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FPAM MEDIA STATEMENT

FPAM Crowns Winners at Financial Planning Competition 2025

Kuala Lumpur, Malaysia – 17 November 2025 - The Financial Planning Association of Malaysia (FPAM) concluded its prestigious annual Financial Planning Competition on 15 November 2025, recognising emerging CFP® professionals who demonstrated exceptional expertise in navigating complex, real-world financial planning scenarios.

This year's competition challenged participants through a rigorous two-stage process that tested both technical expertise and practical application, with seven outstanding finalists advancing to present their solutions before a distinguished panel of industry experts.

The competition was based on a comprehensive case study involving cross-border business owners with substantial assets across Malaysia and Indonesia. Participants were tasked with addressing complex challenges spanning estate planning, investment strategy, risk management, and succession planning for a high-net-worth family with outdated estate arrangements and business succession concerns.

The demanding preliminary round required participants to submit comprehensive financial plans addressing these intricate needs, including optimal tax efficiency across jurisdictions. Only the most exceptional submissions advanced to the finals, where shortlisted candidates presented their strategies with clarity and confidence.

"The competition highlights both technical proficiency and the art of financial planning: understanding client needs, balancing competing priorities, and communicating complex strategies effectively," said Mr Ranjinath a/I Muniandy, Vice President I of FPAM. "These finalists represent the future of Malaysia's financial services landscape—CFP professionals who will shape the industry through innovation, excellence, and unwavering commitment to client service."

The competition winners were:

- Champion - Dr Selina Dang
- 2nd Place - Tham Cheng Jie
- 3rd Place - Dato' Eu Hong Chew

The competition was judged by a respected group of experts from wealth management, schools, and economic research, who offered different viewpoints to assess the quality and usefulness of the financial planning plans shown.



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The FPAM Financial Planning Competition continues to identify exceptional talent while elevating professional standards across Malaysia's financial planning industry, ensuring the highest quality of service for clients with complex financial needs.

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Financial Planning Association Malaysia (FPAM) is a non-profit organisation with a vision and mission to establish the global CFP® mark as the leading symbol of excellence for personal financial planning and to promote its recognition as a profession to benefit all Malaysians. We also strive to promote Financial Literacy across the breath of the population of Malaysia. For more information, please visit our website at www.fpam.org.my



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