



ANNUAL REPORT 2019/2020



**CFA Society
Malaysia**
LET'S MEASURE UP™

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1. Society's Vision, Mission & Strategic Objectives

Our Vision and Mission is aligned to CFA Institute as we refreshed our three-year strategic plan from 2019 to 2021, which involve the following:





Our Vision:

Foster an investment community that is based on trust, ethics, and sustainable practices that is valued by the society.

Our mission and strategic initiatives



To lead the investment profession
by promoting the highest standards of ethics, education,
and professional excellence for the ultimate benefit of society

				
STRATEGY	Operational Excellence	Develop Future Professionals	Deliver Member Value	Build Market Integrity
	.. facilitated by a sound operating foundation & robust enabling capabilities	..through relevant and accessible credentialing programmes	..that accelerates the professional success of our members	..that benefits investors and our members that serve them
OUTCOMES	Ability to execute on strategy and advance the mission of Society	High standards of entry and professionalism	Educated, ethical members at the top of their profession	Regulations that align firms and clients
KEY TARGETS 2019-21	<ul style="list-style-type: none"> ▪ Strengthen Society's internal governance & operations ▪ Develop professional Society Team ▪ Society's Brand building & awareness ▪ Reinforce funding for L/T sustainability 	<ul style="list-style-type: none"> • Healthy candidates' pipeline @5% CAGR • Extend University Affiliate Programme • Maintain sustainable initiatives fostering the Future of Finance Professionals via Research Challenge, University Ethics Challenge, Career Day 	<ul style="list-style-type: none"> • Healthy members growth @double-digit CAGR, 90% retention p.a. • Support Charter Pending's Membership journey • Professional Learning as key driver to Members competency development • Employers' Strategic Partners 	<ul style="list-style-type: none"> • Regulators' Strategic Partners • Institutional collaborations on ESG & FinTech • Industry Go-To for 'Gold Standards' on Ethics • Thought Leaders in CFA community on the Islamic Finance landscape • Advocate financial literacy on investors protection

1.1 President's Message

Reflections on the Year

Looking back, 2019/2020 has been an unprecedented year filled with various challenges, including the ongoing COVID-19 crisis, changes to the CFA program examination and business continuity.

The Board of Directors have carefully responded to various key risks presented, to ensure resilience and relevance of the Society in a long run. Under this critical situation, it has never been this important for us to keep pressing and living on our mission.

In this annual report, the plan and key achievements are presented for each of the four strategic pillars of the Society:

- Operational Excellence
- Develop Future Professionals
- Deliver Member Value
- Build Market Integrity



Justin Ong Kean Hu, CFA
President, CFA Society Malaysia

Looking ahead – Opportunities

Top of the agenda for the Society is to manage the COVID-19 crisis and implications to the Society. The pandemic has changed the way we serve our members, candidates and other key stakeholders, and the change will persist. The use of virtual platform will continue be the key channel in interacting with you and other key stakeholders.

On the bright spot, our virtual interactions have allowed us to increase the frequency, develop richer content and extend the outreach to wider groups i.e. at a much higher participation and engagement rate than physical events in the past.

Amongst other priorities, the Society will continue pressing on advocacy agenda, by working with regulators and like-minded professional bodies to advocate ethics, financial literacy, and sustainable finance and Islamic Finance. Some arrangements and memorandum of understanding are in progress and the Society is looking forward to announcing the collaborations in due course.

Let us continue to create jobs, build bridges, and ensure prosperity of our members, candidates, and other stakeholders in the industry.

Acknowledgment

CFA Society Malaysia has grown from strength to strength over the past years. I wish to express my heartfelt gratitude to my EXCO, Board members, Society Team, volunteers and other key stakeholders (regulators, employers, universities) for their relentless support in living our mission together.

1.2 Executive Director's Message

Reflections on the Year

Joining the Society at the backdrop of an uncertain and uncharted period has been both an eye-opener and nerve-wrecking experience.

In a fluid and dynamic environment, it is utmost important for one to stay agile and adaptive to manage the disruptions to persist. Fresh into a new calendar year, the escalating situation on the COVID-19 outbreak pulled a sudden break to all activities globally. Nevertheless, guided by the Society's mission and the strategic direction laid in place, the pandemic has spurred the Society to step-up and think beyond the norms for us to continue serving our members, candidates, and other stakeholders of the community.

We achieved multiple historical firsts for the Society in this period – finalists to 3 categories of CFA Institute Society Awards and ultimately winning a category, leveraging on multiple virtual platforms to elevate our engagements with our community i.e.

digital professional learning events, digital social networking, digital festive celebrations. The Society has also built stronger in-roads with a few institutional partners in advancing the mission of the Society. All these made possible when we reacted swiftly in translating challenges to opportunities.

Commitment to Excellence in Execution

As we forge ahead, it is paramount for us to upscale the Society team. Being the backbone to our professional organization, it is vital to equip the Society team to be more future-ready to execute the Society's operations in an effective and seamless manner. To this, I have been working closely with the Board and CFA Institute in embarking on a transformation journey to elevate the proficiency of the Society team and strengthen our internal governance and processes.

This direction is also in-line with CFA Institute Society 2.0 strategy working towards a 'single interface' to members and candidates, with each CFA local society empowered to serve the local stakeholders directly.

Acknowledgment

The Society remains committed in driving value to our stakeholders, guided by our mission and 4 strategic pillars. Our continuing success is driven through commitment, collaboration, integrity, and trust. On behalf of the Society, I wish to extend my deepest appreciation to all the Society's stakeholders and collaborators for your contribution and on-going support. I look forward to working together as we elevate the bar higher for the Society in the new normal.



Caroline Ng
Executive Director,
CFA Society Malaysia

2. Society's Governance - Office Bearers & Board Members

CFA Society Malaysia Board of Directors 2019 - 2021



Justin Ong, CFA
President



Faridq Ridzuan, CFA
Vice President & Member Relations



Jeannie Tai, CFA
Secretary & Employer Relations



Jin Yoong Chong, CFA
Treasurer & University Relations



Ahmad Nabil Nazri, CFA
Regulator Affairs



David Meow, CFA
Candidate Affairs



Eunice Tee, CFA
Asia Pacific Research Exchange



Je Hui Su, CFA
Public Relations



Neo Chun Keat, CFA
Strategic Alliance

Society's Honorary Auditors 2019 - 2021



Goh Wei Kok



Lum Kar Hoe, CFA
(Resigned Nov 2019)

Society's Team 2019 to present



Caroline Ng
Executive Director
(joined March 2020)



Chia Shi Chee
Society Relations Manager
(joined August 2019)



Shafiqah Shazreen
Society Relations Executive
(joined September 2018)

As a Society run by volunteers, CFA Society Malaysia values the contribution its volunteers make to the Society and to the investment community. The operational workload of CFA Society Malaysia is led by the directors with the following objectives:

A. Members Relations

Strives to increase the value members receive from their membership with CFA Society Malaysia.

B. Employer Relations

Aims to establish, maintain and enhance CFA Society Malaysia relationships with local employers, increase the awareness of CFA[®] designation as a whole and promote and deliver content from CFA Institute to local key employers.

C. University Relations

Aspire to spread awareness of the CFA[®] program and CFA[®] designation among students and universities and also encourages participation in CFA Institute Research Challenge, University Ethics Challenge and CFA Society Malaysia Career Day.

D. Regulatory Affairs

Pursue advocacy that is related to regulatory developments and relationships with CFA Society Malaysia aiming to be a partner to the regulators, to establish and to advocate the 'Gold Standards' in ethics.

E. Candidate Affairs

Support the CFA[®] Program candidates and potential candidates address topics on the CFA[®] Program, career development, career management, and career transition during and after the completion of the Program.

F. Public Relations

Strive to gain recognition from key stakeholders as the network of top ethical investment management professionals locally and help to raise awareness of CFA Society Malaysia initiatives and activities within the various forms of media outlets together enhancing communication between the Society with the members, CFA candidates, and the public.

G. CFA Institute Asia-Pacific Research Exchange (ARX)

To bring like-minded stakeholders in the finance and investment management industry to share, learn, and engage on industry topics and trends specific to the Asia-Pacific region on CFA Institute Asia-Pacific Research Exchange (ARX) hub.

H. CFA Institute Research Challenge

To provide real-world experience, hands-on mentoring and intensive training in financial analysis and professional ethics to university students through an annual global competition by testing their analytics, valuation, report writing, and presentation skills as they assume the role of a research analyst.

3. Society's Achievements 2019-2020

Steered by the Society's Vision, Mission and the 4 Strategic Pillars that are ingrained into the Society's operations, the Society has made considerable achievements for the financial year under review against the targets which we have set out in the 3 years strategic direction for 2019-2021. While the Society's activities were momentarily impeded by the COVID-19 outbreak towards the end of the third quarter of the current financial year, the pandemic did not stall the Society from adapting swiftly to continue our pursuits in delivering value to our members, candidates and other stakeholders. The Society's key achievements for the financial year are presented as below.



3.1 Operational Excellence

The Society believes that the ability to execute on the Society’s strategy and to advance the mission of CFA Institute is dependent on a sound operating foundation and robust enabling capabilities within the Society. We will further focus on investing and strengthening the Society’s professional team and supporting infrastructure to facilitate an effective internal governance and operational processes to enable the Society to act in the best interests of the stakeholders we serve.

A. Strategic Planning

The Board members for 2019-2021 were elected on 11th September 2019 and assumed duties of office immediately. A Strategic Planning Workshop was held in October 2019, between the new Board, Society’s team, representatives from the CFA Institute and the Board of CFA Society Singapore whom provided much value-added inputs and deliberation to crafting the direction for the Society’s 3 years Strategic directions and targets as reflected in Section 1.0.



Top Row Left to Right: Chia Shi Chee, David Meow, Macy Yan, Sherry Ooi, Neo Chun Keat, Reseena Abdullah, Scott Lee, Ahmad Nabil Nazri, Stratos Pourzitakis, Yuyi Siu, Eunice Tee, Shafiqah Shazreen, Chong Jin Yoong, Janice Hon, Je Hui Su

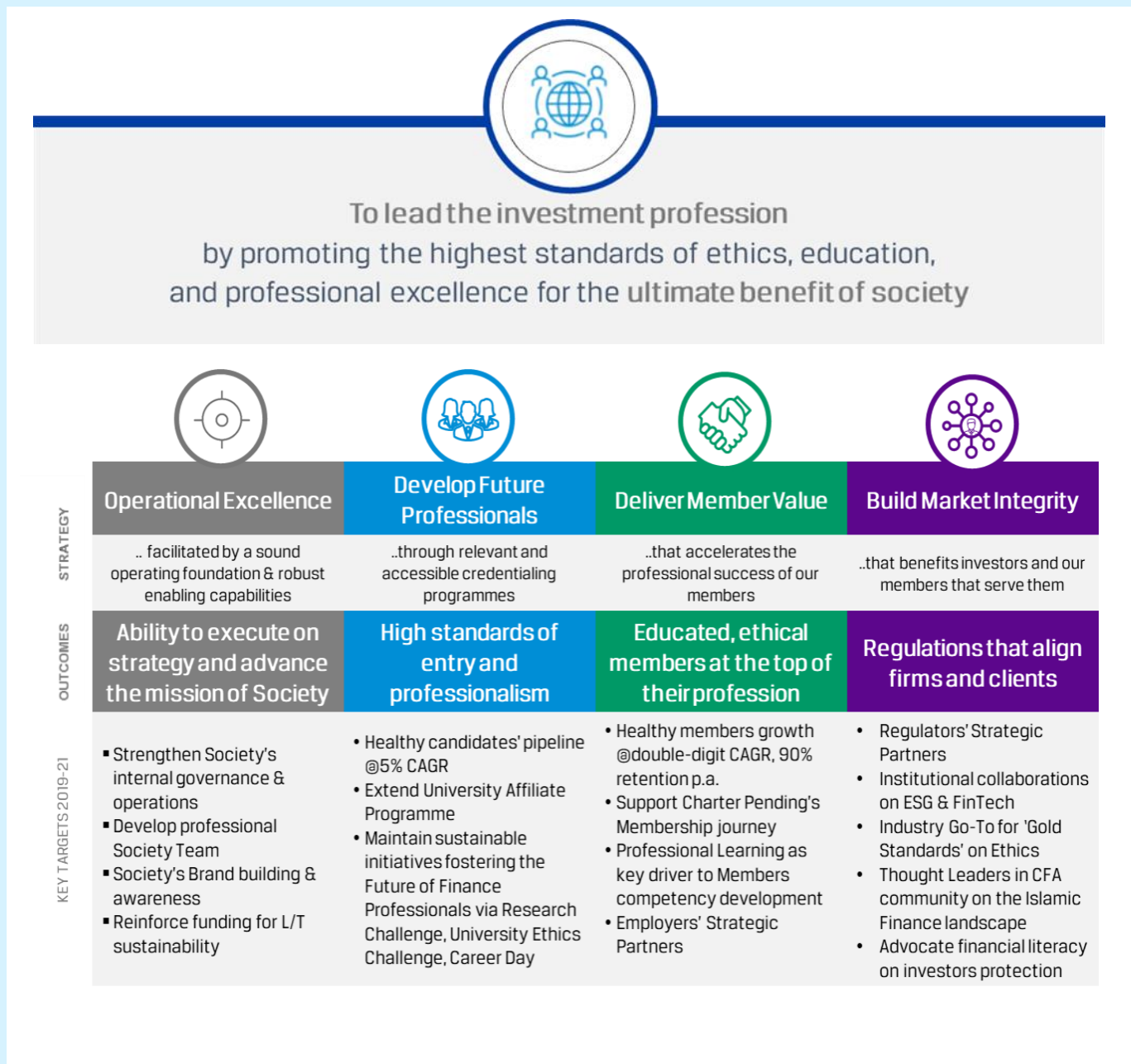
Bottom Row Left to Right: Simon Ng, Neil Govier, Justin Ong, Muhammad Faridq, Jeannie Tai

CFA Society Malaysia Strategic Planning Workshop for 2019-2021

Our Vision:

Foster an investment community that is based on trust, ethics, and sustainable practices that is valued by the society.

Our mission and strategic initiatives



B. Professional Society Staffing

With the continuing support and funding from CFA Institute over the Financial Year 2020, the Society kick-started a transformation journey to build up the Society's professional capabilities and presence to position ourselves better as part of the new Societies 2.0 framework. This is vital to enable us to pursue the Society's three-year Strategic Directions and key targets set-forth during the Strategic Planning Workshop.



Taking on the reins as the Executive Director, Caroline Ng was appointed since March 2020 to front the Society and to provide closer support to the Society's Board and CFA Institute in delivering national initiatives to raise the brand, profile and influence of the Society, promote greater recognition of the Charter by Employers and deepen regulatory engagements for the Society.

In addition to the existing Society Relations Executive, the Society's team operational capabilities were fortified with a Society Relationship Manager on-boarded in Q3 2019, to build stronger ties and manage the relationship of the growing members and candidates' base.

The Society also took the opportunity to enhance and strengthen the internal governance to reinforce internal processes, responsibilities, and controls. To further build and increase the brand awareness and positioning of the Society to our key stakeholders, the role for a Communication and Public Affairs Manager was established to better manage the Society's communication, social media amplification and branding aspects to be consistent to CFA Institute's guidelines. With this, the Society's professional team accounts for four staffs' strength.

C. Professional Society Organisation Hub



In raising the visibility and awareness of the Society being a professional organization ready to serve our stakeholders, the Society's office relocated in May 2020 to a co-working infrastructure in Bangsar South, the Kuala Lumpur version of Silicon Valley where it houses numerous Multimedia Super Corridor ('MSC') status companies.

Being in the hub of the nation's ecosystem to accelerate the growth of the nation's Digital Economy, the Society aims to be more accessible to our stakeholders, enabling us to better serve our members, candidates, prospective candidates and with plenty of opportunities for collaborative ventures. With effective time channeled, the Society's team will be able to focus more on delivering values to our members and candidates.

D. CFA Institute 2020 Society Awards

For the first time ever since the Society's establishment in 1997, the Society was nominated as a finalist for the CFA Institute 2020 Society Awards in three categories simultaneously – Impact & Innovation award, Outstanding Young Leader award, and Lifetime Achievement award.

This signifies the commitment and dedication of the Society to excellence through impactful contributions towards delivering member value and furthering the mission of CFA Institute in our local community.

Making a historical mark, the Society won our first Society Award - the Outstanding Young Leader award:



2020
SOCIETY
AWARDS
PROGRAMME
By CFA Institute

Winner for

- ▶ Volunteer of the Year Award
Muhammad Faridq Rashid bin Ridzuan,
CFA, CFA Society Malaysia
Outstanding Young Leader

Finalist for

- ▶ Impact and Innovation Award
- ▶ Volunteer of the Year Award -
Lifetime Achievement

Impact and Innovation Awards

This award category recognises the high impact and highly innovative initiatives that have strong potential for widespread society interest and further development. The Society was a finalist for our holistic and sustainable Career Suite in developing Future Finance Professionals, via a 2-pronged platform i.e. annual Career Day and web-based Career Guide and Career Center, further described in section 3.4 (F).

Volunteer of the Year Awards

The Volunteer of the Year Awards recognize society leaders who have demonstrated exemplary results with their society, the CFA Institute community, and beyond. Out of the five award categories, the Society was a finalist for **Outstanding Young Leader** and **Lifetime Achievement** awards – of which our society won the Outstanding Young Leader award.



Muhammad Faridq
Ridzuan, CFA,
Vice-President of the
Society

Outstanding Young Leader – for a society leader aged under 35 years old.

Muhammad Faridq was nominated and won the category. He has shown huge commitment and has been instrumental in strengthening collaborations between the Society and key local stakeholders. In his current role, he focused on strengthening employer outreach, delivering member value, and further enhancing relationships with regulators and Malaysia’s stock exchange, Bursa Malaysia.

He championed many cross-regional, cross-society collaborations and helped to secure high-profile speakers for the Society’s Masterclass series. He is passionate about ethics and championed the creation of the Regional Ethics Challenge with CFA Society Singapore in 2019.

Faridq is the “Face of CFA Society Malaysia”, speaking at high-profile events, such as InvestSmart, the Securities Commission Malaysia’s flagship event, and motivating aspiring financial professionals to engage with the local society. He regularly assists Prep Course Providers as a visiting lecturer and is a freelance trainer who has conducted workshops for the local regulator’s training arm, SIDC.



Jason Lee Wei-Chung,
CFA, President of the
Society for the term
2005-2009 and
2015-2019

Lifetime Achievement – for a society leader with sustained, varied, and impactful long-term service.

Nominated for his active involvement within the Society and CFA Institute community. He joined the board of Malaysia Society of Financial Analyst (MSFA) in 2000, served two terms as Honorary Secretary before elected as President in 2005, in which he successfully grew the Society’s membership base and candidates’ number multiple folds through frequent engagements with employers, regulators, universities and prep course providers.

He played a key role in strengthening the Society’s infrastructure technology channel as well as the setting up of the Society’ professional team with the help of CFA Institute Society 2.0 initiatives. This enabled the Society to step up in delivering member value in an efficient manner.

After stepping down as President, Jason continued to be active in the CFA community. He serves on the CFA Institute’s Branding and Marketing Council, volunteered many years as Judge in CFA Institute Investment Research Challenge in local, regional, and global finals. He also participated in the work group in reviewing CFA Institute Principles of Partnership.

E. Branding and Awareness: Social Media and Digital Presence

As the millennial generation continue to grow, they make up the fastest growing membership and candidates demographic in APAC region and for the Society. In keeping a positive engagement between this demographic group with the Society, the Society has improved our outreach and executed a broad range of digital communications in the past year to increase the Society's visibility:

Living Our Mission (LoM) Monthly Society's Newsletters:

A periodic digital communique from the Society to members, candidates and charter pending, in conveying recent updates and upcoming events of the Society and CFA Institute.

Social Media Presence and Digital Channel



LinkedIn

Launched the Society's LinkedIn page in September 2019 to establish the Society's professional networking presence. Over 1,800 followers as of November 2020.



Facebook

The Society's Facebook presence enjoyed a healthy growth over the year and is the Top 2 Society in APAC in terms of presence. Close to 13,000 followers as of November 2020.



Instagram

A fun and creative platform for the Society to capture, edit and share photos, videos and messages with our community. Close to 1,600 followers as of November 2020.



Telegram

Hearing feedbacks from the Society's community on their preferred mode of communications, we recently launched the Society's Telegram presence in June 2020 as another communication and messaging channel to the Society's members, candidates and charter pending. Close to 140 subscribers as of November 2020.

Moving forward, the Society aims to further improve our digital contents, customized to each stakeholder segment, to cater to the focus and needs of the respective segment, and to create a sense of belonging between the Society and our stakeholders.

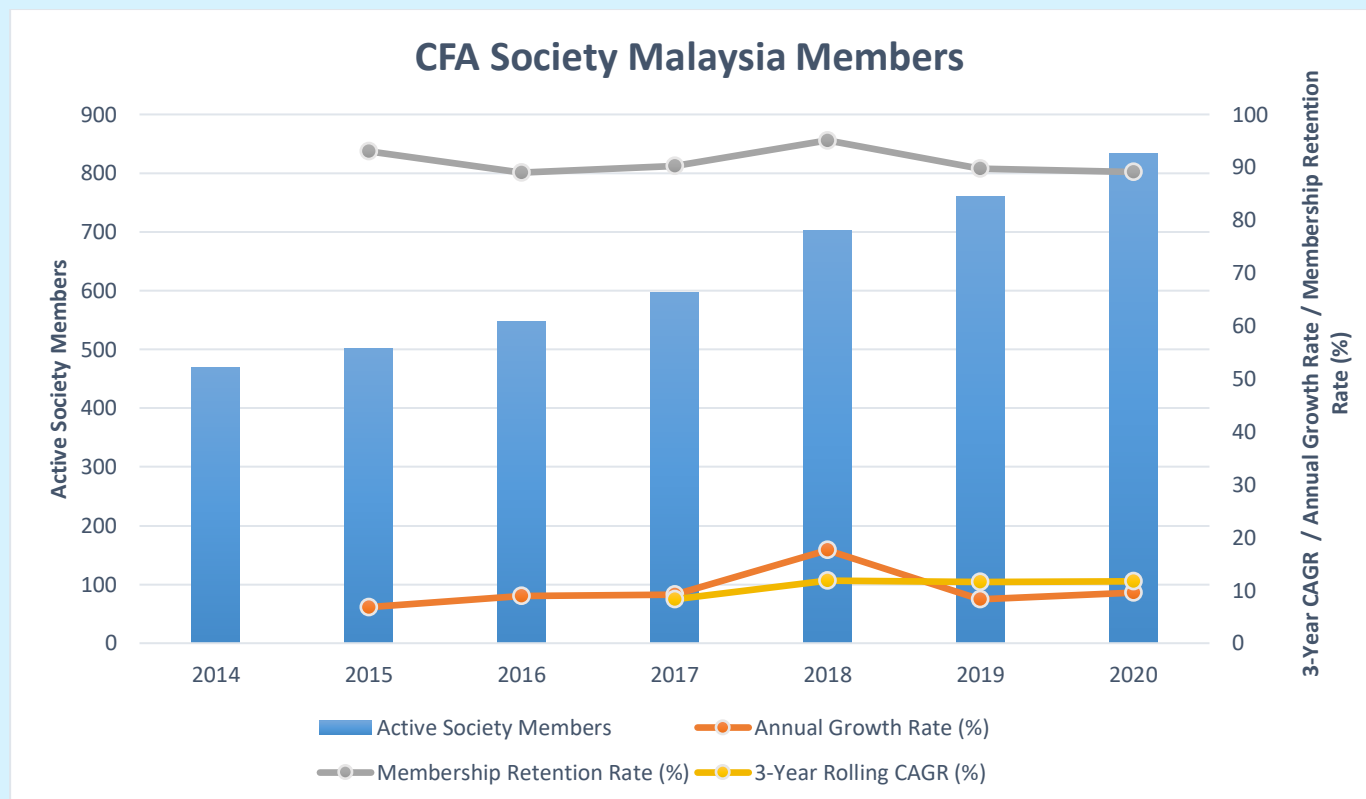
3.2 Develop Member Value

As the leading association of investment professionals in the Malaysian financial industry, the Society strives to equip and support members so they can better serve their clients and further develop their professional careers. From the Society, this aim is enabled through an active local professional community and delivery of high-value content to accelerate the professional success of our members. To this, the tradition of engaging member volunteers and our global membership network in delivering a big portion of the 14 professional development events are our recognized strengths.

The Society is also cognisant that to lead the investment profession, it is critical for the profession itself to be recognised in the finance and investment management industry. In the coming financial year, the Society strives to expand our presence and impact in the finance and investment management industry via recognition from our local regulators and top employers of our members.

A. Members Engagement

Membership Growth and Retention



Our membership base stood at 833 for the FYE2020. From 2015 to 2020, our membership registered a healthy year-on-year growth of minimum 6% and continue to experience a very encouraging 2-digits 3-year rolling CAGR close to 12% since 2018. 2018 was an exceptional year where we experienced the highest year-on-year growth rate of around 18%.

In addition, the Society's membership retention rate was consistently maintained in the high-80 percentile since 2015, unwaveringly above the APAC region average. For FYE20, the Society's retention rate was 89.1% against the APAC average of 83.7%.

With a steady stream of candidates graduating the CFA Program in FYE20, the Society has **90 new Charterholders** awarded during the year. This has invariably expanded the membership base for FYE20 as evidenced above. With close to 350 Charter Pending individuals as at FYE20 and with a growing pool of Level 3 candidates, the Society strives in the coming financial year to provide closer support to these individuals in their journey to earning the Charter.

B. Professional Learning Events

In the FYE20, the Society organised **14 professional development events**, including those in collaboration with CFA Institute ARX as outlined in section 3.3.C. Consisting of luncheon talks and webinars, we covered a broad range of topics relevant to economic and market developments in the country and regionally.

When the pandemic outbreak escalated, webinars were structured around pertinent issues such as the oil-price crisis and the dire need for working capital for survival. These are with the objective to contribute to the continuing professional development of our members and elevating them to keep abreast of developments that impact the finance and investment management industry as part of lifelong learning.

To further encourage commitment to professional development, attendance to specified events qualifies for the CFA Institute Professional learning credits.



Luncheon Talk: Global Fixed Income: Challenges and Opportunities in a World with Low Yields

In February 2020, the Society launched the Masterclass series - structured premium-tier workshop sessions which engaged prolific industry personalities and corporate leaders to deliver insightful views and experience to members.

When the pandemic outbreak hit, the Society switched swiftly to virtual platform to continue bringing professional learning contents to our members while the global community were confined to homes and we arranged an impressive line-up of Masterclass and other professional learning contents over the period of 4 months towards the financial year-end. The sign-up to the webinars were encouraging, averaging at 80-100 participants for each webinar, which reaffirmed that the Society has been targeting the appropriate topics as per members' professional needs.

Our key source of expert speakers continues to be from CFA Institute and the Society's senior members. Our heartfelt appreciation to all of them for their continued support which contributed significantly to the success of our events. We will continue to organize interesting and educational professional development events for our members in the year ahead.

PROFESSIONAL LEARNING EVENTS

No	Event	Date	Featured
1	Luncheon Talk: Global Fixed Income: Challenges and Opportunities in a World with Low Yields (with PL credit)	12-Dec-2020	Speaker: Arvind Rajan, PhD
2	Oil Armageddon: the Black Gold turning into Red Ink?	5-May-2020	Speaker: Deepak Kumar Thakur, CFA Moderator: Ahmad Nabil Nazri, CFA
3	Is there cash left in the Post-COVID-19 World?	20-May-2020	Speakers: Ganesh Gunaratnam Pawan Kankanwadi Moderator: Neo Chun Keat, CFA

MASTERCLASS

No	Event	Date	Featured
1	Transformational Leadership and How to Drive Change in Organisations	25-Feb-2020	Speaker: Dato Abdul Rahman Moderator: Faridq Ridzuan, CFA
2	Career Sharing by Wong Kah Meng, CFA	10-Apr-2020	Speaker: Wong Kah Meng, CFA Moderator: Justin Ong, CFA
3	Strategizing Long-term Investment from the desk of a Chief Investment Officer	17-Apr-2020	Speaker: Mohamad Damshal, CFA Moderator: Faridq Ridzuan, CFA
4	Revolutionizing SEA's Car Trading Digital Platform by Aaron Kee, CFA	24-Apr-2020	Speaker: Aaron Kee, CFA Moderator: Jeannie Tai, CFA
5	Chief Risk Officer: Another Hot Seat or Mission Impossible	12-Jun-2020	Speaker: Darina Yusof, CFA Moderator:

MASTERCLASS

No	Event	Date	Featured
			Caroline Ng
6	Transformation Through Purposeful Leadership with Tan Sri Abdul Wahid Omar	23-Jun-2020	Speaker: Tan Sri Abdul Wahid Omar Moderator: Justin Ong, CFA

C. Social Engagements

Beyond Professional Learning, the Society engaged with our members on various social activities.

Social Engagements and Others		
No	Event	Date
1	Go-Kart Race Challenge, 20 July 2019	20-Jul-2019
2	TGIF WFH Digital Happy Hour	3-Apr-2020
3	A Doctor in the House Stress Management using Hypnotherapy in the age of COVID19 Pandemic with Dr Alan Soh @ Abdul Hanan	8-Apr-2020
4	CFA Society Malaysia Snap, Tag & Win Photo Contest on Instagram	6-Apr to 24-Apr 2020
5	Virtual Raya Open House: Sembang Raya with the Society Team	13-Jun-2020

The Go-Kart Race Challenge held in Sepang International Circuit provided an opportunity to our members to put to test their driving skills and competitiveness on the racing track. It was a thoroughly enjoyable activity, and many members have requested for a repeat to the challenge.



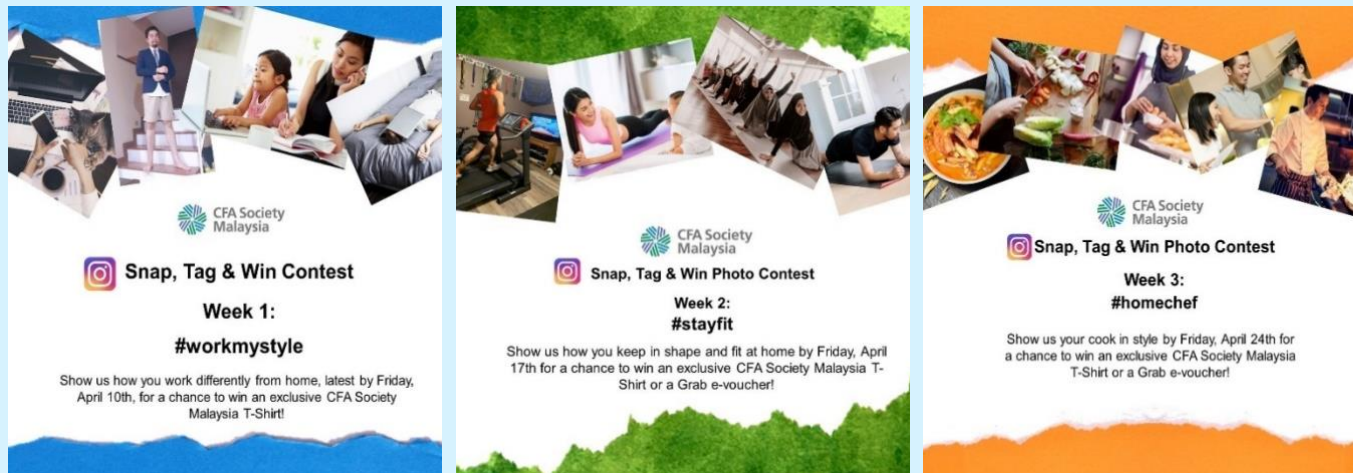
Go-Kart Race Challenge and the winners, 20 July 2019

The Society had initially planned for a celebratory social event in February 2020 to recognize the many contributions of the Society's volunteers in the past year. Unfortunately, the event was cancelled due to the looming threats of the COVID-19 pandemic and social distancing practices. However, the Society continue to engage with our community digitally and innovatively.

As the global community was confined to their homes as part of the fight against the pandemic outbreak, the Society had our first digital social chat to connect with our community for a casual chat and to provide

the ‘human connection’. In view of the prolonged confinement to homes, the Society arranged our first stress management digital therapy in consideration of the emotional well-being of our members and candidates in the challenging period.

During the same period, the Society launched a series of photo contest with different weekly themes to invite the creativity of our members and candidates while being confined to their homes, with exciting prizes for the winner of the weekly contest.



CFA Society Malaysia Snap, Tag & Win Photo Contest on Instagram

As the first wave of the pandemic outbreak gradually improved, the Society hosted a hybrid virtual festive celebration in June 2020 in conjunction with Hari Raya Aidilfitri festivities and to celebrate the contributions of the Society’s volunteers in the past year.

The digital celebration was hosted in partnership with Yayasan Peneraju, the Society’s institutional collaborator to continuously build the number of qualified Bumiputera with CFA qualifications as a means to drive Bumiputera participation in the nation’s economy, and Efficient Frontier Consulting, the Society’s key strategic partner in managing the Bumiputera CFA candidates.

The Society had created a special [appreciation video](#) to all the Society’s volunteers as a token of gratitude. Keeping to festivities, around 100 participants decked in festive outfits celebrated together, with innovative festive-themed digital games and prizes for all participants.



CFA Society Malaysia 1st Digital Raya Celebration in partnership with Yayasan Peneraju, 13-June-2020





CFA Society Malaysia Board of Directors and Team decked in festivity



Token of Appreciation to the Society's Volunteers



The Hari Raya festive digital celebration with Senior Management from Yayasan Peneraju and Efficient Frontier Consulting, the Society's Board, Team, members, and candidates

D. Charter Award Ceremony 2019/2020

The Charter Award Ceremony for 2019/2020 was organized by the Society on 9 January 2020 in Grand Hyatt Kuala Lumpur to celebrate the success of our newly minted Charterholders. The Charter Award Ceremony is organized annually by the Society to recognize the new Charterholders, who committed immense dedication and hard work in completing the CFA Exams and meeting the relevant work experience requirement in earning the CFA® designation.



The new Charterholders: Class of 2019



Zouheir Tamim, CFA, CFA Institute Board of Governors addressing the new Charterholders

CONGRATULATIONS CFA[®] CHARTERHOLDER CLASS OF 2019!



Abel Goon Chun Hoe, CFA
Ahmad Faiz Ahmad Shahrudin, CFA
Aiman Fauzi Bin Mohamad Daud,
CFA
Alwin Wee Giat Tan, CFA
Amirul Afiq Sufi Bin Muhamad
Yusof, CFA
Andrew Song En Lai, CFA
Azizul Fitri Abd Aziz, CFA
Boon Hian Lim, CFA
Cheng Wei Choong, CFA
Chun Sheng Khong, CFA
David Teow Xin Heng, CFA
Delwyn Tan Fen Yang, CFA
Dennis Shee Heng Foong, CFA
Douglas A De Alwis, CFA
Edwin Cheun, CFA
Fera Aisyah Binti Mohamad Khalil,
CFA
Guang Yang, CFA
Han Hui Tan, CFA
Han Lian Chang, CFA
Harikumara Satriaathy, CFA
How Chuen Poon, CFA
Huan Phern Keah, CFA
Huck Kian Kay, CFA
Huey Jean Liang, CFA
Hui Sien Peng, CFA
Hui Sin Ng, CFA
If Tang Yee, CFA
Isyraf Syafizul Hadidi Bin
Baharudin, CFA
Je Hui Su, CFA
Jee Heai Sur, CFA
Jet Liang Lim, CFA
Joanne Wei Jen Gan, CFA

Ka Fai Chin, CFA
Kane Tan, CFA
Kar Chun Yeap, CFA
Keqiang Zhao, CFA
Kew Yang Chew, CFA
Khai Kin Tham, CFA
Khairul Anwar Bin Mohamad
Khairi, CFA
Kher Sean Lim, CFA
Kien Fah Lim, CFA
Krystelle Jiawerne How, CFA
Kuan Tai Loi, CFA
Li Wei Sze, CFA
Li Yian Tai, CFA
Liang Sun Khor, CFA
Lip Kuan Chang, CFA
Madiah Binti Ahmad Razae, CFA
Mohamad Shahir Bin Zainuri, CFA
Mohd Izuan Bin Yahya, CFA
Mohd Khairul Abul As Bin
Mohammed
Nazrene, CFA
Muhammad Khalid Bin Ipaldin, CFA
Mun Zun Chooi, CFA
Nicholas Raj Jayamany, CFA
Nicklaus Yen Shiang Lee, CFA
Noorul Azila Binti Kamaruzzaman,
CFA
Nur Farhanah Binti Mohd Radzif,
CFA
Nurul Ashikin Binti Saiful Bahri, CFA
Pang Khit Diong, CFA
Prem Anand Vasudevan, CFA
Ricky Kuang Rong Lee, CFA
Ronald Kian Hoe Liao, CFA
Sarah Tan Yann Jia, CFA

Shu Cheng Kwei, CFA
Soo Foong Teo, CFA
Sue Jean Ng, CFA
Syed Haziq Zikri Bin Syed Danial,
CFA
Tee Wei Ngiam, CFA
Tian Shen Tong, CFA
Tsang Whon Teong, CFA
Tze Siang Wong, CFA
Tzyy Loon Ng, CFA
Wei Han Liew, CFA
Wei Kok Goh, CFA
Wei Shen Seow, CFA
Wei Wei Cho, CFA
Wei Yine Tan, CFA
Why Yew Wong, CFA
Yew Por Chong, CFA
Yin Hun Yap, CFA
Yinming Yam, CFA
Yoke King Choong, CFA
Yu Min Ooi, CFA
Zhafir Zarkasha Bin Zamani, CFA
Zulkifli Bin Ismail, CFA

John Chong Kuan Yee, CFA
Jonathan Lim Yi Wei, CFA

Satish Selvanathan, CFA
Shanmugam Palaniappan, CFA

90 Charterholders were newly awarded in 2019, of which 64 attended the Award Ceremony together with their loved ones. Zouheir Tamim El Jarkass, CFA, CFA Institute's Board of Governors, graced the event as the Guest of Honor for the evening. Together with Justin Ong, CFA, President of Society, they took turns to present the certificates to the Charterholders in welcoming them to the CFA community.

Datuk Zainal Izlan Zainal Abidin, CFA, Deputy Chief Executive of Securities Commission Malaysia, one of the decorated Charterholders in the country, addressed the audience by sharing the value of the CFA® designation in equipping one to excel in the competitive financial industry.

Eric Sim, CFA, a motivational speaker, was invited to share tips and perspective on personal branding, an important aspect as the Charterholders embarked to chart their own distinct career journey.

The four Preparatory Providers who worked closely with the Society and were instrumental in the Charterholders journey were also invited to celebrate the momentous occasion.



Directors of Society with the Society's Guest of Honours (from left to right) – Jeannie Tai, CFA, Director of Society, Eric Sim, CFA, Zouheir Tamim, CFA, CFA Institute's Board of Governors, Mahdzir Othman, representative of Bursa Malaysia, Justin Ong, CFA, President of Society, Szaliza Zainuddin, Chief Financial Officer of Employees Provident Fund, Datuk Zainal Izlan Zainal Abidin, CFA, Deputy Chief Executive of Securities Commission Malaysia, Darina Yusof, CFA, Chief Risk Officer of Standard Chartered Malaysia

The Society also took the opportunity to recognize the Top 5 Employers of Charterholders in the country (Bank Negara Malaysia, Public Mutual Berhad, Permodalan Nasional Berhad, Employees Provident Fund,

CIMB Group Holdings Berhad) for their support in nurturing the CFA talents in their respective organization.

It was also a great opportunity for the new Charterholders and the Top Employers to network and socialize during the night.




The trophies awarded to the Top 5 Employers of CFA Society Malaysia



Representatives from the Top 5 Employers with key guests of the Society (from left to right) : Mahdzir Othman, Sazaliza Zainuddin, Employees Provident Fund, Justin Ong, CFA, Datuk Zainal Izlan Zainal Abidin, CFA, Lim Lee Yong, CIMB Group Holdings Berhad, Khairul Razak Moonier, Permodalan Nasional Berhad, Chiang Kang Pey, Public Mutual Berhad, Jeannie Tai, CFA.


E. Career Guide

The Society's online [Career Guide](#) aimed to facilitate outreach to university students and young professionals intending to enter the industry, thus building our pipeline by attracting more registrations for CFA Program. This also indirectly feature the employers who value CFA® Designation as Charterholders across different industries were showcased.



About Us | CFA Program | Career Center | Subscribe

Journey To Professionalism


Get inspiration to succeed in your career from CFA® charterholders.




Evan Cheah, CFA
Executive Vice President of
President's Office
Sunway Berhad




Badrulhisyam Fauzi, CFA
Head of Group Strategy
MMC Corporation Berhad




Rose Anita Jalil, CFA
Vice President,
Fund Management Division
Permodalan Nasional Berhad




Eric Koh, CFA
Senior Lecturer
University of Malaya




Lee Suat May, CFA
Investment Manager
Cradle Seed Ventures




Dayana Omar, CFA
Vice President, Investments
(Asset Allocation)
Khazanah Nasional Berhad



Teoh Kok Lin, CFA
Founder and Chief
Investment Officer
Singular Asset Management



Deepak Kumar Thakur, CFA
Group Petroleum Economist and
UK-JV Asset Manager
Hibiscus Petroleum Berhad



Tock Chin Hui, CFA
Head of Total Solutions and Equity
Investments
Manulife Asset Management
Services Berhad

F. Members Experience Survey

A survey on the members experience with the Society was undertaken in June 2020 to obtain feedback on the members' level of satisfaction with the level of engagement from the Society, and suggestions for improvements in the coming financial year. Close to 90% of the responses¹ have participated in the Society's activities and events in FY20.

Professional Learning activities continue to be very vital to members to elevate members' professional development and career progress by helping members to stay relevant in the industry and ahead of the evolving finance and investment industry.

The feedback received included requests for professional learning activities (via webinars or programs) around Investment and Research, Economics and Politics, Analytics and Artificial Intelligence. A high number of requests received centered around career mentoring support, and more local and regional networking events.

The Society aims to closely align our planning of initiatives in the coming financial year to members' needs, and to create more unique and exciting networking opportunities to the extent possible in the new normal, to engage members and serve as an effective platform to broaden the networking opportunities for our members within the financial services industry.

As with the Candidates Experience survey, the Society will be elevating our engagement with the Top Employers of our Charterholders, to work more closely in providing better support to these organisation's employees in advancing their career profile through maintaining their CFA® qualifications.

¹ Responses received from close to 50 Society members

3.3 Market Integrity

The Society continues to identify opportunities to elevate our outreach to the broader investment management industry with the aim to fully feature CFA Institute community and contents as a primary resource for advocacy on capital markets and investment industry thought leaderships.

In the past financial year, the Society, in collaboration with CFA Institute, CFA Societies and other institutional collaborators, has arranged five ARX related events, focusing on emerging and timely topic areas such as artificial intelligence, evolving technologies in the travel industry, ethics, the rise of the cashless payment industry (more so in the new normal era).

Towards the end of the financial year, we have also built in-roads to other regulatory bodies and agencies (Bursa Malaysia, Securities Industry Development Corporation) and non-profit organizations (World Bank, WWF-Malaysia, IOSCO) to advance the common missions and objectives that CFA Institute and the Society have with these organizations.

This forms the foundation for the Society to forge more institutional collaborations in the coming financial year to bring forth the recognition of CFA Institute contents to have a positive impact on the industry's practices, conducts and regulations, particularly around three key areas:

- ESG,
- Islamic Finance, and
- Professional Standards of Conducts and Ethics.

A. Advocacy and Regulatory Engagements

In addition to the inaugural University Ethics Challenge launched by the Society aimed at advancing ethics literacy to university students, the following are the various advocacy initiatives of the Society in the past financial year.

Bursa Malaysia's Second National Investment Debate Challenge

In celebration of World Investor Week (WIW) held from 30 September to 4 October 2019, Bursa Malaysia with other exchanges around the world hosted a "Ring the Bell for Financial Literacy". WIW is a global campaign organized by the International Organization of Securities Commissions (IOSCO) to raise awareness about the importance of investor education and protection.

As a strong advocate to financial literacy, the Society supported Bursa Malaysia in the second National Investment Debate Challenge held on 2 October in conjunction with the WIW, where Justin Ong, CFA, President of the Society participated as a judge to the competition specially hosted by Bursa Malaysia for undergraduates from universities across Malaysia. The objective of the challenge is to advocate financial literacy to promote financial awareness and create a future generation of informed investors.



Justin Ong, CFA, President of CFA Society Malaysia (far right), with Datuk Muhamad Umar Swift, Chief Executive Officer, Bursa Malaysia (third from left) and other panel of judges hitting the gong to signify support for World Investor Week's "Ring the Bell for Financial Literacy"



Kick-off ceremony for Bursa Malaysia's Financial Literacy week on 2 October 2019 with Senior Management of Bursa Malaysia and panel of judges for the second National Investment Debate Challenge

B. ESG Advocacy

Sustainable Investing Game Show

The Society jointly participated in the Sustainable Investing Game Show held on 26 November 2019 in Kuala Lumpur.

The Gameshow was co-created by BNP Paribas Asset Management and CFA Institute, with the objective to provide investment professionals with common foundations on sustainable investment and the importance of environmental, social and governance ('ESG') issues, in a fun and engaging way.

Attended by local asset management firms, fund managers and representatives of the capital market regulator, the innovative format is hoped to promote a greater understanding and adoption of sustainable investment approaches by investors across the globe.



Richard McGillivray,
CFA Institute kicking off the
Sustainable Investing Game
Show



Winners with Richard
McGillivray (third from right)
and Paul Milon (right), ESG
Specialist, BNP Paribas AM

Malaysia Sustainable Finance Group (“MSFG”)

The Malaysia Sustainable Finance Group, led by WWF-Malaysia and Rating Agency Malaysia, gathered with a team of industry experts including CFA Society Malaysia, to discuss key imperatives in envisioning Malaysia as a Sustainability First Nation in a new post-Covid-19 world – where prioritizing Sustainable Development Goals (SDGs) 2015-2030 and Paris Agreement 2016, will put Malaysia ahead of the curve.

The Society, represented by Justin Ong, CFA, joined forces with 14 other industry experts in outlining initiatives for the Government, corporations and the people to enable our nation to create jobs (including green jobs) and to provide a new engine of growth and place Malaysia as a leader among nations. The recommendations are building on existing initiatives set in place by the country’s financial sector regulators (Bank Negara Malaysia, Securities Commission Malaysia and Bursa Malaysia).

Close deliberations on the initiatives were held in April and May 2020, between MFSG, the Ministry of Finance Malaysia and the Economic Planning Unit of the Prime Minister’s Department, including discussion on potential partnership between MFSG with the Government of Malaysia in charting the progressive ideas. The Minister of Finance is committed towards infusing the elements of Sustainability into the country’s Financial Budget for the year 2021.



Justin Ong, CFA, President of CFA Society Malaysia (6th from left), Tan Sri Abdul Wahid Omar, Trustee of WWF-Malaysia (5th from left) with YB Dato’ Sri Mustapa Mohamed, Minister in Prime Minister’s Department, Economic Planning Unit, (6th from right) and other panel of industry experts in one of the many discussions between MFSG and the Government of Malaysia

C. CFA Institute Asia Pacific Research Exchange (“ARX”) Events

The CFA Institute ARX is a research hub that brings together like-minded stakeholders in the finance and investment management industry to share, learn, and engage on industry topics and trends specific to the Asia-Pacific region. Initiated and developed by CFA Institute, ARX is user-driven and accepts contributions from finance and investment management industry professionals, government, regulator, academia, Charterholders, and candidates.

For FYE20, the Society has arranged 5 ARX related events on topics on current trends and opportunities in the Malaysian and ASEAN landscape, including the successful event jointly hosted by the Society and Securities Industry Development Corporation (‘SIDC’) on the private equity and venture capital ecosystem in the country and the region which was attended by members from both organizations.

In the coming financial year, the Society strives to build a more impactful presence to effectively advocate emerging and prominent local and regional finance and investment management related themes, particularly around three key areas:

- ESG,
- Islamic Finance, and
- Professional Standards of Conducts and Ethics.

CFA Institute ARX EVENTS

No	Event	Date	Featured
1	Artificial Intelligence: Making Us Better Thinkers and Actors (with PL credit)	1-Aug-2019	Speaker: Paul Schulte
2	Private Equity and Venture Capital Ecosystem in Malaysia and ASEAN, in collaboration with Securities Industry Development Corporation (with PL credit)	12-Nov-2019	Speakers: Victor Chua, CFA Kathleen Ng Darren Chua, CFA
3	Travelution in South East Asia	15-Jan-2020	Speakers: Alia Alsagoff Ron Ramanan Hendry Rusli Weichun Liu
4	Sector Analysis Series - Cashless Payment Industry (with PL credit)	29-Apr-2020	Speakers: Danny Leong Eunice Chu, FCCA Serhii Karpenko Rostyslav Dyuk Moderator:

CFA Institute ARX EVENTS

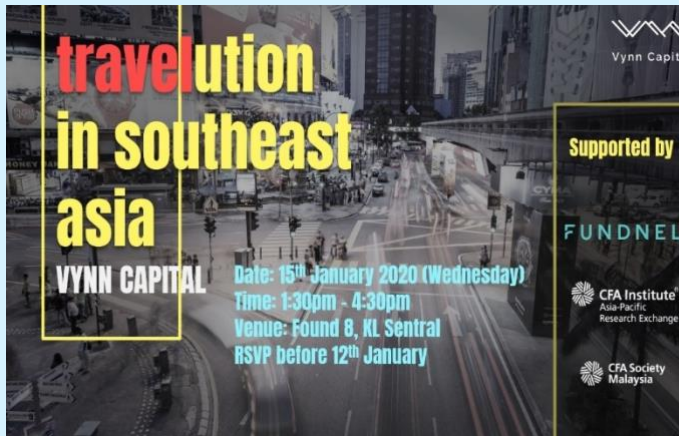
No	Event	Date	Featured
			Alan Lok, CFA
5	AI & Ethics in the Corporate World – Balancing Risks and Benefits (with PL credit)	3-June-20	Speakers: Justin Ong, CFA Laurel Teo, CFA Dorothy Chau, PhD Moderator: Alan Lok, CFA



Luncheon Talk: Artificial Intelligence: Making Us Better Thinkers and Actors with Paul Schulte, 1-Aug-2019



Luncheon Talk: Private Equity and Venture Capital Ecosystem in Malaysia and ASEAN,
in collaboration with Securities Industry Development Corporation, 12-Nov-2019



Luncheon Talk: Travelution in South East Asia, 15-Jan-2020

3.4 Develop Future Professionals

A. CFA Institute Research Challenge 2019/2020



University of Malaya team, the local champion of the CFA Institute Research Challenge 2019/20 with the team's Faculty Advisor, Dr. Eric Koh, CFA, (second from left), Industry Mentor, Toshihiko Saito, CFA, (left most) and Director of CFA Society Malaysia, Eunice Tee, CFA (right most)

Stepping into the 11th season of the CFA Institute Research Challenge in Malaysia, the Society leveraged on social media platforms to further elevate the awareness on the Research Challenge to the Society's network of universities.

We successfully attracted 23 participating teams with 109 participants representing 14 universities across the country, the largest ever number of competing teams on record for Malaysia. Elevating the bar and standards of the challenge, the local organizing committee of the Research Challenge meticulously reviewed and explored different avenues including the choice of subject company, coordination of industry mentors and participants, quality of grading and judging process as well as the timeline of the entire competition.



Subject Company presentation by UEM Edgenta on 30 Oct 2019 to participating teams, held in Mercu UEM, Kuala Lumpur

The Society was honored to have UEM Eugena Berthed, one of the largest homegrown total asset solutions provider in Malaysia and in the region as the Subject Company for the 2019/2020 CFA Institute Research Challenge. EquitiesTracker Holdings Berhad (“ETH”) agreed to sponsor the participating teams with access to its proprietary equity research platform (“PLUS Platform”) to enhance their knowledge in financial analysis and valuation and equity research process. Bursa Malaysia, the national exchange bourse in line with one of its mission to advance financial investment literacy, extended their support in hosting the university teams for the local finals of the Research Challenge.

The CFA Institute Research Challenge 2019/2020 officially kicked off on 5 October 2019, with the Subject Company presentation conducted on 30 October 2019. Over a grueling month of analysis, report preparation and submission by respective participating team, five teams were shortlisted in early December as finalists to the local final of the Research Challenge which was held on 15th February 2020 in Bursa Malaysia. The teams presented and defended their investment recommendations respectively and fielded questions from the panel of judges. The team from University of Malaya have once again emerged as the overall national champion, with University of Nottingham Malaysia (Team A) as the first runner-up and Sunway College (Team A) as the second runner-up.

Being the second team in Malaysian history to advance to the CFA Institute Research Challenge Asia-Pacific Regional Finals held virtually on 19 March 2020, the University of Malaya team pitted a strong performance against four finalist teams:

- Southern University of Science and Technology (CFA Society Shenzhen),
- National University of Mongolia (Mongolian Society of Financial Analysts),
- Ateneo de Manila University (CFA Society Philippines), and
- University of Sydney (CFA Society Sydney).

The University of Sydney emerged as the winner to CFA Institute Research Challenge Asia Pacific Regional Finals 2019/20, who then advanced to the Global Finals on 22 April 2020 and won as Global Champion.

The CFA Institute Research Challenge provided a great experience to stakeholders involved, with favorable feedbacks shared from the participating teams, mentors, and the Society.

“The overall learning experience was amazing! We appreciate the opportunity to be part of the Challenge. The team has indeed gained so much from the Research Challenge, not only enhancing our knowledge but also helped us to build on our soft-skills.”

**University of Malaya Team,
Local champion of CFA Institute Research Challenge 2019/20**

“It was a privilege to work with the University of Malaya team. The team members were committed to working hard to maximize their chances of winning. Though they did not make it to the final, all team members clearly rose to the challenge”

**Toshiko Saito, CFA,
Industry Mentor to University of Malaya Team.**

“Aside from being better in one’s technical knowledge in finance and investment, the entire journey from the kick-off to the end of the Research Challenge promotes education, excellence, and best practices in equity research and we applaud the participants’ willingness to grasp the opportunity and step up to the challenge. Hosting the competition every year, the society and its members take great pride in doing their part in shaping the future of the investment profession in Malaysia.”

**Justin Ong, CFA,
President of CFA Society Malaysia**

The Society would like to express deepest appreciation to the 16 industry mentors, seven graders, four panel of judges and the team of volunteers for their efforts and dedication in making the 11th season of the CFA Institute Research Challenge in Malaysia a historic great success.



The 16 amazing industry mentors to the participating teams during the local CFA Institute Research Challenge 2019/2020



Local CFA Institute Research Challenge 2019/2020
Panel of Judges (left to right):
Liew Kuo Aun, CFA,
Law Mei Chi,
Tock Chin Hui, CFA, and
Alvin Vong

List of Participating Teams and Mentors to the Local CFA Institute Research Challenge 2019/2020

No	University	Team	Mentor
1	University of Malaya*	-	Toshiko Saito, CFA
2	Sunway College*	Team A	Phua Yee Boon, CFA
3	Tunku Abdul Rahman University College*	Team A	Leong Kah Meng, CFA
4	Universiti Tunku Abdul Rahman*	Team B	Jeff Tan
5	University of Nottingham Malaysia*	Team A	Jeffrey Lee
6	First City University College	-	Tan Jwin Hon, CFA
7	Multimedia University	Team A	Goh Wei Kok, CFA
8	Multimedia University	Team B	Ahmad Nabil Nazri, CFA
9	Sunway College	Team B	Leong Kah Meng, CFA
10	Sunway University	Team A	Tan Jin Yuen
11	Sunway University	Team B	Tham Tjun Yipp, CFA
12	Taylor's University	-	Hisham Mokhtar, CFA
13	Universiti Kebangsaan Malaysia	-	Jeff Tan
14	Tunku Abdul Rahman University College	Team B	Jeffrey Lee
15	UCSI University Kuala Lumpur	Team A	Goh Wei Kok, CFA
16	UCSI University Kuala Lumpur	Team B	Zac Chooi Mun Zun, CFA
17	Universiti Putra Malaysia	-	Tan Jwin Hon, CFA
18	Universiti Sains Malaysia	Team A	Poon Chuen How, CFA
19	Universiti Sains Malaysia	Team B	Liew Hong Inn, CFA
20	Universiti Tuanku Abdul Rahman	Team A	Poon Chuen How, CFA
21	University of Nottingham Malaysia	Team B	Zac Chooi Mun Zun, CFA
22	Universiti Utara Malaysia	Team A	Tan Jin Yuen
23	Universiti Utara Malaysia	Team B	Loke Po Ling, CFA

Note: * The 5 finalist teams to the local leg of CFA Institute Research Challenge 2019/2020



The virtual CFA Institute Research Challenge Asia Pacific Regional Finals 2019/2020 – the 5 finalist teams and panel of judges

B. CFA Society Malaysia’s University Ethics Challenge (‘UEC’) 2019

In collaboration with CFA Society Singapore, the Society launched the inaugural national University Ethics Challenge in September 2019, being the 2nd Society in the APAC region to advocate the challenge.

The key intention is to introduce a new approach to ethics pedagogy by educating young professionals on ethics through experiential learning by increasing students’ awareness and ability to analyse ethical dilemmas through case studies to successfully resolve ethical issues in the investment management industry that they may enter in the near future.

Participants were judged based on their recommended course of action and their ability to identify the violations to the CFA Institute Code of Ethics & Standards of Professional Conduct.



Ethical Decision-Making Workshop by Chan Fook Leong, CFA, Executive Director of Advocacy, CFA Society Singapore



Panel of Judges for National UEC 2019

Left-to-Right: Justin Ong, CFA, Ahmad Nabil Nazri, CFA, Liew Kuo Aun, CFA, Lee Kha Loon, CFA



National Co-Champion UEC
2019 - First City UC



National Co-Champion UEC
2019 - UTAR

We received a tremendous response in the first edition of the challenge, registering ten (10) participating teams from eight (8) universities in Malaysia. UTAR and First City UC emerged as the national co-champions who represented Malaysia competing against four (4) other universities in the regional finals hosted in November 2019 by CFA Society Singapore in Singapore.



2nd Runner Up in UEC Regional Finals 2019 - First City UC



Participating Teams in UEC Regional Finals 2019 hosted by CFA Society Singapore

Being the Society's maiden effort, First City UC was awarded second Runner-Up, trailing first Runner-Up team Morality from National University of Singapore ('NUS') and winning team Whistleblower from NUS in the Regional finals.

C. CFA Program Accreditation with Malaysian Finance Accreditation Agency ('FAA')

With the support from CFA Institute, the CFA Program is in progress of accreditation with the Malaysian Finance Accreditation Authority ('FAA'), an accreditation body established by Bank Negara Malaysia and the Securities Commission Malaysia to spearhead the standardization and certification efforts for the Malaysian financial services industry.

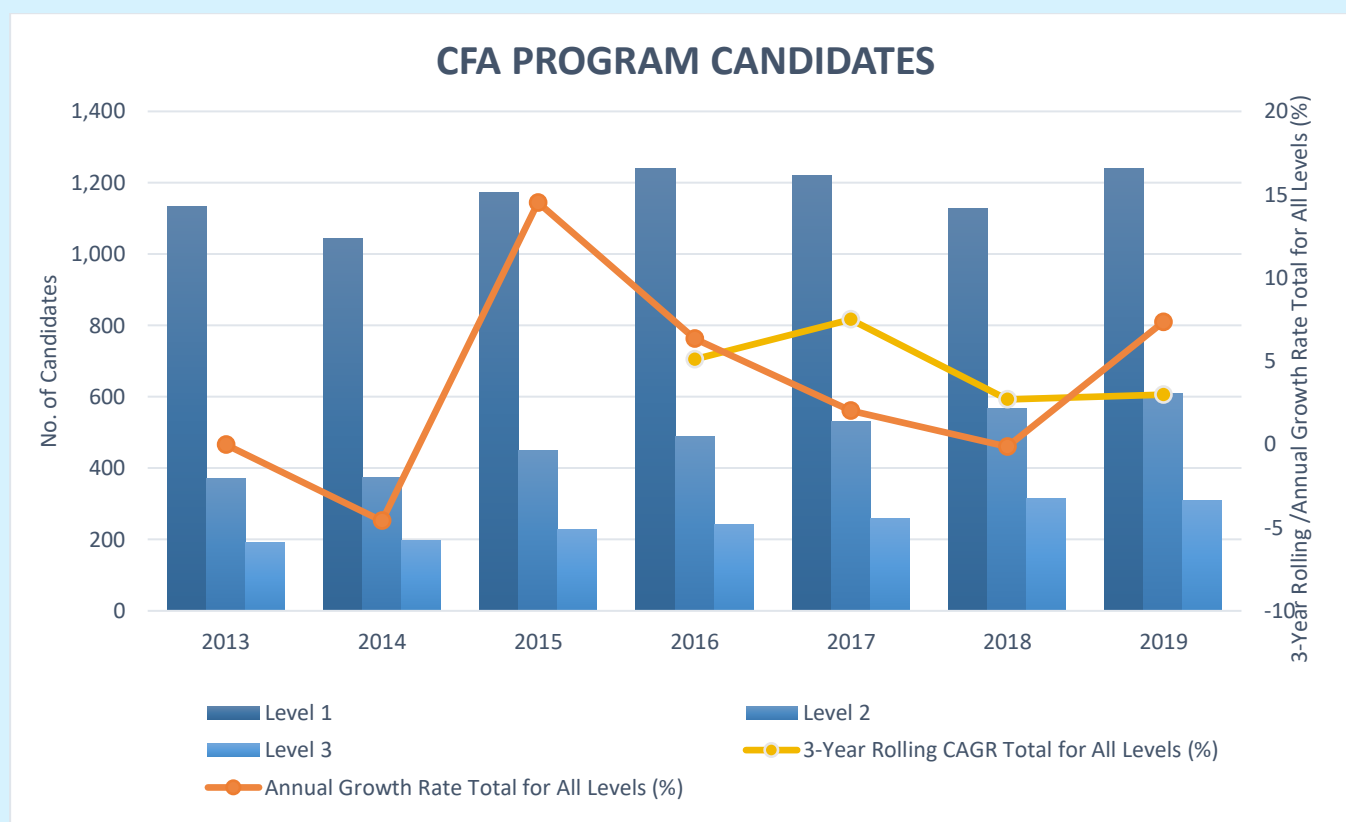
Being one of the professional certifications accredited by FAA is expected to raise the profile and awareness of the CFA Program in Malaysia and within the wider Islamic Finance community, and pave way to better visibility in encouraging more enrollment to the program.

D. Candidates Engagement

The total pipeline of CFA candidates across all three levels registered a growth again in 2019 after experiencing a downward trend since 2015 (which saw a growth spike in 2015).

Nonetheless, we still managed to maintain a healthy 3-year rolling CAGR at minimum around 3% since 2016 for all levels. At 2,155 candidates as at the end of 2019, this is the largest number of candidates registered for Malaysia since our inception 22 years ago.

In addition, we have also registered an encouraging growth in Level 2 and Level 3 candidates over the past 6 years which signify a growing number of candidates persisting in their journey to completing the CFA Program, building a steady pipeline of Charterholders for the Society.



While the Society has set in place plans to realize our potentials to facilitate further growth and presence of the untapped CFA professional community in Malaysia, the Society is expecting the registration of CFA candidates in Malaysia and globally for 2020 to be severely impacted by the deferment of the June and December 2020 exams due to the COVID-19 pandemic.

For the financial year ended 2020, CFA Society of Malaysia had organized several events targeted at providing support to our candidates.

Exam Preparatory Workshop (Level 1) and CFA Program Open Day

An Exam Preparatory Workshop and CFA Program Open Day was conducted on 2 January 2020 at Asia-Europe Institute, University of Malaya to assist the candidates in preparing for the June 2020 CFA Level 1 examinations and introducing CFA Program to the public and potential candidates who are interested to find out more about the program.

130 participants signed up and the speakers were the representatives from the four Preparatory Providers (FIRIX, Noesis, Sunway TES, and TARC) that worked closely with the Society. The workshop covered a broad range of topics in the Level 1 exams and the critical components in getting through and succeeding in the CFA Program.

CFA Institute announced in March 2020 its decision to cancel the June 2020 exam administration. In response to the COVID-19 pandemic, the Society adapted swiftly to digital platform. This enables the Society to engage our candidates via a series of webinars to keep them engaged and abreast with the latest economic and industry developments, touching on relevant topics in alignment to the CFA curriculum including the debt capital market, portfolio management, alternative investment, regulatory measures in response to the pandemic outbreak.



Fabian Moa, CFA from Noesis speaking at CFA Program Open Day

The Society arranged six webinars over the period of four months during which a movement control order was implemented in the country which confined the nation to homes. The sign-up to the webinars were encouraging, averaging at 80-100 participants for each webinar.

All speakers were the Society's charterholders who are experienced industry practitioners – a great way of showcasing the value of CFA® designation.

Candidate Support Events

No	Event	Date	Featured
1	Debt Capital Market in light of COVID-19	25-Mar-2020	Speaker: David Meow, CFA
2	Bank Negara Malaysia's Pandemic Relief Measures	2-Apr-2020	Speakers: Justin Ong, CFA Teng Yue Xiang, CFA
3	Luck Runs Out for Luckin' Coffee?	22-Apr-2020	Speaker: Ryan Tong, CFA Moderator: Chong Jin Yoong, CFA
4	Gearing Up Your Portfolio with Structured Warrants	27-Apr-2020	Speaker: Leong Kah Meng, CFA Moderator: David Meow, CFA
5	Alternative Investments in the Age of Uncertainty	13-May-2020	Speaker: Lee Chia Yih, CFA Moderator: David Meow, CFA
6	Portfolio Asset Allocation and Performance through the Business Cycle	19-May-2020	Speaker: Sean Yau, CFA Moderator: Je Hui Su, CFA

Candidates Experience Survey

A survey on CFA Program Candidates' experience with the Society was undertaken in June 2020 to obtain feedback on the candidates' level of satisfaction with the level of engagement from the Society, and suggestions for improvements in the coming financial year.

Close to 80% of the responses² were from candidates who participated in the Society's activities and events in FY20, and many have expressed appreciation on the webinars arranged which signifies the Society's commitment to continuously engage candidates in their pursuit of the CFA Program.

The survey has also provided valuable feedbacks on the needs of candidates in supporting their career development, particularly around career mentoring and networking, and the topics of interests (equity investments, portfolio and wealth management, alternative investments).

The Society takes heed of the feedback and will include these feedbacks for planning the activities in the coming financial year. In addition, the Society will elevate our engagement with the Top Employers of our candidates, to work more closely in advancing the talent development of these organization's employees through CFA® qualifications.

CFA Institute Access Scholarship

The Access Scholarship is designed to make CFA® Program more accessible to individuals who may not be able to afford the full program fees. The Program enrolment fee is waived, and exam registration is reduced to USD 250. Access Scholarships were awarded in December 2019 to be applied for exams administered in 2020. Awards can be applied to any CFA® Program Level (I, II or III) and either exam cycle (June or December).

CFA Institute in collaboration with CFA Society Malaysia awarded a total of 33 scholarships to CFA candidates for the 2020 exam cycle. However due to the cancellation of CFA exams administration in 2020 in response to the COVID-19 pandemic outbreak, the scholarship is still applicable for use by the Scholarship recipients when they re-register for an exam administration in 2021.

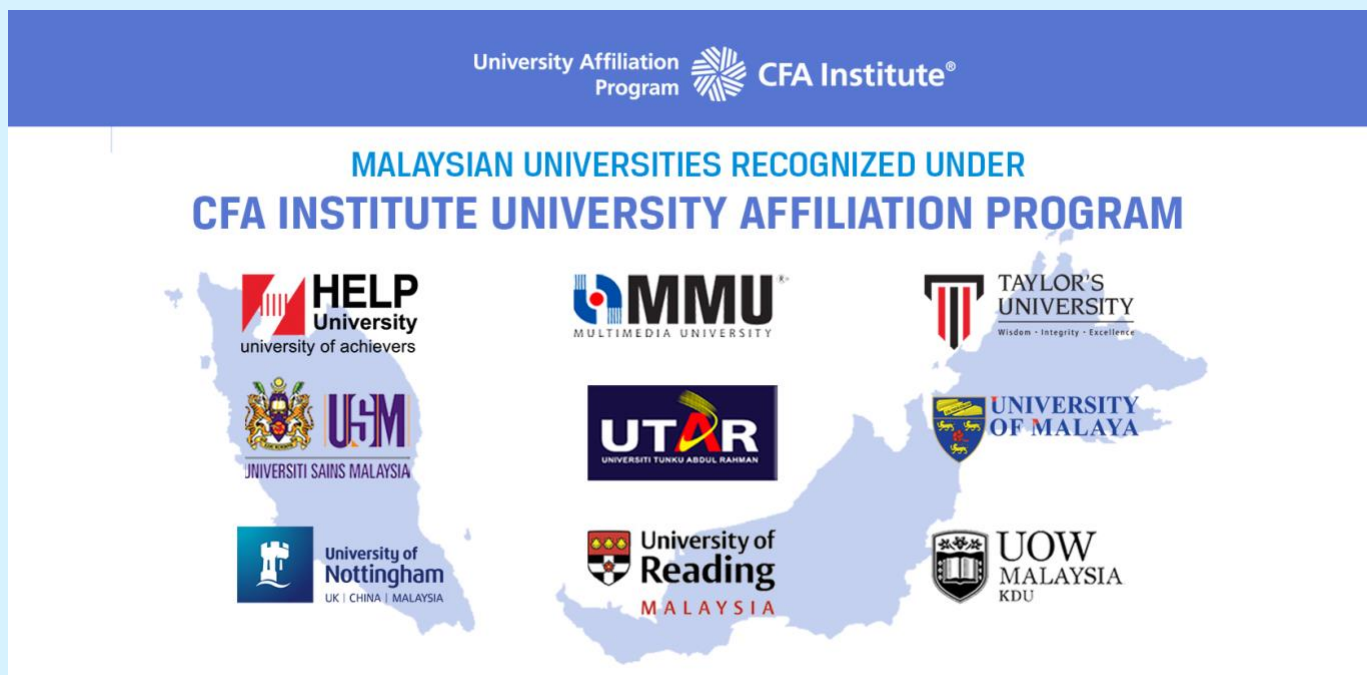
² Responses received from close to 100 CFA Program Candidates

E. University Engagement

CFA Institute University Affiliation Program ('UAP')

With the continuous universities outreach, the Society also actively promoted the University Affiliation Programme. The curriculums of an affiliated university are acknowledged for incorporating at least 70% of the CFA Program's Candidate Body of Knowledge ('CBOK') with emphasis on the CFA Institute Code of Ethics and Standards of Professional Conduct. An affiliated university can attract students who seek a program that is closely linked to the practice of an investment management and prepares them for the CFA Program exams. Affiliated universities are also granted several scholarships for their students to enrol in the CFA Program.

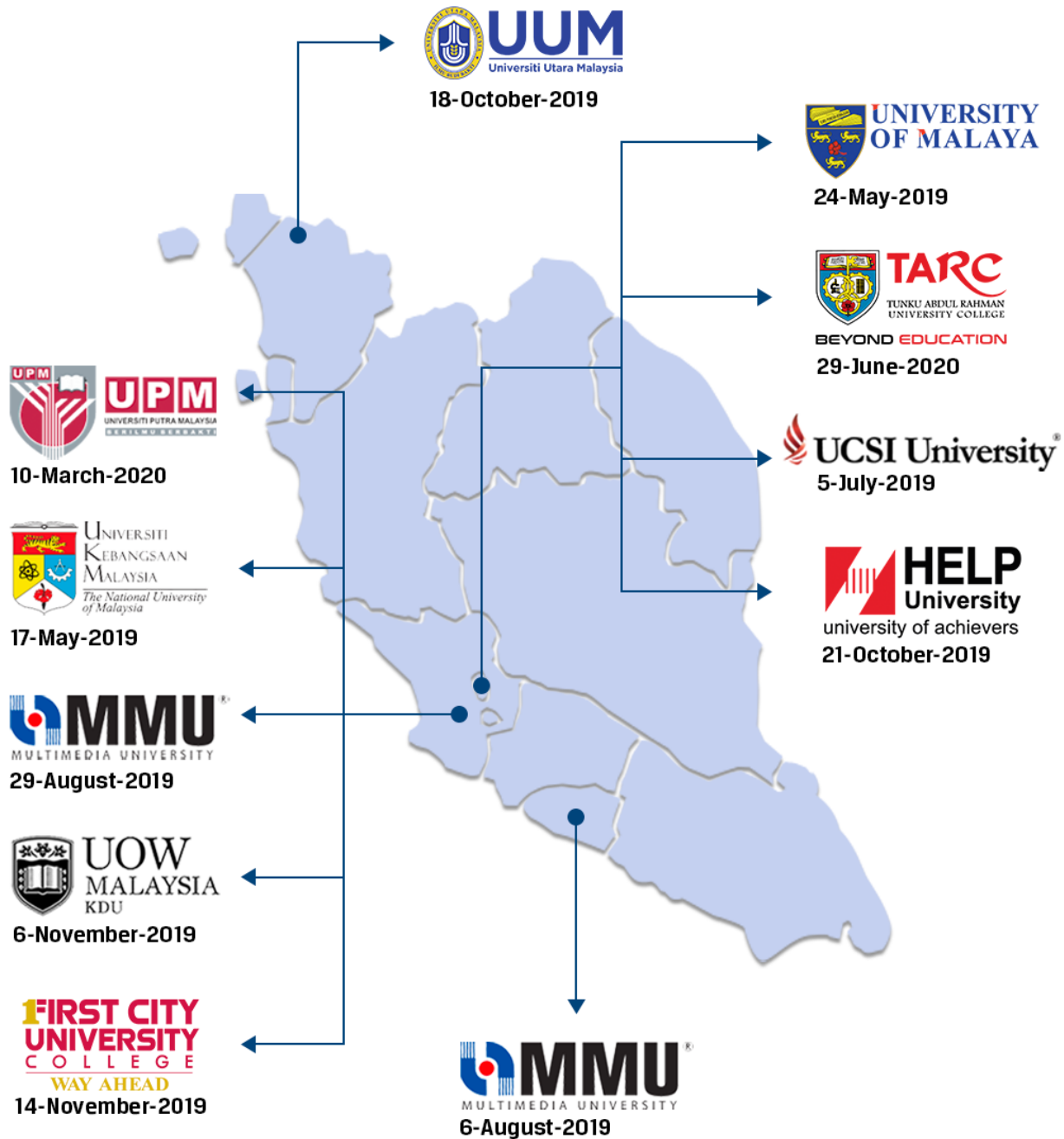
For the FYE20, the Society has a total of nine affiliated universities, with UOW Malaysia KDU joining eight other affiliated universities in Malaysia as the latest Affiliated University under the UAP.



University Outreach

To create awareness of the CFA® Program as well as to facilitate and groom the next generation of investment professionals in the financial industry, the Society continuously engage university students and faculty lecturers from both local and foreign university partners, Affiliated Universities as well as non-affiliates, via University Roadshows throughout the year.

11 University Roadshows in 2019-2020



In the FYE20, the Society engaged over 700 university students. In arrangements with the university partners, the CFA® Program information sessions were organized at the premises of universities. Apart from covering information on CFA® Program, the information sessions also provided an understanding on the importance of Ethics in the finance and investment industry, and the potential career roles and pathway available to a Charterholder.



F. CFA Society Malaysia's Career Day 4.0



CFA Society Malaysia Career Day 4.0 Committee – group photo after the event

The Society's annual flagship Career Day event is an immensely popular and well-received initiative. Recognized for its potential for widespread society interest and further rollout, the Society's holistic Career Suite was shortlisted as a finalist to the CFA Institute Society Award in the Impact and Innovation Category.

In its sustainable fourth edition, we continued to build on our holistic Career Suite, centered around the in-person Career Day and complimented by the online Career Portal featuring the Career Guide, a powerful tool showcasing nine Charterholders' professional stories and how CFA designation helped them in their careers.



CFA Society Malaysia Career Day 4.0 Career Counsellors – group photo after the event

The 2019 event focused on career development and opportunities via the CFA Program, instead of the typical ‘job-hunting’ focus with employer’s presence, powered by sessions on:

- CFA Program Info sessions by representatives from CFA Institute and Prep Course Providers to provide perspectives on CFA Program and advices on preparation for the CFA examination to potential candidates.
- Career Counselling sessions by the Society’s Members who volunteered as counsellors, providing insights into respective work in the banking, investment and consulting industry, career prospects and pathways available to Charterholders and to enhance the understanding on CFA designation in enabling the achievement of career goals.
- Forums between prolific Charterholders and industry Subject-Matter-Experts on current and relevant topics in the industry, to signify how CFA Program empowers Charterholders with knowledge to continuously adapt and stay ahead of current challenges.
- Career Guidance sessions with tips and guidance from HR Specialists in tailoring a strong resume and complimentary services on professional photoshoots to strengthen the participant’s career marketability.

CFA Society Malaysia

CAREER DAY 4.0
REDEFINING FUTURE FINANCIAL CAREERS

Meet your Career Counselors



30 Companies
38 Counselors
200+ years of combined experiences

Meet your Counselors and get personalised career guidance from CFA® charterholders / Program candidates!

CFA Society Malaysia

CAREER DAY 4.0
REDEFINING FUTURE FINANCIAL CAREERS

Speakers Lineup

Opening Speech: Jason Lee, CFA, Chief Investment Officer, Libra Invest

Introduction to the CFA® Program: Muhammad Faridq Ridzuan, CFA, Fund Manager, PNB

Career Guide & Career Center Launch: Jason Lee, CFA, Chief Investment Officer, Libra Invest; Deepak Thakur, CFA, Group Petroleum Economist & UK JV Asset Management, Hibiscus Petroleum; Eric Koh, CFA, Senior Lecturer, University of Malaya; Tock Chin Hui, CFA, Head of Total Solutions & Equities Investments, Manulife Asset Management

FinTech Forum: Adapting to New Reality: Disruption or Differentiation? David Meow, CFA, CFA® Program Director, Malvern International College; Chris Leong, Chief Strategy Officer, Soft Space; Freddy Lim, Co-Founder, StashAway; Hann Liew, CFA, Founder & Director, Jireku; Mohammad Ridzuan Abul Aziz, President, FAOM

Leadership Forum: How Millennial Women Are Redefining Leadership? Natasha Ishak, Senior Manager, HAYS; Dayana Omar, CFA, VP (Asset Allocation), Khazanah Nasional Berhad; Li Ming Ong, CFA, Director (Risk Management), Bank Negara Malaysia; Je Hui Su, CFA, Manager (Credit Risk), Deloitte

CFA® Forum: Beyond CFA®: The CFA® Advantage Justin Ong, CFA, Risk Advisory Partner, Deloitte; Jason Lee, CFA, Chief Investment Officer, Libra Invest; Badrullhayan Fauzi, CFA, Head of Group Strategy, MMC Corporation; Geoffrey Ng, CFA, Director, Fortress Capital Asset Management

Sponsors:  



1 Day as a CFA® Charterholder
mini series now on 

CFA Society Malaysia



Sign up for our Career Day 4.0!



Through the members volunteering as Career Counsellors during Career Day and featuring Charterholders in the Career Guide and on the Society’s social media channels through various marketing campaigns, we were able to showcase the Charterholders, the global network and reach of the CFA community.

This is important as candidates are hearing career advices directly from those who are in the banking/ investment/ consulting industry, instead of generic advices from HR personnel in other career fairs.

The forums during the Career Day also highlighted the versatility of Charterholders in the industry and how the CFA® designation gave them the competitive edge to constantly reinvent themselves amidst the investment profession’s continuing evolution i.e. continuously enhancing professionalism. This elevates the value of CFA® designation, translating to higher demand for Charterholders.



Career Counsellors in action during the event

CFA Society Malaysia Career Day 4.0 Success Stories

The Career Day was well received; we recorded a higher level of turnout in 2019 compared to previous year’s Career Day. Although without employers’ participation this edition, some of the Society’s Top Employers have expressed interest to be part of our future career-related initiatives upon hearing the success story.

Members who volunteered reflected that they felt a great sense of satisfaction being able to help the public in understanding the industry and CFA program. Many are interested in continuing the engagement - a great way of engaging members in ‘Giving-Back-to-Community’.

Many participants also feedback that they particularly valued the small group career counselling as they were able to network closely with industry professionals and were inspired by the versatility of a Charterholder’s career pathway. This and the forums were highly demanded to be a regular feature for future Career Day. The Charterholder’ stories featured on the online Career Guide further drove web-traffic to CFA Institute and the Society’s Career Center site and social media presences - followers growth have improved considerably and engagement rate of our digital contents have also extended.

We look forward to more innovative ways to engage and inspire the future professionals. The Society will continue to elevate the awareness and outreach of the CFA brand and CFA Society in developing future professionals of the industr



**CFA Society
Malaysia**
LET'S MEASURE UP™

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