

29 December 2021

Our Ref: MC/INT/5

By Email

To: Chief Executives of All Authorized Insurers, Responsible Officers of All Licensed Insurance Agencies and Responsible Officers of All Licensed Insurance Broker Companies

Dear Sirs,

E-CPD courses on ethical business practices for licensed insurance intermediaries provided by the Insurance Authority (“IA”), worth 3 CPD hours

We are pleased to announce the launch of two e-CPD courses designed by the IA on ethical business practices, one for licensed insurance agents and one for licensed insurance brokers. Each course is worth 3 CPD hours and will satisfy the minimum 3 CPD hour requirement under the topic of “Ethics or Regulation” which individual licensees are required to complete.¹

The courses aim to bring to life the principles, standards and practices in the Codes of Conduct for Licensed Insurance Agents and Licensed Insurance Brokers, by demonstrating how they apply in everyday business conduct situations. Practical case studies are included based on real life intermediary/client interactions encountered by the IA in its supervisory work.

Individual licensees interested in enrolling for the courses can register by opening an account in our e-learning system (<https://iahk.knowledgeplatform.com/>) starting from **10:00am on 31 December 2021 (Friday)**. A total of 4,000 enrollments will be made available free-of-charge, on a first-come-first-serve basis.

To ensure fairness, once a participant enrolls for a course, he or she will need to complete the course within one month, otherwise the course will be made available to another individual licensee.

¹ Effective from 1 August 2021, individual licensees (except for licensed technical representatives (agent) who are licensed to carry on regulated activities in restricted scope travel business only) are required to attend Qualified CPD Activities to earn not less than 15 CPD hours in each Assessment Period, including a minimum of 3 CPD hours related to a topic which falls under “Ethics or Regulations”. Also, the maximum cap on the number of CPD hours that can be obtained through Type 1 and Type 7 e-learning Activities is increased from 5 CPD hours to 7 CPD hours for each Assessment Period.

Please also find the details of the two e-CPD courses in the Annex. Should you have any enquiries on the above, please contact us at licensing@ia.org.hk.

Yours faithfully,

Peter Gregoire
Head of Market Conduct
General Counsel
Insurance Authority

c.c. The Hong Kong Federation of Insurers
 The Hong Kong Confederation of Insurance Brokers
 Professional Insurance Brokers Association

Encl.

檔號：MC/INT/5

經電郵發送

致：所有獲授權保險人的行政總裁、持牌保險代理機構及持牌保險經紀公司的負責人

敬啟者：

保險業監管局（「保監局」）為持牌保險中介人舉辦有關道德商業行為的電子持續專業培訓（「CPD」）課程 — 每個課程可獲取 3 個 CPD 時數

保監局將推出兩個電子 CPD 課程，分別以持牌保險代理人及持牌保險經紀的角度出發，講述中介人應有的商業道德行為。每個課程可獲取的 CPD 時數為 3 小時，且能滿足個人持牌人須完成最少 3 個屬於「道德或規例」範疇之 CPD 時數的規定要求。¹

這兩個課程旨在通過一些生動的例子，探討如何把《持牌保險代理人操守守則》及《持牌保險經紀操守守則》中所記載的原則、標準及常規運用在日常的商業行為中。課程內容亦包含了保監局在其監管工作中遇見過有關中介人與客戶互動的真實案例。

有興趣參加課程的個人持牌人可以在 **2021 年 12 月 31 日(星期五)早上十時**開始於本局的電子學習系統 (<https://iahk.knowledgeplatform.com/>) 報名登記。4,000 個名額將以先到先得的方式免費提供。

為確保公平，參與者一旦註冊課程，將需要在一個月內完成課程，否則該課程會另外分配予其他個人持牌人。

¹自 2021 年 8 月 1 日起，個人持牌人(只獲發牌照進行有限制旅保業務的受規管活動的持牌業務代表 (代理人) 除外) 須在每個評核期內參與合資格持續專業培訓活動，以獲得最少 15 個持續專業培訓時數，包括最少 3 個屬於「道德或規例」範疇有關的持續專業培訓時數。另外，藉第 1 類及第 7 類電子學習活動以獲取持續專業培訓時數的上限，由每個評核期的 5 小時增加至 7 小時。

有關兩個 CPD 課程的詳情，請參閱附件。如有任何問題，請電郵至 licensing@ia.org.hk 查詢。

保險業監管局
市場行為部主管及法律總監
郭家華 謹啟

副本送： 香港保險業聯會
香港保險顧問聯會
香港專業保險經紀協會

2021 年 12 月 29 日

附件