



Mr Eric Lui
Chief Executive Officer

Chief Executive Officer's Message

Our eMPF Journey

The year 2024–25 marked a historic moment in Hong Kong's retirement protection landscape with the launch of eMPF — an unprecedented fintech infrastructure which fundamentally transforms MPF scheme administration, ushering in a new era for the MPF System.

eMPF represents our unwavering commitment to bringing greater efficiency, cost-effectiveness, and seamless user experience to our community of over 4 million MPF scheme members and over 300 000 employers, positioning Hong Kong at the forefront of digital pension innovation from global perspective.

The inauguration of eMPF in June 2024 was the culmination of intensive preparations and industry-wide collaboration. I am pleased to share the critical groundwork that has enabled this achievement, the current status of eMPF operation and the strategic roadmap for eMPF's continuous development.

Paving the Way

Preparations for launching eMPF involved comprehensive and rigorous testing to ensure its user-friendliness, robustness, reliability and security.

Rigorous testing had been conducted for eMPF, before it underwent and successfully passed a system readiness assessment by an independent consultant in February 2024. We served as the ultimate gatekeeper, ensuring that only properly functioning features were released on eMPF.

In parallel with technical testing, a contingency plan and a business continuity plan were put in place to safeguard the system against potential disruptions during the onboarding and operational stages.

Data migration to eMPF required meticulous preparations and planning. With our rigorous monitoring, data quality tests, load simulations and data migration rehearsals were performed by the Core Contractor with trustees to identify and resolve potential data migration issues. The data formats across 12 trustees had been standardized and the onboarding period of each trustee was strategically scheduled in light of various factors to minimize platform downtime.

We worked closely with trustees to assist employers and scheme members to adapt to eMPF. Ongoing feedback from trustees have contributed to refining the onboarding process. Comprehensive training was provided to trustee staff and MPF intermediaries, equipping them with system knowledge and communication strategies to guide employers and scheme members in eMPF adoption.

We monitor the Core Contractor on the implementation of publicity and education programmes. Demonstrations and user group testing sessions were conducted for different stakeholder groups, such as employers of onboarding schemes, labour unions, human resources professionals, technology advocates and business associations, etc. for navigating prototype versions of eMPF and gaining hands-on experience.

Participants were invited to share their observations and expectations regarding eMPF, and their feedback proved instrumental in refining its interface and user experience.

To enhance public awareness, a press briefing on eMPF launch was conducted in May 2024, followed by extensive publicity initiatives, including media interviews, posts and advertorials on social media, community outreach programmes and other public events.

The eMPF hotline and website were launched in April 2024, followed by online live chat service in June 2024, to disseminate eMPF information and answer enquiries. Kiosks and three service centres were strategically established across 18 districts to offer user support for eMPF registration and MPF account management.

A communication pack was distributed to employers and scheme members prior to their onboarding, providing essential information about actions to take and registration procedures.

The publicity and user support measures not only facilitated the initial onboarding process but also established a foundation for ongoing engagement with eMPF, paving the way to higher adoption rates and user satisfaction in the long run.

eMPF Launch

With these extensive preparations in place, eMPF was well positioned for successful implementation. As at end March 2025, i.e. nine months since its official launch on 26 June 2024, five trustees have been onboarded, bringing with them over 11 000 employer accounts and more than 462 000 scheme member accounts to the digital system. eMPF has garnered promising user support, as evidenced by over 148 000 registrations (around 55% of employers and 21% of scheme members of all onboarded schemes had registered) and over 221 000 eMPF mobile app downloads up to 31 March 2025.

By 31 March 2025, eMPF has processed around 272 000 transactions, with making contributions and fund switching emerging as the most utilized functions, for which around 75% of the instructions were submitted digitally. The high adoption rates were attributable to eMPF's automated and streamlined MPF scheme administration.

eMPF has maintained system stability even during peak usage periods, while processing a high volume of transactions.

The public has shown strong interest in eMPF, with the eMPF website recording over 1 million page views, handling over 21 100 chatbot enquiries, and facilitating around 4 000 live chat sessions as at 31 March 2025. Outreach service bookings had also increased substantially from June 2024 to March 2025, reflecting growing engagement with and increased adoption of eMPF.

The Road Ahead

Moving forward, our primary focus will be the seamless onboarding of the remaining trustees by end of 2025. Concurrently, we will enhance our efforts to promote digital uptake rate among scheme members and employers through targeted awareness campaigns and educational activities, leveraging the expertise of our parent entity, MPFA, and collaborating with our stakeholders.

Media publicity initiatives will be scaled up across more high-profile and visible channels, including outdoor billboards and advertisements on bus and taxi exteriors, complemented by more engaging social media campaigns, featuring unboxing and step-by-step videos and real cases short films on various online platforms. For specific user segments requiring additional support, we will deploy mobile service trucks to conduct roadshows, providing direct guidance to the less tech-savvy individuals on downloading and using the eMPF mobile application.

We will also develop bespoke engagement and education programmes to address the needs of specific users, including self-employed persons and members of the Industry Schemes.

Ongoing system enhancements will continue based on operational experience and user feedback. There will be continuous updates to the eMPF mobile application and web portal to add new features and improve the user interface. We will arrange trial use sessions for experts from commercial and technology sectors, and for a Standing User Group comprising existing eMPF users from different backgrounds, to gather their feedback on system enhancements. This feedback mechanism aims to ensure that eMPF evolves in alignment with users' needs and expectations while maintaining optimal functionality and accessibility.

In the face of the ever-evolving fintech landscape, we remain committed to continuous innovation. eMPF has been designed with scalability in mind, allowing us to integrate emerging technologies and tools to optimize system performance and enhance user experience. We will vigilantly monitor evolving cybersecurity trends to strengthen protection of sensitive information and develop robust defence mechanisms against increasingly sophisticated threats. Through this forward-looking approach, eMPF stands ready to support future MPF System reforms and accommodate evolving retirement protection needs in the years ahead.

Acknowledgements

I extend my deepest gratitude to our Chairman, Mrs Ayesha Macpherson Lau, whose visionary leadership has guided us through this transformative journey.

My sincere thanks go to the directors of eMPF Company and MPFA, as well as the HKSAR Government, for their steadfast support and valuable guidance. Last but not least, I am immensely thankful to the MPFA team and my colleagues at eMPF Company, whose dedication and outstanding contributions have enabled both the successful launch of eMPF and the seamless onboarding of trustees.



Eric Lui

Chief Executive Officer



Chief Executive Officer delivers a speech at the MPF Symposium