

**GEFA Awards & Appreciation Gala 2014 – “Glitz & Prestige”**

By Joyce Leng, GEFA Awards & Appreciation Gala 2014 Organising Committee

The GEFA Awards & Appreciation Gala 2014 was held at Raffles City Convention Centre on 10 April to recognise outstanding GEFA performers.

The celebratory mood was evident from the start, with magicians entertaining the crowd. Many captured their special moments at the instant photo booth.

French juggler Mickael Bellemene enthralled the audience with his magical crystal ball performance, while Hazrul Jazz Trio entertained the audience with their classy jazz music.

Group CEO Chris and CEO (Singapore) Kah Siang, who is also GEFA Chairman, graced the event. Chris congratulated all awardees and said he was heartened to see new faces on the Awards list. This showed that GEFA representatives are constantly outperforming themselves. He reiterated the need for them to persevere with their hard work and to continue to deliver trusted advice.

Adding to Chris’ comments, Kah Siang reminded all to press on to fulfill GEFA’s vision to be the premier financial advisory firm in Singapore. He said GEFA can anchor strongly on three key pillars:

1) build a competent and trusted team of advisers; 2) enhance its suite of products and services – one excellent development is the Premier Client Group (PCG) synergy with OCBC Premier which will allow clients to have a total wealth management experience; and 3) always be prepared for regulatory changes. He urged everyone in GEFA to harness each other’s strengths and to work in unity.

Throughout the evening, GEFA Round Table Awards were presented to 2013 top performers in seven categories – Top Directors, Top Growth Awards, Top Managers, Top Financial Consultants, Top Rookie Financial Consultants, Top General Insurance Awards and Top Collective Investment Schemes. Overall, GEFA achieved significant growth and increase in productivity across all award categories and rankings compared with the previous year.

GEFA CEO Jesslyn Tan rallied all Financial Consultants with this concluding remark “as we take on 2014, let our business performance be filled with the glitters of ‘Glitz’ and our professionalism be perpetuated with ‘Prestige’ as we propel GEFA to greater heights and retain Great Eastern’s cutting edge of being Number One in this industry;” aptly summing up the evening’s theme of “Glitz & Prestige”.

The event ended with the popping of confetti and toasts to yet another year of good growth for GEFA. <<



1 and 2: Thumbs up for a great event!



Collectively celebrating their momentous achievements.



We did it! GEFA Top Director Award winners – DIR Colin Ong, DIR Tsui Wing Hon and DIR Angeline Tan.



GEFA CEO Jesslyn Tan rallied all to reach for the stars.

