

投委會 - 青年人投資教育宣傳
「投資理財 人人都要識：投資切忌 Freestyle!」



不少青年人因急於獲取短期回報，透過短線買賣進入投資市場。為協助青年人建立正確的投資態度及提升理財能力，投資者及理財教育委員會（投委會）於 2026 年 10 月推出以青年人為主要對象的投資教育宣傳活動 - 「投資理財 人人都要識：投資切忌 Freestyle！」。

活動透過生動有趣的動畫短片，由投委會錢仔及錢生化身饒舌歌手，以輕鬆方式唱出投資要訣及實用理財資訊。

投委會希望藉此鼓勵青年人培養正確的投資態度，投資前做足功課，切忌盲目跟風。短片配合節奏明快的音樂與動畫，鼓勵公眾追蹤投委會社交平台及善用投委會的教育資源，提升理財能力及投資者韌性，作出明智的投資決定。



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投委會錢生、錢仔 Rap 住提醒大家：
投資唔係靠 Freestyle! 仲要小心騙徒冒充投資專家，以「低風險、高回報」作招徠，氹你入局。
[立即睇片](#)，睇吓點樣可以做個醒目投資人！

歡迎追蹤我們的社交平台

IFEC - Investor Education Campaign targeting Young People “Investor and Financial Education for All: Don’t Freestyle Your Investments!”



Eager for quick returns, many young people enter the investment market through short-term trading. To help them develop the right investment mindset and strengthen their financial knowledge, the Investor and Financial Education Council (IFEC) launched an investor education campaign, **“Investor and Financial Education for All: Don’t Freestyle Your Investments!”**, targeting young audiences in October 2026.

Through an energetic animated video, IFEC Chin Junior and Mr. Chin share key investment Dos and Don’ts and practical financial information through an upbeat rap, making investor and financial education fun and memorable.

The IFEC encourages young people to approach investing with the right mindset and to do their research before investing, rather than blindly following the hype. By blending upbeat rhythms with dynamic animation, we also encourage the public to follow the IFEC’s social media channels and use our comprehensive education resources, enabling them to make informed decisions and build investor resilience.



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IFEC Mr. Chin and Chin Junior become rappers to remind you:
Don’t Freestyle Your Investments!
Beware of fake investment experts who lure you in with promises of “low risk, high returns.”
[Watch the video](#) now to learn how to be a savvy investor!

Follow us on our social media channels