With support of the government as well as the finance, education and community sectors, the Investor Education Centre (IEC) has taken the lead to develop the Hong Kong Strategy for Financial Literacy (HKSFL). The HKSFL is the first initiative of its kind in Hong Kong which aims to harness the enthusiasm and efforts of various sectors by setting common goals that address the financial education needs of our society.

JA Asia Pacific is honored to have Ms. Vivian Lau, President for JA Asia Pacific to preside on the steering committee of the HKSFL in developing the Hong Kong strategy for Financial Literacy. As one of the 40 sector organizations and industry associations, JA Asia Pacific have signed up as one of the supporting organizations, and together with 11 ambassadors will promote the benefits of financial education to the public.

Launched in November 2015, HKSFL aims to harness the enthusiasm and efforts of various sectors by setting common goals and enabling cross-sectoral collaboration to address financial education needs in Hong Kong. The Strategy sets out for the first time a clear direction for financial literacy and provides a practical framework for actions across the government, finance, education and community sectors.

The Strategy is the first initiative of its kind in Hong Kong with three strategic focuses: raise awareness of the benefits of financial education, extend opportunities to learn and enhance coordination and collaboration among stakeholders.

For details of the HKSFL and ambassador stories, please visit the [HKSFL website](#)