

Focus



MPFA Launches New "MPF Investment Education AI Assistant" to Enhance Investment Learning Experience

To further enhance the investment education experience for MPF scheme members, the MPFA has launched a new artificial intelligence chatbot, the "MPF Investment Education AI Assistant", on its MPF Investment Education website in June.

Leveraging generative AI technology and integrating the MPFA's official investment education content, the AI Assistant provides personalised and interactive MPF investment education support, aims to help scheme members strengthen their understanding of MPF investment concepts and strategies, enabling them to make more informed retirement investment decisions.



Key functions of the AI assistant including:

• Instant Information and Personalised Responses

The AI Assistant integrates generative AI technology with MPFA's official investment education resources to provide evidence-based and tailored answers to users' specific enquiries. Users can save time searching across multiple platforms and improve their learning and decision making efficiency.

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• Enhanced Learning Experience

The AI Assistant can explain complex MPF investment concepts in simple and easy-to-understand language. By translating technical investment knowledge into everyday examples, it helps users grasp key concepts more effectively and confidently.

• Improved Understanding Through Supporting Resources

Each response provided by the AI Assistant includes references and links to relevant official resources for further reading. For more complex investment topics, the system may also provide concise charts and visual illustrations to help users better understand the key concepts.

• Guided Exploration and Continuous Learning

Based on users' questions and individual circumstances, the AI Assistant proactively suggests related frequently asked questions and additional reading materials. This encourages users to explore MPF investment topics step by step and build a broader understanding of retirement planning and investment management.

We encourage members to make full use of the MPFA's official investment education information and tools to strengthen your understanding of MPF investment, retirement planning and to regularly review your investment portfolio and risk tolerance. Be well prepared to achieve your retirement goals.

For more information, please visit the MPFA's [MPF Investment Education](#) website.