

MEMORANDUM
FOR YOUR FEEDBACK

Ref No : 0014 of 2019/PO

Date : 15 March 2019

To : Executive Director/ Head of Dealing
Executive Director/ Head of Operations

From : The Secretariat, ASCM

By Email

No. of pages : As per attachment

RE : **Cross Profession of Dealer's Representatives and Licensed Financial Planners**

Dear Members,

ASCM and the Financial Planning Association of Malaysia (FPAM) had recently met to explore the possibility of cross profession between Dealer's Representatives (DRs) and Licensed Financial Planners (LFPs).

FPAM is a professional body for financial planning in Malaysia with the twin mission of continuously professionalizing the industry and educating the public on the importance of financial planning. It administers the Certified Financial Planner certification and the Islamic Financial Planner qualification programs, both of which are recognized by the SC and Bank Negara Malaysia for licensing purposes.

The initiative on cross profession between DRs and LFPs could expand the services offered by DRs to include financial planning so that DRs can value-add to their clients.

ASCM and FPAM had agreed to conduct a feasibility study on the possibility of cross profession between DRs and LFPs. In this regard, we would like to gauge if there is sufficient demand for this initiative. We appreciate for your feedback to our survey on this matter.

Kindly revert with your feedback on the survey to us at saifulazmi@ascm.org.my by 29th March 2019.

Thank you


Lim Boon Heng

Executive Director, ASCM Secretariat