

General Information



Japan Association for Financial Planners
Non-profit Organization

Our times call for quality in financial planning. By promoting the education of responsible and highly competent financial planners, we contribute to citizens' financial well-being.

In recent years, there has been dramatic changes in Japanese citizens' life style; a desire to pursue a better way of living; a rapid growth in an aging population; financial services deregulation; and social pension reform that affects individual living environment. In an era of life expectancies of 80-plus years, comprehensive asset planning = financial planning based on individual life planning has increasing demand, as has already been widely implemented in the United States and other countries, in order to realize stable and sound financial futures.

Under such an environment, the Japan Association for Financial Planners (JAFP) was established as a nonprofit organization in November 1987 to ensure financial planning suited to Japanese environment and to contribute to Japan's economy and improve its citizens' financial well-being by fostering and organizing financial planners. In order to fulfill this purpose, JAFP has been engaging in various activities to provide sound financial planning of high standard, first and foremost through a certification for qualified financial planners. In June 2001 JAFP was recognized as a Specified Nonprofit Organization (NPO corporation according to the Nonprofit Activities Promotion Law) and made a fresh start, with two core objectives:

1. To enlighten and promote financial planning to the general public.
2. To foster financial planners as financial planning professionals.

In April 2002, financial planning was established as a skilled worker certification system under the Human Resources Development Promotion Law. Successful examinees thus became eligible for national accreditation as Certified Skilled Worker of Financial Planning (*Certified Skilled Worker of FP*). This certification system was evidence that the concept of financial planning was publicly recognized as necessary and beneficial to Japanese society. In June 2002, JAFP was appointed designated institution to conduct and administer the Certified Skilled Worker of Financial Planning examination.

JAFP seeks active communication and networking with domestic and foreign financial planning-related institutions, engages in public-interest activities, and to foster highly competent financial planners to resolve the increasingly challenging financial planning needs for the future. In so doing, JAFP seeks to contribute to improving the financial well-being of Japanese citizens.

Hiroshi Kato, Chairman
Japan Association for Financial Planners

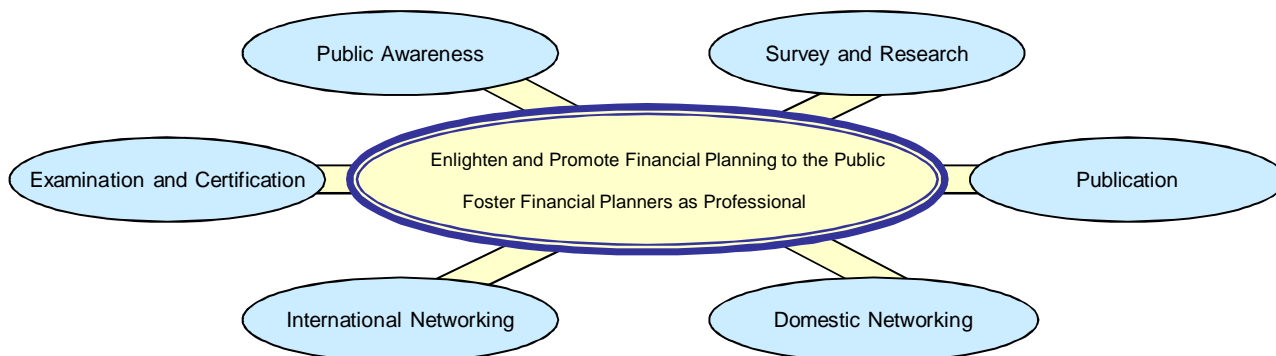
Summary

(1) Purpose

1. To enlighten and promote financial planning to the general public;
2. To foster financial planners as financial planning professionals;

(2) Activities

1. To enlighten and promote financial planning knowledge;
2. To conduct surveys, research, and provide information related to financial planning;
3. To publish financial planning related publications ;
4. To communicate and network with financial planning-related domestic and foreign organizations;
5. To foster financial planners and conduct and administer certification examinations for financial planners .




Management

As of April 1, 2011

Chairman	Hiroshi Kato	
Vice Chair, Senior Executive Director	Toshiharu Shirane	
Executive Director	Koichi Ito Keizo Arita Haruo Sasaki Hiroshige Jikihara Eiji Tokumaru	
Director	Rika Asada Shigeo Uchida Keiko Kato Takashi Kambe Keisuke Shima Tadashi Sumi Kuniyuki Tsutaki Hirokazu Tsuchiya Yasuaki Muto Junichiro Yamada Hiroyuki Yamanaka Yukiteru Yamamoto Naoyuki Yoshino	
Auditor	Katsumasa Suzuki Seiji Dezuka Osami Maejima	
Councilor	Eiko Aoki Yoko Asakawa Seiji Ikube Shigeru Ishii Fumiko Ishizu Yoshikazu Ito Yoichiro Inoue Masakuni Esaki Mikihiko Osawa Akihiko Ogawa Keimei Kaizuka Toshinobu Kani Yuki Kaneko Kumiko Kitami Kikunori Kitamura Atsushi Kimura Hideo Kumano Masaaki Komai	Hiroshi Saita Seiya Suzuki Yukio Takano Tadao Takahashi Yoshiharu Takechi Toshio Tada Yoko Tanaka Denji Tanii Takuji Nishimura Takatoshi Hayashi Motoshi Hara Takeshi Fukuchi Akio Makabe Takahiro Miki Seiichi Mizuno Katsuo Mori Ryoji Yamaguchi Hideo Yamamoto

What is a Financial Planner?

A financial planner is a professional specializing in creating comprehensive financial plans based on data gathered from the client, including family profile, income and expenses, assets and liabilities, insurance and the client's desires and goals. A financial planner coordinates as necessary with other professionals such as attorneys, insurance and real estate consultants and certified public accountants/tax accountants, and assists in implementing the plan.

To obtain certification from the JAFP and, therefore, receive authorization to use  CFP®, CERTIFIED FINANCIAL PLANNER® marks or AFFILIATED FINANCIAL PLANNER® and Affiliated Financial Planner (spelled in Japanese Katakana characters)® trademarks, the prescribed Education, Examination, Experience and Ethics (four Es) requirements must be met.

JAFP considers the “four Es” as cornerstones of the certification as a financial planner.

Financial planners must meet rigorous requirements in terms of knowledge, skills, and professional ethics. To become certified, applicants must meet four certification requirements (known as the “four Es”), comprising Education, Examination, Experience, and Ethics.

Education

Completion of a required educational program. To renew your certification, you must meet the continuing education credit requirement as well.

Examination

Once educational requirements are fulfilled, the ability is assessed to comprehensively apply the acquired financial planning knowledge in practice.

Experience

CFP® certificant requires completion of a practical training and a minimum of three years of professional practice experience, in addition to successful completion of examinations.

Ethics

Prior to a certification being issued, you must sign an agreement to adhere to JAFP Ethical Principles and Rules of Conduct.

CFP®, CERTIFIED FINANCIAL PLANNER® and  CFP® are trademarks owned outside the U.S. by Financial Planning Standards Board Ltd. Japan Association for Financial Planners is the marks licensing authority for the CFP Marks in Japan, through agreement with FPSB.

AFFILIATED FINANCIAL PLANNER®, and Affiliated Financial Planner (spelled in Japanese Katakana characters)® are registered trademarks of the Japan Association for Financial Planners.

The CFP® certification is a globally recognized credential. With the AFP certification attesting to dependable financial planner, JAFP is working to enhance quality of credential and create an environment for offerings financial planning of high standards.

The CERTIFIED FINANCIAL PLANNER® and CFP® certification is a globally recognized credential, established in the U.S., and is currently certified in 23 countries and regions (as of April 2012).

CFP® certification is granted only to the individuals who possess higher professional competency and rigorous ethics. It is a globally recognized credential which JAFP is licensed to certify under an agreement with the FPSB (Financial Planning Standards Board Ltd.).

1. The CFP® certification is a globally recognized credential for financial planners. It was introduced in Japan in 1992 under the licensing/affiliation agreement between JAFP and the CFP Board (Certified Financial Planner Board of Standards Inc.) in the United States.
2. The CFP® certification programs are conducted by FPSB member organizations in 23 countries and regions, and each FPSB member strives for quality enhancement and promotion of the certification.
3. The CFP® certification is based on education, examination, experience, and ethics (“four Es”), as well as a 6-step process guideline for financial planning practice. It is certified to those professionals who are competent to provide financial planning services based on the global core standards.
4. In Japan, the CFP® certification is granted by JAFP to certify those professionals who are competent to provide financial planning services based on the global core standards.
5. CFP® certificants are granted CFP® certification issued by JAFP in accordance with JAFP certification standards approved by FPSB.

The AFFILIATED FINANCIAL PLANNER® and AFP certification as a domestic credential distinguishes competent financial planners who constantly improve knowledge and skills through continuing education. AFP certification is also the first step towards eligibility to acquire CFP® certification, a globally recognized credential.

AFP certification is a proprietary credential of JAFP within Japan. The certification is granted to financial planners who are capable of providing advisory services based on client needs, and who have acquired the technical skills to prepare a comprehensive financial plan. The continuing education requirement also applies to AFP certificants in order to update and improve their knowledge and technical skills. While the benefits for clients are obvious, at the same time the certification itself gains in credibility and reputation, which is another special feature of the AFP certification. AFP certificants are eligible to sit for the CFP® certification examination, which is a globally recognized credential.

1. AFP certificants have fundamental interview skills needed to assist clients in creating a financial plan, and have the knowledge to implement the plan.
2. AFP certificants have basic yet broad knowledge regarding life plans, finance, securities, insurance, pension, loans, real estate, taxation, etc.
3. AFP certificants must be knowledgeable about basic economics, law, and taxation.
4. AFP certificants must place their client interest first.
5. AFP certificants must have adequate education and knowledge as befits professionals to serve the society.

Membership Requirements

(1) Certified Members

Individuals must agree with the JAFP mission and fulfill the requirements established by JAFP for the certification of credentials.

Initiation Fee: 10,000 yen

Annual Membership Fee: 12,000 yen

Annual Fee for CFP® certificants: 8,000 yen

Special rate for students :

Initiation Fee: free of charge

Annual Membership Fee: 6,000 yen

(2) General members

Individuals must agree with the JAFP mission.

Initiation Fee: 10,000 yen

Annual Membership Fee: 12,000 yen

Special rate for students :

Initiation Fee: free of charge

Annual Membership Fee: 6,000 yen

(3) Corporate Members

Corporations and other organizations that join JAFP must agree with the mission and support the business activities of JAFP.

Initiation Fee: 1,050,000 yen

Annual Membership Fee: 200,000 yen

(4) Registered Educational Institutions

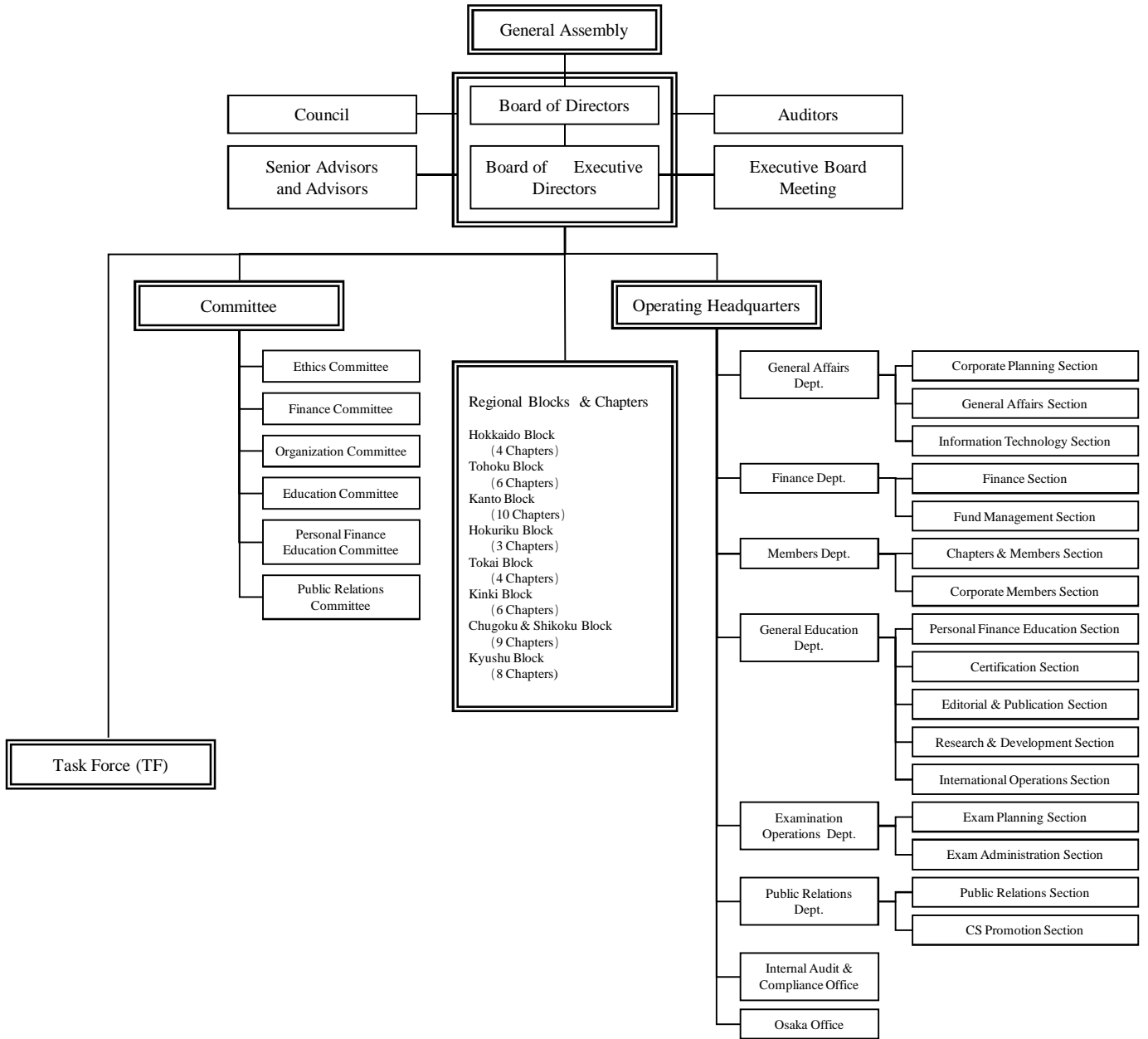
Annual Corporate Membership Fee: 200,000 yen Plus Annual Registration Fee: 105,000 yen

JAFP Ethical Principles

- Principle 1** Members shall comply with all applicable legal requirements, and shall place the client's interests first.
- Principle 2** Members shall disclose all information necessary to maintain fairness and adequacy of advice to the client, and shall provide their services in fair and reasonable manner.
- Principle 3** Members shall disclose material conflicts of interest to the client.
- Principle 4** Members shall make utmost efforts to maintain and improve professional knowledge, skills and abilities.
- Principle 5** Members shall protect the confidentiality of the client information.
- Principle 6** Members shall provide professional services with integrity and due care.
- Principle 7** Members shall not communicate to the client any false or misleading information.
- Principle 8** Members shall not convey misleading information that they are representing the views of the Association.
- Principle 9** Members shall not convey misleading information that the Association is liable for their practice, and shall notify the client that they perform professional services with their own responsibilities.
- Principle 10** Members shall not behave in a manner to disgrace other members or the Association.
- Principle 11** Members shall pay the annual membership dues and any other dues/fees as set by the Association.
- Principle 12** In the areas where any qualification or license is required, members shall not provide services without statutory qualification or license.
- Principle 13** Members shall abide by Ethical Principles and the terms of all other agreements with the Association, and shall cooperate with other members for the enhancement of the profession.

Japan Association for Financial Planners(*) Organization Structure

(As of April 1, 2012)



* : Japan Association for Financial Planners is a nonprofit corporation in accordance with the Act to Promote Specified Nonprofit Activities

JAFP fosters financial planning professionals, provides financial planning education to consumers, and promotes financial planning. Fulfilling these functions and acting as a link between financial planners and consumers is the mission of JAFP.

JAFP's consumer education activities

Public relations activities: Financial planning education for consumers

JAFP places articles and advertisements in newspapers, magazines and other media, explaining the meaning and usefulness of financial planning.

Free seminars for consumers: Opportunities to learn more about personal asset building, financial planning and financial planner

JAFP offers seminars to the public conducted by financial planners or experts in related fields. These events are held free of charge throughout Japan to actively provide opportunities for consumers to gain a deeper understanding and knowledge of financial planning and learn more about building personal assets.

Free consultation: Answering consumers' questions and concerns

JAFP offers free-of-charge consultation sessions, where the public can consult with financial planning practitioners regarding their personal finance, insurance, tax and related matters.

Website: Providing information on financial planning, financial planner and JAFP on the internet

The JAFP website offers an array of information on financial planning and the activities of JAFP.

The website answers questions regarding financial planning certifications and other issues. (<http://www.jafp.or.jp>)

JAFP's activities to link financial planners and consumers

CFP® Certificants Search System: CFP® certificants profiles may be viewed nationwide

CFP® Certificants Search System on the JAFP website is available to those consumers who are seeking CFP® certificants for consultation. Entering the location and the desired consultation topic generates a list of searched CFP® certificants. Users can also view detailed profiles of individual CFP® certificants, as well as verify if a planner is currently certified or not by JAFP.

Public Relations Center: To answer consumer questions and consultation

How can I consult a financial planner? How should I use financial planning? What do I have to do to become a financial planner? The Center welcomes these and other inquiries, and also provides information on financial planning seminars and refers lecturers.

Domestic Toll free number: 0120-211-748 (This connection is domestic only.)

JAFP's activities for members

FP Fair: JAFP Annual Conference

Each year JAFP holds an FP Fair which consists of educational sessions and exposition participated in by several thousands of financial planners. FP Fair is an excellent opportunity for financial planners to listen to top-level professionals, catch up with latest developments, and network and exchange ideas among peers.

***Journal of Financial Planning* (Japanese version): A publication that provides the latest information to members.**

This Japanese version of *Journal of Financial Planning* is published in Japan under an agreement with FPA. This publication includes financial planning news from the U.S., the leading nation in financial planning, as well as domestic information comprising opinions of experts and scholars from various fields, survey data, information on laws and regulations and their implications in practice, and information on various types of seminars.

Committee activities

Our Board of Directors consists of many representatives from a variety of areas such as certified members, educational institutions, and consumer groups. There are six standing committees to discuss relevant issues and make recommendations to the Chairman of the Association. Those are: Ethics, Finance, Education, Public Relations, Personal Finance Education and Organization Committee.

<Matters to be discussed by each committee>

Ethics Committee

- Matters related to ethics for JAFP members

Finance Committee

- Matters related to JAFP's finance

Education Committee

- Matters related to JAFP's financial planning education, certification and research activities

Public Relations Committee

- Matters related to JAFP's public relations activities

Personal Finance Education Committee

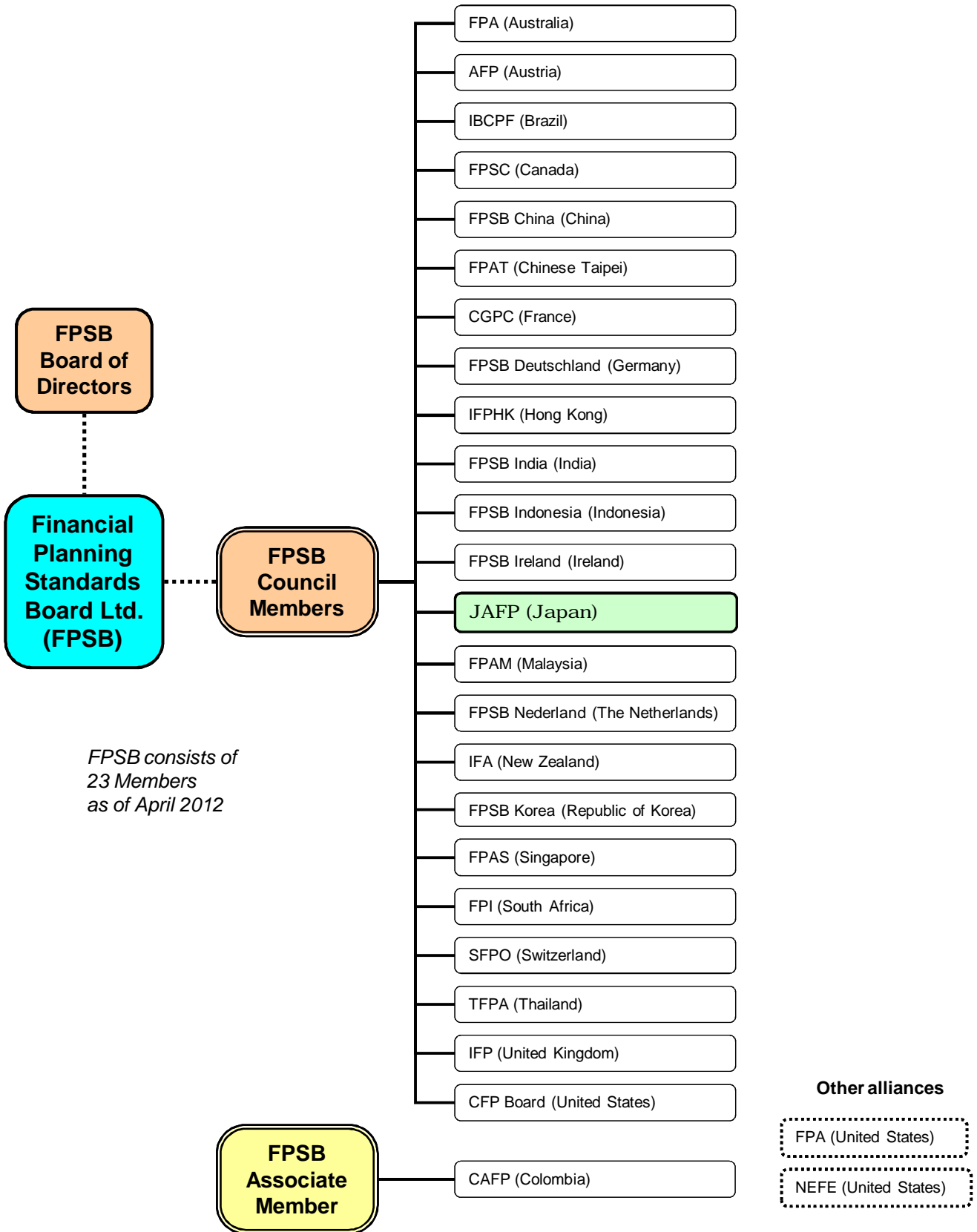
- Matters related to personal finance education

Organization Committee

- Matters related to organizing and administering JAFP's local blocks & chapters

Networking with other financial planning associations

(country alphabetic order)



FPSB

Financial Planning Standards Board Ltd. (FPSB), established in October 2004, is a nonprofit association that manages, develops and operates certification, education and related programs for financial planning organizations so that they may benefit and protect the global community by establishing, upholding and promoting worldwide professional standards in personal financial planning. FPSB's commitment to excellence is represented by the marks of professional distinction – CFP®, CERTIFIED FINANCIAL PLANNER® and



Based on the needs of consumers of personal financial planning, FPSB is committed to working through our member network, currently consisted of 23 members, to establish relationships with regulators, consumer advocates, educators, employers, trade associations and other standards-setting bodies so that personal financial planning can emerge as a distinct globally-recognized profession that will benefit the global community.

FPA

International Association for Financial Planning (IAFP) was founded in 1969 as a financial planning industry organization. Institute of Certified Financial Planner (ICFP) was founded in 1973 to establish the financial planning profession, and to maintain and promote the CFP® certification. The two merged, becoming the Financial Planning Association® (FPA®) on January 1, 2000.

FPA is built around four Core Values - Competence, Integrity, Relationships and Stewardship, and it's primary aim is to be the community that fosters the value of financial planning and advances the financial planning profession.

FPA members, individuals and companies, demonstrate and support a professional commitment to education and a client-centered financial planning process, and FPA provides the resources, tools, education and leadership development that is necessary for our members' success.

NEFE

The National Endowment for Financial Education® (NEFE®) is the only private, nonprofit, national foundation wholly dedicated to improving the financial well-being of all Americans. NEFE's mission is to help individual Americans acquire the knowledge and skills necessary to take control of their financial destiny. It is grounded in the belief that regardless of background or income level, financially informed individuals are better able to take control of their circumstances, improve their quality of life, and ensure a stable future for themselves and their families.

NEFE is providing, through its collaborations with other organizations, financial education and real-world information to people at all societal levels, based on their strong conviction that, through an increased understanding of personal financial issues, all Americans can enjoy better, more secure, and more satisfying lives.

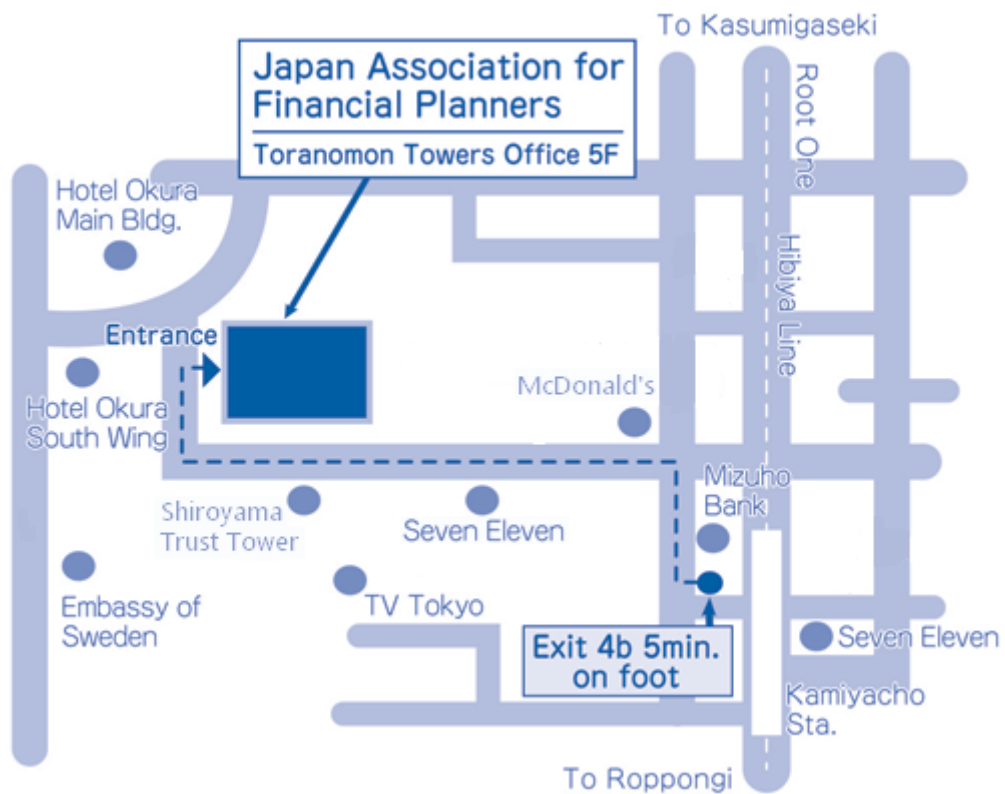
Here is where you can contact us.



Japan Association for Financial Planners

Non-profit Organization

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E-mail: info@jafp.or.jp



Please note that JAFP has 50 chapters across Japan.