

## Strong sense of ethics guide Thompson Rivers University students to a win in CFA Societies Canada Ethics Challenge

*Teams challenged to identify ethical dilemmas within case study mirroring those they may encounter in future finance careers*



*Left to Right: Ashish Wadhwa, Palak Dhingra, MD Safiul Bari Shawn, David Smith, CFA, Cynthia Chinyereude, Jonelle Joseph*

**Toronto, ON, May 6, 2019** – CFA Societies Canada announces Thompson Rivers University as the winning team following the 3rd annual [CFA Societies Canada Ethics Challenge](#). The announcement was made at a reception in Calgary, AB, marking the end of the 2019 competition.

The annual Ethics Challenge asked participating teams to analyze and evaluate a case study identifying ethical dilemmas according to the [CFA Institute Code of Ethics & Standards of Professional Conduct](#).

“Our goal with the Ethics Challenge is three-fold,” says David Smith, CFA, Chair, CFA Societies Canada. “We want to reinforce and raise awareness of our commitment to our code of ethics and standards of professional conduct. We also want to introduce this commitment to future finance professionals before they enter the workforce. Lastly, we want to set students up for success by increasing their knowledge and professionalism, showing them how to identify and dissect complex challenges they’ll potentially encounter in the years ahead.”



Finalist teams from six Canadian universities were announced at the beginning of March, preceding the final challenge of the competition in Calgary on May 1st. The winning team earned its title by providing the best analysis of a new case study to a judging panel of CFA charterholders and participating in a question and answer period. They, along with their competitors, had three hours to complete the analysis.

The CFA Societies Canada Ethics Challenge is open to post-secondary students across Canada and is designed to build presentation skills, connect Canada's brightest emerging finance professionals with those already working in the industry and familiarize participants with the CFA Institute [Future of Finance initiative](#); a long-term global effort to shape a trustworthy, forward-thinking investment profession which better serves society, and where investors interests come first.

"Through this experience, my teammates and I now have a much stronger understanding of how to identify ethical grey areas," said MD Safiul Bari Shawn, part of the winning Thompson Rivers University team along with Cynthia Chinyereude, Palak Dhingra, Jonelle Joseph and Ashish Wadhwa. "Obviously we're thrilled to walk away with a win, but the experience overall allowed us, and our competitors, to gain clearer insight into what we can expect in our futures. It also gave us the opportunity to speak with seasoned professionals."

As part of their winnings, each member of the Thompson Rivers University team took home \$500 and a commemorative award from CFA Societies Canada. All participants in the CFA Societies Canada Ethics Challenge earned a certificate of participation in the National Round. For more information about the CFA Societies Canada Ethics Challenge, please visit [CFA Societies Canada online](#).

### **About CFA Societies Canada**

CFA Societies Canada is a collaboration of CFA Institute and the 12 Canadian member societies, whose mission is to build brand awareness of the CFA designation and to advocate for the highest standards of integrity and ethics for the ultimate benefit of Canadian investors. CFA Societies Canada represents CFA charterholders, the 12 societies, and the members of those societies in Canada to policymakers, the media, and the public. CFA Societies Canada aspires to lead the investment management profession in Canada by raising ethical and professional standards, promoting fair markets, protecting investors, and increasing brand awareness. For more information, visit [www.cfacanada.org](http://www.cfacanada.org). CFA® and Chartered Financial Analyst® are trademarks owned by CFA Institute.

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