BEA MPF e - Newsletter

October 2026

Information from MPFA



AI Assistant helps you manage your MPF

Not very familiar with MPF investment or unsure about where to start? MPFA has recently launched a brand-new artificial intelligence (AI) chatbot, the "MPF Investment Education AI Assistant" (AI Assistant), on its MPF investment education thematic website. Through the AI Assistant, employees can conveniently access personalised MPF investment tips and gradually deepen their understanding of MPF investment, anytime, anywhere.

Leveraging generative AI technology and integrating official MPFA information, the AI Assistant provides instant and personalised investment education assistance for MPF scheme members. It provides evidence-based and tailored answers to users' specific enquiries, allowing employees to easily access official MPF investment information without spending a lot of time and effort searching for fragmented information across various platforms. This helps them make investment choices that better suit their individual needs.

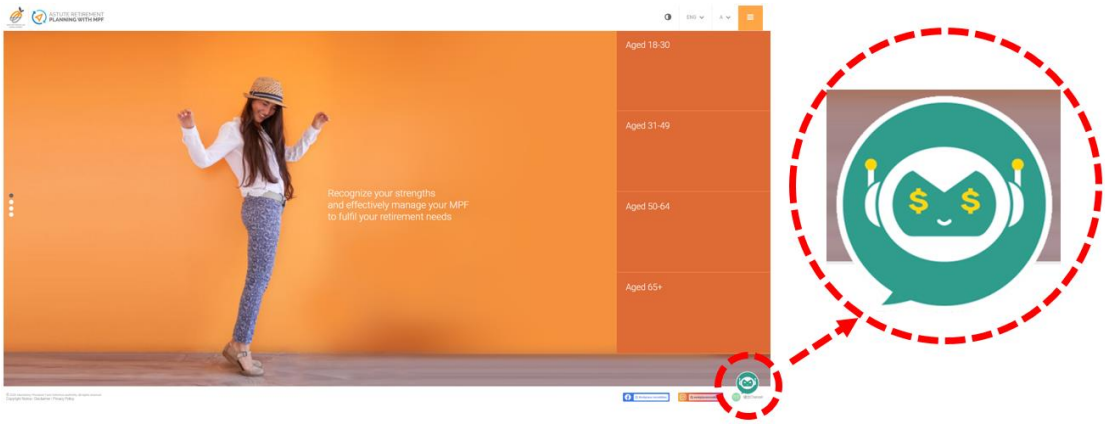
MPF investment concepts may seem difficult to understand to scheme members who are unfamiliar with investment. The AI Assistant explains these technical concepts in clear, easy-to-understand everyday language. Each response includes "references" with links to relevant official information sources. For more complex concepts, the AI Assistant provides simple, easy-to-understand visual aids to help users quickly grasp the key points. To further enhance employees' understanding of MPF investment, the AI Assistant also suggests frequently asked questions for various scenarios, helping users gradually understand related topics and stimulating their thinking.

It's important to note that the AI Assistant provides only objective and official MPF information. It does not offer investment advice, recommend specific MPF schemes or funds, or assess the suitability of MPF investment products for individual scheme members. Scheme members should take into account their own investment goals, risk tolerance, and so forth, when making MPF investment decisions.

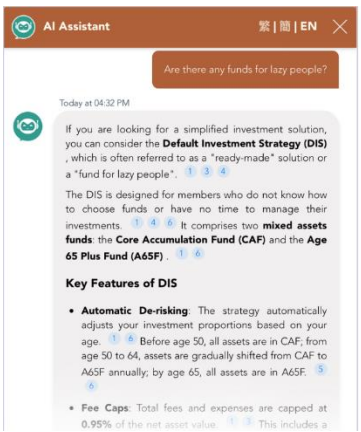
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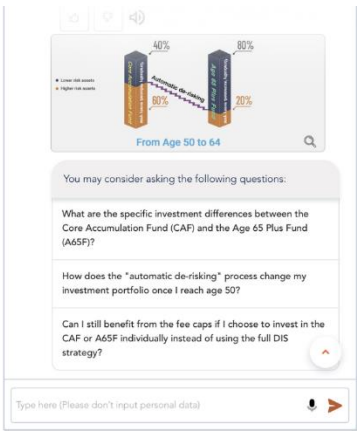
Information from MPFA



MPFA has launched the AI Assistant chatbot on its MPF investment education thematic website. Users can simply click the green icon at the bottom right corner of the page to start a conversation with the chatbot.







The AI Assistant will respond to scheme members' enquiries by providing accurate, evidence-based and personalized answers in real time. It can also explain complex concepts through simple, easy-to-understand visual illustrations.