutions.

## THE LIFE UNDERWRITERS ASSOCIATION OF HONG KONG LIMITED

### NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 31ST MARCH 2020

#### 11. Cash and cash equivalents

	<u>2020</u>	<u>2019</u>
	HK\$	HK\$
Cash at bank	20,097,536	17,419,153
Cash on hand	23,280	36,891
Cash and cash equivalents in the statement of financial position and statement of cash flows	<u>20,120,816</u>	<u>17,456,044</u>

#### 12. Amount due to an affiliated association

Amount due to an affiliated association is unsecured, interest-free and repayable on demand.

#### 13. Commitments under operating leases

The Association had the following total future minimum lease payments payable under non-cancellable operating leases :

	<u>2020</u>	<u>2019</u>
	HK\$	HK\$
Not later than one year	<u>793,155</u>	<u>951,786</u>

#### 14. Other related party transactions

In addition to the transactions and balances detailed elsewhere in these financial statements, the Association had the following transactions with related party :

<u>Affiliated association</u>	<u>Nature of transactions</u>	<u>2020</u>	<u>2019</u>
		HK\$	HK\$
LUA Foundation Limited	Paid rental expenses to	1,023,891	673,208
	Paid service fee to	120,000	-
	Paid donations to	<u>300,000</u>	<u>300,000</u>

LUA Foundation Limited is an affiliated association of the Association.

#### 15. Comparative figures

Certain comparative figures have been reclassified to conform to the current year's presentation.

#### 16. Approval of financial statements

These financial statements were authorised for issue by the Association's Executive Committee members on 18<sup>th</sup> September 2020.



# 管理委員會報告

## Management Committee's Report

### LUA FOUNDATION LIMITED (LIMITED BY GUARANTEE) MANAGEMENT COMMITTEE'S REPORT FOR THE YEAR ENDED 31ST DECEMBER 2019

The management committee has pleasure in submitting its annual report and audited financial statements for year ended 31st December 2019.

#### PRINCIPAL ACTIVITIES

The Foundation is a non-profit making organization. Its principal activities are to promote and undertake projects and activities for the relief to poverty and suffering from natural calamities, to provide care and help for the aged, sick, disabled and children, to promote and advance the physical well-being of the poor and the needy people and to promote and assist in promoting education, vocational training, culture, science and research.

#### THE STATE OF THE FOUNDATION'S AFFAIRS

The results of the Foundation for the year ended 31st December 2019 and the state of the Foundation's affairs at that date are set out in the annexed financial statements on pages 6 to 12.

#### PROPERTY, PLANT AND EQUIPMENT

Details of the movements in property, plant and equipment are set out in note 7 to the annexed financial statements.

#### DONATIONS

Donations received by the Foundation during the year amounted to HK\$1,221,825 (2018: HK\$1,861,591). Donations paid by the Foundation during the year amounted to HK\$222,000 (2018: HK\$783,897).

#### MANAGEMENT COMMITTEE MEMBERS

The management committee members who held office during the year and up to the date of this report were as follows:-

Mak Wing Kwong, Tony	Chairperson
So Yuen May, Teresa	Vice Chairperson
Lau Wai Keung, Kinson	Honorary Secretary
Wong Kam Shing, Matthew	Honorary Treasurer
Ho Shiu Kuen, Frankie	
Law Wing Kin, Kent	
Tse Kwok Po, Lewis	
Lam Kit Ching	
Wong Ying Kit	
Lee Mo Kit, Maggie	
Cheng Hang Yuen, Henry	Appointed on 1st January 2020
Lim Chun Wah, Tommy	Resigned on 31st December 2019
Wong Lily	Resigned on 20th March 2020

#### MANAGEMENT COMMITTEE MEMBERS' INTERESTS

No contracts of significance to which the Foundation was a party and in which a management committee member had a material interest, whether directly or indirectly, subsisted at the end of the year or at any time during the year.

#### PERMITTED INDEMNITY PROVISIONS

A permitted indemnity provision (as defined in section 469 of the Hong Kong Companies Ordinance) for the benefit of the management committee members of the Foundation is currently in force and was in force throughout this year.

#### MANAGEMENT COMMITTEE MEMBERS' MATERIAL INTERESTS IN TRANSACTIONS, ARRANGEMENTS AND CONTRACTS THAT SIGNIFICANT IN RELATION TO THE FOUNDATION'S BUSINESS

No transactions, arrangements and contracts of significance in relation to the Foundation's business to which the Foundation was a party and in which a management committee member of the Foundation had a material interest, whether directly or indirectly, subsisted at the end of the year or at any time during the year.

**LUA FOUNDATION LIMITED  
(LIMITED BY GUARANTEE)  
MANAGEMENT COMMITTEE'S REPORT  
FOR THE YEAR ENDED 31ST DECEMBER 2019**

**BUSINESS REVIEW**

The Foundation does not need to prepare the Business Review according to Section 388(3)(a) of the Hong Kong Companies Ordinance which the Foundation falls within the reporting exemption for the financial year.

**AUDITOR**

The auditor, Messrs. LKKC C.P.A. Limited, Chartered Accountants, Certified Public Accountants, retires but, being eligible, offers themselves for re-appointment.

**FOR AND ON BEHALF OF THE MANAGEMENT COMMITTEE**

Mak Wing Kwong, Tony  
Chairperson

Hong Kong, 18th May 2020

# 核數師報告

## Report of the Auditors

### INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF LUA FOUNDATION LIMITED (INCORPORATED IN HONG KONG AND LIMITED BY GUARANTEE)

#### **Opinion**

We have audited the financial statements of LUA Foundation Limited ( "the Foundation" ) set out on pages 6 to 12, which comprise the statement of financial position as at 31st December 2019, and the statement of comprehensive income and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the financial statements of the Foundation are prepared, in all material respects, in accordance with the Hong Kong Small and Medium-sized Entity Financial Reporting Standard ( "SME-FRS" ) issued by the Hong Kong Institute of Certified Public Accountants ( "HKICPA" ) and have been properly prepared in compliance with the Hong Kong Companies Ordinance (Cap. 622).

#### **Basis for Opinion**

We conducted our audit in accordance with Hong Kong Standards on Auditing ( "HKSAAs" ) and with reference to Practice Note 900 (Revised), Audit of Financial Statements Prepared in Accordance with the Small and Medium-sized Entity Financial Reporting Standard issued by the HKICPA. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Foundation in accordance with the HKICPA's Code of Ethics for Professional Accountants ( "the Code" ), and we have fulfilled our other ethical responsibilities in accordance with the Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### **Other information**

The management committee members are responsible for the other information. The other information comprises the information included in the management committee's report, but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

#### **Responsibility of management committee members for the financial statements**

The management committee members are responsible for the preparation of the financial statements that give a true and fair view in accordance with HKFRSs issued by the HKICPA and the Hong Kong Companies Ordinance, and for such internal control as the management committee members determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the management committee members are responsible for assessing the Foundation's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the management committee members either intend to liquidate the Foundation or to cease operations, or have no realistic alternative but to do so.

#### **Auditor's Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. This report is made solely to you, as a body, in accordance with section 405 of the Hong Kong Companies Ordinance (Cap. 622), and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of the report.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with HKSAAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with HKSAAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.



## INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF LUA FOUNDATION LIMITED (INCORPORATED IN HONG KONG AND LIMITED BY GUARANTEE)

### **Auditor's Responsibilities for the Audit of the Financial Statements (Continued)**

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Foundation's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the management committee members.
- Conclude on the appropriateness of the management committee members' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Foundation's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Foundation to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with management committee members regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

LKKC C.P.A. LIMITED  
國信會計師事務所有限公司  
Chartered Accountants  
Certified Public Accountants  
Auditor — Wilson, Chi-Shing Kwok  
郭志成執業會計師  
Practising certificate number - P01952  
Hong Kong, 18th May 2020

L332/DC/B/866

# 損益表

## Statement of Comprehensive Income

LUA FOUNDATION LIMITED  
(LIMITED BY GUARANTEE)  
STATEMENT OF COMPREHENSIVE INCOME  
FOR THE YEAR ENDED 31ST DECEMBER 2019

	<u>NOTES</u>	<u>2019</u> HK\$	<u>2018</u> HK\$
<b>DONATIONS</b>			
Donations received		1,221,825	1,861,591
Donations paid		(222,000)	(783,897)
		<u>999,825</u>	<u>1,077,694</u>
<b>OTHER INCOME</b>			
	4	1,701,474	1,157,441
		<u>2,701,299</u>	<u>2,235,135</u>
<b>FUNCTIONS AND ADMINISTRATIVE EXPENSES</b>			
Advertising		157,809	95,250
Amortization of lease premium for land		116,899	116,899
Audit fee		8,500	8,500
Bank charges		12,724	6,278
Building management fee		-	25,542
Depreciation		92,811	92,811
Gift and trophy		4,843	5,770
Guest fee		20,000	-
Licence fee		2,000	-
Local travelling		5,254	701
Lunchon		114,216	57,328
Meeting expenses		309	7,930
Photo and video and Others		105,600	82,000
Postage and courier		1,182	8,023
Printing and stationery		7,918	40,928
Production cost		197,645	43,840
Professional fee		33,850	66,620
Service fee		90,000	-
Sundry expenses		28,086	653
Venue charge		124,300	127,745
		<u>(1,123,946)</u>	<u>(786,818)</u>
<b>Surplus for the year</b>		<u><u>1,577,353</u></u>	<u><u>1,448,317</u></u>

# 財務狀況報表

## Statement of Financial Position

LUA FOUNDATION LIMITED  
(LIMITED BY GUARANTEE)  
STATEMENT OF FINANCIAL POSITION  
AS AT 31ST DECEMBER 2019

	<u>NOTES</u>	<u>2019</u> HK\$	<u>2018</u> HK\$
NON-CURRENT ASSETS			
Property, plant and equipment	7	5,650,055	5,859,765
		<u>5,650,055</u>	<u>5,859,765</u>
CURRENT ASSETS			
Amount due from an affiliated association	8	333,618	381,977
Utility deposits		32,788	32,788
Prepayments		38,000	24,135
Cash at bank		4,818,784	2,947,227
		<u>5,223,190</u>	<u>3,386,127</u>
CURRENT LIABILITIES			
Accrued expenses		8,500	8,500
Received in advance		50,000	-
		<u>58,500</u>	<u>8,500</u>
NET CURRENT ASSETS		<u>5,164,690</u>	<u>3,377,627</u>
NET ASSETS		<u>10,814,745</u>	<u>9,237,392</u>
RESERVES			
Accumulated fund		<u>10,814,745</u>	<u>9,237,392</u>

APPROVED AND AUTHORISED FOR ISSUE BY THE MANAGEMENT COMMITTEE ON 18<sup>TH</sup> MAY 2020.

# 現金流量表

## Statement of Cash Flows

### LUA FOUNDATION LIMITED (LIMITED BY GUARANTEE) STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31ST DECEMBER 2019

	<u>2019</u>	<u>2018</u>
	HK\$	HK\$
OPERATING ACTIVITIES		
Surplus from operation	1,577,353	1,448,317
ADJUSTMENT FOR :-		
Amortisation of lease premium for land	116,899	116,899
Depreciation	92,811	92,811
Interest income	(761)	(231)
OPERATING SURPLUS BEFORE WORKING CAPITAL CHANGES	<u>1,786,302</u>	<u>1,657,796</u>
Decrease/(increase) in amount due from an affiliated association	48,359	(46,855)
(Increase)/decrease in prepayments	(13,865)	8,000
Increase in accrued expenses	-	1,700
Increase in received in advance	50,000	-
NET CASH GENERATED FROM OPERATING ACTIVITIES	<u>1,870,796</u>	<u>1,620,641</u>
INVESTING ACTIVITIES		
Interest received	761	231
NET CASH GENERATED FROM INVESTING ACTIVITIES	<u>761</u>	<u>231</u>
NET INCREASE IN CASH AND CASH EQUIVALENTS	1,871,557	1,620,872
CASH AND CASH EQUIVALENTS AT BEGINNING OF THE YEAR	2,947,227	1,326,355
CASH AND CASH EQUIVALENTS AT END OF THE YEAR	<u><u>4,818,784</u></u>	<u><u>2,947,227</u></u>
ANALYSIS OF BALANCES OF CASH AND CASH EQUIVALENTS		
Cash at bank	<u><u>4,818,784</u></u>	<u><u>2,947,227</u></u>



**香港人壽保險從業員協會**  
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