

2021 LUAHK Annual Report



Let's work together...



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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。會員人數逾16,000人，是全港會員人數最多的保險業組織之一。「保協」亦為「亞太區財務策劃總會(APFinSA)」的創會成員，現時，亞太區財務策劃總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40多年，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」、「特許壽險策劃師」等，提高從業員在銷售、理財策劃和管理等方面的專業知識。

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」、2020年設立「傑出新星獎」，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。2019年9月保監局正式取代三個自律規管機構，規管保險中介人，而「保協」作為「壽險行業規管與發展關注組」（簡稱ICG）的當然委員，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。2020-2021年兩組織設立合共100萬「新冠病毒支援防疫基金」，為受新冠病毒感染的同業提供即時支援。

於2005年，「保協慈善基金」構思「生命傳愛行動」(LCM)，希望透過推動全港性的「生命教育」(LE)及「保單捐贈計劃」(PDP)，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 Limited ("LUAHK") is a voluntary organization of professional insurance intermediaries destined for the sustainable development of the insurance industry in Hong Kong. Today we have more than 16,000 members and had become one of the most predominant organizations for insurance agents and intermediaries in Hong Kong. LUAHK is also one of the founding members of Asia Pacific Financial Services Association (APFinSA). Currently, APFinSA has members all across Asia Pacific region including Singapore, Australia, Taiwan, Malaysia, Thailand, Philippines, India, Macau and Hong Kong.

Mission

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

Development

In the past 40+ years, LUAHK had organized numerous exhibitions, seminars, conventions, workshops and education programs (e.g. Associate Chartered Financial Practitioners / Fellow, Chartered Financial Practitioners (AChFP / FChFP) & Chartered Life Practitioner (ChLP)) to enhance the adversarial techniques and professional skills of our insurance practitioners.

The launch of Distinguished Manager Award & Distinguished Agent Award (DMA & DAA) in 1993, Best Financial Planner Award (BFPA) in 2007, Quality Advisor Award / Quality Manager Award / Quality Leader Award (QAA / QMA / QLA) in 2010 and New Star Award in 2019 had also set the benchmarks for the insurance industry practitioners standards which now are universally recognized by insurance companies and the general public. In 2019, we had the privilege of hosting the 17th Asia-Pacific Life Insurance Congress (APLIC) in Hong Kong again which had attracted more than 10,000 participants throughout Asia-Pacific region to learn from the speakers coming from the countries and regions all across the globe about the quintessence of their life long experiences.

For external affairs, LUAHK has been one of the representatives in the Insurance Agents Registration Board (IARB) for the administration of the insurance agents' registration policy since 1993. Apart from the above, the Industry Affairs Steering Committee (IASC) was set up in 2010 to enhance the communications and interrelations with the government and its related affiliated associations. In addition, another target for IASC to achieve is to strive for the best interest of insurance practitioners and to promote the professional image of the industry. In Sept 2019, Insurance Authority took over the regulation of insurance intermediaries from the three Self-Regulatory Organizations and LUAHK, as the ex-officio member of Insurance Industry Regulatory & Development Concern Group (ICG), continues to play an active role in ensuring the smooth transition of the IA regime and to ensure the prosperous development of the insurance industry.

Community Services

LUAHK has been taking a pro-active role in promoting and procuring the insurance intermediaries to take part in the charity functions. In 1998, LUA Foundation was inaugurated to manage and procure the charity functions. In the past years, LUA Foundation had procured donations of more than \$8 million Hong Kong dollars to the needy and charity organizations. Among all charity activities, "LifeCare Charity Run" had been one of the annual premier events since 2016 where LUAHK & LUA Foundation held hand in hand to raise funds for LUA Foundation. Recently, LUA Foundation have donated more than HK\$1.5 million to The Society for the Promotion of Hospice Care and Haven of Hope Holistic Care Centre for hospice service rendered by both charities. In 2016, LUA Foundation had also called a 1+1 Campaign and had successfully raised \$400,000 for the families of two firefighters who had lost their lives in the Ngau Tau Kok storage house fire fight. During 2020 to 2021, we established a total of HK\$1 million "Anti-epidemic Fund" to provide immediate financial assistance to insurance practitioners who got infected with Covid-19.

"LifeCare Movement" was launched by LUA Foundation in 2005 which intends to promote "Life Education" and "Policy Donation Program" which had embedded the core value of life insurance and to secure the sustainable funding for charitable organizations. With the aid of the media promotion and the support from LifeCare Ambassadors & Leaders, the total number of policy donors has reached 10,000 and the donated figures under the Policy Donations Program has accumulated to HK\$300 million of which more than HK\$8 million had been paid to the needed and the beneficiaries. Starting from the year of 2017, every January 28 has now been renowned as the "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 a connection with International Life Insurance Organizations.
- 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 organization.
- We offer training and educational programs 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 client's 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



陳健波太平紳士
The Hon. K. P. Chan,
GBS, JP
立法會議員
Legislative Council Member

保協貢獻恆久遠
服務同仁貫始終

立法會議員 陳健波

香港人壽保險從業員協會二零二一年

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
Mo-chi, GBM, GBS, JP
保險業監管局主席
Chairman, Insurance Authority

精英薈萃
聚志創新

保險業監管局主席 鄭慕智博士

香港人壽保險從業員協會二零二一年

「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

專業幹練
通財惠群

香港人壽保險從業員協會二零二一年

亞太區財務策劃總會主席獻辭 Message from the Asia Pacific Financial Services Association (APFinSA)



江德華先生
Mr. Matthew Kang
亞太區財務策劃總會主席
Chairman,
Asia Pacific Financial Services
Association (APFinSA)

In light of the covid-19 pandemic and its effects, it is good for us to be reminded that change is constant and some changes are permanent and become the new normal. I envision changes in the financial services industry and in particular, the life insurance landscape, and the future of distribution. Regulatory pressure will force traditional channels to innovate and adjust to the new norm.

APFinSA recognises LUAHK's immense contribution, effort, commitment and dedication towards the financial services industry in Hong Kong. LUAHK has always been a very useful bridge for education opportunities and career advancement for financial practitioners in the industry.

I appreciate LUAHK's continued support to APFinSA through the FChFP, AChFP, ChLP designations, the APFinSA Awards, the APLIC Congress and all its other activities and events. While the entire world is experiencing challenges during this covid-19 pandemic, LUAHK has proven to be resilient, continue forging ahead in providing education and the opportunity for financial practitioners to enhance their knowledge and sharpen their skills in order to add even more value to their clients, as well as facilitating numerous community service and events. I salute LUAHK for standing up to what it stands for!

My wish for you is that you continue to represent, promote and protect the interest of your members, the life insurance and the financial services industry in Hong Kong. Tough times don't last, but tough people do. My sincere best wishes to The Life Underwriters Association of Hong Kong (LUAHK) and all its Members in weathering through this covid-19 pandemic and I am sure all of you shall emerge victorious in the days, months and years ahead!

香港保險業聯會獻辭

Message from the Hong Kong Federation of Insurers



文德華先生
Mr. Edward Moncreiffe
香港保險業聯會主席
Chairman,
The Hong Kong Federation of
Insurers

鴻圖碩劃
利社安民

香港保險業聯會主席 文德華

香港人壽保險從業員協會二零二一年

香港保險業聯會壽險總會獻辭

Message from the Life Insurance Council



李紫蘭小姐
Ms. Orchis Li
香港保險業聯會壽險總會主席
Chairman,
Life Insurance Council,
The Hong Kong Federation
of Insurers

英才會志
實幹惠群

香港保險業聯會壽險總會主席 李紫蘭

香港人壽保險從業員協會二零二一年

2021年執行委員會

The Executive Committee 2021



李冠群先生
Mr. Lee Kwun Kwan Davey
會長
President



鄭鏗源先生
Mr. Cheng Hang Yuen Henry
上任會長
Immediate Past President



謝立義先生
Mr. Tse Lap Yee Stanley
副會長 (行業事務部)
Vice President
(Industry Affairs)



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
副會長 (會員部)
Vice President
(Membership)



黃坤成博士
Dr. Wong Kwan Shing Bowen
副會長 (保協培訓學院)
Vice President
(LUA Academy)



曾繼鴻先生
Mr. Tsang Kai Hung Henry
副會長 (公關部)
Vice President
(Public Relations)



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



潘立紅小姐
Ms. Poon Lap Hung Diane
名譽司庫
Honorary Treasurer



姜楚芝小姐
Ms. Keung Chor Gee May
名譽秘書
Honorary Secretary



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



陳逸洵先生
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
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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
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何家文先生
Mr. Ho Ka Man Albert
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高廣恩先生
Mr. Ko Kwong Yan Stephen
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李聰穎小姐
Ms. Li Chung Wing Apple
執委會理事
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李慶達先生
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Ms. Lee Mo Kit Maggie
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李佩珊小姐
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李玉樹先生
Mr. Li Yuk Shu Dick
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馬驊伯先生
Mr. Ma Hua Ba Alex
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湯恩銘先生
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執委會理事
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黃銘淇先生
Mr. Wong Glen
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Executive Committee



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



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



邱錦文先生
Mr. Yau Kam Man Clarence
執委會理事
Executive Committee

會長報告

Report from the President



李冠群先生
Mr. Davey Lee

會長 President

在疫情籠罩下，保險業以至各行業在過去1年仍然面對不少挑戰，猶幸得到一眾同業的同心協力，以及監管當局的支持，令行業能夠穩步發展；而配合行業的長遠需要，「保協」於今年初訂定Let's Work Together的主題，在關注同業發展的同時，與各持份者保持緊密聯繫，促進行業和社會的持續發展。

在鞏固原有的基礎下，「保協」在過去1年先後推出多項新猷，當中包括「保協培訓學院」（LUA Academy）的啟動，以及推出全新的「認可財富管理誠信顧問」（Certified Trusted Advisor，CTA）認證和新獎項「Master Trusted Advisor」（MTA），並委任兩位「保協」前會長李慕潔和黃綺年分別擔任上述認證和獎項的籌委會主席，藉此推動和支持同業持續發展，邁向更專業水準的踏腳石。

另一方面，為促進兩地保險業的交流和合作，「保協」於年來成立了大灣區委員會，探討本港業界在區內的發展機遇，而因應大眾在「新常態」下的生活習慣和工作模式，我們除把「保協」其中一個辦公室改為「保協直播中心」（LUA Studio），並增設網上雜誌外；協會更進一步擴展辦公室的空間，以及修訂協會的議會章程，使之與時並進，並吸引更多有志為行業作出貢獻的同業成為「保協」的執委會成員。

儘管疫情仍然持續，但無論環境順逆，「保協」仍會繼續做好業界與監管機構之間的橋樑角色；構思和推出各類有益於業界和市民的專案，在促進業界可持續發展的同時，為社會帶來更多正面影響。我期望同業未來能一直秉持「保協」今年的主題，攜手努力，成就專業。

The pandemic has posed a lot of challenges to insurance and other sectors in the past year. Thanks to the concerted efforts by our colleagues and robust support from regulators, we have managed to witness steady development of our industry. To tie in with our long-term goals, LUAAHK worked out a new theme - "Let's Work Together" - at the start of this year to maintain strong engagement with stakeholders and promote sustainable development of the industry and the whole community.

On the basis of running the existing activities, LUAAHK launched some new programs in the year, including the inauguration of LUA Academy, the launch of the "Certified Trusted Advisor" accreditation and the "Master Trusted Advisor" award, and appointed past presidents Ms. Maggie Lee and Ms. Lily Wong to chair the organizing committees of the accreditation and the award respectively, to support insurance practitioners to pursue continued career development and advance their professionalism.

Also, in order to expedite exchange and cooperation between insurance companies from the mainland and Hong Kong, LUAAHK has set up the GBA Committee to help Hong Kong insurance companies explore development opportunities in the region. In response to new living habits and remote work model under the state of "the new normal", we have renovated one of our offices into LUA Studio and introduced e-magazines; we have also added office space, updated the articles of association, and appointed new members to the Executive Committee.

The pandemic has yet to come to an end, but LUAAHK will continue to play its role as a bridge between the insurance industry and regulators; conceive and launch programs helpful to the industry and the general public; and more positively impact the community while driving the industry's sustainable development. I hope that all insurance practitioners can stick to our theme for this year, work together and become professional elites.

上任會長報告

Report from the Immediate Past President



鄭鏗源先生
Mr. Henry Cheng

上任會長 Immediate Past President

疫情為行業帶來前所未有的挑戰，也促使「保協」積極轉型，以靈活彈性的方式應對。經歷了一段適應的過程，「保協」將部分活動由線下改為線上模式進行，並開設了直播中心。由於各項線上活動的費用相對便宜，參加模式彈性，很受會員歡迎，彌補了疫情帶來收入之影響，令財政更穩健。去年新推出的「新星獎」更帶動了新晉保險從業員加入，會員人員也比以往增加了逾10%。

除了將部分活動、會議移師線上，「保協」也借此機會調整內務工作的流程、進行記錄整理，並修訂憲章。現任會長多年來與保險業監管機構和專業機構保持良好的聯繫和合作，在行業事務方面具有豐富經驗，能夠為業界爭取利益和發聲。

在應對疫情期間，「保協」面對不同的挑戰，能夠繼續服務會員和社會，有賴各位副會長和執委抱持樂觀積極的態度參與工作，以及「保協」職員緊守崗位。

回顧2021年，「保協」訂立了會員人數達兩萬人的目標，期望在執委的努力之下，能夠在3年內達成這個目標，成為保險行業內更有代表性和力量的團體，為行業發聲。

The COVID-19 pandemic has posed unprecedented challenges to the insurance industry, and prompted LUAHK to make swift transformations and adopt flexible approaches to deal with the challenges. After a period of adaption, LUAHK has moved some offline activities to online and set up a LUA Studio. Since online activities are economy and more flexible for participants, they are well received by our members; we have therefore narrowed revenue losses caused by the pandemic and strengthened our financial health. We launched the New Star Award last year, which has attracted a lot of people to join the insurance industry and lifted our members by more than 10%.

In addition to holding online activities and meetings, LUAHK has also optimized its internal work flows and amended the articles of association. The incumbent president has maintained sound communication and cooperation with insurance regulators and professional institutions; he has rich experience in dealing with industry affairs, and he can speak up for the interest of the industry.

In response to the pandemic, LUAHK has faced different challenges. Its ability to serve members and the community has been backed by the upbeat and positive attitude of vice presidents and the executive committee as well as the staff firmly holding their position.

At the start of 2021, LUAHK set a goal of having 20,000 members. I expect the goal will be achieved within three years under the joint efforts of the executive committee, to make LUAHK a broadly represented and powerful organization in the insurance industry and speak for the industry.

名譽司庫報告

Report from the Honorary Treasurer



潘立紅小姐
Ms. Diane Poon

名譽司庫 Honorary Treasurer

「保協」部分活動及培訓班在2021年已回復正常，但因疫情未完全消散，我們今年繼續沿用Plan A和Plan B兩個預算方案來作準備及籌劃。疫情雖然持續，但不斷有新人加入保險行業（根據保監最新從業員數字是超過89,000人），加上本會持續舉辦實體及網上專業培訓課程，廣受同業歡迎，令本會財政仍然穩健。

開源之外，「保協」繼續精益求精，有效運用開支。「保協」今年積極開拓新的專案、課程和獎項等，例如我們今年成立了大灣區委員會，探討本港業界在區內的發展機遇，並希望來年把同業的專業水準延伸至大灣區。

LUAHK has resumed some activities and training courses since the start of 2021, but preparations were made on the basis of Plan A and Plan B amid sporadic pandemic outbreaks. Thanks to continued intake of new intermediaries into the insurance industry (the latest data suggest that the insurance industry now employs more than 89,000 people in Hong Kong) and growing popularity of our offline and online training courses, LUAHK has maintained sound financial conditions.

In addition to expanding revenue sources, LUAHK has also made effective use of expenditures by exploring new projects, courses and awards. For instance, LUAHK set up the Greater Bay Area (GBA) Committee earlier this year to help Hong Kong's insurance industry explore development opportunities in the GBA and offer Hong Kong's professional insurance services to customers in the GBA.

名譽秘書報告

Report from the Honorary Secretary



姜楚芝小姐
Ms. May Keung

名譽秘書 Honorary Secretary

「保協」秘書處致力保持協會運作系統化，使協會能夠承擔更多工作，迅速回應外界需要，以及加強與會員的聯繫。秘書處今年的工作重點，除了設立保協培訓學院，就是籌備設立由專人管理的「保協直播中心」（LUA Studio），供協會拍攝和製作具專業水準的課程片段和網上節目。

為了隆重其事，在2021年9月我們與百萬圓桌會MCC合作推出《MDRT秘笈》系列，邀請保險業界傑出人士分享心得，亦於2021年年尾推出《保寶雞湯》系列，首集邀得心理學專家余德淳博士解說生老病死，以及保險從業員應如何面對客戶這方面的問題，這個節目往後亦會邀請醫生和其他專家講解有關心靈上的需要。

The Secretariat is tasked with maintaining the sound operation of LUAHK so that it can undertake more jobs, quickly respond to external demand and strengthen its engagement with members. The Secretariat's work priorities for the year include establishing the LUA Academy and setting up the LUA Studio, which produces professional courses and online programs.

In September 2021, LUAHK and the MDRT MCC launched the MDRT Success series, inviting outstanding insurance professionals to share stories behind their successful career. LUAHK plans to launch the BOBO Inspirational Program series at the end of this year. In the first episode, psychologist Dr. Charles Yu explained birth, senility, illness and death, and how to address customers' insurance demands in this regard. Future episodes will invite doctors and other experts to talk about spiritual needs.



「保協」於年內舉辦多個專題講座，邀請到多位專家分享。
LUAHK has invited experts to hold several seminars covering different topics this year.



保協培訓學院啟動典禮暨CTA及MTA發佈會 - 啟動儀式 (7月29日)
Launching Ceremony for LUAHK Academy Cum Kickoff of CTA and MTA.



參觀保監局北角辦公室並與相關代表進行交流。(8月2日)
LUAHK delegation visited the Insurance Authority's North Point Office, and exchanged views with representatives of the Insurance Authority (2 August).



「保協」今年制定了一系列與誠信相關的專案，當中包括全新推出的「認可財富管理誠信顧問」(Certified Trusted Advisor, CTA) 認證。申請者須先完成「證書(單元：財富管理誠信顧問)」課程，並通過行業操守審查，便可獲得CTA認證。圖為首班財富管理誠信顧問證書課程學員大合照。
LUAHK has devised a series of trust-related programs this year, including the Certified Trusted Advisor (CTA). Each applicant must complete certificate courses and pass a professional conduct review in order to obtain CTA qualification. This is a group photo with 1st class CTA students.



9月15日「保協慈善基金」轄下的生命傳愛行動舉行了3區同步「保單捐贈嘉許禮」。圖為保監局主席林澂親自向保協慈善基金主席蘇婉薇等人介紹機構服務。
LUA Foundation held the "Policy Donation Program Recognition Ceremony" in three districts on 15 September. In the photo, Po Leung Kuk Chairman Calvin Lam introduced their charity services to LUA Foundation Chairman Teresa So.

「保協慈善基金」於4月24日與鄰舍輔導會合辦4區同步的「互助關懷行動」。
LUA Foundation joined hands with the Neighbourhood Advice-Action Council to launch an initiative on 24 April.



會員部 Membership Department



會員部主席報告

Report from the Chairlady, Membership Department



陳頌琳小姐
Ms. Carrie Chan

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

今年仍然受到疫情影響，「保協」很多會員活動都採用了網上形式進行，反應依然熱烈，而且還比往年舉辦了更多不同類型的活動，包括近來大熱的投資移民講座，一共3場，更邀得專家主講及分享各個熱門地點如英國、加拿大和台灣等的移民資訊，每場均有數百人參加，一眾會員非常踴躍。

此外，「保協」今年再度舉辦了第二屆的「保協傑出新星獎」等業界獎項及活動，在疫情下需要考慮人數、場地以及防疫措施等因素，確是一大挑戰。取得今年的經驗，我們認為來年可以繼續以線上線下的形式同步進行各種活動，不但在時間和地點上會較彈性，而且可照顧不同會員的需要，為大家提供更多學習機會和福利。

很高興今年會員的數目截至9月初已躍升至16,110人，比上年全年的增長人數多6%，期望來年會員的數目可達18,000人或以上。為吸引更多新成員加入「保協」，我們再次特別推出入會優惠，如於9月份入會，只需付1年會費，便可享2年的會籍。「保協」是業內規模最大的專業協會，希望未來更多保險業從業員會加入我們的大家庭。

Due to the impact of the COVID-19, many of LUAHK's membership activities have had to be held online, but we have received an overwhelming response. We have launched more types of activities, including three lectures on investment immigration programs. Experts shared immigration information about popular destinations like the U.K., Canada and Taiwan etc., and each lecture was attended by hundreds of people.

Besides, the New Star Award has come to its second year. It is a challenging job to hold the award ceremony in the wake of the number of participants, venue restrictions and anti-epidemic measures. Based on this year's event arrangement experience, we believe that we can continue to arrange various online and offline activities next year. We not only make flexible time and venue arrangements, but also cater for members' different needs and provide more learning opportunities and welfare benefits to them.

We are pleased to announce that LUAHK had 16,110 members as of early September 2021. We have added 6% more members in the first eight months than the full year of 2020. We expect to have at least 18,000 members next year. In order to attract more insurance practitioners to join LUAHK, we have launched special membership privileges. If you join in September, you can pay one year of membership fee to retain membership for two years. LUAHK is the largest professional association in the insurance industry, and we hope that more insurance practitioners join the family in the future.

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

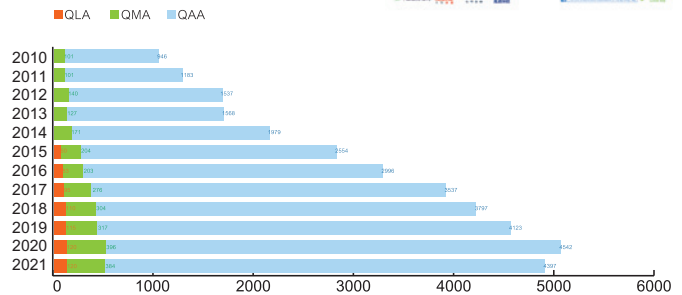


本會設立的「優質顧問大獎 / 優質經理大獎 / 優質領袖大獎」（QAA/QMA/QLA）已成為一個優質標誌，讓市民在選擇保險及理財顧問時有一個參考指標，亦鼓勵所有保險從業員繼續以「服務為本」為準則，服務客戶。

截至2021年，QAA、QMA 和 QLA 得獎人數已由2010年的1,000人，遞增至今年近5,000人，前後增長近5倍，足證此獎項在業內的認受性不斷提升，以及從業員追求「優質服務，專業態度」的決心。

當中 QAA / QMA / QLA「彩虹獎」必須要連續7年獲得 QAA / QMA / QLA 才合資格，換言之，得獎者需於同一公司服務超過10年才可獲獎。而 QLA「彩虹獎」亦於今年誕生。

本會為嘉許各得獎者，將製作得獎者領獎短片，短片內容包括本會會長、公司代表恭賀說話，以及紀錄得獎者領獎的珍貴時刻。



The QAA/QMA/QLA awards have been recognised as a sign of quality and adopted by many citizens as a reference when they choose insurance products and financial consultants. The awards also incentivize insurance practitioners to uphold the service-oriented business principle.

Winners of the QAA, QMA and QLA have increased from roughly 1,000 in 2010 to around 5,000 in 2021. The fivefold increase in a decade has demonstrated growing acceptance of the awards in the insurance industry, and the firm resolution of insurance practitioners to uphold "quality, profession and integrity" as their missions.

Among them the QAA / QMA / QLA Rainbow Award is awarded to people who have won the QAA / QMA / QLA Award for seven straight years. In other words, winners have to serve in the same company for more than ten years to qualify for a rainbow award. The QLA Rainbow Award was created earlier this year.

LUAHK will make short video clips to commend the award winners. The video clips will feature congratulatory speeches of our president and company representatives, as well as memorable moments when the winners stand on the podium.

傑出新星獎 New Star Award

「保協」去年增設「保協傑出新星獎」，此獎項除有助新人建立個人品牌，亦可協助各大保險公司鼓勵新人以贏得獎項力爭佳績為發展目標，打造更多銷售精英。去年獲獎人數超過1,000人，可見業界的重視及獎項本身的吸引力。

縱然本年各行各業仍受疫情影響，但無阻新人加入保險行業。今年「保協傑出新星獎」（上半年度）反應理想，獲獎人數接近900人，符合原先期望。

本會相信，獲得「保協傑出新星獎」的新人，已得到業界的肯定和認同，增加客戶對新晉保險從業員的信心！

LUAHK created the "New Star Award" last year, to help new practitioners build their personal brands and allow the insurance companies to encourage their new staffs to achieve better results and become sales elites. More than 1,000 people received the "New Star Award" in 2020, suggesting that the industry was attaching great importance to the award and it would be a huge appeal to insurance sales agents.

Although the impact of the pandemic has continued into this year, many people are still rushing to join the insurance industry. The 2021 "New Star Award" (1st half year) has received a satisfactory response and has been presented to nearly 900 people, which met our initial expectations.

LUAHK believes that winners of the "LUA New Star Award" have been recognized by the industry, and that will boost customers' confidence in our new insurance practitioners.



培訓與講座 Training and Seminars

受新冠肺炎疫情影響，除了同業們的生意大受打擊外，由於大部分培訓機構被迫停課，此舉亦影響同業們在評核期內獲得足夠的專業培訓時數。有見及此，「保協」在疫情發生初期，已主動與保監局溝通，爭取持續專業發展（CPD）時數彈性處理。最終，成功為行業爭取到合併兩個CPD評核期。

因此，本年「保協」多次舉辦CPD持續專業培訓活動，讓會員可豐富財務及法律知識，以及獲得市場最新資訊，亦可獲得監管當局要求的學分。

此外，「保協」亦舉辦「投資移民系列」講座，每次均邀請到專業移民顧問與同業們分享不同國家的移民政策、當地稅務、醫療、樓市等知識！

COVID-19 pandemic not only dealt a heavy blow to insurance practitioners, and they are unable to collect enough CPD hours since most of the training institutions were forced to suspend classes. In order to address the problem, LUAHK communicated with the Insurance Authority (IA) at the early stage of the pandemic and called for the IA to make flexible arrangements regarding Continued Professional Development (CPD) hours. Eventually, the IA agreed to allow insurance practitioner to acquire the required CPD hours within two years.

Therefore, LUAHK has held CPD training sessions more often this year so that members can enrich their financial and legal knowledge, and acquire the latest market information and enough CPD hours as required by the IA.

Besides, LUAHK has held a series of lectures about "investment immigration", inviting professional immigration consultants to share knowledge about immigration policies, tax policies, medical services and property markets in different countries.

保協會員專題講座 LUAHK membership lectures

月份 Month	講座題目 Lecture topic	模式 Mode	主講 Lecturer
一月 January	投資移民系列（一）移居英國稅務攻略 Investment immigration series (1) Tax strategies after immigration to the UK	線上 online	郭志成會計師 Mr. Wilson Kwok
三月 March	投資移民系列（二）移民加國全面睇 Investment immigration series (2) Information about immigration to Canada	線上 online	民楓環球國際顧問有限公司 MapleTree International Consultants Limited
四月 April	預防醫學及康復治療 Prophylactic medicine and rehabilitation treatment	線上 online	香港護士協會代表及文詠賢醫學博士 The Representative of the Association of Hong Kong Nursing Staff Dr. Cornelia Man
四月 April	2021 保險從業員之財務及法律知識線上講座 Online lecture about financial and legal knowledge for insurance practitioners	線上 online	Mr. Eddy C. K. So Mr. Peter Lee Mr. Gin Lee Mr. Alvin Lam Ms. Mabel Chu
五月 May	投資移民系列（三）移民台灣必知要點 Investment immigration series (3) Must-know information about immigration to Taiwan	線上 online	日希聯盟（移民） Alliance Immigration Limited
七月 July	資產傳承實務講座（CPD 持續專業培訓活動） Wealth inheritance practices (CPD training activity)	線上 online	大中華企業培訓師協會 Greater China Corporate Trainers Association
十月 Oct	2021-2022 年度 CPD 持續專業培訓活動 2021-2022 CPD training activities	線上 online	香港金融業協會協辦 Co-organized by Hong Kong Financial Services Professionals Association
	最新醫學知識你要知 The latest medical knowledge you must know	線上 online	范寧醫生 Dr. Fan Ning 葉德俊博士 Dr. Timothy Yip

公關部

Public Relations Department

公關部主席報告

Report from the Chairman, Public Relations Department



曾繼鴻先生

Mr. Tsang Kai Hung Henry

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

為推廣和鞏固「保協」在大眾心目中的形象，協會今年推出了多項措施和活動，其中為配合並加強社交媒體的推廣，我們把其中一個辦公室改為「保協直播中心」（LUA Studio），藉此擴闊推廣管道，以更多元化的方式，向會員及大眾傳遞行業資訊。

隨著「保協直播中心」正式啟用，協會已先後製作了多條視頻，並邀得業內的翹楚和精英探討同業和社會最關注的保險議題，讓同業即使在疫情下仍能適時獲得最新最全面的行業以至市場資訊。據了解，有關視頻自播出以後反應理想，而未來協會將繼續擴闊有關視頻的主題。

另一方面，我們於今年初提及的全新獎項「Master Trusted Advisor」（MTA），其籌備工作已如箭在弦，預計第一屆頒獎典禮將於2022年舉行。該獎項以「誠信」為核心，乃首個以客戶信任及推薦為基礎的業內獎項，除業績以外，更要求參加者須具備優質服務。我們相信，有關獎項除能對表現優秀的同業予以表揚外，更可助大眾辨識專業可信的從業員。

儘管疫情至今仍未卻退，然而我們將繼續做好為同業發聲的角色，積極貢獻社會，並期望透過「保協」的平台不斷拉近業界與大眾的距離，令更多人認識「保協」，加強他們對保險業的認受性，提升專業度。

In order to promote and solidify our public image, LUAHK has launched a number of measures and activities this year. In order to coordinate and strengthen marketing efforts on social media, we renovated one of our offices into LUA Studio to expand marketing channels and convey industry information to our members and the public in a more diversified manner.

With the official launch of LUA Studio, LUAHK has produced several videos and invited leading figures and elites in the industry to discuss insurance issues of broad concern. Therefore, the industry can obtain the latest and most comprehensive industry and market information even under the pandemic outbreak. It is learned that the videos have received a satisfactory response, and LUAHK will continue to produce videos on other themes in the future.

On the other hand, we proposed at the start of the year to launch the Master Trusted Advisor (MTA), and we have made preparations to gear up for the first award ceremony in 2022. It is the first award in the insurance industry that is based on customer trust and recommendations. In addition to extraordinary sales performance, the quality of service is a more important consideration. We believe that the award is not only a valuable honour for excellent insurance practitioners, but also helpful for clients to identify professional and trustworthy insurance intermediaries.

The pandemic has not subsided, but we will continue to speak for the industry and make positive contributions to society. We hope to bring the insurance industry closer to the public so that more people can have a better understanding of LUAHK and have higher awareness about the importance of insurance, and our insurance practitioners can have a higher level of professionalism.

加強業界、公眾及會員溝通

Strengthen Communication with Industry, 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 for Protection and Digital Push, Adds Conference Information and Expands Readership

今年「保協」會訊《源富》雙月刊每期印1千本，免費派送給各大保險公司，另設網上版本，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，協會的《源富》工作小組不斷優化內容及創新版面，包括加強書刊在保險、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，亦提升了保險代理專業性，以及公眾對保險理財服務的認同。

Our bi-monthly magazine "IF" has been printing 1,000 copies for every issue this year, and provided to insurance companies's training department in Hong Kong for free. Besides, e-magazines are made available online to our members as well as the general public. The editorial team of "IF" has made constant efforts to improve the content and page layout, and increase information about insurance, wealth management and health; the magazine has become a channel for insurance practitioners to obtain the latest information of the industry, enhance the professionalism of insurance agents, and improve public approval of insurance and financial planning services.



以更貼地及幽默方式記錄行內的熱門話題，讀者反應熱烈。
Industry hot topics are discussed in a down-to-earth and humorous manner, which has received rave responses from readers.



「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各事，稱之為「吹風會」。在正常下情況，「保協」每個月舉辦一次「吹風會」，本年因新冠肺炎疫情影響，暫時舉辦了2場。

Bobo Channel has captured extensive attention from industry insiders, as it can provide a wide range of insurance and wealth management information to the general public in an easy and casual manner. A special column "LUA Bobo Diary" features a group of executives from insurance companies discussing industry affairs anonymously, and the discussion is called "Casual Talk Sessions". Under normal circumstances, LUAHK holds the "Casual Talk Sessions" once a month, but it has held only two briefings this year to date due to COVID-19.

「保協」新春拜年影片

LUAHK Spring Festival greetings:



<https://youtu.be/Y59w02mr054>

「保協」呼籲各界人士接種新冠疫苗 LUAHK calls for Hongkongers to Get Vaccinated against COVID-19



<https://youtu.be/SQb84aJYlJQ>

「保協」2021主題：攜手 同展 共贏 Theme of 2021: Let's Work Together



「保協」以「攜手 同展 共贏」(Let's Work Together) 為題，拍攝了2021「保協」機構宣傳片，並在facebook作宣傳，加強與會員的聯繫。

Under the theme of "Let's Work Together", LUAHK has shot a promotional film and uploaded it to Facebook to strengthen its engagement with members.

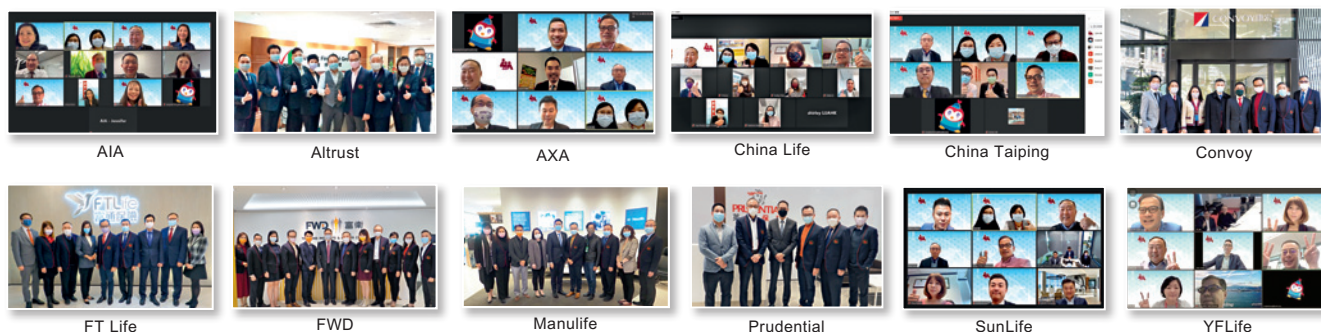
影片/film: <https://youtu.be/aBlwji33eJQ>

公司拜訪

Visit Insurance Companies

在2021年1月至4月期間進行公司拜訪，總共拜訪了12家保險公司，我們藉此機會向保險公司介紹「保協」之服務、2021年的活動及動向。

Between January and April 2021, LUAHK paid a visit to 12 insurance companies to introduce our services, latest activities and developments.



(排名按英文順序) (In alphabetical order)

保協培訓學院啟動儀式暨CTA及MTA發佈會

Launching Ceremony for LUA Academy Cum Kickoff of CTA and MTA

香港保險行業逐漸普及，大眾市民對保險業的要求也日漸提高。為加強保險從業人員的專業能力以及推進行業發展，香港人壽保險從業員協會（「保協」）於7月29日（四）公佈為旗下的培訓中心進行優化，並命名為保協培訓學院（LUA Academy）。與此同時，發佈了有利措施和認證，包括：成立MTA行業獎項以及CTA行業認證，我們希望藉此持續提升行業水平以及職業操守，以「誠信」至上的理念，帶動行業前進，幫助保險從業員提升自身實力，並於疫情下尋找新機遇。

「保協」於今年將推出Master Trusted Advisor (MTA) 獎項，獎項是為了透過表揚出色的同業，以「誠信、專業、盡責、自律」的四大核心價值，推動行業正面發展的平台。與其他的業界獎項不同，獎項加入了一個重點部分——衡量保險顧問的「誠信」。

獎項會檢查參加者於過去會否有不良的投訴以及誠信問題，如涉及以上問題，將不受錄取。加入誠信為評審準則，這將會是同類型獎項中最高的標準，亦是過往很多獎項沒有重視的。獎項亦會依據業內多項的條件，包括從業員的業績、客戶數目、客戶的推薦信、年實收佣金等。「保協」相信，這獎項將會於短時間內，成為獲得行業認同以及成為具公信力的一個象徵。



As insurance becomes more popular in Hong Kong, people have higher expectations for the insurance industry. In order to increase insurance practitioners' professional competence and advance industry development, LUAHK announced on 29 July that its training centre has been renamed as the LUA Academy. LUAHK has also released some favourable measures and certifications, including MTA (Master Trusted Advisor) awards and CTA (Certified Trusted Advisor) certification. We hope that these awards and certifications will be helpful to enhance insurance services and professional conduct so that the industry can continue to move forward, and practitioners can improve their strengths and explore new opportunities amid the pandemic.

LUAHK has launched new awards - Master Trusted Advisor (MTA) - to commend excellent practitioners who are upholding the core values of "trustworthiness, professionalism, responsibility and self-discipline", and advance the sound development of the insurance industry.

Compared to other awards in the industry, the MTA awards introduces a key parameter to gauge the trustworthiness of insurance advisors. The judges will examine award candidates' record of misconduct and dishonesty complaints, and will not be awarded if they have bad records. Trustworthiness has been neglected by many awards in the past. The new awards will take into account factors like sales performance, client numbers, client recommendations and annual commissions. LUAHK believes that the new awards will soon become a symbol of recognition and credibility in the industry.



宣傳影片/Promotional film:
https://youtu.be/1Zxycj_5hE0

保協培訓學院 LUA Academy

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



黃坤成博士
Dr. Bowen Wong

保協培訓學院主席 Chairman of LUA Academy

「保協」教育部一向積極舉辦多元化的課程，鼓勵同業持續進修及助他們獲得學歷認證，最令人欣喜的是教育部正式升格為保協培訓學院，並於今年7月29日舉行了啟動典禮。為助業界更有系統地提升專業水準，學院更成立了發展顧問議會及課程質素保證委員會，提供專業意見兼確保所有課程的質素與成效。

今年培訓學院推出了備受矚目的「認可財富管理誠信顧問」（Certified Trusted Advisor, CTA）認證，認可的顧問除了需要修讀學院與HKU SPACE合辦之「財富管理誠信顧問」證書課程外，亦需要通過行業操守審查，以確保個人質素。為了持續提升同業的職業操守，推廣「誠信」至上的理念，「保協」亦推出了全新獎項「Master Trusted Advisor」（MTA），這是首個以客戶信任及推薦為基礎的業內獎項，業績以外，參加者更須具備優良服務，相信此獎項能夠成為行業的Q嘜保證。

要落實、執行種種細節，當中難免會有壓力，感謝會長、前會長、一眾執委、部門同事等的全力以赴、通力合作。未來保協培訓學院將繼續推行多元化及優質的課程，鼓勵同業不斷進修，提升專業水準；亦希望與更多合作夥伴攜手合作，開拓更廣闊的發展空間。

The Education Department has been offering diversified courses to encourage insurance practitioners to continue their studies and obtain professional designations. The biggest surprise is that the Education Department has been upgraded to LUA Academy and was inaugurated on 29 July. In order to enhance the professionalism of its courses, LUA Academy has set up the development advisory council and the curriculum quality assurance committee to provide professional opinions and ensure the quality and effect of all courses developed by the LUA Academy.

This year the LUA Academy launched the Certified Trusted Advisor (CTA). Certified advisors have to study Trusted Advisor in Wealth Management course, which is a course jointly launched with HKU SPACE, and comply with the code of conduct. In order to persistently elevate professional conduct and promote integrity as the most important quality for insurance practitioners to possess, LUAAHK has launched a new award "Master Trusted Advisor" (MTA). It is the first award to be presented based on customer trust and recommendations; in addition to stellar sales performance, award contenders have to impress customers by their excellent services and win their trust.

It is stressful to implement detailed arrangements. I am grateful to the president, past presidents, executive committee and academy colleagues for their wholehearted devotion and cooperation. Looking forward, LUA Academy will continue to launch a wide range of high-quality courses, encourage our members to keep studying and improve their professionalism, and join hands with more partners to explore broader space for business development.

保協培訓學院 LUA Academy

保協培訓學院於去年成立，惟因疫情關係，啟動禮延至今年舉行。學院以培訓保險業人才為己任，務使同業具備專業知識、高度誠信及專業操守。學院更增設發展顧問議會及課程質素保證委員會，目的協助學院與業界建立和加強互動、聯繫，提升學院形象；亦透過定時檢討、監察學員/導師/課程，保持課程質素。至於未來的發展重點，本會將搜羅更多元化的課程，並分類為學歷認證頒授課程及持續專業發展課程，供同業選擇。



LUA Academy was established in 2020, but the inauguration ceremony was postponed to this year due to the pandemic. The academy is dedicated to cultivating insurance talents with professional knowledge, high trustworthiness and professional conduct. The academy has set up a development advisory council and a curriculum quality assurance committee with the purposes to build and strengthen engagement and communication with the insurance industry, and enhance the academy's image. The curriculum quality assurance committee reviews and monitors courses for students, and mentors to ensure good quality of the curriculum. In the future, LUAHK will explore more diversified courses, and classify them as diploma courses and continuing professional development courses to be chosen by insurance practitioners.



認可財富管理誠信顧問 Certified Trusted Advisor

CTA是為保險業界出色的精英，同時擁有財富管理和專業操守兩方面的專業認證，塑造一個誠信和專業兼備的形象。除通過行業操守審查外，更要完成與HKU SPACE合辦之「財富管理誠信顧問」證書課程，方可獲得認證。此外，更必須每年持續進修，達到學分要求，才可持續取得CTA專業資格。

CTA holders are outstanding insurance elites, as they qualified in both wealth management and professional conduct. In addition to industry conduct review, they have to complete the Trusted Advisor in Wealth Management course, which are launched in partnership with HKU SPACE. Besides, they have to pursue continuous study every year to accumulate credit hours in order to maintain their CTA qualification.

2021保協傑出財務策劃師大賽 The LUA Best Financial Planner Award (BFPA) 2021

賽事旨在表彰超卓財務策劃師，為財務策劃樹立楷模。今屆逾600位同業參賽，再創歷屆之冠。

The award aims to commend excellent financial planners and set role models for the position. A record number of more than 600 insurance practitioners joined the competition this year.



工商管理碩士課程 Master of Business Administration Program (MBA)

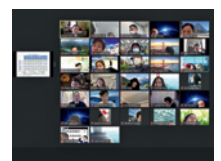
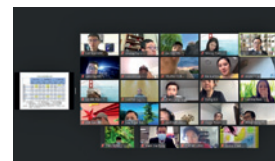
碩士學歷資格的認證課程，內容為同業度身訂造，平日上課，中文授課，以習作、匯報及論文等為考核，減輕同業壓力。

The master courses is tailor-made for insurance practitioners. They attend classes on weekdays, taught in Chinese, and are academically assessed through exercises, reports and thesis, so that their academic pressure can be relieved.

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，只須完成6天的課程，學員掌握全面財務策劃的知識，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 professional qualification courses, students can acquire comprehensive knowledge about financial planning and help customers craft a sound financial plan. Insurance companies are appreciated for running in-house classes for their agencies.

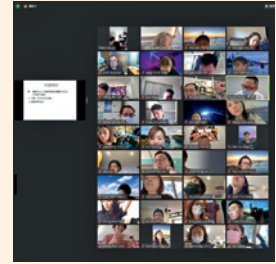


副特許財務策劃師課程

Associate Chartered Financial Practitioner (AChFP) Program

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

After attending three days (18 hours in total) long of courses and passing an examination of case analysis, students obtain the certificate of Associate Chartered Financial Practitioner. Excellent mentors shared and analysed different cases based on their personal experience, and students practised what they have learned in the courses.



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。

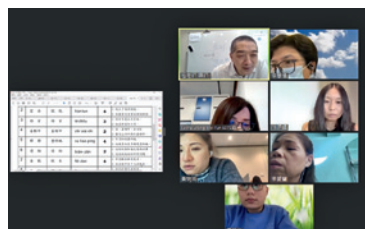
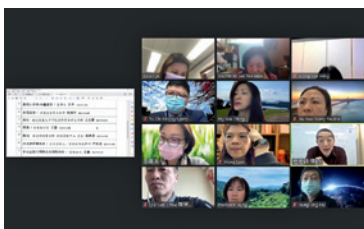
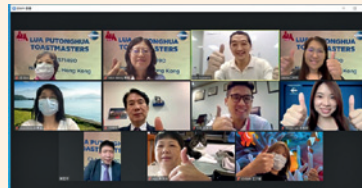
The courses offered a systematic sales curriculum, and students learnt sales tactics through interactions with classmates. One of the subjects was the Ethical Study on Insurance and Financial Studies, which provided the latest regulatory information in the market and analyses practical cases to identify areas of professional misconduct.

保協普通話演講會

LUAHK Putonghua Toastmasters Club

保協普通話演講會是國際演講會其中一個分會，亦是全港唯一設普通話老師駐場的演講會。

LUAHK Putonghua Toastmasters Club is a branch club, and it is the only toastmaster club in Hong Kong with on-site Putonghua teachers.



保協保險從業員普通話課程

LUAHK Putonghua Course

課程教材針對從業員日常銷售工作為主，與內地客戶交談時更得心應手。

The course is designed to teach insurance practitioners how to communicate with mainland customers.

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。

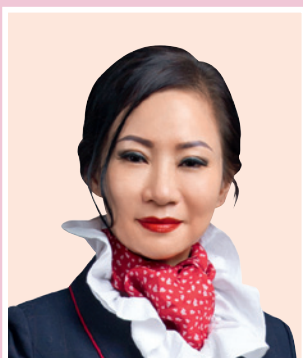
The course offers child FQ education to students, who can share relevant concepts with their customers and help their children build right attitudes toward money.



項目統籌部 Event Coordination Department

項目統籌部主席報告

Report from the Chairlady, Event Coordination Department



袁寶潔小姐 Ms. Teresa Yuen

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

「百萬圓桌」會籍是對保險從業員在業績及服務水準的肯定，本年度的「百萬圓桌會日2021」於5月5日成功以線上形式舉行，除了邀請業內精英，亦邀請了多位重量級演講嘉賓分享精采內容，激勵與會者向業界的最高目標進發。

至於「保協」年度盛事「香港人壽保險從業員大會暨國際龍獎日2021」則於8月18至19日舉行，活動以「日就月將」為主題，寄語一眾保險從業員每天進步，日積月累達致更高成就。兩天的活動邀得25名業內及業外人士擔任分享嘉賓，他們不但專業，且富有熱情，為一眾與會者帶來啟發。

作為保險業界的奧斯卡，「傑出人壽保險經理及營業員獎頒獎典禮」（DMA & DAA）今年已踏入第29屆，今屆的主題為「巔峰之最 強者匯聚」，大會於8月26日嘉許表現卓越的從業員，同時繼續增設「行業成就獎」，表揚已於保險業服務了逾半世紀的何國挺。

「保協」的項目統籌部多年來籌辦了不少活動，雖然今年仍然面對疫情、封關等挑戰，籌備過程中亦遇到不少繁雜、瑣碎的問題，但幸得一眾「保協」執委和同事齊心合力，令問題迎刃而解，未來項目統籌部將繼續突破種種限制，務求令各種活動順利舉行。

MDRT membership represents affirmation of an insurance practitioner's sales performance and service quality. The 2021 MDRT Day Hong Kong & Macau was successfully held online on 5 May. In addition to insurance elites, several keynote speakers were invited to share their experience and inspire insurance practitioners to march toward the highest honour in the industry.

The 2021 LUA Convention and IDA Day was held from 18-19 August with the theme of "Success is Cumulative", to inspire insurance practitioners to keep going forward and attain greater achievements. The two-day event invited 25 internal and external keynote speakers to share their professional, passionate and inspirational stories.

Known as the Oscars of the insurance industry, the DMA&DAA Presentation Ceremony approached its 29th year. Themed on "Rise to the Top, Gather the Best Practitioners", this year's ceremony was held on 26 August to commend outstanding practitioners. The "Industry Achievement Award" was created to pay tribute to Robert Ho for his more than half century of service in the insurance sector.

The Event Coordination Department has held many activities over the past years. Some activities have been affected due to the pandemic and border closures, and the preparations have sometimes been plagued by uncertainties and complicated issues, but these problems have finally been resolved and we must thank the concerted efforts of the executive committee and colleagues. Going forward, the Event Coordination Department will do its best to overcome the coming challenges and make our activities successful.

「香港人壽保險從業員大會暨國際龍獎日」 LUA Convention & IDA Day

本年度的「香港人壽保險從業員大會暨國際龍獎日」已於8月18及19日假香港會議展覽中心會議廳圓滿舉行。本屆大會以「日就月將」為題，乃出自《詩經·周頌·敬之》：「日就月將，學有緝熙於光明。」期望與會者透過業內及業外一眾行內尖子的分享，得以累積及提升個人的知識和能力、精益求精，並於大會中獲得啟發，從而在業內有更進一步的發展，踏上成功階梯。

本屆大會邀得25位來自保險，以及不同界別的頂尖精英撥冗擔任大會的演講嘉賓，更特別設有「IDA國際龍獎論壇」，邀請到傑出業務白金獎及優秀主管白金獎的得獎者分享他們的成功之道。惟受疫情影響，大會未能邀請海外的保險從業員參加，但仍吸引接近1,200位本地的保險同業聚首一堂，在疫情下堅持不斷學習，互相觀摩交流！



多間保險公司代表與主禮嘉賓合照。
Group photo with several insurance company representatives and Guests of Honour.



一眾活動籌委會成員合照。
Group photo of the organizing committees.



主禮嘉賓為活動揭開序幕。
Guests of Honour kicked off the activity.



主禮嘉賓陳百里博士太平紳士（左）、許美瑩（中）及李冠群（右）先後為活動致辭。
Guests of Honour Dr. Bernard Chan Pak Li, JP (left), Carol Hui Mei Ying (middle) and Davey Lee (right) delivered speech at opening ceremony.



IDA論壇演講嘉賓合照。
Group photo with LUA representatives and IDA forum guest speakers.



歌手許廷鏗擔任壓軸分享嘉賓。
Singer Alfred Hui Ting Hang was the final speaker.

LUA Convention & IDA Day 2021 rounded off at the Convention Hall, Hong Kong Convention and Exhibition Centre during 18-19 August. The event was themed "Success is Cumulative", a term from the Book of Poetry. Through experience sharing by elite professionals from insurance and other sectors, the organizers hope that participants can accumulate and enhance their knowledge and ability, be inspired by the speakers' experience and get on the right path to success.

25 elites from insurance and other fields were invited to deliver speeches at the convention. At the IDA forum, winners of the Distinguished Business Platinum Award and Outstanding Director Platinum Award shared stories behind their success. Due to pandemic concerns, foreign insurance practitioners were not invited to attend the event; but still attracted 1,200 local insurance professionals to attend the event.

第二十九屆傑出人壽保險經理及營業員獎頒獎典禮及 2021年百萬圓桌會日（香港及澳門）

The 29th DMA & DAA Presentation Ceremony & 2021 MDRT Day (Hong Kong & Macau)



一眾「保協」執委會成員和前會長與來賓祝賀。
LUAHK Executive Committee members, past presidents and guests sent congratulations.



「保協」前會長何國挺（Robert）獲頒本年度「保協行業成就獎」。
LUAHK past president Robert Ho Kwok Ting was obtained with the LUA Industry Achievement Award.

第29屆DMA&DAA頒獎典禮，續以錄影方式進行。今年移師至港人熟悉的海洋公園內拍攝，隨後亦分別在香港及澳門影樓進行攝錄，經剪輯後於8月26日線上播出，讓全城人士能一同見證得獎者努力創造的輝煌成果。今屆DMA & DAA頒獎禮主題為「巔峰之最 強者匯聚」，過去兩年香港面對多方面的挑戰，即使近期疫情稍趨緩和，但仍處於艱難時期，冀透過獎項集結業界強者，讓大家可砥礪前行，同心出發。儘管今屆獎項續以錄影方式進行，惟大會在物色場地、設計佈置，以至邀請嘉賓均一絲不苟。大會特別為各個得獎者拍攝短片，並剪輯成專屬片段送給他們，亦提供個人化動畫圖像、個人化電子海報，讓得獎者可隨時與家人、親友、客戶分享喜悅。當天亦向投身行業逾45年、曾任「保協」會長的何國挺頒授「保協行業成就獎」，以表揚他對保險業的貢獻。



大會邀得香港立法會（保險界）議員陳健波（右2），聯同「保協」會長李冠群（左2）、頒獎典禮籌委會主席馬驊伯（右1），以及「保協」項目統籌部主席袁寶潔一同主持典禮的揭幕儀式。LUAHK President Davey Lee (second left), the 29th DMA&DAA organizing committee chairman Alex Ma Hua Ba (second right), as well as the LUAHK's Event Coordination Department Chairlady Teresa Yuen Bo Kit are invited to preside over the opening ceremony.

The 29th DMA&DAA Presentation Ceremony continued to be presented in video recordings. The ceremony was filmed at Ocean Park, and then photographed at studios in Hong Kong and Macau, and was streamed online on 26 August, so the whole city could witness the brilliant achievements made by the award winners. The 29th DMA&DAA Presentation Ceremony was themed "Rise to the Top, Gather the Best Practitioners". Over the past two years, Hong Kong has been engulfed in a spate of challenges. Even though the pandemic has eased recently, the insurance industry is still struggling to get out of the woods. We hoped that the ceremony would gather strong players in the industry, and everyone could forge ahead and start together. The award ceremony would continue to be presented in prerecorded videos, but organizers have been meticulous in selecting and decorating the award venue and even inviting guests. The organizers have made short films for every winner, presented exclusive video clips to them, and provided them with personalised cartoon images and electronic posters so that they could share the joy with family, friends and customers. Mr. Robert Ho Kwok Ting, who has spent 45 years in the insurance industry and has been president of LUAHK, was presented with LUAHK Industry Achievement Award in praise of his contribution to the insurance industry.



「保協」會長李冠群歡迎一眾同業參與活動，以MDRT為目標。
LUAHK President Davey welcomed all participants to MDRT Day and aimed at MDRT.



Michael Owen是2021年百萬圓桌會日（香港及澳門）的嘉賓之一。
Michael Owen was one of the MDRT speakers.

2021年百萬圓桌會日（香港及澳門）已於5月5日圓滿舉行。今年大會除繼續邀請了多名業內精英，更邀得全球知名人士擔任分享嘉賓。儘管受疫情影響，本屆活動改以線上舉行，但仍無損活動的氣氛和參加者的熱情。

2021 MDRT Day (Hong Kong & Macau) was successfully held on 5 May. Besides, insurance elites and international celebrities were invited to be our sharing guests. Although MDRT Day was held virtually due to the epidemic, it was very well received with overwhelming success.



「保協」項目統籌部主席袁寶潔感謝一眾參加者、嘉賓，以及工作人員的支持。

Teresa Yuen, Chairlady of event coordination, thanks for the support from participants, speakers and staffs.

2021百萬圓桌會日籌委及主持Benjamin Tam（左）、Glen Wong（右）及Zoie Kwok（中）正拍攝線上活動。

Organizing Committee and Facilitators of 2021 MDRT Day, Benjamin Tam(Left), Glen Wong(Right) and Zoie Kwok(Middle) were filming for the online event.

行業事務部 Industry Affairs Department

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



謝立義先生
Mr. Stanley Tse

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

在這一年，「保協」行業事務部除了繼續向政府及監管機構反映業界意見外，亦持續加強為會員提供的法律支援服務，包括3月邀請熟悉保險訴訟的律師主講講座；同時，若會員需要就個案向律師諮詢，首個小時費用會由「保協」支付。另外，「保協」亦積極協助申請牌照遇困難的新入職人士，就個案與保監局溝通，協助理順申請過程。

為迎合大灣區發展新局面，「保協」作為從業員人數最多的行業協會，相信能在配合大灣區金融業發展、推動保險業國際化及專業化等方面佔一席位，而「保協大灣區委員會」更踏出重要一步，繼8月舉辦「保險業在大灣區及“十四五”規劃的發展與機遇」網上講座後，於11月舉行大型研討會「2021保協大灣區日」，雲集本地及內地保險業相關代表及專才，分享具前瞻性的行業發展議題，協助會員放眼灣區，未來在區內保險業互聯互通的進程中佔得先機。

隨著新一屆行業事務委員會即將上任，希望各委員能夠加強與各界溝通協作，持續為行業發聲，並與「保協」其他部門同心協力，凸顯保險財策行業及保險從業員的專業形象，期望有朝一日保險能成為大學畢業生心目中的首選工作之一。

In this year, in addition to continuing to reflect the industry's views to the government and regulators, the Industry Affairs Department also continued to strengthen the legal support services provided to members, including inviting a lawyer who specializes in insurance litigation to give lectures in March; if members needed to consult a lawyer, the first-hour fee would be paid by LUAHK. In addition, LUAHK also provides assistance to newly recruited insurance practitioners to help them obtain licenses, and communicates with the Insurance Authority on individual cases to streamline the license application process.

As an association with the most members in the insurance industry, LUAHK believes that it can play a role in driving the financial industry in the Greater Bay Area (GBA) and promoting internationalization and professionalism of insurance services. LUAHK's GBA Committee has taken an important step to that end. In August, it presented an online lecture about development opportunities for the insurance industry in the GBA and during the 14th Five-year Plan Period; it plans to hold a large symposium "LUA GBA Day 2021" in November, inviting local and mainland insurance elites to share their insights about industry development trends and other topics, and participants can broaden their horizons and seize a preemptive opportunity in the forthcoming insurance connect program across the GBA.

The newly-elected members of the Industry Affairs Committee will be set to take office. We hope that the members will strengthen communication and coordination to speak up for the insurance industry, and work together with other departments of LUAHK to highlight the professional image of financial planners and insurance practitioners. We hope that college graduates will see insurance intermediaries as one of their preferred careers when they enter the job market in some days.

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

免費線上「法律案例分享研討會」 Free Online Seminar of Legal Case Sharing

作為一個專業的保險從業員，需具備不同範疇的知識之餘，更需了解行業中的不同法規，以免不小心犯錯。此次講座會透過蘇振國律師的不同個案分析，令與會者更了解保險從業員需知的法律知識。

「保協」於3月3日下午舉辦一場免費線上「法律案例分享研討會」，指導參與者避免不小心地觸犯法規，同業踴躍參加，出席率達到93%（近400人參加）。

In addition to extensive knowledge in different fields, professional insurance practitioners also need to understand and avoid breaking the insurance-related laws and regulations. In the sharing session, Mr Eddy So, Chun Kwok analysed several cases to explain some legal knowledge that is essential for insurance workers.

LUAHK held an online seminar of legal case sharing in the afternoon of 3 March, 2021, to instruct participants on how to avoid breaking the law and regulations. The attendance rate was 93% (nearly 400 people).



講師：蘇振國律師
Speaker: Mr Eddy So



為業界發聲 LUAHK Speaks Up for the Industry

「保協」曾給財政司信件爭取保險產品消費納入電子消費券可使用範圍內，及其細節。為2021政府財政預算案之5,000元的電子消費券去信財政司司長及有關人士，本會建議此「電子消費券」可使用範圍初步應在「自願醫保」的消費。本會盡了努力可惜最終未能成功爭取落實有關建議。

The 2021 Budget proposed to offer HK\$5,000 electronic consumption vouchers to adult citizens in Hong Kong. Regarding this, LUAHK sent a letter to the Financial Secretary and related persons, suggested that citizens should be allowed to use the vouchers to pay for the premium of voluntary health insurance schemes. However, the suggestion was declined. Anyway, LUAHK tried the best to speak up for the industry.

「保協」呼籲各界人士接種新冠疫苗 LUAHK Calls for Citizens to Take COVID-19 Vaccines

「保協」聯同前會長、會長、副會長及一些執委會理事，呼籲各界人士接種新冠疫苗，控制疫情及希望香港人盡快回復正常生活。

LUAHK joined hands with past presidents, the current president, vice presidents and executive committee members to present a short film calling for Hong Kong citizens to take the COVID-19 vaccines so that the pandemic can be brought under control and all Hongkongers can return to normal life.

影片 /film: <https://youtu.be/SQb84aYIjQ>

延續「新入職保險業牌照申請之支援服務」 Continue the "Supportive Services for New Insurance Licence Applications"

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8.9萬名保險中介人，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，共接獲3位求助個案，至今仍有2個案處理中。

The Insurance Authority "IA" has taken over since September 23, 2019 to oversee about 89,000 insurance intermediaries in Hong Kong. It examines and approves licence applications, conducts inspections and investigations, and imposes appropriate disciplinary sanctions.

As the largest professional organization for life underwriters in Hong Kong, LUAHK serves as a bridge of communication between the industry and regulatory bodies. If prospective insurance intermediaries or their teams submit applications to obtain licences for new insurance agents, and their applications are not approved due to special reasons, LUAHK will forward its concerns and take follow-up steps with the IA. LUAHK has received three cases for help, and two cases are still being processed.

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



保協微信



BoBo頻道



保協官網

「保協頻道」專欄 Column every Monday

微信號/WeChat account：保協LUAHK

網址/Website：www.luahk.org

Facebook專頁/(LUAHK)Facebook fanpage：The Life Underwriters Association of Hong Kong (LUAHK)

續辦法律支援保障服務 Extend Legal Support Services

此服務以支援會員遇上與保監局訴訟有關之法律問題，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。

We provide preliminary advisory services free of charge to support members when they have legal disputes with the IA. Members can fill in an electronic form on the following website to request legal support. We examine their application and contact them to arrange an experienced lawyer to offer telephone or face-to-face consultations.

網上申請/Online application: : <https://forms.gle/R1L1JViuuFPifmc59>

宣傳影片/Promotional film : <https://youtu.be/re-ZOY2bh4I>



為ILAS新框架提建議 Input to a new framework on ILAS

以ICG名義與保監局及有關單位為證監會啟動了一個新的 ILAS 框架（適用於現有的 ILAS 105 和未來的保障相連計劃「PLP」）進行溝通，為業界爭取最佳利益。

Through ICG, we partnered with the IA and related institutions, to provide inputs to a new framework on ILAS of the SFC, that is applicable for existing ILAS 105 and future Protection Linked Plans ("PLPs").

與保監局代表會面 Meeting with IA representatives



本部門主席聯同上任會長、會長、副會長及部分執委會理事參觀保監局北角的辦公室，並與保監局管理層有個良好的溝通。

The IASC Chairman has paid a joint visit to the IA office in North Point along with the immediate Past President, President, Vice Presidents and some Executive Committee members, and we had sound communication with the management of the IA.

「保險業在大灣區及"十四五"規劃的發展與機遇」線上座談會 Online Seminar: "Insurance Industry in the GBA and Development and Opportunities from the 14th Five-year Plan"

於8月5日（四）舉辦「保險業在大灣區及「十四五」規劃的發展與機遇」線上座談會，由本會的前會長容永祺SBS, MH, JP 主講。

內容如下：

1. 大灣區政策對香港保險業的影響
2. 進入這市場的發展與機遇
3. 大灣區內保險業前瞻

有意開拓大灣區的同業積極參加，出席率達到82%（近300人參加）。



An online seminar, "Insurance Industry in the GBA and Development and Opportunities from the 14th Five-year Plan" was held on 5 August 2021. Samuel Yung, SBS, MH, JP, Past President of LUAHK, was invited as keynote speaker at the seminar.

Major topics:

1. The GBA policy's impact on the insurance industry in Hong Kong
2. Development and opportunities in the market
3. Insurance business prospects in the GBA

The seminar was attended by some 300 insurance practitioners (attendance rate is 82%) who are interested in exploring the insurance market in the GBA.

兩次延長「新型冠狀病毒支援抗疫基金」之申請期限 Two Extensions of The Application Deadline of The Covid-19 Support Fund



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)

受命負責「保協」於3年前成立的社會服務發展部，感恩擔任主席至今，見證通過實踐「廣種薄收」的理念，令該部門茁壯成長，並在不同範疇的非牟利機構（NGO）之間建立了關係和知名度。

近年我們更主動出擊，出錢出力支持理念一致的慈善團體，讓更多有需要人士獲得幫助。今年社會服務發展部繼續聯同為殘障人士提供培訓及就業機會的社企餐廳「廚尊」，連續6日參與「馬拉松式接力派飯活動」，既透過捐款購買飯盒，也派出會員義工向獨居長者及露宿者派飯，意義倍增；另外又第二度與鄰舍輔導會合作，推出以長者及少數族裔為對象的「互助關懷行動2021」，藉派送內有抗疫用品及食物的「福袋」，為他們送暖，覆蓋區域更由3個增至4個。

去年因疫情轉為「虛擬跑」的年度盛事「保協生命傳愛慈善跑」，籌委會已預定在11月28日舉行，期望在疫情漸趨緩和，可重返科學園舉辦實體活動。在新項目方面，今年我們邀請了消防處前來定期培訓，讓會員學到應用AED機（自動體外心臟去纖維性顫動器）及CPR（心肺復甦法）拯救生命，同時正積極籌備設立社福機構網上資訊平台，希望協助會員為稀有病患者與合適的社福機構進行配對，務求獲得所需支援和服務，達至共融共贏。

LUAHK established the Community Service Department three years ago, and I have been grateful to head the department ever since. I have witnessed rapid development of the department brought by the implementation of our principle of "doing more and taking less", and the department was built a sound reputation across different categories of non-governmental organizations (NGOs).

In recent years we have injected labour and monetary resources in the support of charity groups that share the same values with us. More people can get help when they are in need. The Community Service Department has continued to join hands with Dignity Kitchen, a social enterprise providing training and job opportunities to people with disabilities, to launch a free meal distribution program for six consecutive days. We made donations to buy meals from the restaurant, and sent volunteers to distribute them to solitary elderlies and the homeless; we also partnered with the Neighbourhood Advice-Action Council to send anti-pandemic supplies and grocery food bags to senior citizens and ethnic minorities, and the program has covered four districts this year, up from three districts in the past.

LUA LifeCare Charity Run has been held virtually last year due to pandemic restrictions. The Organizing Committee has decided to reschedule this year's event to 28 November in the Hong Kong Science Park in light of the good control of the pandemic in the city. In terms of new programs, we invite officers from the Fire Services Department to provide tutorials to our members on how to use AEDs (Automated External Defibrillators) and CPR (Cardiopulmonary Resuscitation) to save lives. In the meantime, we are making preparations to set up a Social Welfare Organizations (SWO) Online Information Platform to match patients with rare diseases with SWOs that can provide the appropriate support and services to them.

「保協」義工隊 LUA volunteer team

義工總人數 / Total number of volunteers: : 396

義工總服務時數 / Total service hours: : 1,724

截至2021年8月31日 / Data compiled as of 31 August 2021

「行義保家」社會服務發展部專題增值講座

Special value-added lecture presented by the Community Service Department

部門定期舉辦不同講座，令會員得以自我增值。1月19日，我們舉辦了「行義保家」- 社會服務發展部專題增值講座，並有幸邀請了正生書院陳兆卓校長和業內資深教練黎演剛 (Henry)，分別就「未來·教育·未來」及「人生最明智的投資」兩大講題進行分享。活動整體評價極為正面，不少會員更表示希望本會可舉辦更多激勵人心的講座。

The Community Service Department held value-added lectures on a regular basis. On 19 January, the Community Service Department held a special value-added lecture. Chan Siu Cheuk, Principal of the Christian Zheng Sheng College, gave a speech with the title of Education and the Future; Henry Lai, a senior insurance lecturer, shared his insight about the most advisable investment in life. Their lectures have received positive feedback from our members, and many hoped that LUAHK could hold more motivational lectures in the future.

榮獲「義工運動」義務工作嘉許狀 (團體) 金狀

LUAHK Volunteer Team Wins Gold Certificate of Appreciation (Group) under Volunteer Movement

保協義工隊一直積極參與義務工作，在工餘時間亦不忘回饋社會。在各位義工同業齊心協力下，去年縱然受疫情影響，仍可累積超過1,100小時的義務工作時數，因而獲得社會福利署「義工運動」義務工作嘉許狀 (團體) 金狀！

LUAHK Volunteer Team has been playing active roles in volunteer work as part of its commitment to contribute back to the society. Thanks to the joint efforts of our volunteers, the team has contributed more than 1,100 hours of voluntary services despite the impact of the Covid-19 pandemic, and it has therefore won the gold certificate of appreciation (group) under the Social Welfare Department's "Volunteer Movement" campaign.

與「廚尊」合辦馬拉松式派飯活動

Join Hands with Dignity Kitchen to Hold a Marathon Meal Distribution Event

社會服務發展部的成員於1月18日再到訪位於旺角的社企「廚尊」(Dignity Kitchen)，商討未來的合作計劃。其後，在保協慈善基金的大力支持並捐出4萬2千港元善款下，社會服務發展部與廚尊合作，於4月12至17日破天荒進行一連六日的馬拉松式派飯活動，為該區的有需要人士如露宿者等送上關懷。

Members of the Community Service Department visited social enterprise Dignity Kitchen on 18 January to discuss plans for cooperation in the future. With a HK\$42,000 donation from LUA Foundation, the two sides eventually joined hands to hold a six-day marathon meal distribution event from 12-17 April, to provide free meal to the homeless and the needy.



保協義工隊一連六日到旺角派飯，每天派出逾150個飯盒予區內有需要人士。
LUA Volunteer Team distributed more than 150 meals every day to the needy during the six-day event

登山善行 2021 2021 Hike for Hospice

「保協」及保協慈善基金多年來一直積極參與善寧會舉辦的「登山善行」活動，捐款支持其善終服務，可惜由於新冠疫情，去年活動停辦一年。本年，得悉活動復辦後，「保協」及保協慈善基金代表先於3月31日到訪善寧會屬下賽馬會善寧之家，與善寧之家院長陳木光先生及其他代表商討未來合作，並參觀善寧之家的設施，深入了解他們所提供的寧養舒緩服務。

其後，我們分別於4月3日及4日兵分兩路，先後挑戰東澳古道及柏架山至銅鑼灣路線。天公造美下，兩天活動皆順利完成，合共步行30公里，亦向善寧會捐出逾6萬港元善款，行善不遺餘力。

LUAHK and LUA Foundation have participated in the "Hike for Hospice" organized by the Society for the Promotion of Hospice Care for many years, and have made donations to support its hospice services. The hiking activity, however, was suspended last year due to the Covid-19 pandemic. Once we knew that the hiking activity was resumed this year, representatives of LUAHK and LUA Foundation paid a visit to the Jockey Club Home for Hospice on 31 March to discuss future cooperation, and visited the facilities to have a deeper understanding of its hospice care.

Two teams of LUAHK and LUA Foundation participated in the hiking activities on 3 & 4 April, and they walked a total distance of 30 kilometres during the two-day-event. They made total donations of more than HK\$60,000 to the Society for the Promotion of Hospice Care.

「擊活人心」自動心臟除顫器課程 "Press to shock - Save a life" CPR & AED Course

意外總會突如其來發生，作出迅速且正確的決定，隨時可挽回寶貴的生命。因此，「保協」於5月28日及8月27日活動當日，學員獲消防處代表授予基本知識後，隨即模擬突發情況，為假人施以心肺復甦法，並實習使用自動心臟除顫器。為協助推廣心臟驟停急救法，「保協」將繼續聯同香港消防處開辦更多類似課程，讓各會員都有機會成為「救心英雄」！

Accidents happen all of a sudden. If you can make swift and correct decisions, lives can be saved. LUAHK organized "Press to shock - Save a life" CPR & AED Courses in May and August. During the courses, trainers from the Fire Services Department demonstrated to trainees on how to conduct CPR in a simulated emergency, and the latter also learned how to use AED device. LUAHK will continue to join hands with the Hong Kong Fire Department to introduce similar courses regularly so that our members can become "heroes" in emergency circumstances.

「保協生命傳愛慈善跑 2020」 LUA LifeCare Charity Run 2020



社會服務發展部於2020年12月5日舉行「保協生命傳愛慈善跑 2020」頒獎禮。
Community Service Department held an award presentation ceremony for the LUA LifeCare Charity Run 2020 on 5 December 2020.

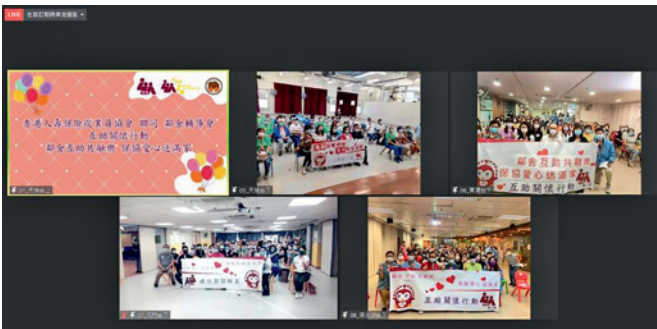
保協生命傳愛慈善跑自2016年起每年均連續舉辦，但於2019年在不得已的情況下需延期。活動原定於2020年5月重新舉行，但因應疫情仍未平息，加下我們以各參與者及跑手的健康為首要考慮，故平衡及考慮不同因素後，於2020年11月2日至15日，改以「虛擬跑」形式舉辦活動，並以最長距離取代最快時間作為挑戰賽。

在限聚令下，仍無阻一眾健兒的熱誠，活動期間，所有參賽跑手合共累積 14,271公里，大約是香港至加勒比海的距離，亦為6間受惠慈善機構籌得共22萬港元善款！為嘉許各健兒，我們於2020年12月5日順利舉行頒獎禮，為活動畫上圓滿句號。本年度我們將在項目主席高廣恩（Stephen）及一眾籌委的帶領下，復辦實體慈善跑，11月28日於科學園舉辦，敬請期待！

LUA LifeCare Charity Run has been held every year since it was first launched in 2016, but was forced to be postponed in 2019. The running event was originally scheduled to take place in May 2020, but the Covid-19 pandemic had not been brought under control at that time. With consideration of the health of participants and runners as our top priority, we decided to organize a virtual running challenge from 2-15 November 2020, and used the longest distance instead of the shortest time as the challenge race of the event.

The stringent social distancing measures have failed to disperse runners' enthusiasm. All participants ran a total distance of 14,271 kilometres during the two-week activity, which is roughly the distance from Hong Kong to the Caribbean Sea. They raised HK\$220,000 for six charities. We held an award presentation ceremony on 5 December 2020 to mark a successful conclusion of the activity. Under the leadership of Chairman of the Organising Committee Stephen Ko and other members, LUA LifeCare Charity Run 2021 will return to the Hong Kong Science Park on 28 November 2021.

互助關懷行動 2021 Mutual Support Action 2021



保協再與鄰舍輔導會合作舉行「互助關懷行動 2021」。
LUA cooperated with Neighbourhood Advice-Action Council again this year to launch the Mutual Support Action 2021.

去年，社會服務發展部連同保協慈善基金及鄰舍輔導會舉辦的「抗疫關懷行動」空前成功。徇眾要求並得到保協慈善基金捐出10萬港元善款下，活動於4月24日載譽歸來，以「鄰舍互助共融樂 保協愛心送滿家」為題，繼續向社會上有需要的人士送上防疫福袋。項目主席馬驊伯（Alex）費盡心思下，今年活動亦作出不少突破，除由去年3區同步變為4區外，更進行線上直播。

活動共得超過120名義工支持，除出力將各種物資如糧油食品及抗疫用品包裝成福袋外，探訪當日更兵分四路，到訪深水埗、屯門、天水圍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、雙老家庭及少數族裔家庭，其中深水埗370伙，東涌250伙，屯門及天水圍各190伙。社會服務發展部期望可將此活動恒常化，每年定期舉辦讓會員回饋社會，傳揚關愛精神。

The Community Service Department joined hands with LUA Foundation and the Neighbourhood Advice-Action Council to launch the Anti-epidemic Care Initiative last year, and it turned out to be a huge success. At the request of our members and with a donation of HK\$100,000 from LUA Foundation, the initiative made a comeback on 24 April 2021 to send anti-epidemic bags to those in need. Alex Ma, Chairman of the initiative, has come up with a lot of new ideas on this year's event, including the expansion from three districts to four and live-streamed online.

Over 120 volunteers took part in the activity. They packed food groceries and anti-epidemic supplies and sent them to solitary senior citizens, old couples and ethnic minority families living in Sham Shui Po, Tuen Mun, Tin Shui Wai, and Tung Chung. The Community Service Department expects to hold the activity on a regular basis so that our members can have an opportunity to contribute to society in return and help spread care and love.

社福機構網上資訊平台 Social Welfare Organizations Online Information Platform

保險從業員日常工作期間，不時會接到客戶求助，表示自身或親友不幸患上各種疾病，當中包括高危疾病及罕見疾病，希望可獲得不同的支持及幫助，卻因資訊有限而求助無門。因此，保協社會服務發展部於本年度推出嶄新項目「社福機構網上資訊平台」，讓同業乃至大眾多一個機會了解各個社福機構，為有需要人士，提供多一個便捷的管道，找尋適合他們的社福機構及相應的支援服務。專案推行初期，在項目主席謝倩昕（Carol）的穿針引線下，已有7間社福機構答應參與拍攝。我們期望分階段邀請更多機構加入，逐步完善平台。

Insurance practitioners receive customer requests for help from time to time. Some claim that their relatives, friends or themselves are suffering from illness or even having rare or critical illnesses, and therefore need

to seek support and assistance. Yet they do not know how due to lack of information. The Community Service Department has launched a new program this year - "Social Welfare Organizations Online Information Platform" - so that insurance workers and members of the public can have a comprehensive understanding of social welfare organizations in Hong Kong, and people in need can contact them and receive appropriate support and services. In the initial stage, program Chairlady, Carol Tse, successfully lined-up seven organizations to participate in the introductory films. We hope to invite more organizations to join the platform in phases.



毋忘愛主席范寧醫生（右圖左二）及癌症資訊網慈善病人組織關係科主任唐天鳳（左圖右二）到「保協」出席社福機構網上資訊平台的拍攝活動，並與社會服務發展部主席羅永健（左一）及項目主席謝倩昕（右一）合照。
Forget Thee Not, Chairman Dr. Fan Ning (second left in the right picture) and Miss Katy Tong (second right in the left picture), Senior Patient Engagement Officer of Cancerinformation.com.hk Charity Foundation, came to LUAHK to attend the video shooting, along with Chairman of the Community Service Department Kent Law (first left) and program Chairlady Carol Tse (first right).

保協慈善基金 LUA Foundation

保協慈善基金主席報告 Report from the Chairlady, LUA Foundation



蘇婉薇博士 Dr. Teresa So

保協慈善基金主席 LUA Foundation Chairlady

作為「保協慈善基金」的現任與創始主席，我喜見規模不斷擴展，持續鼓勵善長人翁捐款及推廣轄下「生命傳愛行動」的保單捐贈計劃，以資助全港慈善團體及社福機構，「讓社會成為保單的受益人」。今年更計劃透過優化記錄系統，進一步提升捐款流程的透明度；同時將善款捐助目標投放於持續性的慈善專案，讓慈善機構及有需要人士可獲得長期資助，實現不同目標，如計劃資助紅十字會於未來五年內替換約 1,000 部輪椅。

經執委討論後，我們決定於今年購置一個寫字樓單位，作為穩健的長線投資，藉每月收取租金，為「保協慈善基金」帶來常規收入。我相信，此舉有助機構安心推展惠及更多弱勢社群的長期計劃，成效倍增。即使受疫情影響，仍無阻「保單捐贈計劃嘉許禮2021」於早前順利舉行，並破天荒在仁濟醫院、保良局及善寧會三區進行並透過網上連線同步直播。嘉許禮特別選址在這三間去年最受歡迎的保單捐贈受惠機構舉行，別具意義。

除邀請受惠機構及多間社福機構代表出任特別嘉賓外，我們也安排獲嘉許的同業參觀三間受惠機構，實地了解機構運作及成效，助他們更好地化身「生命傳愛」大使、領袖及大師，呼籲更多同業及客戶加入保單捐贈的行列。最後，我要鳴謝保協慈善基金前任主席麥永光與全體委員、現屆「保協」會長李冠群與全體執委會委員、現任生命傳愛行動主席黃錦成與全體委員會成員的努力，期望彼此繼續並肩而行，弘揚保險業大愛精神！

As the incumbent and founding chairlady of LUA Foundation (LUAF), I am pleased to see that the Foundation has been growing in stature. We have not ceased to encourage donors to make donations and promote the "Policy Donation Programme" (PDP) launched by LifeCare Movement (LCM), which is under our Foundation, in order to subsidize all charitable and social welfare organizations in Hong Kong. This matches with the slogan of LCM - "we designate our society as a beneficiary of our life insurance policies". This year, LUAF plans to optimize our donation record system to enhance the transparency of our donation procedure. At the meantime, we have placed our donation target to sustainable charitable programs so that both charitable organizations and those in need can receive long-lasting assistance and meet different targets. For instance, LUAF plans to fund Hong Kong Red Cross on the replacement of about 1,000 wheelchairs in the upcoming 5 years.

After discussions within the Executive Committee, we have decided to purchase an office property this year as a form of long-term investment, which can provide a steady stream of rent revenue to LUAF. I believe that this move will allow LUAF to launch long-term charitable programs and benefit more of the underprivileged. Despite the pandemic, the 2021 Policy Donation Programme Recognition Ceremony has been successfully held at Yan Chai Hospital, Po Leung Kuk and the Society for the Promotion of Hospice Care, which was live-streamed on the Internet. There is a special significance on holding the recognition ceremony in three charitable organizations which have received the highest amount of Policy Donations last year.

In addition to inviting representatives from the charitable and social welfare organizations as special guests, we have also arranged tours for awardees in the three venues to take a personal look on the operation and effectiveness of the charitable organizations so that the awardees can better fulfill their roles as LifeCare Ambassadors, Leaders and Masters, and to encourage more colleagues and clients to join the PDP. At the end, I would like to express my special gratitude to the Immediate Past Chairman of LUAF, Mr. Tony Mak and all other Members, LUAF President Mr. Davey Lee and all Executive Committee Members, and Chairman of LCM, Mr. Matthew Wong and all Committee Members. I sincerely hope that we can move shoulder to shoulder to carry forward the spirit of great love upheld by the insurance industry.

慈善基金管理架構 2021-2023

Foundation Management Committee Members 2021-2023



蘇婉薇博士
Dr. Teresa So
主席
Chairlady



黃英傑先生
Mr. Sidney Wong
副主席
Vice Chairman



鄭鏗源先生
Mr. Henry Cheng
名譽秘書
Hon. Secretary



黃錦成先生
Mr. Matthew Wong
名譽司庫
Hon. Treasurer



麥永光先生
Mr. Tony Mak
委員
Member



劉偉強先生
Mr. Kinson Lau
委員
Member



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



李慕潔小姐
Ms. Maggie Lee
委員
Member



李冠群先生
Mr. Davey Lee
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2021年8月24日
(Up to 24 August 2021)

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 Yim Kwong
Lam Alwin
Lau Ting Yin Anthony
Mak Wing Kwong Tony
Ng Wing Keung Paul
So Yuen May Teresa
Wong Kwan Kit Jeff

鑽石贊助人

Diamond Sponsor

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

Wong Wing Tai Harry
Chan Chi Kin Johnny
Lee Mo Kit Maggie
Wong Lily

翡翠贊助人

Jade Sponsor

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

Chan Ping Kan Raymond
Cheng Hang Yuen
Ho Lai Ming Jenny
Lau Kwok Ming Samuel
So Peter
Wong So Ping Pecky

金贊助人

Gold Sponsor

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

Cheung Lai Hing Grace
Fong Chung Keung Kenny
Law Wing Kin Kent
Lim Chun Wah Tommy
Tse Lap Yee Stanley
Wong Kam Shing Matthew
Yang Fan Shing Andrew
Yung Wing Ki Samuel, SBS, MH, JP

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
Lau Lai Wan Michele
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
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

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 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 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)

理念 Mission

「香港人壽保險從業員協會慈善基金」是由香港人壽保險從業員協會於一九九八年成立的一個非牟利團體，旨在鼓勵會員積極參與公益活動，並向世界各地的慈善團體提供撥款，協助及加快它們貫徹推行各項公益計劃。「香港人壽保險從業員協會慈善基金」早期將由協會直接贊助，所有經由慈善基金支持或參與的活動，必須反映各會員的專業操守，以及他們對社會及保險業的承諾。

The LUA Foundation Limited is a non-profit organization set up by the Life Underwriters Association of Hong Kong Limited in 1998, aiming to encourage volunteer work among members and to provide funding for charitable organizations and worthy causes throughout the world. Initially funded by an endowment from LUAHK, all foundation activities will reflect the caring and sharing spirit of LUAHK members as well as their commitment towards the life insurance profession and the community.

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，保協慈善基金去年決定撥出港幣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。基金原定於去年6月底終止，但由於疫情持續，故特意延長至2021年12月31日。截至2021年8月31日，共批出28宗申請，所牽涉費用為14萬港元。

In order to help COVID-19 infected insurance practitioners get through their difficult times, LUA Foundation decided to earmark HK\$500,000 last year to set up the "COVID-19 Support Fund". The fund applications are open to insurance practitioners (not limited to LUAHK members) who were unfortunately infected with COVID-19, with a maximum subsidy of HK\$5,000 per case. The fund was supposed to be due at the end of June 2020, but was extended to 31 December 2021 because of persistent outbreaks of COVID-19. LUA Foundation had approved 28 fund applications as of 31 August 2021, with a total appropriation of HK\$140,000.

慈善活動 Charity Activities

因應去年的「抗疫關懷行動」反應熱烈，保協慈善基金今年4月24日再度連同「保協」及鄰舍輔導會舉辦「互助關懷行動 2021」，保協慈善基金繼續捐出10萬港元，用作購買不同的糧油食品和抗疫用品，如口罩及酒精搓手液等，並由義工隊把物資包裝成福袋，派發予深水埗、屯門、天水圍及東涌合共1,000戶的獨居長者及少數族裔等有需要家庭。本年度保協慈善基金更繼續撥款支持不同慈善團體及社會企業的活動及日常營運，合共超過25萬港元，當中包括：

In light of the overwhelming response to Anti-epidemic Care Initiative 2020, LUA Foundation joined hands with LUAHK and the Neighbourhood Advice-Action Council again this year to launch the Mutual Support Action 2021. LUA Foundation donated HK\$100,000 on the purchase of food groceries and anti-epidemic supplies including face masks and hand sanitisers. Volunteers packed and sent the supplies to a total of 1,000 solitary elders and ethnic minority families in Sham Shui Po, Tuen Mun, Tin Shui Wai, and Tung Chung. LUA Foundation will continue to provide a total budget of more than HK\$250,000 for the current year to fund activities and daily operations of various charitable organizations and social enterprises, including:

2020-2021 受惠人士及機構名單 List of beneficiaries 2020-2021

日期 Date	受惠人士或收款機構名稱 Beneficiary	用途 Purpose	款項 Amount
2021年1月 January 2021	Jade Club	JTV - Virtually Connected with Elders - On AIR now! 節目	\$30,000
2021年1月 January 2021	廚尊Dignity Kitchen	義工派飯活動Free food distribution	\$42,000
2021年1月 January 2021	竹園區神召會慈鳳長者鄰舍中心 Pentecostal Church of Hong Kong Tsz Fung Neighbourhood Elderly Centre	2020-2021年度安老服務新春團拜 Group visits to elderly care centres for the 2020-2021 fiscal year	\$14,100
2021年3月 March 2021	善寧會Society for the Promotion of Hospice Care	登山善行Hike for Hospice	\$30,000
2021年4月 April 2021	鄰舍輔導會Neighbourhood Advice-Action Council	互助關懷行動2021Mutual Support Action 2021	\$100,000
2020年10月 - 2021年12月 October 2020 - December 2021	確診新型冠狀病毒的保險業從業員 Insurance practitioners with confirmed COVID-19 infection	生活支援 Living support	\$140,000

生命傳愛行動 LifeCare 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」。此計劃的委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。在保協慈善基金及「生命傳愛行動」委員會、保協、保險業界、慈善機構及公眾大力支持下，本年度的「保單捐贈」成績顯著，「疫」境之下，本年度保單捐贈共有1,027張，比往年多出近36%，總額更達\$32,980,888，較往年上升47%，而累積捐贈額更已超過3.6億港元。同時間，「保單捐贈計劃」更於8月榮獲黃金時代基金會「智齡世代大獎 - 金融服務組別銀獎」，努力及成績皆備受肯定。

LUAHK and LUA Foundation launched the LifeCare Movement in 2005 to promote "Life Education" and the "Policy Donation Programme" in Hong Kong. The Program's committee is composed of elites from various insurance companies, and nine insurance companies have been the principal sponsors of the program. Thanks to the concerted efforts of LUA Foundation, the LifeCare Movement and LUAHK as well as strong support from the insurance industry, charities and the general public, the "Policy Donation Programme" has produced remarkable results this year. In the wake of the pandemic, a total of 1,027 insurance policies have been donated in the year, an increase of 36% from last year; the total value of these policies rose 47% from last year to reach HK\$32,980,888; the accumulated value of policy donations has exceeded HK\$360 million. In August 2021 the "Policy Donation Programme" was honoured with the Smart Ageing Award - Silver Award under the Category of Financial Service, which is presented by the Golden Age Foundation.

社福界宣傳及推廣

Publicity and Promotion in the Social Welfare Community

「生命傳愛行動」轄下的「社福界聯絡及推廣委員會」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。其中，「生命傳愛行動」委員更於3月向仁濟醫院送出1萬5千個印有「保單捐贈」標誌的口罩，並透過其分發至其他不同的有需要人士。

The NGO liaison and promotion committee under LifeCare Movement has visited some charitable organizations since the pandemic has eased, and communicated with their representatives to promote the LifeCare Movement and the "Policy Donation Program" to explore the possibility and opportunity on cooperation. In March, "LifeCare Movement" committee members donated 15,000 face masks with "Policy Donation" logo to Yan Chai Hospital, which helped allocate to those in need.



「生命傳愛行動」共送出1萬5千個印有「保單捐贈」標誌的口罩予仁濟醫院的服務對象。
The LifeCare Movement has distributed 15,000 face masks with "Policy Donation" logo to target group of Yan Chai Hospital services.

公眾宣傳及推廣 Publicity and Promotion

「生命傳愛行動」本年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」，至今已拍攝3條影片，當中微电影〈與神同行·一陣〉更在跨平台錄得超過13萬觀看次數。「生命傳愛行動」亦先後於尊賢會的JTV「好生·好死」節目、與仁濟醫院出席的新城電台「我的事務所」節目以及商業電台的「有誰共鳴」節目中介紹保單捐贈。

The LifeCare Movement has partnered with Armchannel TV to shoot three short films about the "Policy Donation Programme" to date, and one of them has received more than 130,000 views across various online platforms. The LifeCare Movement has also introduced policy donations through several TV and radio programs in Hong Kong.



◀「生命傳愛行動」本年度多番於電台及網台上向公眾介紹保單捐贈。
The LifeCare Movement has also introduced policy donations on several TV and radio programs this year.

保險業宣傳及推廣

Insurance Industry Publicity and Promotion

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」，鼓勵各投保人捐贈保額，為社會上眾多慈善機構開拓善款渠道。

為感謝一眾善心同業於疫情下依然身體力行支持「保單捐贈計劃」，本年度復辦的「保單捐贈計劃嘉許典禮 2021」以有別過往的形式，於9月15日移師至仁濟醫院、保良局及善寧會三間曾接收「保單捐贈」數量最多的慈善機構中舉行，加深同業與慈善機構的交流及了解的同時，與「保單捐贈」的受惠機構一同嘉許，無疑為善心同業帶來一次嶄新且難忘的嘉許禮。

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在獲得媒體上的榮譽嘉許外，本年度更創新地在巴士站的廣告牌中獲得嘉許。

Qualified local insurance practitioners have been recognised as "Honorary LifeCare Master", "LifeCare Master", "LifeCare Leader" and "LifeCare Ambassador" for encouraging insured citizens to donate policies and expand the source of donations to numerous charitable organizations in Hong Kong.

In order to appreciate benevolent insurance practitioners for their robust support on the "Policy Donation Programme", the "Policy Donation Programme Recognition Ceremony 2021" was held in three charitable organizations - Yan Chai Hospital, Po Leung Kuk, and the Society for the Promotion of Hospice Care - which have received the most policy donations, in order to deepen the exchange and understanding with these organizations, and provide a memorable experience to insurance practitioners and charity workers.

In order to encourage and appreciate qualified LifeCare Family Members for their support on the Policy Donation Programme, in addition to being recognised on online media, they have also been recognized on bus stop advertisements.



保良局
Po Leung Kuk



善寧會
Society for the Promotion of Hospice Care



仁濟醫院
Yan Chai Hospital

2020-2021 年生命傳愛家族人數 2020-2021 LifeCare Family Headcount

生命傳愛大使 LifeCare Ambassador	122
生命傳愛大使 (20 份保單或以上) LifeCare Ambassador (20 policies or more)	28
生命傳愛領袖 LifeCare Leader	21
生命傳愛大師 LifeCare Master	2
榮譽生命傳愛大師 Honorary LifeCare Master	6

「2021 年保單捐贈計劃」成績：
"2021 Policy Donation Programme" achievements:
保單數目 / Number of donated policies : 12,270 份
捐贈保額 / Insured sum of donated policies :
HK\$365,243,874.06
(以上數字截至 2021 年 8 月 31 日)
(As of 31 August 2021)

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 2021

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 2021.

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 2021 and the financial position of the Association as at that date are set out in the financial statements on pages 9 to 26.

Property, plant and equipment

Details of the movements in property, plant and equipment are set out in note 8 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\$2,250,000 (2020: HK\$374,745) 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. LEE Kwun Kwan, Davey	President
Mr. CHENG Hang Yuen, Henry	Immediate past president
Ms. YUEN Bo Kit, Teresa	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	Vice president
Ms. CHAN Chung Lin, Carrie	Vice president
Ms. KEUNG Chor Gee, May	Honorary Secretary
Ms. POON Lap Hung, Diane	Honorary Treasurer
Ms. LEE Mo Kit, Maggie	
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	

THE LIFE UNDERWRITERS ASSOCIATION OF HONG KONG LIMITED EXECUTIVE COMMITTEE'S REPORT (continued) FOR THE YEAR ENDED 31ST MARCH 2021

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	
Ms. LI Pui Shan, Zen	
Mr. HO Ka Man	(Appointed on 22nd January 2021)
Mr. YAU Kam Man	(Appointed on 1st January 2021)
Mr. LEE Hing Kwai	(Appointed on 1st January 2021)

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 12 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.

THE LIFE UNDERWRITERS ASSOCIATION OF HONG KONG LIMITED EXECUTIVE COMMITTEE'S REPORT (continued) FOR THE YEAR ENDED 31ST MARCH 2021

Industry Affairs

The Association has been dedicated to serving as a bridge among insurance practitioners, regulatory authority and the public, therefore we organise meeting and forum with stakeholders to collect opinions and deliver updates 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 form volunteer team to encourage members to serve the needy of the society and expect more like-minded members to join LUA for the same vision.

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\$23.5 million for 2021 was 40% or HK\$16 million less than in 2020. It was mainly due to an event of the "APLIC" was not hosted by LUA in 2021.

Key Financial Performance

Income of LUA major events in 2021 amounted HK\$8.5 million which was 36% of the total income. We spent HK\$3.6 million to events expenses, which representing 15% of the total income of this year.

Operating cost was HK\$5 million, representing 22% of the total income.

Administration cost was HK\$13 million, representing 56% 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. LKCC CPA Limited, Chartered Accountants, Certified Public Accountants, retire but, being eligible, offer themselves for re-appointment. A resolution for the reappointment of Messrs. LKCC CPA Limited as auditor of the Association is to be proposed at the forthcoming annual general meeting.

On behalf of the Executive Committee

Mr. LEE Kwun Kwan, Davey
President

Hong Kong, 17th September 2021

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 26, which comprise the statement of financial position as at 31st March 2021, 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 2021, 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.

LKKC CPA 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, 17th September 2021
T386/C/866

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 2021

	Note	2021 HK\$	2020 HK\$
Revenue	3	22,244,289	38,969,379
Other income	4	1,281,450	755,232
Administrative expenses		(13,275,533)	(13,420,377)
Increase/(Decrease) in fair value of equity investments		2,456,921	(1,495,800)
Other operating expenses		(5,209,002)	(21,927,371)
Surplus before taxation	5	7,498,125	2,881,063
Income tax	6	(521,855)	(473,203)
Surplus for the year		6,976,270	2,407,860
Other comprehensive surplus for the year		-	-
Total comprehensive surplus for the year		<u>6,976,270</u>	<u>2,407,860</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 2021

	Note	2021 HK\$	2020 HK\$
Non-current assets			
Property, plant and equipment	8	6,513,656	7,067,318
Investment in securities	9	10,035,713	7,324,656
		<u>16,549,369</u>	<u>14,391,974</u>
Current assets			
Membership and enrolment fee receivables		-	26,000
Deposits paid and prepayments		2,421,016	1,586,145
Other receivables		2,303,167	1,323,350
Cash and cash equivalents		27,812,895	20,120,816
		<u>32,537,078</u>	<u>23,056,311</u>
Less: Current liabilities			
Other payables and accruals		587,826	545,144
Amount due to an affiliated association	10	2,058,661	303,785
Receipts in advance		8,649,052	6,306,573
Tax payable		611,976	90,121
		<u>11,907,515</u>	<u>7,245,623</u>
Net current assets		<u>20,629,563</u>	<u>15,810,688</u>
NET ASSETS		<u>37,178,932</u>	<u>30,202,662</u>
Equity			
General fund		<u>37,178,932</u>	<u>30,202,662</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 2021

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
Lease premium for land	Over the lease terms
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.

THE LIFE UNDERWRITERS ASSOCIATION OF HONG KONG LIMITED

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31ST MARCH 2021

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

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.

(c) 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 as 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.

(d) 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.

(e) 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.

(f) 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.

(g) 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.

(h) 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.

(i) 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 2021

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

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

(j) Employee benefits

Salaries, annual bonuses, paid annual leave, 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.

(k) 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.

(l) 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.

(m) 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 2021

3. Revenue

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

	<u>2021</u>	<u>2020</u>
	HK\$	HK\$
Membership subscriptions	9,444,252	7,070,579
Functions income		
-Major events	10,140,583	22,574,321
-Seminars, training courses, conferences and others	1,405,654	3,426,989
-Sponsorships	1,253,800	5,897,490
	<u>12,800,037</u>	<u>31,898,800</u>
	<u>22,244,289</u>	<u>38,969,379</u>

4. Other income

	<u>2021</u>	<u>2020</u>
	HK\$	HK\$
Bank interest income	13,332	4,567
Dividend income	247,787	254,942
Sundry income	920,331	814
Gain on disposal of equity investments	-	374,909
Management fee income	100,000	120,000
	<u>1,281,450</u>	<u>755,232</u>

5. Surplus before taxation

Surplus before taxation is arrived at after charging :

	<u>2021</u>	<u>2020</u>
	HK\$	HK\$
Auditor's remuneration	29,000	29,000
Amortisation of lease premium for land	84,678	84,678
Depreciation	533,540	599,909
Donations	2,250,000	374,745
Fixed assets written off	4,674	396
Bad debts written off	-	106,800
Loss on disposal of trading securities	170,039	-
Operating lease charges in respect of land and buildings	865,260	1,023,891
Royalties and membership fees	1,468,182	2,259,679
Staff costs		
-Staff Salaries	5,951,525	7,063,074
-Staff bonus	217,767	-
-Mandatory provident fund contributions	240,455	257,147
Venue charges, food and equipment rental charges	361,884	4,716,314

6. Income tax

Taxation in the income statement represents:

	<u>2021</u>	<u>2020</u>
	HK\$	HK\$
Tax charge for the year	531,855	473,203
Tax reduction	(10,000)	-
	<u>521,855</u>	<u>473,203</u>

THE LIFE UNDERWRITERS ASSOCIATION OF HONG KONG LIMITED NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2021

6. Income tax (continued)

Taxation in the income statement represents: (continued)

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. (2020: 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 2020/21 assessment subject to a ceiling of HK\$10,000. This announcement has been taken into account in the preparation of the Association's 2021 financial statements.

	2021 HK\$	2020 HK\$
Tax payable as at 1st April	90,121	98,525
Provision for tax for the year	521,855	473,203
Profits tax paid	-	(98,525)
Provisional profits tax paid	-	(383,082)
Tax payable as at 31st March	<u>611,976</u>	<u>90,121</u>

7. 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 (2020: HK\$ Nil).

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

	Buildings held for own use	Lease premium for land	Leasehold improvements	Furniture and fixtures	Computer and equipment	Total
	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$
Cost :						
At 1st April 2020	2,044,653	4,770,857	2,318,691	411,040	1,478,224	11,023,465
Additions	-	-	-	-	69,229	69,229
Written off	-	-	-	-	(11,266)	(11,266)
	<u>2,044,653</u>	<u>4,770,857</u>	<u>2,318,691</u>	<u>411,040</u>	<u>1,536,187</u>	<u>11,081,428</u>
At 31st March 2021	2,044,653	4,770,857	2,318,691	411,040	1,536,187	11,081,428
Accumulated depreciation and impairment losses :						
At 1st April 2020	319,101	602,826	1,518,490	342,019	1,173,711	3,956,147
Charge for the year	40,893	84,678	263,719	45,983	182,944	618,217
Written off	-	-	-	-	(6,592)	(6,592)
	<u>359,994</u>	<u>687,504</u>	<u>1,782,209</u>	<u>388,002</u>	<u>1,350,063</u>	<u>4,567,772</u>
At 31st March 2021	359,994	687,504	1,782,209	388,002	1,350,063	4,567,772
Net book value :						
At 31st March 2021	<u>1,684,659</u>	<u>4,083,353</u>	<u>536,482</u>	<u>23,038</u>	<u>186,124</u>	<u>6,513,656</u>
At 31st March 2020	<u>1,725,552</u>	<u>4,168,031</u>	<u>800,201</u>	<u>69,021</u>	<u>304,513</u>	<u>7,067,318</u>

THE LIFE UNDERWRITERS ASSOCIATION OF HONG KONG LIMITED

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31ST MARCH 2021

9. Investment in securities

	<u>2021</u>	<u>2020</u>
	HK\$	HK\$
Investment in securities		
Hong Kong listed securities, at market value	6,861,176	5,277,485
Marketable fund, at market value	<u>3,174,537</u>	<u>2,047,171</u>
	<u>10,035,713</u>	<u>7,324,656</u>

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

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

10. Amount due to an affiliated association

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

11. Commitments under operating leases

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

	<u>2021</u>	<u>2020</u>
	HK\$	HK\$
Not later than one year	<u>793,155</u>	<u>793,155</u>

12. 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>2021</u>	<u>2020</u>
		HK\$	HK\$
LUA Foundation Limited	Paid rental expenses to	865,260	1,023,891
	Received service fee from	100,000	120,000
	Paid donations to	<u>2,000,000</u>	<u>300,000</u>

LUA Foundation Limited is an affiliated association of the Association.

13. Approval of financial statements

These financial statements were authorised for issue by the Association's Executive Committee members on 17th September 2021

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 2020

The management committee has pleasure in submitting its annual report and audited financial statements for year ended 31st December 2020.

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 2020 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\$773,220 (2019: HK\$1,221,825). Donations paid by the Foundation during the year amounted to HK\$90,300 (2019: HK\$222,000).

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	Appointed on 16th June 2020
Wong Lily	Resigned on 20th March 2020 and reappointed on 16th June 2020

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

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 CPA 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, 4th May 2021

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 2020, and the income statement 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 ("HKSA") 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 HKSA 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 HKSA, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

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

- 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 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 CPA 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, 4th May 2021

L332/DC/B/890

損益表

Income Statement

LUA FOUNDATION LIMITED (LIMITED BY GUARANTEE)
INCOME STATEMENT
FOR THE YEAR ENDED 31ST DECEMBER 2020

	<u>NOTES</u>	<u>2020</u> HK\$	<u>2019</u> HK\$
DONATIONS			
Donations received		773,220	1,221,825
Donations paid		(90,300)	(222,000)
		<u>682,920</u>	<u>999,825</u>
OTHER INCOME			
	4	894,159	1,701,474
		<u>1,577,079</u>	<u>2,701,299</u>
FUNCTIONS AND ADMINISTRATIVE EXPENSES			
Advertising		100,500	157,809
Amortization of lease premium for land		116,899	116,899
Audit fee		8,500	8,500
Bank charges		2,856	12,724
Depreciation		92,811	92,811
Gift and trophy		-	4,843
Guest fee		-	20,000
Licence fee		-	2,000
Local travelling		-	5,254
Lunchon		-	114,216
Entertainment		4,200	-
Meeting expenses		-	309
Photo and video and Others		2,000	105,600
Postage and courier		385	1,182
Printing and stationery		-	7,918
Production cost		-	197,645
Professional fee		2,926	33,850
Transport and travelling		1,047	-
Service fee		122,400	90,000
Outreach fee		98,229	-
Sundry expenses		163,183	28,086
Venue charge		-	124,300
		<u>(715,936)</u>	<u>(1,123,946)</u>
Surplus for the year		<u>861,143</u>	<u>1,577,353</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 2020

	<u>NOTES</u>	<u>2020</u> HK\$	<u>2019</u> HK\$
NON-CURRENT ASSETS			
Property, plant and equipment	7	5,440,346	5,650,055
		<u>5,440,346</u>	<u>5,650,055</u>
CURRENT ASSETS			
Amount due from an affiliated association	8	66,485	333,618
Utility deposits		32,788	32,788
Prepayments		99,379	38,000
Cash at bank		6,097,642	4,818,784
		<u>6,296,294</u>	<u>5,223,190</u>
CURRENT LIABILITIES			
Accrued expenses		60,752	8,500
Received in advance		-	50,000
		<u>60,752</u>	<u>58,500</u>
NET CURRENT ASSETS		<u>6,235,542</u>	<u>5,164,690</u>
NET ASSETS		<u>11,675,888</u>	<u>10,814,745</u>
RESERVES			
Accumulated fund		<u>11,675,888</u>	<u>10,814,745</u>

APPROVED AND AUTHORISED FOR ISSUE BY THE MANAGEMENT COMMITTEE ON 4th May 2021

香港人壽保險從業員協會 The Life Underwriters Association of Hong Kong

香港北角蜆殼街9-23號秀明中心23樓A-D室
Units A-D, 23/F., Seabright Plaza, 9-23 Shell Street, North Point, Hong Kong.

電話 Tel: 2570 2256

傳真 Fax: 2570 1525

電郵 Email: info@luahk.org

Facebook 專頁: The Life Underwriters Association of Hong Kong

微信 WeChat: 保協LUAHK

保協Facebook



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