

FINALISTS ANNOUNCED FOR PRESTIGIOUS FIFTH ANNUAL CFA SOCIETIES CANADA ETHICS CHALLENGE

2021 Challenge gathers students from across Canada to sharpen ethical decision-making skills of Canada's future investment leaders.

Toronto, Ontario March 02, 2021 – CFA Societies Canada is delighted to announce the eighteen up-and-coming financial professionals that have qualified as finalists in the fifth annual [CFA Societies Canada Ethics Challenge](#), a training ground for debating and analyzing the ethical challenges faced by investment professionals throughout their careers. To be a CFA charterholder is to follow a world-class [Code of Ethics & Standards of Professional Conduct](#), an essential element of building trust with Canadian investors.

Finalists, who earned their spots by qualifying through regional competitions that teamed university students from across the country, will be presented with a case study formulated around a potential ethical dilemma in which they must identify ethical issues and appropriate responses. Teams are judged on their ability to incorporate the CFA Institute Code of Ethics & Standards of Professional Conduct as well as their recommended course of action.

The competition is designed to promote critical thinking and ethical decision-making, while presenting students with real-life dilemmas of the types they may encounter throughout their careers. Mirroring real-life cases of ethical dilemmas promotes forward-thinking and deep reflection on the ethical principles that guide CFA charterholders in their careers.

“Our annual CFA Societies Canada Ethics Challenge is about building world-class ethical decision-making skills in the next generation of Canadian investment professionals and helping to forge the trustworthy, standards-driven industry that Canadian investors deserve.” says Michael Thom, CFA, Managing Director of CFA Societies Canada. “This year, finalists will unveil their analysis and recommendations virtually to the judging panel who are looking forward to seeing the dynamic and principled thinking of these investment management and financial services leaders of the future.”

Regional finalist teams who will compete in the 2021 CFA Societies Canada Ethics Challenge hail from:



CFA Societies Canada

- Dalhousie University
- Mount Royal University
- Université de Sherbrooke
- University of Saskatchewan
- University of Waterloo

The finalist teams will present virtually for the final case study competition in May. With only 23 hours between their initial briefing and final presentation, finalists will present their findings to a live judging panel of CFA charterholders in the hopes of earning the national title.

CFA Societies Canada

CFA Societies Canada is a collaboration of the 12 Canadian member societies. It brings together these organizations to lead the investment industry in Canada by advocating for the highest professional standards, integrity, and ethics for the ultimate benefit of Canadians. For more information, visit www.cfacanada.org.

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For more information or media requests, please contact:

Candice Szpruta
CFA Societies Canada
416-366-3658
cszpruta@cfacanada.org