

Bringing Insurance and Financial Planning Profession to **New Heights**

Originated from the UK, The Chartered Insurance Institute (CII) sets up its regional headquarters in Hong Kong to strengthen the industry's development in the region.

“**The Belt and Road Initiative and the development of the Greater Bay Area will create huge demand for high-quality insurance and financial advice.**”

Kenny Siu

**Regional Director, Hong Kong and Asia-Pacific
The Chartered Insurance Institute Hong Kong (CIIHK)**



According to Insurance Authority, the total gross premiums of the industry in 2018 reached HKD531.7 billion, representing an increase of 8.6 percent over 2017. Underpinned by the rising demand for insurance services, CII set up its Hong Kong office, The Chartered Insurance Institute Hong Kong (CIIHK), to act as the regional headquarters to oversee the organisation's activities in Asia.

Being one of the largest examination awarding bodies in the UK, CII delivered education to over one million students in 150 countries over the last 10 years and currently has over 128,000 members.

Kenny Siu, Regional Director, Hong Kong and Asia-Pacific, explained why setting up CII could enhance professionalism in the industry. “In order to stand out, many firms are exploring ways to strengthen their service quality as well as the professional development of their staff. At the same time, local government and regulators are also keen to boost professional development across the sector so that customers can receive better protection from a better-regulated profession.”

In Hong Kong, the Chartered Insurance Institute members are able to gain access to a comprehensive range of benefits including locally delivered CPD and training courses, an online library of technical and market information, local newsletter and globally recognised professional designations on completion of CII qualifications.

A Future with Abundant Opportunities

Siu sees new and exciting opportunities in the region. “The Belt and Road Initiative and the development of the Greater Bay Area will create huge demand for high quality insurance and financial advice,” he said.

The Hong Kong office will continue their commitment to promote ethics and professionalism, standards and trust, and serve the industry by delivering high quality trainings and learning solutions.

The Chartered Insurance Institute Hong Kong (CIIHK)

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 <https://www.cii-hk.com>