



**HEALTHIER, LONGER,  
BETTER LIVES**

**AIA Hong Kong**

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**Media Release**

**AIA Hong Kong Enters Exclusive Collaboration with HKU SPACE  
and Four Professional Organisations  
to Launch a Series of Executive Certificate Courses Designed for Financial Planners**

Hong Kong, 4 August 2022 – AIA Hong Kong announced an exclusive collaboration with HKU SPACE and four professional organisations, including The Chartered Insurance Institute Hong Kong Limited (CII), The Institute of Financial Planners of Hong Kong (IFPHK), FQ Education Academy (FQEA) and Hong Kong Dietitians Association Limited (HKDA), to design a series of unique executive certificate courses. The curriculum will continuously enrich AIA Premier Advisers' professional knowledge, help them customise comprehensive protection solutions to address customers' needs and become their lifelong partners. Launched earlier this year, the AIA Premier Adviser programme embraces "customer-centricity" principle, enabling financial planners to leverage a range of digital tools to help customers identify their needs and protection gaps, provide them with relevant information and advise them on appropriate solutions, and stand hand-in-hand with customers to live Healthier, Longer, Better Lives.



Mr. Alger Fung, Chief Executive Officer, AIA Hong Kong & Macau (2<sup>nd</sup> from left); Mr. Jim Jan Zen, Chief Agency Officer, AIA Hong Kong & Macau (1<sup>st</sup> from left); Professor Liu, N.R., Deputy Director (Business and China), HKU SPACE (2<sup>nd</sup> from right) and Mr. Kevin Yeung See Ming, Head of College of Business and Finance, HKU SPACE (1<sup>st</sup> from right) attended the kick-off ceremony of the exclusive executive certificate courses.

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.



Mr. Alger Fung, Chief Executive Officer, AIA Hong Kong & Macau (4<sup>th</sup> from left); Mr. Jim Jan Zen, Chief Agency Officer, AIA Hong Kong & Macau (3<sup>rd</sup> from left); Professor Liu, N.R., Deputy Director (Business and China), HKU SPACE (4<sup>th</sup> from right); Mr. Kevin Yeung See Ming, Head of College of Business and Finance, HKU SPACE (3<sup>rd</sup> from right); Mr. Mike Haynes, Director, The Chartered Insurance Institute Hong Kong Limited (1<sup>st</sup> from right); Mr. Dennis Lau, Chief Executive Officer, The Institute of Financial Planners of Hong Kong (2<sup>nd</sup> from right); Ms. Liz Poon, Chief Trainer and Development Director (Formal Course), FQ Education Academy (2<sup>nd</sup> from left) and Ms. Danica Yau, Chairman, Hong Kong Dietitians Association Limited (1<sup>st</sup> from left) taking a photo at the kick-off ceremony.

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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 planners<sup>1</sup>, as well as an extensive network of brokerage and bancassurance partners. We serve over 3.4 million customers<sup>2</sup>, 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.

<sup>1</sup> as at 31 December 2021

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

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