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Media Release

AIA Hong Kong Introduces New “Start-Up Elite Programme” to Attract Young Talent Enabling Them to Learn Financial Planning Skillset Via Online Platforms Participants Can Become Premier Academy Members or Financial Planners And Receive Up to HK\$20,000 Start-Up Bonus

Hong Kong, 21 July 2022 – As part of AIA Hong Kong’s ongoing drive for digital transformation, AIA Premier Academy is getting its Technology, Digital and Analytics (TDA) process in full swing and has put its wider use in talent recruitment and training. The Company announced the launch of the new “Start-Up Elite Programme” in Hong Kong and Macau to attract young talent and professionals to join the insurance industry. Participants are given full access to a wide array of e-learning resources for self-learning anytime, anywhere. Those who meet specified targets will become members of the AIA Premier Academy or financial planners, and receive up to HK\$20,000¹ in cash as start-up bonus.

Mr. Jim Jan Zen, Chief Agency Officer of AIA Hong Kong & Macau, said, “With a keen focus on an innovative and highly efficient operating model, we are committing our sales team to keeping pace with the times. In this digital era, we have been strengthening the use and application of various digital technologies for talent recruitment. As the inaugural project of the enhanced AIA Premier Academy, the ‘Start-Up Elite Programme’ seeks to attract more young and high-calibre talent to join AIA. It offers them a fast track to accumulate experience to become a financial planner and give them a head-start on their entrepreneurial career.”

AIA “Start-Up Elite Programme” Now Open for Application

The new AIA “Start-Up Elite Programme” is now open for application. The half-year programme will offer participants plentiful opportunities for career development and all-rounded training support. They can have full access to online platforms for self-learning, which will take them on a fast track to become professional financial planners. They will have a head-start to accumulate insurance experience, pick up the skillsets for financial planning and market development, and go on to obtain professional qualifications. Participants who meet specified targets will receive a start-up cash bonus as an incentive. Those who successfully complete the programme can enrol in the AIA Premier Academy as a member or become a financial planner, kicking off their entrepreneurial career at zero cost and receiving a start-up bonus of up to HK\$20,000¹.

The AIA Premier Academy has groomed about 8,000 MDRT members since 2011

AIA Hong Kong established the AIA Premier Academy in 2011 with the objective of cultivating elites for the insurance industry. The Premier Academy encourages and nurtures financial planners to attain MDRT² qualification. As of December 2021, the Premier Academy had nearly 8,000 financial planners registered as MDRT members.

Founded in 1927, the Million Dollar Round Table (MDRT)² has over 66,000 life insurance and financial services professionals from more than 500 companies in 72 countries. MDRT members demonstrate exceptional professional knowledge and deliver outstanding services to customers while upholding strict ethical conduct. MDRT membership is widely regarded as the most esteemed international honour in the industry.

AIA Group Limited is incorporated in Hong Kong with limited liability.

“AIA Hong Kong & Macau”, “AIA Hong Kong”, “AIA Macau” or “the Company” herein refers to the Hong Kong Branch and/or Macau Branch of AIA International Limited (Incorporated in Bermuda with limited liability).

“Hong Kong” and “Macau” herein refer to “Hong Kong Special Administrative Region” and “Macao Special Administrative Region”, respectively.

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「友」你一起，創未來
「邦」你起動，新生活

計劃目的
培育年青專業人才，提早加入並累積保險行業經驗
全力支持快速轉換為友邦精英學院成員或財務策劃顧問

Remarks:

1. Please email to aiahk.premieragency@aia.com for enquiry and application.
2. <https://www.mdrf.org/zh-CHT/about-mdrf/>

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About AIA Hong Kong & Macau

AIA Group Limited established its operations in Hong Kong in 1931. To date, AIA Hong Kong and AIA Macau have close to 19,000 financial planners¹, as well as an extensive network of brokerage and bancassurance partners. We serve over 3.4 million customers², offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, pension, personal lines insurance to investment-linked assurance schemes with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high net worth customers.

¹ as at 31 December 2021

² Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 31 December 2021)

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