



# WORLD INVESTOR WEEK 2021

## PUBLIC REPORT

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## INTRODUCTION

The World Investor Week (WIW) is an initiative of the International Organization of Securities Commissions (IOSCO)<sup>1</sup> that was conceived to raise awareness about the importance of investor education and protection. The project, organized and implemented by IOSCO's Committee on Retail Investors (C8), consists of up to a week of outreach activities carried out by participating IOSCO member jurisdictions. A key objective of the WIW is to highlight the importance of investor education and protection, including in resource-constrained jurisdictions.

By using the IOSCO network to facilitate a coordinated and, therefore, a more powerful approach, the IOSCO WIW also provides a framework for individual jurisdictions to publicize their investor education and protection initiatives and to deliver more tailored messaging within their jurisdictions.

In October 2021, IOSCO, with the support of other organizations, carried out the fifth edition of WIW and achieved outstanding results, in particular in a year with novel challenges brought about by the Covid-19 pandemic, that suggest an increasing impact of the IOSCO's campaign.

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<sup>1</sup> The International Organization of Securities Commissions (IOSCO) is the international body that brings together world's securities regulators and is recognized as the global standard setter for the securities sector. IOSCO develops, implements and promotes adherence to internationally recognized standards for securities regulation. It works intensively with the Financial Stability Board (FSB) on the global regulatory reform agenda.

## THE IOSCO WORLD INVESTOR WEEK

The IOSCO World Investor Week is a week-long, global campaign to raise awareness of the importance of investor education and protection and to highlight the various initiatives of securities regulators in these two critical areas. In view of the restrictions and challenges imposed by the global pandemic, the WIW 2021 was conducted from October 4<sup>th</sup> through November 31<sup>st</sup>, 2021. IOSCO securities regulators and other IOSCO members from six continents undertook a range of activities, such as offering investor-focused information and services, promoting contests to increase awareness of investor education initiatives, organizing workshops and conferences, and conducting local/national campaigns in their jurisdictions, in most of the cases through digital or virtual means.

WIW has two primary objectives, namely (i) to disseminate key messages that support investor education, investor protection and financial literacy; and (ii) to foster learning opportunities for investors. The key messages of the IOSCO WIW campaign in 2021 are based on two themes: 1) sustainable finance and 2) frauds and scams prevention. These messages complement those of previous IOSCO WIW editions, regarding online investing, digital learning and the basics of investing.

The campaign also aims at strengthening collaboration among IOSCO members on investor education and protection initiatives and raising IOSCO's visibility among key international stakeholders.

At the international level, WIW has the following set of objectives (and goals):

- achieving considerable participation of IOSCO members; and
- engaging international organizations/forums in the campaign, by enlisting supporters that endorse the campaign and/or promote events and activities.

For this fifth edition of the WIW, some IOSCO members also offered regional and global webinars to reach out to a broader audience on topics regarding investor education and protection that may be of common interest to retail investors worldwide. The dedicated campaign website ([www.worldinvestorweek.org](http://www.worldinvestorweek.org)) offers additional information on local and regional/global events. A summary of regional and global events held in WIW 2021 is in the annex section of this report.

A total of 104 jurisdictions participated in WIW 2021. Several global and regional organizations endorsed or supported WIW. Those institutions are detailed in the "Supporters" section below in this report.

IOSCO members also were encouraged to set their objectives and goals at the local level.

Local members conducted the work in each jurisdiction and determined the scope and timing of their participation. Only non-commercial activities were permitted, and all information was required to be unbiased, with no recommendations made on specific investment products or services.

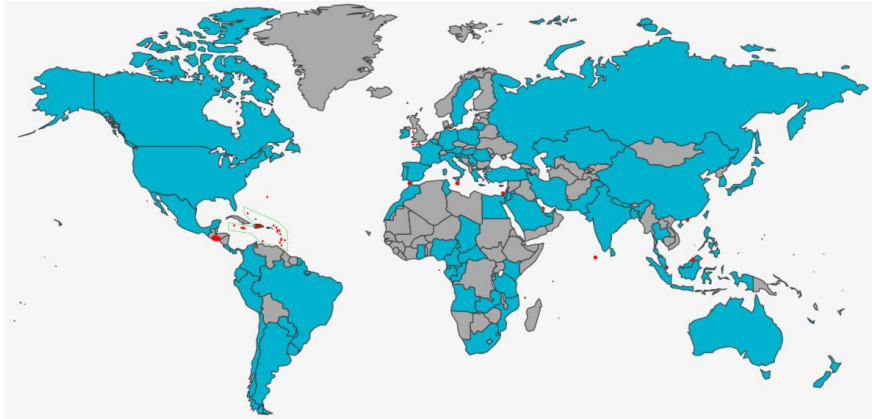
Non-members were allowed to participate if invited to do so by an IOSCO member. At the national level, self-regulatory organizations, industry associations and market participants, as well as non-governmental organizations (NGOs) were allowed to participate, at the discretion of each jurisdiction.

Third parties were barred from supporting the WIW financially and were required to follow rules laid down in the implementation plan if they wanted to participate in the campaign.

## WIW 2021 RESULTS

IOSCO asked national coordinators of WIW to fill in an online survey on a voluntary basis. The results presented in this section are based on the survey responses. In addition, national coordinators were expected to prepare a public report on the campaign in their jurisdictions. The local public reports are part of this Public Report.

The map below shows the participating jurisdictions in blue<sup>2</sup>.



Participating jurisdictions of WIW 2021. Source: <http://www.worldinvestorweek.org/participants.php>

The results reported by participating jurisdictions are described as follows:

- The total number of people reached of webinars, classes, talks, lectures, town meetings, seminars, and conferences was 14,845,442.
- The number of third parties in WIW 2021 activities was 6,622, including authorities (34), self-regulatory organizations (27), universities (130), schools (4,668), financial institutions (862), associations and clubs (79), and others (822).
- Online activities reached 2 million page views.
- The allocated resources for the WIW activities were US\$ 4,9 million.
- 71% of jurisdictions made segmentation of the target.
- 41% of the jurisdictions that filled out the survey assessed investor satisfaction (17 out of 41).

<sup>2</sup> Angola, Anguilla, Antigua & Barbuda, Arab Union, Argentina, Armenia, Australia, Austria, Bahamas, Bahrain, Bangladesh, Barbados, Belgium, Bermuda, Brazil, British Virgin Islands, Brunei, Cameroon, Cayman Islands, Central Africa (Gabon, Cameroon, the Central African Republic (CAR), Chad, the Republic of the Congo, and Equatorial Guinea), Chile, China, Colombia, Costa Rica, Croatia, Curacao & Saint Martin, Cyprus, Dominica, Dominican Republic, Ecuador, Egypt, El Salvador, France, Germany, Ghana, Gibraltar, Grenada, Guernsey, Hong Kong, Hungary, India, Indonesia, Iran, Isle of Man, Israel, Italy, Jamaica, Japan, Jersey, Kazakhstan, Kenya, Korea (Republic of), Lebanon, Lithuania, Luxembourg, Malaysia, Maldives, Malta, Mexico, Montserrat, Morocco, Mozambique, Nepal, New Zealand, Nigeria, Ontario (Canada), Pakistan, Palestine, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Qatar, Quebec (Canada), Romania, Russia, Rwanda, Saudi Arabia, Singapore, Slovenia, South Africa, Spain, Sri Lanka, St. Kitts & Nevis, St. Lucia, St. Vincent & the Grenadines, Sweden, Chinese Taipei, Tanzania, Thailand, Trinidad & Tobago, Tunisia, Turkey, United Arab Emirates, United States, Uruguay, Zambia.

**Table 1: WIW 2021 in numbers**

Participating Jurisdictions	104
Nº of Jurisdictions that filled out the survey	41
Nº of Jurisdictions that evaluated the WIW Campaign	17
Webinars, classes, talks, lectures, town meetings, seminars, and conferences	1,508, reaching 15 million people
Guided tours, visits, and similar activities	14, reaching 103 thousand people
Press releases and newspaper articles	555, reaching almost 5,4 million people
Interviews, TV shows, and radio programs	132, reaching 11 million people
Books, booklets, leaflets, flyers, and other publications	298,526, with print run of 635 thousand copies
Games, software, apps, and other electronic materials	14, with 3 million downloads
Website hits	790 thousand
Page views	2,7 million
Total number of visits	1,5 million (670 thousand different visitors)
Organizations	6,622
Overall level of investor satisfaction	100% (59% very satisfied and 41% satisfied)
Are you interested in participating in the WIW 2021 edition?	100% (All jurisdictions that filled out the survey said “Yes”)
Did your organization make any segmentation of the targeted audience during the WIW?	71% “Yes” and 29% “No”
International organizations/Forums	11 (CFA Institute, FPSB, GFLEC, IFIE, IFIE CWG, IFRS Foundation, IOSCO Asia Pacific Hub, UASA, WFE, EFAMA and IFAC).

## SUPPORTERS

WIW 2021 continued attracting more supporters. As in the previous editions, major multilateral organizations supported and endorsed WIW 2021. That was the case of the G20, the World Bank Group, the Organization for Economic Cooperation and Development (OECD), the Inter-American Development Bank (IDB), the Sustainable Stock Exchange Initiative (SSE Initiative) and the International Network of Financial Services Ombudsman Schemes (the INFO Network). In addition, eleven regional and global organizations participated in WIW 2021, namely, CFA Institute, Financial Planning Standards Board, Global Financial Literacy Excellence Center (GFLEC), International Forum for Investor Education (IFIE), IFIE Americas Caribbean Working Group, IFRS Foundation, IOSCO Asia Pacific Hub, Union of Arab Securities Authorities (UASA), the World Federation of Exchanges, European Fund and Asset Management Association (EFAMA) and International Federation of Accountants (IFAC).

## G20

The Group of Twenty (G20) is the premier forum for its members' international economic cooperation and decision-making. Its membership comprises 19 countries plus the European Union. G20 leaders meet annually. In addition, Finance Ministers and Central Bank Governors meet regularly during the year to discuss ways to strengthen the global economy, reform international financial institutions improve financial regulation and implement the key economic reforms that are needed in each member economy.

## World Bank

The World Bank is a vital source of financial and technical assistance to developing countries around the world. It is not a bank in the ordinary sense but a unique partnership to reduce poverty and support development. The bank provides low-interest loans, zero to low-interest credits, and grants to developing countries. These support a wide array of investments in such areas as education, health, public administration, infrastructure, financial and private sector development, agriculture, and environmental and natural resource management. Some of its projects are co-financed with governments, other multilateral institutions, commercial banks, export credit agencies, and private sector investors.

## OECD

The mission of the Organization for Economic Co-operation and Development (OECD) is to promote policies that will improve the economic and social well-being of people around the world. The OECD provides a forum in which governments can work together to share experiences and seek solutions to common problems. It works with governments to understand what drives economic, social and environmental change. Currently, the OECD is focused on helping governments around the world to restore confidence in markets and in the institutions behind them; return public finances to health as a basis for future sustainable economic growth; foster and support new drivers of growth through innovation, environmentally friendly 'green growth' strategies and the development of emerging economies; and assist people of all ages to develop the skills to work productively and enthusiastically in the jobs of tomorrow.

## IDB

The Inter-American Development Bank works to improve the lives of people in Latin America and the Caribbean. Through financial and technical support for countries working to reduce poverty and inequality, it helps improve health and education, and advance infrastructure. IDB's aim is to achieve development in a sustainable, climate-friendly way. The Bank's current focus areas include three development challenges – social inclusion and inequality, productivity and innovation, and economic integration – and three cross-cutting issues – gender equality and diversity, climate change and environmental sustainability, and institutional capacity and the rule of law.



## SSE

The Sustainable Stock Exchange is a UN Partnership Program of the UN Conference on Trade and Development (UNCTAD), the UN Global Compact, the UN Environment Program Finance Initiative (UNEP FI), and the Principles for Responsible Investment (PRI). Launched in 2009 by the UN Secretary General, it convenes Partner Exchanges from around the world who join the SSE by signing a voluntary public commitment. SSE has a vision of a world where capital market signals align with public policy goals on sustainable development.

Its mission is to build the capacity of stock exchanges and securities market regulators to promote responsible investment in sustainable development and advance corporate performance on environmental, social and governance issues.

## INFO Network

The International Network of Financial Services Ombudsman Schemes (the INFO Network) is the worldwide association for financial services ombudsmen — independent and impartial out-of-court schemes and offices that resolve complaints brought by consumers (and, in some cases, small businesses) against banks, insurers and/or other financial services providers. Formalized in 2007, the INFO Network facilitates co-operation among its members to build expertise in external dispute resolution by exchanging experiences and information in areas such as scheme/office structures, functions and governance models; scheme/office codes of conduct; use of information technology; handling of systemic issues; cross border referral of complaints; and staff training and continuing education.

## CFA Institute

CFA Institute is the premier global association for investment management professionals. It stands for creating an environment where investors' interests come first, markets function at their best, and economies grow. The mission of CFA Institute is served by generating value for core investment management professionals and engaging with the core investment management industry to advance ethics, market integrity, and professional standards of practice, which collectively contributes value to society.

CFA Institute seeks to set professional standards for investment management practitioners and broadly engage other finance professionals through their interest and interactions with the investment management industry. Improving outcomes for investors advances our social mission and benefits members through greater demand for educated and ethical investment management professionals.

## GFLEC

The Global Financial Literacy Excellence Center (GFLEC) envisions a world in which individuals have the financial knowledge they need to fully participate in the economy and build secure futures. In working toward that vision, GFLEC has positioned itself as the world's leading incubator for financial literacy research, policy, and solutions.

GFLEC launched in 2011 at the George Washington University School of Business in Washington, D.C. Since then, it has pioneered breakthrough tools to measure financial literacy, developed and advised on educational programs, and crafted policy guidelines aimed at advancing financial knowledge in the United States and around the globe.

## IFIE

The International Forum for Investor Education — IFIE — is a unique alliance chartered in 2005 that brings together private sector and public sector providers of investor education to improve the effectiveness of investor education programs around the world. The Forum serves as a clearinghouse for the exchange of information and ideas among providers of investor education from different jurisdictions, including organizations that are just developing or planning to develop investor education programs.

## IFRS

The IFRS Foundation is a not-for-profit, public interest organization established to develop a single set of high-quality, understandable, enforceable and globally accepted accounting standards—IFRS Standards—and to promote and facilitate adoption of the standards. IFRS Standards are set by the IFRS Foundation’s standard-setting body, the International Accounting Standards Board.

Accounting standards are a set of principles companies follow when they prepare and publish their financial statements, providing a standardized way of describing the company’s financial performance. Publicly accountable companies (those listed on public stock exchanges) and financial institutions are legally required to publish their financial reports in accordance with agreed accounting standards.

## World Federation of Exchanges (WFE)

The WFE is the global industry group for exchanges and clearing houses (CCPs) around the world. It represents over 250 market-infrastructures ranging from those that operate the largest financial centers to those that run frontier markets. Founded in 1961, the Federation was set up to contribute to “the development, support and promotion of organized and regulated securities markets in order to meet the needs of the world’s capital markets in the best interests of their users.”

Members of WFE include over 50 distinct CCP clearing services including stand-alone CCPs. WFE exchanges are home to nearly 48,000 listed companies, and the market capitalization of these entities is over \$70.2 trillion; around \$95 trillion in trading annually passes through the infrastructures WFE members safeguard. The WFE seeks to ensure regulatory outcomes that foster well-functioning capital markets and reinforce systemic stability in addition to developing markets.

## HOW TO PARTICIPATE

WIW 2021 took place during the week of 4th October, with participating jurisdictions having the flexibility to organize their activities around this week or any other week in October and November, in order to accommodate to the contextual challenges of the global pandemic, as in 2020. Organizations interested in joining WIW could contact the national coordinator in their jurisdiction. A full list of participating jurisdictions and the respective leading organization is available online at <http://www.worldinvestorweek.org/participants.php>

A website for WIW ([www.worldinvestorweek.org](http://www.worldinvestorweek.org)) contains useful information for participating jurisdictions and supporting organizations, including press releases and the WIW Implementation Guide.

## ABOUT IOSCO

The International Organization of Securities Commissions (IOSCO) is the international body that brings together the world's securities regulators and is recognized as the global standard setter for the securities sector. IOSCO develops, implements and promotes adherence to internationally recognized standards for securities regulation. It works intensively with the G20 and the Financial Stability Board (FSB) on the global regulatory reform agenda.

IOSCO members have resolved:

- to cooperate in developing, implementing and promoting adherence to internationally recognized and consistent standards of regulation, oversight and enforcement in order to protect investors, maintain fair, efficient and transparent markets, and seek to address systemic risks;
- to enhance investor protection and promote investor confidence in the integrity of securities markets, through strengthened information exchange and cooperation in enforcement against misconduct and in supervision of markets and market intermediaries; and
- to exchange information at both global and regional levels on their respective experiences in order to assist the development of markets, strengthen market infrastructure and implement appropriate regulation.

IOSCO believes the need for investor education and financial literacy has never been greater than today. As the financial marketplace continues to evolve and innovate, investment products are becoming increasingly complex and financial services increasingly diverse. Retail investors require a greater understanding of key financial concepts to comprehend and evaluate the choices available to them and to avoid financial fraud. Strengthening investor education and financial literacy programs also is essential at a time when responsibility for saving and investing for retirement is shifting from the employer to the individual in many jurisdictions.

In response to these challenges, the IOSCO Board approved the establishment of the Committee 8 on Retail Investors in June 2013. The Committee's primary mandate is to conduct IOSCO's policy work on retail investor education and financial literacy. Its secondary mandate is to advise the IOSCO Board on emerging retail investor protection matters and conduct investor protection policy work as directed by the IOSCO Board. Annex I shows the C8 structure.

WIW is an IOSCO initiative coordinated by Committee 8 with the support of IOSCO's General Secretariat.

Committee 8 established a WIW Working Group<sup>3</sup> to take the project forward, including through regional coordinators.

## CONTACT US:

<http://www.worldinvestorweek.org/contact.php>

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<sup>3</sup> Jose Vasco (CVM Brazil) is the WIW WG Coordinator. Members of the WIW Working Group include: Comissão do Mercado de Capitais (ANGOLA), Comisión Nacional de Valores (ARGENTINA), Australian Securities and Investments Commission (AUSTRALIA), Comissão de Valores Mobiliários (BRAZIL), China Securities Regulatory Commission (CHINA), Bundesanstalt für Finanzdienstleistungsaufsicht (GERMANY), Securities and Futures Commission (HONG KONG), Indonesia Financial Services Authority (INDONESIA), Israel Securities Authority (ISRAEL), Commissione Nazionale per le Società e la Borsa (ITALY), Financial Services Agency (JAPAN), Japan Securities Dealers Association (JAPAN), Jersey Financial Services Commission (JERSEY), Securities Commission (MALAYSIA), Comisión Nacional Bancaria y de Valores (MEXICO), Autorité des marchés financiers (QUEBEC), Financial Supervisory Authority (ROMANIA), Capital Market Authority (SAUDI ARABIA), Comisión Nacional del Mercado de Valores (SPAIN), Financial Industry Regulatory Authority (UNITED STATES OF AMERICA), Securities and Exchange Commission (UNITED STATES OF AMERICA), with the support of the IOSCO General Secretariat.

# REPORTS OF THE PARTICIPATING JURISDICTIONS

# ANGOLA

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Comissão do Mercado de Capitais (CMC)

**Other IOSCO members:** Comissão de Valores Mobiliários (CVM); Comissão do Mercado de Valores Mobiliários (CMVM); Auditor Geral do Mercado de Valores Mobiliários (AGMVM); Securities and Exchange Commission (SEC, Nigeria); Capital Markets Authority (CMA); Financial Sector Conduct Authority (FSCA)

**Other participants:** Ministry of Finance (MINFIN); Rede de Mediatecas de Angola (ReMa); Banco Nacional de Angola (BNA); Angolan Insurance Regulatory and Supervisory Agency (ARSEG); Angolan Debt and Securities Exchange (BODIVA); Institute for Management of Assets and Government Securities (IGAPE); BAIGEST; BFA GA; Acelera Angola; Founder Institute Luanda; Standard Bank; Mercado Newspaper; Economia e Mercado Newspaper; BNI Bank CIS Manager (IFA)

**Campaign Dates (From/To):** Oct 4<sup>th</sup> - Oct 9<sup>th</sup>

The activities held for the 2021 WIW in Angola, took place from the 4<sup>th</sup> to the 9<sup>th</sup> of October. This year, Angola counted with the participation of countries, such as Brazil, Cape Verde, Portugal, Kenya, Nigeria and South Africa. Due to Covid-19 pandemic, events were held mostly online.

The CMC, an ordinary member of IOSCO since July 2017, took part for the 5<sup>th</sup> consecutive time in the WIW, with the mission and responsibility of planning, organizing and implementing all the activities conducted, and belonged to the Department of Communication and Financial Education (DCEF).

The initiative took place virtually using information and communication technologies due to the current global pandemic of Covid-19. Below are listed the main activities:

- Interviews in radio, television and newspapers;
- Radio debates;
- Publishing of Opinion Articles in Newspapers;
- *Webinars*;
- Children's Contest
- Conducting a survey on "The Level of Financial Literacy and the Profile of the Investor" nationwide;
- Disclosure of educational and financial videos on television;
- Advertising on Mass transit;
- Dissemination of flyers on social networks;
- Dissemination of WIW content on digital platforms;
- Display of IOSCO messages and dissemination of content about the 2021 WIW, in the Angolan Media Networks (ReMA);
- Use of WIW subscription in institutional e-mail; and
- Coordination of WIW 2021 activities in the region in Africa, in accordance with the IOSCO guideline.
- Closing ceremony.

## EVENTS

- **Interview | Advisor to the Chairwoman, Mr. Sebastião Manuel**

The Advisor to the Chairwoman, Mr. Sebastião Manuel, granted an interview published in the *Mercado Newspaper* on which he emphasized Angola's role in the 2021 WIW. The article focused on the importance of world investor week, and the role that Angola plays in the event.

- **Radio and television debate programs**

Three discussion panels took place where knowledge was shared on specific issues regarding the Angolan reality, as shown on the table below:

Table no. 1

Nº	Topic	Participants	Channel
1	Sustainable Finance	Amilcar Barros – CMC, Aguinaldo Mukissi - IGAPE	Azimute Radio program- RNA
2	Investor protection in financial markets	Kalussevico Miguel – CMC, Francisco Muhongo – BNA, Hortêncio Sanambutue – IGAPE, Silvano Adriano-ARSEG	Vector Radio program- LAC
3	Investment perspectives among different generations	Filomena Oliveira, Bartolomeu Dias, Helder Fernandes, Lae Komba, Carlos Godinho e Maria e Silva.	TPA (later changed to webinar format)

- **Article Publication**

AGMVM Cabo-Verde and CMC Angola wrote a joint article on sustainable finance, and it was published on the *Mercado newspaper*, while an article on investor protection written by Maria Simões (advisor to the chairwoman) and published on *Economia e Negócios newspaper*.

Table no. 2

Nº	Topic	Authors	Channel
1	Artigo Conjunto CMC e AGMVM – Finanças sustentáveis	CMC, AGMVM	Mercado newspaper
2	Artigo – Protecção do investidor contra burlas e fraudes Financeiras	Maria Simões - CMC	Economia e Negocios newspaper

- **Financial Literacy Survey**

A survey on The **Financial Literacy Level and the Investor** was launched on the 7th of October on CMC's social networks. We have been actively promoting the event with the hope that it reaches a larger audience.



Image no.1



- **Children's Contest**

The Children's Contest with the themes "What I do with my allowance "and " how to make sustainable investments", was held via CMC's social networks and was attended by 12 children, aged 7 to 17.

Image no. 2



- **Webinars**

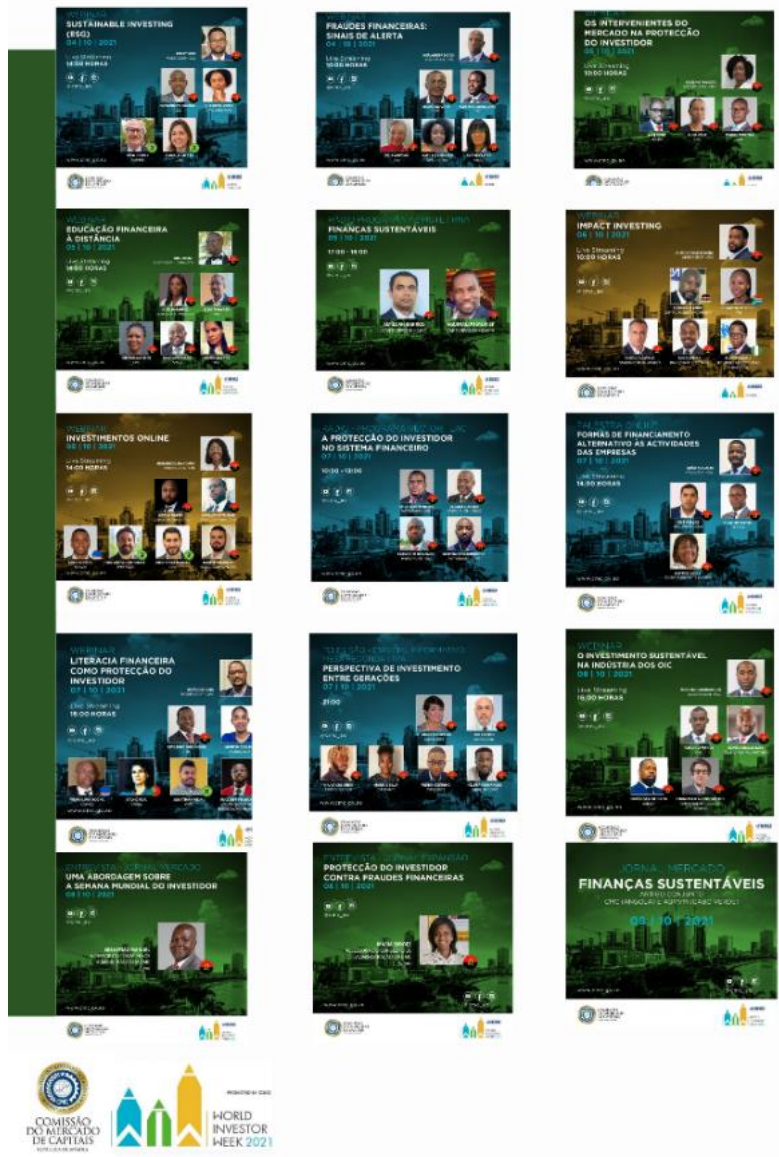
The webinars were directed at a diverse target audience. As shown on the table below, with the main aim of providing greater knowledge of financial education issues.

Table no. 3

N.º	Topic	Panelists	Audience/ # of views
1	Burlas e fraudes financeiras sinais de alerta	Moderator   Herlander Diogo CMC; Painelistas   Mauro Oliveira - CMC; contacto feito BNA; contacto feito ARSEG; Aldemiro Gonçalves -CMC; à Katila Andrade MADZ Global	674
2	Sustainable investing (ESG)	Moderator   Johny Soky - CMC (Angola); Painelistas   Geovanni Pelinganga UGD; Lúcia Branco Standard Bank; Rodrigo Rasga (Mestre em Agroenergia) - John Schultz IAM-BBS	463
3	Market stakeholders in investor protection	Moderator   Juceline Paquete - CMC Painelistas   Runa Cruz CMC; Miguel Maienga CMC; Vanessa Simões Adm BODIVA.	380
4	Online financial education	Moderator   Raúl Diniz (BODIVA) Painelistas   Jucelia Gabriel (Angola); Cristina Mamede (CMC); contacto feito BODIVA (Angola), contacto feito BNA.	488
5	Impact Investing	Moderator   António Van-Dúnem (Angola) Painelista   Konrad Afande, Capital Markets Authority (Quénia); Chwayta Mtebele FSB (África do SUL); Rui Oliveira - PCA BFA Gestão de Activo; Tunde Kamali - Securities and Exchange Commission (Nigeria).	557
6	Online investments	Moderator   Hermenegilda Gomes (CMC) Painelista   Angola - Luzolo Miguel; Edivaldo Tito Cruz (Educador financeiro); Brasil - Professor Luiz António de Souza; À indicar (Moçambique); Júlio César (Brasil); Cabo - Verde; Marcelo Barreto	486
7	Alternative financing options for companies	- Arão Augusto: CMC; Raúl Diniz: BODIVA; José Carlos: Acelera Angola; Haymeé Cogle (Founder Institute Luanda); José Severino (AIA).	382

8	Investor protection through financial literacy	Moderator   Osvaldo Lima Angola - CMC Panel   Emiliano Malengue - CMC; Marcia Coelho - Camba Rico; Euclides Francisco - Influenciador Digital de EF; Jonathan Vidal (Brasil); São Igreja (Portugal); Pedro Lima Rocha Cabo verde	318
9	Sustainable investment in CIS	Moderator   Marlino Sambongue (CMC) Painelistas   Adelino Mandi (CMC); Mário Amaral (Hemera Capital); Francisco Garcia dos Santos (BNI-AM); Francisco de Brito BAIGEST	217

Image no. 3



- **CLOSING CEREMONY**

One of the highlights of the World Investor Week was the closing ceremony held at the Cazenga media library. The event's opening notes were read by the CMC's PCA, and the ceremony was attended by various market figures. Below is the image below reflects the main moments of the event.

Image no. 4



- **COSTS<sup>4</sup>**

Table no. 4

Description	Budget
<b>Supply of services quoted in KZ</b>	
Mass Transit publicity	1 262 250,00
IT (microsite + <i>streaming</i> )	2 351 250,00
TPA	3 327 769,44
Merchandising	6 753 270,00
Cocktail	760 000,00
Emergency cash	10 000,00
<b>TOTAL</b>	<b>14 454 539,44</b>

## CONCLUSIONS

We conclude that the 2021 WIW was a very successful participation considering the constraints caused by COVID – 19. The activities had a positive impact, since allowed the dissemination of economic and financial content, for young children, students, investors, potential investors and public in general.

The initiative provided access to key information on the securities market that would probably not have been possible otherwise. Angola marks its 5th consecutive participation in this major event.

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<sup>4</sup> At the current Exchange rate, the total cost comes to about USD 24,090.

# ARGENTINA

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Comisión Nacional de Valores (CNV) of Argentina

**Other IOSCO members:** N/A

**Other participants:** Ministry of Economy, Markets, Stock Exchanges, agents, rating agencies, capital market participants and their representative chambers, professional associations, foundations and universities.

**Campaign Dates (From/To):** Oct 4<sup>th</sup> - Oct 8<sup>th</sup>

The Comisión Nacional de Valores (CNV) of Argentina has celebrated the World Investor Week 2021 (“Semana Mundial de las Inversoras y los Inversores 2021”) from October 4th to 8th, with special emphasis on three major thematic areas: investor protection (prevention of fraud and scams) associated with the promotion of financial inclusion with a gender perspective, sustainable finance and basic notions for investments.

This year, World Investor Week in Argentina had the support of more than 35 public and private sector organizations, as well as educational institutions and other civil society entities, who participated through the various activities of the program.

The different presentations and activities had the firm purpose of continuing to develop and expand the capital markets through financial education and the protection of retail investors, taking into account a gender and sustainable finance perspective, aimed both at the general public as well as more sophisticated investors.

The official opening ceremony was held on October 4th. The panel was made up of the President of the CNV, Adrián Cosentino, the Director of the CNV, Mónica Erpen, the Undersecretary of Financial Services of the National Ministry of Economy, Leandro Toriano, the National Director of Financial Inclusion and Social Financing of the Ministry of Economy, Claudia Simonte, and the Deputy Manager of Investor Protection and Financial Education of the CNV, Ricardo Lazzari.

The authorities took advantage of the occasion to present the National Financial Education Plan (PNEF) of the Ministry of Economy and the Guide for Investor Protection of the CNV ([https://www.argentina.gob.ar/sites/default/files/texto\\_guia\\_de\\_inversoras\\_v2.pdf](https://www.argentina.gob.ar/sites/default/files/texto_guia_de_inversoras_v2.pdf)).

The event's promotional activities focused on the exclusive website created for this purpose (<http://www.cnv.gov.ar/semanamundialdelinversor>) and on its social network webpages (Instagram, Twitter and LinkedIn).

Over the course of the week, several online conferences were held covering a wide range of topics, such as SME participation in capital markets, financial digitization, personal finance, investor education and sustainable finance.

Thirty-eight activities were performed live and recorded throughout the week, many of which remain available today on public access video platforms (Youtube).

For the second time, due to the pandemic and the epidemiological context, all activities were carried out online, which allowed the number of attendees to be expanded throughout the country.

## **Photo gallery**

### *Opening act*

# Semana mundial de las inversoras y los inversores

La Comisión Nacional de Valores (CNV) invita a participar del acto de apertura de la Semana Mundial de las Inversoras y los Inversores (SMI), en el que se presentará el Plan Nacional de Educación Financiera y la Guía de Protección a las Personas Inversoras.

## Acto apertura **4 de octubre a las 11 hs**

Participarán de la actividad:

**Adrián Cosentino**, presidente de la CNV

**Mónica Erpen**, directora de la CNV

**Leandro Toriano**, subsecretario de Servicios Financieros. Ministerio de Economía.

**Claudia Simonte**, directora nacional de Inclusión Financiera y Financiamiento Social. Ministerio de Economía.

**Ricardo Lazzari**, subgerente de Protección al Inversor y Educación Financiera de la CNV.

**INSCRIPCION AL ACTO APERTURA**





*Some CNV publications*



**CNV Argentina** ✓ @CNVArgentina · 5 oct.

...

La semana mundial de las inversoras y los inversores ya arrancó! Hay muchas actividades de [#EducacionFinanciera](#)

Consultá el programa con todas las propuestas en:

[cnv.gov.ar/semanamundiald...](http://cnv.gov.ar/semanamundiald...)


[#IOSCOWIW2021](#)





## Comisión Nacional de Valores

22.683 seguidores

4 días • 



Estos días llevamos adelante la "Semana mundial de las inversoras y los inversores" destinada a promover la [#EducaciónFinanciera](#) en todos los niveles. [#IOSCOWIW2021](#)

Queremos agradecer a todas las instituciones que se sumaron a esta iniciativa tan necesaria para construir conjuntamente un mercado de capitales más inclusivo.



*Publications of the key messages of the SMI 2021*



**CNV Argentina** @CNVArgentina · 7 oct.

Las y los inversores inteligentes comprenden los posibles riesgos de invertir en línea y son cuidadosos al investigar los productos ofrecidos antes de invertir

#EducaciónFinanciera

#WorldInvestorWeek #IOSCOWIW2021



**CNV Argentina** @CNVArgentina · 7 oct.

Las y los inversores inteligentes verifican que una persona profesional tenga licencia para asesorar idóneamente.

Te acercamos el registro público de idóneos

[cnv.gov.ar/SitioWeb/Regis...](http://cnv.gov.ar/SitioWeb/Regis...)

#WorldInvestorWeek #IOSCOWIW2021



# AUSTRALIA

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Australian Securities and Investments Commission (ASIC)

**Other IOSCO members:** Nil

**Other participants:** Nil

**Campaign Dates (From/To):** Oct 25<sup>th</sup> – Oct 29<sup>th</sup>

### Campaign messaging

ASIC ran three campaigns throughout World Investor Week. Overall they reached 237,061 social media users with 3,320 engagements. This represents an average engagement rate of 1.4%.

Content page	Reach (Impressions)	Engagements	Engagement Rate	Cost per Engagement
Financial advisers register (Facebook)	110,740	599	0.5%	\$1.25
Investment scams (Facebook)	62,780	1,191	1.9%	\$0.63
Ponzi schemes (Facebook)	24,427	437	1.7%	\$0.46
Financial advisers register (Twitter)	22,314	614	2.7%	\$0.24
Investment scams (Twitter)	16,800	479	2.8%	\$0.31

### Organic messaging

Throughout the week ASIC shared a number of posts linking to our investing content. These posts reached 59,388 people and had 2,161 engagements (average engagement rate of 3.6%)

Content page	Reach (Impressions)	Engagements	Engagement Rate
Have you or someone you know been scammed before? (FB question)	29,372	1,739	5.9%
Investment scams (2 posts)	2,788	29	1.0%
Super scams	1,897	32	1.7%
Phishing scams	1,429	12	0.8%
Report scams to Scamwatch	1,388	8	0.6%
Banking and credit scams	1,098	6	0.5%
Ponzi schemes	1,088	13	1.2%
Have you been offered to invest in a scam before? (Twitter poll)	1,036	16	1.5%

### Designed posts

ASIC worked with the Design team to produce visual posts, capturing data that would engage industry and stakeholders. These posts achieved overall impressions count of 19,292 and 306 engagements.

Content page	Reach (Impressions)	Engagements	Engagement Rate
Australians have lost \$211 million to scams in 2021 (Scamwatch) <ul style="list-style-type: none"> <li><a href="#">Facebook</a></li> </ul>	18,014	299	1.7%
Australians have lost \$211 million to scams in 2021 (Scamwatch) <ul style="list-style-type: none"> <li><a href="#">Twitter</a></li> </ul>	1,278	7	0.5%

# BAHAMAS



## **WORLD INVESTOR WEEK 2021**

**National Coordinator:** Securities Commission of The Bahamas (SCB)

**IOSCO affiliate member:** Bahamas International Securities Exchange (BISX)

**Other participants:**

**Campaign Dates:** Oct 11<sup>th</sup> – Oct 17<sup>th</sup>

The Securities Commission of The Bahamas (SCB) regulates investment funds, securities, the capital markets, financial and corporate service providers, digital assets, digital token exchanges and other digital asset businesses in The Bahamas.

The SCB's official World Investor Week celebration was observed 11 – 17 October. SCB's World Investor Week 2021 (WIW) activities focused on increasing awareness of the importance of investor education and reinforcement of fundamental financial literacy concepts. SCB continued its efforts to ensure that retail investors are aware of the risks and benefits of investing in achieving financial resilience.

As a part of its official WIW 2021 activities, SCB presented on new legislation in The Bahamas that criminalizes financial frauds and schemes in a regional webinar (addressed later) on 28 October, in its capacity as a member of the Caribbean Working Group of the America's Chapter of the International Forum of Investor.

### **Proclamation from Prime Minister the Hon. Philip Edward Davis, QC declaring the month 1-31 October 2021 "Investor Education Month" in The Bahamas**

Prime Minister the Hon. Philip Davis, QC declared the month of October "Investor Education Month". During the COVID-19 pandemic, this declaration recognized the importance of financial literacy and investor education, the SCB's celebration of World Investor Week and the importance that investor education will play in economic recovery. The proclamation was placed in local newspapers with national circulation and on SCB's website and Facebook page. SCB also disseminated press releases about world investor week and related activities.

### **"Starting Out? Starting Right!" Video Competition**

On 13 October, SCB launched the "Starting Out? Starting Right!" video competition for Bahamians and residents aged 18 and older. The video competition was announced and launched via press release and through a social media launch. The competition was well received with more than 15 submissions. Contestants produced a video of 2 to 4 minutes on fundamental financial literacy and investor education concepts and were to target persons between the ages of 18 and 25. SCB anticipates leveraging the completion through first quarter 2022 with viewers' choice elements and special promotions with the winning entries.

### **Social Media Campaign**

SCB posted daily tips that informed persons on the ways in which they can be "a smart investor". "A smart investor" campaign focused on traditional investor education messaging. The

Commission posted the posts on its Facebook page throughout the month of October. This campaign achieved a total reach of 1,792.

SCB launched a social media influencer pilot program, posting investor education content and referencing the SCB’s World Investor Week 2021 activities. During the pilot, the influencer reached an audience of 2,410 persons with the article “Understanding the securities and capital markets – An Introduction”, 200 people with “Due Diligence Tips for Investors” and another 217 with “Investment Red Flags: Spotting an investment scam”.

The SCB also introduced investor education video content by posting its complete “Financial Resilience” video series online, which aimed to leverage the focus on financial resilience to raise awareness of financial literacy and fundamental investor education concepts on its World Investor Week 2021 page on the website. The presentation consisted of six seasoned local professionals presenting practical and personal ideas to help people toward financial resilience, and targeted a more mature audience, demographics 25-40 and 41 – 60.

**Webinars**

On 28 October, SCB participated in the IFIE Americas Chapter, Caribbean Working Group webinar themed “Strengthening Our Toolkit to Fight Impacts of Financial Fraud During the COVID-19 Pandemic”. The webinar featured presentations on the challenges of building and strengthening the capital markets during crises, strengthening investor capacity and legislative approaches to deterring fraud and scams.



# BAHRAIN

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Bahrain Bourse

**Other IOSCO members:**

**Other participants:**

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 10<sup>th</sup>

Bahrain Bourse (BHB), a self-regulated multi-asset marketplace and an affiliate member of the International Organization of Securities Commissions (IOSCO), has announced its participation in the fifth annual World Investor Week (“WIW”) from 4th October to 10th October, 2021.

Parallel to the IOSCO WIW, Bahrain Bourse participated in the World Federation of Exchanges' annual ‘Ring the Bell for Financial Literacy’ initiative to join 78 other global exchanges holding virtual bell ringing ceremonies, workshops, and events to drive awareness of the importance of financial literacy. The initiative included producing a series of awareness videos featuring 17 key participants from various listed companies and educational institutions as well as other key stakeholders to highlight and showcase Bahrain Bourse's Awareness Programs. In addition, Bahrain Bourse held a series of virtual workshops in partnership with several financial institutions and universities to introduce students to the capital market and Bahrain Bourse, where more than 2,500 attended the workshops.

### Virtual Bell Ringing Video Participants:

Type	Company	Representative	Title
Internal	Bahrain Bourse	Sh. Khalifa Bin Ebrahim Al Khalifa	Chief Executive Officer
Listed Companies	Ahli United Bank	David O’Loan	Deputy Group CEO - Treasury & Investments
	Bank of Bahrain and Kuwait	Ahmed Askar	Acting Head of Credit Reviews Credit Management & Legal Affairs
	Ithmaar Holding	Rafed Al Mannai	Executive Senior Manager – Innovation and Digitization
	Khaleeji Commercial Bank	Ahmed Mohamed Burashid	Head of Corporate Banking & Debt Capital Markets
	Bank ABC	Mazen Ladki	Head of Corporate Treasury
	SICO	Fadhel Makhloq	Chief Capital Markets Officer
Government Officials	Central Bank of Bahrain	Alya Omran	Head – Research & Investor Protection from the Capital Markets Supervision
	Ministry of Education - Kingdom of Bahrain	Latifa Al-Bonoodha	Assistant Undersecretary for Education

	<b>Tamkeen</b>	Eman A.Aziz Janahi	Manager - Training & Human Capital Partnerships   Partnerships & Customer Engagement
<b>Non-Profit Organizations</b>	<b>CFA Society Bahrain</b>	Dr. Ali Moulani	President
	<b>INJAZ Bahrain</b>	H.H. Shaikha Hessa bint Khalifa Al Khalifa	Chairperson
	<b>Bahrain Association of Banks</b>	Dr. Boutros Klink	Board Member
<b>Universities</b>	<b>Bahrain Institute of Banking and Finance</b>	Amal Al Sorani	Head of Marketing & Corporate Communications
	<b>Ahlia University</b>	Professor Jasim Al-ajmi	Professor of Finance
	<b>University of Bahrain</b>	Dr. Hana Bawazir	Assistant Professor   Chairperson of Economics and Finance Department   College of Business Administration
	<b>Bahrain Polytechnic</b>	Wafa Salman	Program Manager – Banking and Finance
	<b>Royal University for Women</b>	Dr. Arpita Mehrotra	Head of Banking and Finance Department Assistant Professor

**Total Participants: 17**

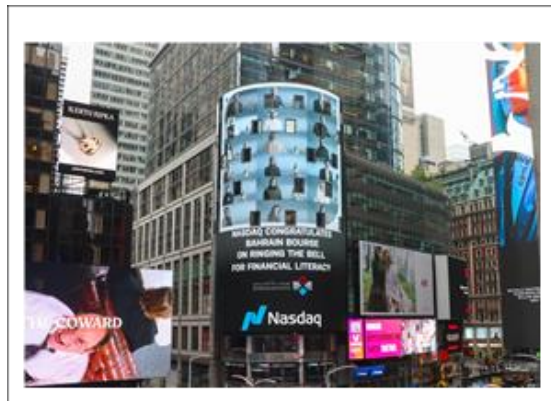
#### **Instagram Live Educational Sessions Report:**

<b>Collaboration</b>	<b>Topic</b>	<b>Speaker</b>	<b>Views</b>
<b>SICO</b>	<a href="#">Investment Research</a>	Nishit Lakhotia Head of Research	534
<b>University of Bahrain</b>	<a href="#">Introduction to Capital Market</a>	Mohamed Ahmed Jubail Supervisor of Market Surveillance	611
<b>Bahrain Polytechnic</b>	<a href="#">Introduction to Capital Market</a>	Mohamed Adel Rafeaei Supervisor of Market Analysis & System Administration	243
<b>Ahlia University</b>	<a href="#">Introduction to Capital Market</a>	Ali Husain Harmazi Market Control Supervisor	272
<b>Royal University for Women</b>	<a href="#">Introduction to Capital Market</a>	Sara Husam Saif Specialist of Surveillance & Systems Administration	267
<b>Bahrain Institute of Banking and Finance</b>	<a href="#">Investment in AGILE Environment</a>	Ahmed Askar Investment Trainer	199
<b>CFA Society Bahrain</b>	<a href="#">Introduction to Investment in Stock Market</a>	Mohamed Elmeniawy Research Associate CFA Charter Holder	464

<b>Total Views</b>	<b>2,590</b>
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**Social Media Analytics:**

Platform	Total Posts	Total Likes	Total Comments	Total Shares	Total Impressions	Total Reach	Total Views (if applicable)
Instagram	24	731	25	112	17386	17,465	167
LinkedIn	22	239	1	17	14435	5051	859
Twitter	22	9	0	4	4240	NA	NA
Facebook	22	16	0	4	476	466	NA
YouTube	20	4	0	0	0	NA	44



# BANGLADESH

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Bangladesh Securities and Exchange Commission (BSEC)

**Other IOSCO members:**

**Other participants:**

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 12<sup>th</sup>

Bangladesh Securities and Exchange Commission (BSEC) has successfully observed the 5th 'World Investor Week 2021' in accordance with the declaration of International Organization of Securities Commissions (IOSCO). The inauguration ceremony of 'World Investor Week 2021' launched on the BSEC premises on 4th October, 2021 and continued till 12th October, 2021 (excluding weekends). Capital market stakeholders, intermediaries, stakeholder's association & investors attended the said program. All the programs were conducted and held both in physical & virtual form as COVID 19 pandemic situations prevail throughout the globe.

*Secretary of Financial Institution Division, Ministry of Finance*, Mr. Sheikh Mohammad Salim Ullah attended the inauguration ceremony as chief guest, Comptroller and Auditor General (CAG) of Bangladesh Mr. Mohammad Muslim Chowdhury was guest of honor while Chairman of BSEC Professor Shibli Rubayat-Ul-Islam presided over it. The key messages of the IOSCO WIW campaign in 2021 were based on two themes: 1) sustainable finance and 2) frauds and scams prevention. Focusing on the themes BSEC along with capital market stakeholders & stakeholder's associations arranged total ten webinars & two physical seminars.

Capital market stakeholders & stakeholder's associations of Bangladesh including Venture Capital and Private Equity Association of Bangladesh (VCPEAB), Chittagong Stock Exchange (CSE), Bangladesh Merchant Bankers Association (BMBA), Central Depository Bangladesh Ltd. (CDBL), Central Counterparty Bangladesh Limited (CCBL), Association of Asset Management Companies and Mutual Funds (AAMC&MF), Bangladesh Academy for Securities Markets (BASM), DSE Brokers Association (DBA), Association of Credit Rating Agencies of Bangladesh (ACRAB), Bangladesh Association of Publicly Listed Companies (BAPLC), Bangladesh Institute of Capital Market (BICM) & Dhaka Stock Exchange Ltd. (DSE) arranged webinars and programs on different topics of capital market to increase awareness and financial knowledge of investors.

More than 4,200 (four thousand two hundred) participants attended the week-long programs. BSEC has guided its stakeholders throughout the week & successfully completed the events.

Many topics were discussed during the week-long programs. Among these topics which are beneficial to the investors are furnished below:

- What is sustainable finance & its role in the capital market, fraud & scam prevention in protecting the interest of the investors and investors awareness.
- "To ideate securities investors' protection insurance", how it will remove the fear from the investors to lose money resulting increase in confidence among them.
- Sustainable finance in Bangladesh: strategies and options for implementation.
- The need of developing good governance and vibrant capital market and investment to GDP ratio to go up.



- Role of mutual fund and equity finance in developing capital market as well as the economy of Bangladesh.
- What a smart investor should do in respect of fraudulence and scam prevention, sustainable finance project investment, investing basics, initial coin offer, digital assets and online investing.
- IOSCO and IOSCO in credit rating, credit rating in Bangladesh, IOSCO- CRA code objectives, an insight and application in Bangladesh.
- Expanding the investment horizon: Green Bond and Sukuk & the opportunities of these new securities in Bangladesh capital market.
- Institutional role in sustainable financing, role of regulator in this respect.



# BELGIUM

## **WORLD INVESTOR WEEK 2021**

**National Coordinator:** Financial Services and Markets Authority (FSMA)

**Other IOSCO members:**

**Other participants:**

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 10<sup>th</sup>

As vice-chair of the IOSCO Board and member of the IOSCO committee on retail investors, the Financial Services and Markets Authority (FSMA) has supported since the beginning the World Investor Week. Also in 2021, the FSMA once again lended its support to this initiative and promoted WIW by communicating about it to the public and to the media in Belgium.

The homepage of the FSMA website displayed the WIW logo during the World Investor Week, and a number of posts have been shared on the social media.

The FSMA has also conducted an important campaign via social media to raise awareness of investment fraud perpetrated online. In the framework of its initiatives against investment fraud, the FSMA has produced and published a series of fraud awareness videos as well as testimonials from victims of scams such as credit fraud or fraudulent online trading platforms.

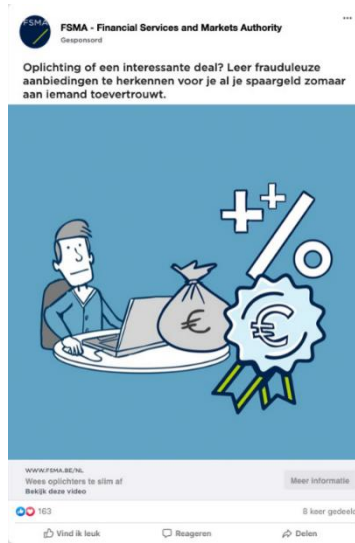
During WIW 2021 a campaign was conducted on Facebook, Instagram and Google to continue to raise public awareness by disseminating those videos created by the FSMA among 3 target groups: pensioners (60+), young investors (26-39) and more experienced investors (40-59).

With this campaign, the FSMA was present on the favourite hunting ground of fraudsters, that mostly carry out their illegal activities on social media, with the aim to help consumers avoid the traps set by scammer.

The campaign has been very successful. The Facebook and Instagram posts and the Google display ads have produced 22 million views. 182.089 persons have clicked through to the FSMA-website. The use of the different social media has enabled the FSMA to reach all the target groups of this campaign.

During WIW 2021 the FSMA also published statistics about questions and reports of consumers concerning fraud and unlawful offers of financial products and services during the first half of 2021, which showed a sizeable increase in these reports.

Jean-Paul Servais, Chairman of the FSMA, also took part in a webinar on sustainable finance on 4 October 2021, organized by Consob. The aim of this global webinar was mainly to discuss developments in the financial sector with a view to analyse the main implications in terms of investor protection and education.



# BRAZIL

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Comissão de Valores Mobiliários (CVM Brazil)

**Other IOSCO members:**

**Other participants:** B3 - Brasil Bolsa Balcão  
BID  
LAB - Financial Innovation Lab  
ANBIMA  
PLANEJAR  
MEC  
SEBRAE  
SICOOB  
ABAAI

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 10<sup>th</sup>

The activities of the IOSCO WIW Campaign were aimed at different segments of the population: employees and entrepreneurs; senior investors; youth and teenagers; as well as vulnerable groups. In partnership with the [financial innovation laboratory – LAB](#), CVM and its partners promoted a series of events focused on financial innovation and sustainable finance, such as:

- Green bond market in Latin America and the Caribbean
- More efficient and green energy models
- Securitization
- Forest bioeconomy
- ESG in the financial market
- Updates on the financial market and fintechs
- Climate and investments
- Innovation in Blended finance for sustainable agrobusiness
- Taxonomy on sustainable finance
- Carbon market
- Issuance of thematic titles; among other topics.

Many initiatives were carried out throughout Brazil. In all, 1,253 initiatives were carried out, the vast majority online, and 1.4 million people were reached. The initiatives had the following results:

- 1) 886 events (lives, webinars, lectures, podcasts, radio interviews and training);
- 2) 29 financial advisory sessions (individual meeting); and
- 3) 338 marketing actions (posts on social networks and email marketing).

The World Investor Week in Brazil was promoted by 53 companies from different sectors: regulators, banks, brokers, cooperatives, associations, fintechs, private companies, private entities, universities, schools, public companies, and consultancies.

Various products, services and events were launched during IOSCO WIW 2021, such as:

1. Financial education campaign called #seliganacilada
2. Launching a profile on Financial Education on TikTok
3. TikTok Challenge – “Se liga na Cilada”
4. Agreement between CVM and MEC (Ministry of Education)
5. Series of podcasts on financial education – 3rd season
6. Global webinar on investor education and protection around the world

### 1. Financial education campaign called #seliganacilada

The Securities and Exchange Commission of Brazil (CVM) and B3 (Brazil Stock Exchange) launched the #seliganacilada campaign to alert the public about scams that seem (but are not) attractive investment offers. With humor, videos were shared on social networks to warn about the precautions that should be adopted by Brazilian investors, in addition to showing the flaws in the speeches of some influencers and “investment gurus”.



The Superintendent for Investors Protection and Guidance, José Alexandre Vasco, emphasized that the #seliganacilada campaign focused on topics that generate many doubts among investors: day trade, fraud, and the marginal market.

*“The idea was to take the alert to the same channels used by eventual scammers: social media. The first video released draws attention to the offers that boast luxury goods, in a speech of high gains, with little effort and without risks, as if they were investment offers in the capital market. With this, we show a practical example of messages that should be viewed with suspicion by the public, in addition to offering educational information”.*

Felipe Paiva, Director of Customer and Individual Relations at B3, highlighted the importance of educational content and recurring actions on social networks so that investors can understand exactly the risks and care required in the management of their assets.

*“A constant concern of B3 is to offer inputs to help investors in decision making. The access of more and more people to the financial and capital markets requires knowledge of the characteristics of each product and the risks involved. Considering that we have this role of promoting financial education, and that we work alongside the market so that it grows in a sustainable way, we join our efforts with the CVM, brokers and banks to give visibility to such an important topic as this”, completes Paiva.*

## 2. Launching a profile on Financial Education on TikTok

The Securities and Exchange Commission of Brasil (CVM), through the profile @CVMEducacional, launched a profile on TikTok. The idea is to reach young audiences, with various information on financial planning, investment advice and much more. After all, Financial Education is a topic that needs to be discussed by everyone, in an uncomplicated and current way.

"TikTok is a dynamic social network that will join educational profiles on other social media, but with a specific focus on young people. In the new profile, it will be possible to find quick videos with accurate information, with the credibility of CVM", highlighted José Alexandre Vasco, CVM's superintendent of investor protection and guidance (SOI).

The main topics that will be covered in the TikTok profile of CMV are:

- Entrepreneurship
- Financial planning
- Investments
- Conscious consumption
- Protection against financial fraud; and
- Behavioral biases.



## 3. TikTok Challenge – “Se liga na Cilada”

The purpose of the SE LIGA NA CILADA Challenge on TikTok is to encourage the sharing of information about financial scams, through fun and informative content, in order to protect younger investors, who are part of the audience of this social network.

In this challenge, the TikTok audience was challenged to produce creative videos to warn Tiktokers about financial scams and tricks that could harm investors. The 10 videos that used the hashtag #seliganacilada and had the most likes were examined by a Judging Committee. The prize awarded to the winner was a bluetooth headset.





#### 4. Agreement between CVM and MEC (Ministry of Education)

The Securities and Exchange Commission of Brazil (CVM) and the Ministry of Education (MEC) launched a platform to train half a million teachers in Financial Education. The objective is to train teachers with free online courses, through a program to encourage Financial Education in schools to make the topics of financial planning, personal finance management and investments increasingly present in schools across the country. The expectation is that the trained teachers will disseminate financial education to 25 million students in public and private schools.



CVM President Marcelo Barbosa highlighted that the initiative would allow children and young people to develop the ability to manage their resources from an early age.

*“The training of teachers will pave the way for an important educational action that, in the medium and long term, will contribute not only to the well-being of students and their families, but also to strengthening the market, with an increase in the level of knowledge of the investors and potential investors on fundamental issues for their decision making. This will translate into more structured financial planning, fraud protection and better investment decisions.”*

*“Today, we are taking an unprecedented and important step in the history of our country. Financial education is something serious and should be encouraged. We hope to train citizens with more knowledge and responsibility in managing their finances”* — highlights the Minister of Education, Milton Ribeiro.

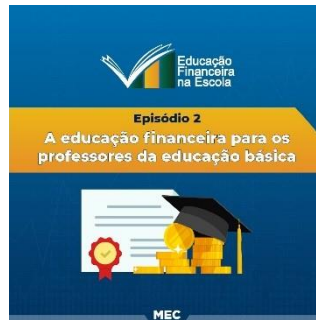
According to the CVM's Superintendence for Investor Protection and Guidance (SOI/CVM), several surveys consistently point to a low level of financial education among Brazilians, including adults. To reverse this scenario, the school can have a central importance in facing the low level of financial literacy.

*“Teacher training can not only strengthen the dissemination of this topic in schools, but also take it to the students' homes, in addition to strengthening the financial skills of teachers themselves to apply new knowledge on a daily basis, as consumers and investors”,* commented José Alexandre Vasco, holder of SOI/CVM.

#### 5. Series of podcasts on financial education – 3rd season

The podcast episodes aim to bring financial education to young people and teachers, as well as their families, trying to demonstrate that financial education is not a seven-headed beast.

The first two seasons, launched at WIW 2020 and GMW 2021 respectively, sought to establish a connection between young people and finance, focusing on education and sustainability, using as a reference the financial education material in schools developed between 2009 and 2010. The third season specifically addresses Financial Education at School and aims to bring financial education mainly to teachers, with content on the stage of financial education in the world and teacher training to work with this theme at school, among other related topics.



## 6. Global webinar on investor education and protection around the world

On October 8th, the Securities and Exchange Commission of Brazil (CVM) and the Superintendencia del Mercado de Valores de Panama organized a global Webinar on investor education and protection. At this event, select regulators from four continents (Asia, Europe, Africa and the Americas) gathered online for a discussion of the latest developments on both topics in each jurisdiction.

### IOSCO WORLD INVESTOR WEEK 2021 WEBINAR

**Webinar on Investor Education and Protection Around the World**

Summary Description: The World Investor Week is the IOSCO campaign to disseminating key messages that further investor education and protection, as well as financial literacy. On the last of the working days of the WIW 2021, selected regulators from four continents (Asia, Europe, Africa and Americas) will gather online for a discussion on the most recent developments on both topics in each jurisdiction.



**AGENDA**

Moderator:  
**Florisvaldo Machado**, Senior Examiner, CVM Brazil

Speakers:

- Recent Developments in Investor Education in Sri Lanka  
**Mr. Tushara Jayaratne**, Director, External Relations and Capital Market Education - SEC Sri Lanka
- New Digital Educational Tools for Retail Investors  
**Florence Corne** - AMF France
- The Role of Financial Education in Investor Protection  
**Mr. António Van-Dunén** - CMC Angola
- Investor Education in Russia: New Tools and Approaches  
**Mr. Mikhail Mamuta**, Head of the Service for Consumer Protection and Financial Inclusion - CBR Russia
- Enforcement Actions to Prevent Securities Fraud  
**Mrs. Jenny Fonguer**, Director of Prevention and Control of Illegal Operations;  
**Mrs. Marie Lissa Aizpurúa**, Head of Investor Education SMV Panamá
- New Approaches to Social Media in Financial Education  
**Mr. José Alexandre C. Vasco** - Director, Office of Investor Protection and Assistance - CVM Brazil

October 8, 2021  
14:00 UTC  
19:30 Colombo  
16:00 Paris  
15:00 Luanda  
11:00 Rio de Janeiro  
09:00 Panamá City

Event Contact:  
**Jonathan Vidal**  
jonathan.vidal@cvm.gov.br  
**Massielle Recinos**  
mrecinos@supervalores.gob.pa

Event Website URL:  
<https://youtu.be/qAoTeTFw3FY>




## Posts

**WORLD INVESTOR WEEK 2021**

A World Investor Week (WIW) é uma campanha mundial de uma semana promovida pela IOSCO para aumentar a conscientização sobre a importância da educação e proteção dos investidores, e destacar as várias iniciativas dos reguladores de valores mobiliários de diversos países nessas áreas.

**WORLD INVESTOR WEEK 2021.**

**Programação CVM para a WIW 2021**

Data	Horário	Tema	Palestrante(s)
04 out	17h	Como avaliar o investimento mais adequado ao seu perfil	Van Carlos Magalhães
05 out	15h	Pensar no futuro sem deixar de viver o presente	Fly Wagner
05 out	15h	Previdência contra fraudes e golpes financeiros	Mário Gianni
05 out	17h	Fraudes financeiras e o papel da CVM	Daniel Mendes
06 out	15h	Desvendando o mundo de quem atua investidores e cobrir	Francisco Santos e André Luis Passam
07 out	12h	Fraudes financeiras: cuidados ao investidor	Luh Lohmann
07 out	15h	A importância do Mercado de Capitais e o papel da CVM	Isela Romário
07 out	17h	Oportunidades	Gulhermina Tebaldo
08 out	15h	4 eixos curtos (gêneros): Renda fixa sustentável, Fundo de Investimento, securitização e Fidejussão	Claudio Mann
08 out	16h	Principais problemas enfrentados pelo pequeno investidor	Philip Silberman

**CVM Educacional**

**Live: WIW - ABAAI**

**A importância da identificação do perfil do investidor (Suitability) na alocação de recursos**

**Plataforma:** Facebook e YouTube CVM Educacional e LinkedIn

**Data:** 04/Octubro  
18h30

**Inscrições:** [semanadoinvestidor.cvm.gov.br](http://semanadoinvestidor.cvm.gov.br)  
[worldinvestorweek.org](http://worldinvestorweek.org)

**Palestrante: Ricardo Maggi de Novaes, CFP®**  
Sócio Diretor da Fidus Invest AAI. Experiência de 25 anos na área financeira e 22 anos de experiência com clientes institucionais. Foi responsável pela equipe de vendas de produtos e serviços aos clientes institucionais no Banco Itaú.

**Live: WIW - ABAAI**

**Bolsa de Valores e suas classes de ativos**

**Plataforma:** Facebook e YouTube CVM Educacional e LinkedIn

**Data:** 05/Octubro  
18h30

**Inscrições:** [semanadoinvestidor.cvm.gov.br](http://semanadoinvestidor.cvm.gov.br)  
[worldinvestorweek.org](http://worldinvestorweek.org)

**Palestrante: Alexandre Pereira da Silva**  
Tecnólogo Processos de Produção  
Certificação Ancord  
Head Mesa RV Allure  
No mercado de RV desde 2015

**Live: WIW - ABAAI**

**Conhecendo o FIDC**

**Plataforma:** Facebook e YouTube CVM Educacional e LinkedIn

**Data:** 07/Octubro  
18h30

**Inscrições:** [semanadoinvestidor.cvm.gov.br](http://semanadoinvestidor.cvm.gov.br)  
[worldinvestorweek.org](http://worldinvestorweek.org)

**Palestrante: Yuri Schäffer**  
Graduado em Ciências Econômicas pela PUCRS. Pós-graduação em Finanças, Investimentos e Banking em andamento. Atuando há 3 anos e meio como Agente Autônomo de Investimentos; Certificações necessárias para atuar no mercado.

**Live: WIW - CVM**

**Pensar no futuro: sem deixar de viver o presente**

**Plataforma:** Facebook e YouTube CVM Educacional e LinkedIn CVM

**Data:** 05/Octubro  
11h00

**Link de acesso:** [youtube.com/cvmeducacional](https://youtube.com/cvmeducacional)

**Palestrante: Fly Wagner**  
Diretor Artístico; Apresentador e Educador Financeiro

Live: WIW - ABAAI

### Como iniciar no mundo dos investimentos

**Plataforma:**  
Facebook e YouTube CVM Educacional e LinkedIn CVM

**Data:** 06/Octubro  
18h30

**Link de acesso:**  
[youtube.com/cvmeducacional](https://youtube.com/cvmeducacional)

**Palestrantes:**  
**Melany Guedes**  
Assessora de Investimentos e Head de Marketing da SIX. É formada em Administração com MBA em Gestão. Atuou 10 anos no mundo corporativo. Em instituições financeiras e outras do setor de serviços.




Live: WIW - ABAAI

### O que você precisa saber sobre os Fundos de Investimentos

**Plataforma:**  
Facebook e YouTube CVM Educacional e LinkedIn CVM

**Data:** 08/Octubro  
14h30

**Link de acesso:**  
[youtube.com/cvmeducacional](https://youtube.com/cvmeducacional)

**Palestrante:** **Alexander Shukoswky**  
Formado em comunicação social e gestão financeira; começou sua carreira em assessoria de imprensa e reportagens fazendo sua transição para o mercado financeiro onde atua à mais de uma década, passando por grandes empresas de renome. Certificações: CPA-20 / PQO Operacional / Comercial - B3; Agente Autônomo de Investimentos - ANCORD.




A CVM E A B3, A BOLSA DO BRASIL, APRESENTAM O EVENTO QUE VAI TRAZER TUDO SOBRE INVESTIMENTOS!

DE 05 A 07 DE OUTUBRO DAS 14H ÀS 18H

# SEMANA DO INVESTIDOR



*Tudo o que você precisa saber para investir melhor!*



# Obrigado

IOSCO agradece seus membros e stakeholders pela contribuição na Semana Mundial do Investidor




# CANADA (ONTARIO)

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Ontario Securities Commission (OSC)

**Other IOSCO members:** Autorité des marchés financiers (AMF) – national co-lead

**Other participants:** Investment Industry Regulatory Organization (IIROC),  
Mutual Fund Dealers Association of Canada (MFDA)

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 10<sup>th</sup>

The Ontario Securities Commission (OSC) participated in the fifth annual World Investor Week, an initiative of the International Organization of Securities Commission (IOSCO), held in Canada from October 5 through 10.

The OSC expanded its investor education and outreach activities to help more people make informed financial decisions. The need for investor education and protection has never been greater as Canadians face increasingly complex financial challenges.

Investors were encouraged to join several free events hosted by the OSC including virtual webinars, a social media chat and telephone townhall. The OSC also reminded investors to always check registration before investing through a new digital campaign.

World Investor Week coincided with Investor Education Month activities in Canada.

Highlights of the OSC's World Investor Week 2021 activities are summarized as follows:

### i. OSC in the Community events

The OSC hosted two virtual *OSC in the Community* investor seminars during World Investor Week.

The *OSC in the Community* outreach program takes the OSC's important regulatory mandate from Bay Street to Main Street. OSC staff present to community groups and organizations about making informed financial decisions and avoiding investment fraud. It also gives retail investors an opportunity to ask questions and provide feedback on their experience as an investor in Ontario.

### ii. Twitter Chat

The OSC hosted a Twitter chat to protect investors from online investment scams. There were 11 special guests from law enforcement, regulatory organizations, self-regulatory organizations, industry associations and community groups. The one-hour event used the hashtag, #FraudChat, which generated more than 4 million impressions. Participants amplified key messages and shared important tips and resources.



**GetSmarterAboutMoney** ✓

@smarter\_money



October is [#InvestorEducationMonth](#).

Stay safe from online investment scams and make informed investment decisions! Join our [#FraudChat](#) on October 6 at 1 p.m. ET for helpful tips and information.



3:20 PM · Oct 4, 2021 · Twitter Web App

||| View Tweet activity

10 Retweets 12 Quote Tweets 14 Likes

### iii. *Investor News* Newsletter

The OSC published a new edition of its [Investor News](#) newsletter in English and French during World Investor Week. *Investor News* provides the latest investor education resources, fraud prevention tips, regulatory updates and dates for important events.

# INVESTOR NEWS

News & Features Warnings & Alerts Upcoming Events Consultations Oscar's Tip

October 4, 2021



## Investor Education and Protection

It is Investor Education Month and World Investor Week. The Ontario Securities Commission (OSC) is expanding investor education activities throughout October to help people make informed financial decisions.

The need for investor education and protection has never been greater as Canadians face increasingly complex financial challenges. The OSC reminds investors to always **check registration**, research a **product** before investing, and recognize the benefits of early **financial planning**.

[Learn more](#)

### iv. Social Media

A comprehensive social media strategy was developed for the OSC's investor education [Facebook](#) and [Twitter](#) accounts. It included 43 social media posts with IOSCO World Investor Week key messages. Promoted resources included financial calculators and quizzes, articles, educational videos and tips for investors.



#### **v. News Release**

The OSC published a [news release](#) to announce its free investor education and outreach activities for World Investor Week (and Investor Education Month) in October.

The Canadian Securities Administrators (CSA), which includes the OSC, published a [news release](#) which included support for World Investor Week. The CSA is the council of the securities regulators of Canada's provinces and territories that co-ordinates and harmonizes regulation for the Canadian capital markets.

## CANADA (QUÉBEC)

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Mr. Camille Beaudoin, Director, Financial Education Department, assisted by Anne-Bianca Morissette, Financial Education Expert, Autorité des marchés financiers (QUEBEC).

**Other IOSCO members:**

**Other participants:**

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 10<sup>th</sup>

AMF Québec held IOSCO-WIW 2021 from Oct 04 to Oct 10, 2021

During the IOSCO-WIW 2021, AMF Québec's activities mainly focused on the basics of investing, sustainable investment, as well as frauds and scams prevention and cybersecurity.

### Activities and initiatives

#### Awareness campaign on Tik Tok and YouTube

AMF Québec launched a 5-week Tik Tok and YouTube Social Media Campaign to reach out to young investors/millennials (aged 18-25). This innovative approach aimed to raise awareness about the risks associated with crypto assets.



<https://youtu.be/xotvHKwORhI>

On TIK TOK, the videos generated 311,891 views (130% more than expected), 12,654 clicks and 10,046 likes. On the AMF Québec YouTube Channel, the videos generated 476,453 views.

AMF Québec also hosted virtual activities for its different clienteles, such as a social media campaign and webinars, to reinforce investor education and raise awareness among Quebecers.

## Global IOSCO-WIW Webinar on the impact of COVID-19

AMF Québec has hosted the IOSCO-*WIW Global Webinar on the Impact of Covid-19* on October 5, 2021.

The webinar aimed to explore how to effectively educate a new generation of investors in a world marked by apps, gamification, social media, and behavioural change.

Expert speakers who took part:

- Nandini Sukumar and Sana Awan, World Federation of Exchanges
- Gary R. Mottola and Olivia Valdes, FINRA
- Gillian Boyes and Tammy Peyper, FMA New Zealand
- Michael Tracey, OSC Ontario
- Ellie Chiu, IFEC Hong Kong
- Nadia Linciano, Consob Italy

The objective of this webinar was to assist IOSCO members to better understand retail investor trends, vulnerabilities and behaviours during periods of crisis and enable them to carry out better investor protection and educational measures, including fraud prevention.

The webinar helped educators to know more about sound practices, and that financial education must be done where retail investors are whether it is on traditional medias or social medias. The financial education approach should be simple, and the content should be light, easy to understand.

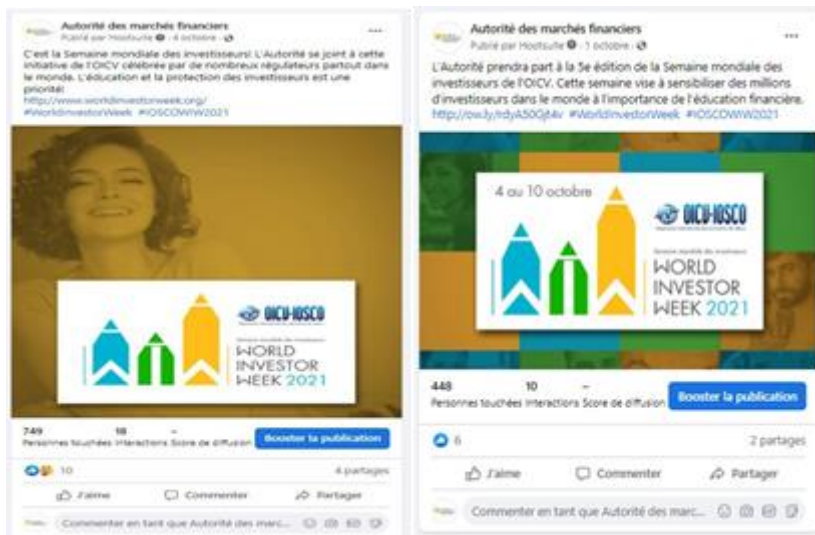
**Active WIW 2021 campaign on social media** (Facebook, Twitter, LinkedIn) Facebook and Twitter cover image during the week:



A few images used for posts during the WIW 2021:



Examples: Facebook



### Social media results for WIW 2021

	Facebook	Twitter	LinkedIn	Total
<b>Impressions</b> (Number of times the WIW content has been displayed)	6,404	1,598	3,465	<b>11,467</b>
<b>Engagements</b> (Number of engagements the WIW posts received i.e., were liked, shared or commented)	188	32	192	<b>412</b>

AMF Québec has enjoyed taking part of the WIW IOSCO's working group and promoting World Investor Week 2021 among investors. AMF Québec is looking forward to next year's edition.

# CENTRAL AFRICA

## **WORLD INVESTOR WEEK 2021**

**National Coordinator:** François Bimogo

**Other IOSCO members:** Commission de Surveillance du Marché Financier de l'Afrique Centrale (Securities and Exchange Commission of Central Africa), COSUMAF (Central Africa).

**Other participants:** BVMAC

**Campaign Dates (From/To):** Oct 12<sup>th</sup> – Oct 15<sup>th</sup>

### **Participation and enthusiasm**

CEMAC International Investor Week 2021 (SIIC 2021) marked the effort to raise awareness and educate the general public about financial and stock market culture in order to increase protection against Central African financial market product and service offerings. From October 12 to 15, 2021, the central theme chosen in relation to education for the stock market and investor protection in the age of digitalization of financial instruments, made it possible to open in a dense spatial and temporal framework, the ecosystem of capital market players to the general public, both in person and remotely via videoconferences. The direct audience were residents of CEMAC, but also from other parts of the world. The main messages of the event benefited from unprecedented media coverage and are echoed in the different countries of the region. At a global level, the event's promoter, the International Organization of Securities Commissions (IOSCO), notes "strong and enthusiastic participation", "a large number of participating jurisdictions and a diversity of stakeholders that underlines the growing importance of education and investor protection" in a post-pandemic context and the increasing digitization of financial services and products offered to small investors.

### **04 days of activities**

Two sites, three times: an inaugural communication at the Star land hotel in Douala and thematic panels in person and via videoconference, an open day at the Central African Stock Exchange (BVMAC), activities at the exhibition stands, information and B2B and B2C meetings .

01 inaugural communication and 04 sub-thematic panels and about twenty communications. The inaugural Communication and the other panels took place in the presence of the represented Minister of Finance of Cameroon, and his hosts, the President of COSUMAF, the Secretary General; the Deputy Governor of BEAC and other distinguished guests such as the General Director of BVMAC, the General Director of CNPS, the Vice President of BDEAC.

### **8 information and meeting booths**

The public that responded to the "call to action" of the media campaign linked to the event was particularly committed and diligent, both in indoor activities and in the stands.



## 10 market intermediaries

In detail, 03 asset management companies and 07 brokerage companies are actively involved in participating in the SIIC 2021 around COSUMAF and the market company (BVMAC).

The press (radio, TV, internet) was mobilized in a total communication campaign before, during and after in Gabon, Cameroon, Congo and Chad. This exceptional involvement took place through the retransmission of the main messages of the campaign, the resumption of the produced media, advertising inserts, articles, reports, special programs. The cumulative audiences of the various media and the indirect occurrences through repetitions, namely online, make it possible to assess the exposure of several million people to messages in the Central African sub-region.

## More than 300 video conferencing subscriptions

More than 300 people residing in Cameroon, Central Africa or abroad have filled out an eligible application to participate in video conferences and webinars. A hundred people connected by video conference every day, several hundred watched the YouTube television channel and the special SIIC21 live on Facebook daily. More than 200 unique visitors daily and an animation about "the 15 rules of the well-informed investor" widely publicized on the Week's direct channels and in the media.

## Portfolio





# CHINA

## CHINA - China Securities Regulatory Commission (CSRC).

CSRC held World Investor Week 2021 from October 2021. WIW 2021 attracted all CSRC local bureaus, exchanges, associations to participate, which coordinated all the securities and futures firms, and investor education centers this year. There were 8,251 investor education and protection events covered more than 120 million people, with more than 810,000 booklets distributed and more than 530 million internet hits.

### Hosted “Ring the Bell for Financial Literacy” Ceremony

Together with China Securities Investor Protection Fund, China Securities Investor Services Center, and other WFE member exchanges in China, Shanghai Stock Exchange and Shenzhen Stock Exchange co-hosted “Ring the Bell for Financial Literacy” Ceremony initiated by IOSCO and WFE, as the opening of WIW 2021. This is the very first time for China’s 7 WFE member exchanges to participate the initiative by an international financial regulative organization together, which has further established the joint force of investor education and protection in China, and served as a good window to share China’s investor education and protection practice.

### Organized Varied Investor Educaiton and Protection Activities

Tailored and targeted to investors from varied background, CSRC organized other participants to conduct varied investor education and protection activities. By hosting seminars, short-term investor protection classes and financial knowledge quiz on campus, in nerghorhood and exchanges, public financial literacy and punlic awareness to illegal financial activities have been enhanced.

### Produced Many Original Investor Education and Protection Products

Focused on the reform of registration -based IPO system, sustainable finance, and fraud prevention, CSRC organized to produce and release many original investor education and protection products, including posters, booklets, brochures, videos, and cartoons. These products have drawn huge public attention to watch, to learn adn to improve their financial behaviors.

Picture 1: WIW 2021 “Ring the Bell for Financial Literacy” Ceremony



Picture 2: WIW 2021 Investor Protection and Education Activities



Picture 3: WIW 2021 Investor Protection and Education Posters



# CHINESE TAIPEI



## WORLD INVESTOR WEEK 2021

**National Coordinator:** Financial Supervisory Commission (FSC)

**Other IOSCO members:** Taiwan Stock Exchange Corp. (TWSE), Taipei Exchange (TPEX), Taiwan Futures Exchange (TAIFEX)

**Other participants:** Securities & Futures Institute (SFI), Securities and Futures Investors Protection Center (SFIPC), Taiwan Depository & Clearing Corporation (TDCC), Taiwan Securities Association (TSA), Securities Investment Trust and Consulting Association (SITCA), Chinese National Futures Association (CNFA), and others

**Campaign Dates (From/To):** Oct 17<sup>th</sup> – Oct 23<sup>rd</sup>

The FSC participated in the 2021 World Investor Week (WIW) held by International Organization of Securities Commissions (IOSCO). The aim of the event was, through the participation of competent authorities around the world, to educate investors and enhance their self-protection competencies.

Due to the COVID-19 pandemic, the volatility and uncertainty in financial markets, and investment fraud and scams have increased, making it more important to enhance investor education. Joining with more than 100 countries, the FSC played an active role in promoting investor awareness, especially in the area of frauds and scams, during 2021 WIW. Investor education events and activities, targeting students, seniors, and financial practitioners, were planned by the Securities & Futures Institute (SFI) and held in cooperation with other organizations. More than 800 thousand people were reached. Key achievements are as follows.

1. There were 47 various investor education activities during the WIW week, including financial knowledge and investment lectures, online quizzes with prizes, and investor rights and interests conferences.
2. Investor education and protection related information and documents were posted on dedicated webpages, including TWSE "Investor Knowledge Network", TPEX "Investor seminars and audio-visual information", TDCC "Fund Information Observatory", TSA "International Investor Alert", SITCA "Anti-money Laundering and Countering Terrorism Financing of Securities and Futures Sector", and Chinese National Futures Association "Legal Futures Promotion".
3. Investor education documents such as manuals, posters, e-books, and articles were published, including "2022 Investment Rights" promotional materials, securities knowledge comics, and magazine articles regarding investor rights.
4. To raise public awareness of 2021 WIW, online promotion activities were held on WIW website, and through social media (Facebook) during October.

2021 WIW webpages for references:

SFI: <https://weblinesfi.org.tw/wiw/index.asp>

IOSCO: <http://www.worldinvestorweek.org>



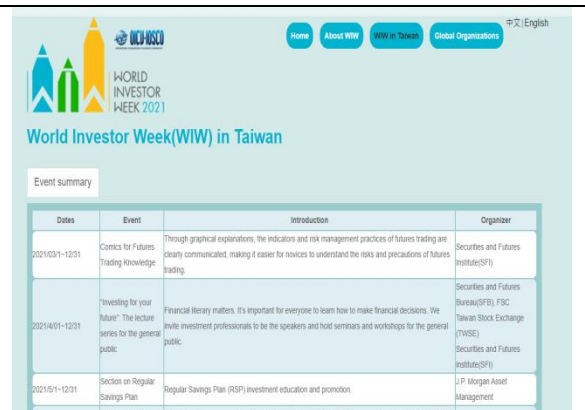
“Investing for your future”: The lecture series for the general public



Ring the Bell Ceremony for Financial Literacy



2021 International Asset Management Forum



Dates	Event	Introduction	Organizer
2021/03/01-12/31	Comics for Futures Trading Knowledge	Through graphical explanations, the indicators and risk management practices of futures trading are clearly communicated, making it easier for novices to understand the risks and precautions of futures trading.	Securities and Futures Institute(SFI)
2021/4/01-12/31	“Investing for your future”: The lecture series for the general public.	Financial literacy matters. It's important for everyone to learn how to make financial decisions. We invite investment professionals to be the speakers and hold seminars and workshops for the general public.	Securities and Futures Bureau(SFB), FSC, Taiwan Stock Exchange (TWSE), Securities and Futures Institute(SFI)
2021/5/1-12/31	Section on Regular Savings Plan	Regular Savings Plan (RSP) investment education and promotion.	J.P. Morgan Asset Management

SFI posted “IOSCO World Investor Week 2021” information on its Website

# COLOMBIA

## **WORLD INVESTOR WEEK (WIW) 2021**

**National Coordinator:** Superintendencia Financiera de Colombia

**Other IOSCO members:**

**Other participants:**

**Campaign Dates (From/To):** Oct 25<sup>th</sup> – Oct 29<sup>th</sup>

The International Organization of Securities Commissions – IOSCO, organized for the fifth (5th) time in a row, the World Investor Week – WIW, which took place from 25<sup>th</sup> to 29<sup>th</sup> of October 2021.

The Financial Superintendence of Colombia (Superintendencia Financiera de Colombia) - performed as the organizer of the World Investor Week for the fifth time as well. Along with important entities such as the Corporación Autorregulador del Mercado de Valores de Colombia S.A. (AMV), Universidad de los Andes, Universidad de Manizales, Universidad Santo Tomás, A2censo of the Bolsa de Valores de Colombia S.A., Unidad de Regulación Financiera URF, Global Securities Colombia S.A., Credicorp Capital Colombia S.A., SENA, and an expert in criminal finance, among others, different activities were presented, including conferences, discussion panels and financial coaching workshops, with the purpose of promoting relevant topics in terms of investor protection and financial education in the securities market.

With that purpose in mind, Colombia World Investor Week main topic was “Sustainable Finances: the path to economic recovery and development through innovation”, highlighting topics such as the “Sustainable Economy”, “Orange Economy”, “ASG in the retirement industry”, “Financial System role and experience aimed to green recovery and sustainable development”, “Sustainability produces investment”, “Sustainable Investment opportunities in stock markets” and “How to earn money from savings and contributing to climate and social changes”. Conferences and panels related were streamed on Facebook Live and Youtube.

As a result, satisfaction survey threw a 4.95 score in a 1 to 5 scale, being 1 “unsatisfied” and 5 “completely satisfied”.

This campaign was spread through SFC institutional accounts on Twitter, Facebook, Instagram and LinkedIn, obtaining more than 3.848 views, 8.614 interactions, 7.608 reactions and 19 posts. Furthermore, a site web was launched with more of 1.423 views.

Finally, the Investor Week continues to give opportunities for different Colombian financial actors to work hand by hand aiming to encourage protection and education for financial investors.

**sfc** Superfinanciera  
@SFCsupervisor

La **#SemanaMundialDelInversionista** 2021 es un espacio de aprendizaje para los inversionistas.

Conéctate a la conferencia “Experiencia y papel del sistema financiero en la recuperación verde y en el desarrollo sostenible” que realiza **@Uniandes**



youtube.com  
Regulación del gobierno corporativo hacia las finanzas verdes y...

5:03 p. m. · 28 oct. 2021 · Twitter Web App

1 Retweet 3 Me gusta

**sfc** Superfinanciera  
@SFCsupervisor

Nuestro Delegado para Pensiones, Luis Felipe Jiménez, estará hoy en la **#SemanaMundialDelInversionista** 2021 haciendo referencia a los factores ASG en la industria de pensiones.

... Hora: 6:00 p.m.  
Lugar: Facebook Live SFC  
[facebook.com/superintendenc...](https://facebook.com/superintendenc...)



11:45 a. m. · 27 oct. 2021 · Twitter Web App

**sfc** Superfinanciera  
@SFCsupervisor

Angélica Osorio, Delegada para el Consumidor Financiero de la **#SFC**, te invita a participar en las distintas actividades virtuales que se realizarán durante la **#SemanaMundialDelInversionista**. Consulta la agenda en nuestro sitio web → [ow.ly/g2j850GvIjT](https://ow.ly/g2j850GvIjT)



9:44 a. m. · 25 oct. 2021 · Twitter Web App

12 Retweets 17 Me gusta

**sfc** Superfinanciera  
@SFCsupervisor

¿Sabías que entre el 25 y 29 de octubre la **#SFC** organiza en Colombia la **#SemanaMundialDelInversionista** 2021? Durante esta semana realizaremos diversas actividades que buscan crear conciencia sobre financiamiento e inversión sostenibles. Conoce la agenda [ow.ly/g2j850GvIjT](https://ow.ly/g2j850GvIjT)



9:13 a. m. · 26 oct. 2021 · Hootsuite Inc.

3 Retweets 1 Citar Tweet 7 Me gusta



Participa en la Semana Mundial del Inversionista 2021

**sfc** Superintendencia Financiera de Colombia  
 25 de octubre de 2021  
 Angélica Osorio, Delegada para el Consumidor Financiero de la #SFC, te invita a participar en las di...  
 Ver más

Más antiguos

- Cristina García Echeverri**  
Bravísimo!!  
Me gusta Responder 12 sem
- Ximena Osorio Aragon**  
Súper 🍷🍷🍷🍷  
Me gusta Responder 12 sem

**sfc** Superintendencia Financiera de Colombia. Lo Super somos todos.

El emprendimiento es de todos. Mis haciendas.

TRANSPARENCIA Y ACCESO A INFORMACIÓN PÚBLICA | ATENCIÓN Y SERVICIOS A LA CIUDADANÍA | PARTICIPA | CONSUMIDOR FINANCIERO | NORMATIVA | INFORMES Y CIFRAS | INDUSTRIAS SUPERVISADAS | INFORMACIÓN RELEVANTE

Virtualidad | Calendarios | Presente su queja | Foros

**Semana Mundial del Inversionista**

- Semana Mundial del Inversionista 2020
- Semana Mundial del Inversionista 2019
- Semana Mundial del Inversionista 2018

Editar contenido  
 Inicio > Consumidor financiero > Información general > Educación al Consumidor Financiero > Semana Mundial del Inversionista > Semana Mundial del Inversionista 2021



Semana Mundial del Inversionista 2021



**sfc** Superintendencia Financiera de Colombia  
 7,512 seguidores  
 4 días • Editado •

A través de la Semana Mundial del Inversionista buscamos generar conocimiento para que las personas puedan conocer y evaluar los riesgos asociados y las distintas alternativas de inversión que existen en el mercado regulado. ... ver más

**Panel: captación ilegal, fraudes, plataformas de negociación de valores y monedas**

**Viernes 2:00 p.m.**

**Evento online**  
 Captación ilegal, fraudes, plataformas de negociación de valores y monedas  
 Organizado por Superintendencia Financiera de Colombia  
 vie., 9 de octubre, 14:00

Ver evento

**sfc** Superintendencia Financiera de Colombia  
17.833 seguidores  
2 meses ·

Nuestro Delegado para Pensiones, Luis Felipe Jiménez, estará hoy en la #SemanaMundialDeInvercionista 2021 haciendo referencia a los factores ASG en la industria de pensiones. ...ver más

**ASG en la industria de pensiones - Pensiones voluntarias**  
Miércoles 27 de Octubre de 2021 - 6:00 p.m.

Conferenciata  
Delegatara para Pensiones SFC: Luis Felipe Jiménez

Transmisión

Recomendar Comentar

Impresiones generales: 2832 impresiones    Mostrar estadísticas

## Foro REGULACIÓN DEL GOBIERNO CORPORATIVO HACIA LAS FINANZAS VERDES Y FINANZAS SOCIALES

### Invitados



**Carlos Andrés Aldana Gantiva**  
Universidad de los Andes. Grupo Bancolombia



**Julio Ortiz Sarmiento**  
Superintendencia Financiera de Colombia

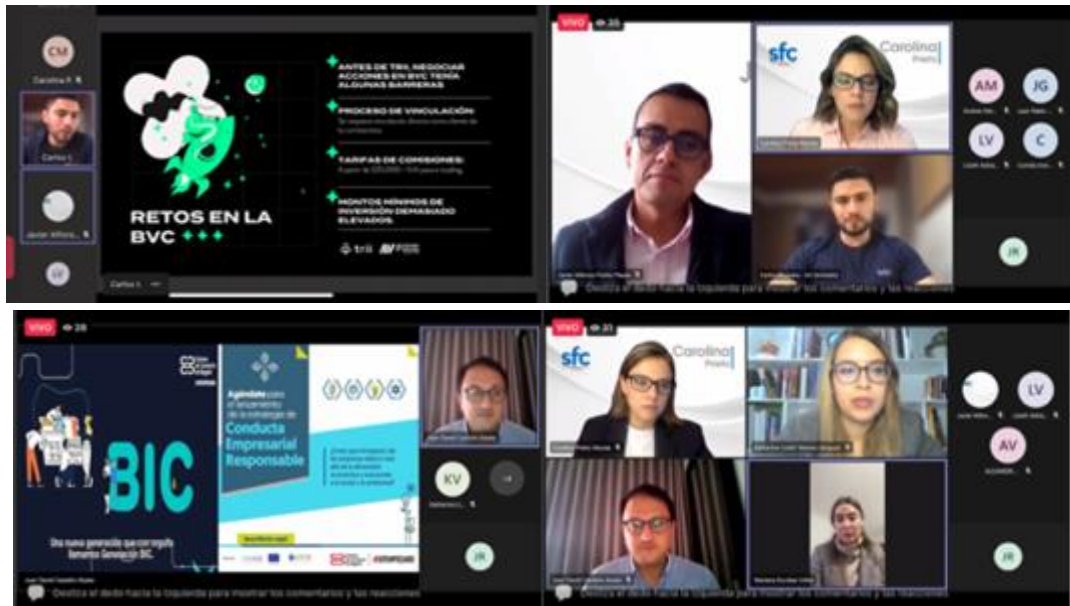
Jueves 28 de octubre de 2021 | 5:00 a 6:00 p.m.

Link de conexión por correo a los inscritos - Transmisión por WEBEX



Universidad de los Andes | Vigilada Mineducación. Reconocimiento como Universidad: Decreto 1297 del 30 de mayo de 1964. Reconocimiento personería jurídica: Resolución 28 del 23 de febrero de 1949 Minjusticia.





## ¡Reserva tu agenda!

En la era de las inversiones sostenibles es importante **conocer las nuevas formas de hacer negocios y de gestionar recursos.**

**Participa en las charlas y talleres virtuales de la Semana Mundial del Inversionista 2021** para aprender más sobre:

- Economía sostenible y economía naranja.
- Experiencia y papel del sistema financiero en la recuperación verde y en el desarrollo sostenible.
- Visión del gobierno corporativo hacia las finanzas verdes y finanzas sociales.
- Conocimiento de nuevos jugadores de tecnología en valores.

**¡Regístrate y conéctate!**



# DOMINICAN REPUBLIC

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Superintendencia del Mercado de Valores (SIMV)

**Other IOSCO members:**

**Other participants:**

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 10<sup>th</sup>

Superintendencia Del Mercado de Valores (SIMV) conducted several online activities during the period of the World Investor Week 2021, regarding the education, promotion and awareness of the role of our Institution as a regulator of the stock market in our Country.

Since de COVID-19, we have been doing online courses, we did the Course of "knowing the investment funds, trusts and securitization" with 179 participants.

We also did the workshop "Importance of the correct diligence in the stock market" with 120 participants.

### 2- Creation of a Website:

This website had all the information about the WIW 2021, our agenda, pictures, videos, supporters, and links of our past activities. <https://simv.gob.do/wiwr2021/>



SEMANA MUNDIAL DEL INVERSIONISTA 2021



### 3- Online Campaign:

During the course of the week, we promoted the WIW on all of our social media.

We did an online campaign to educate our followers about the stock market, how to invest your money, why you should invest, all the things that you have to learn before investing, we created awareness about what is WIW, and promoted our institution and our responsibility as a regulator of the stock market.

Social media used:

Facebook

Instagram

Twitter

We also did an IGTV with the person in charge of the technical and legal support division of the SIMV, where she explained what the public offering securities are, this video had more than 4.5k views.



### 4- Change headers on our social media:

During the course of the week, we changed our social media headers.

The headers stayed the entire week to bring awareness to our audience about the WIW and promote the week.

# EGYPT

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Financial Regulatory Authority (FRA)

**Other IOSCO members:**

**Other participants:**

**Campaign Dates (From/To):** Nov 7<sup>th</sup> – Nov 13<sup>th</sup>

The Financial Regulatory Authority conducted several activities in celebration of World Investor Week 2021 from 7-13 November to raise awareness about FRA's role as a regulator of the capital markets, and to disseminate investor education and protection messages.

During the course of the week FRA carried out different activities in cooperation with other institutions, these included:

### **1. Awareness Sessions at Public and Private Universities:**

FRA promoted this by giving a number of awareness sessions highlighting the importance of investor awareness and protection. Also focusing on the role of securities regulators, how they supervise the activities of capital markets, how they offer information and services to increase the investor education and protection before and after investing to avoid wrong Practices and financial crimes. As well as the importance of dealing with stock market safety especially for youth, as per the law and its decrees the youth are permitted to trade in the stock market starting from the age of 16 years with a ceiling amount of 10000 LE to protect them from high-risk investment as beginners.

FRA launched the World Investor Week 2021 week by visiting a Public university in Ismailia "Faculty of Commerce – Suez Canal University.

**Topics 1: How to Finance your projects using the Non-Banking Financial Instruments.**

(Figures 1)

**Topic 2: How to deal safely in the Stock Market.** (Figure 2)

**Topic 3: Know the role of Arbitration and Settlement to invest safely.** (figure3)

### **2. Awareness sessions for the regulated companies at the Financial Literacy Knowledge Hub:**

The Financial Regulatory Authority inaugurated the Financial Literacy Knowledge Hub to be the scientific and knowledge platform that aims to create financial knowledge, culture, and awareness; by disseminating it among the business community in the Non-Banking Financial sector.

**On site Sessions held during the WIW 2021:**

- **Sustainable Finance trends in Capital Market** (figure 4)

Attended by the Managing Directors of the Companies working in the Capital Markets.

- **Understanding Green Bonds (figure5)**

Attended by the Managing Directors and investors Relation Managers in the listed Companies.

- **How to issue Green Bonds in compliance with FRA (figure 6)**

Attended by the Managing Directors and investors Relation Managers in the listed Companies

- **Importance of Money Laundry Reports for Capital Markets (figure 7)**

Attended by the responsible of Money Laundry in the companies regulated by FRA

- **Role Of Egyptian Center for Arbitration and Settlement of Non-Banking Disputes (figure 8)**

Attended by the Managing Directors of the Companies working in the Capital Markets

### **3. Awareness Sessions for Universities (Video Conference):**

Due to COVID circumstances, FRA promoted the world Investor Week by giving a number of awareness sessions through video conference highlighting the importance of investor awareness and protection. Also focusing on the role of securities regulators, how they supervise the activities of capital markets, how they offer information and services to increase the investor education and protection before and after investing to avoid wrong Practices and financial crimes. The online sessions gave us the chance to spread awareness among different governorates at the same time, minimizing the effort regardless the distance.

#### **Topic included in the online sessions**

- **How to use NBF<sup>1</sup> to finance your projects for Universities Students (figure 9)**
- **Dealing Safely in the Stock Markets for youth (figure 10)**
- **Essentials of Corporate Governance in the Capital Markets (figure 11)**
- **Brief about the Arbitration and Settlement of Non-Banking Disputes (figure 12)**

### **4. Printed material**

FRA also distributed informative flyers and educational leaflets during the events, to help the public better understand risks and assess important investment decisions in their future.

These flyers include:

- a. About Factoring

- b. About Micro Finance and MSME's
- c. Do's and Don'ts in Stock Market,
- d. Steps to Invest in the Stock Market,
- e. Investment Risk in Blockchain
- f. Investment Risk in Stock Market
- g. Brief About Consumer Finance
- h. Protection Messages for Stock Market Participants
- i. Protection Messages for Insurance Market Participants
- j. Protection Messages for Financial Leasing m Mortgage Finance and Factoring Market participants
- k. Consumer Finance Protection Guide



## 5. invest website (website for Investor Awareness)

Data Bank

An updated section to the invest website with daily awareness terminologies and information.



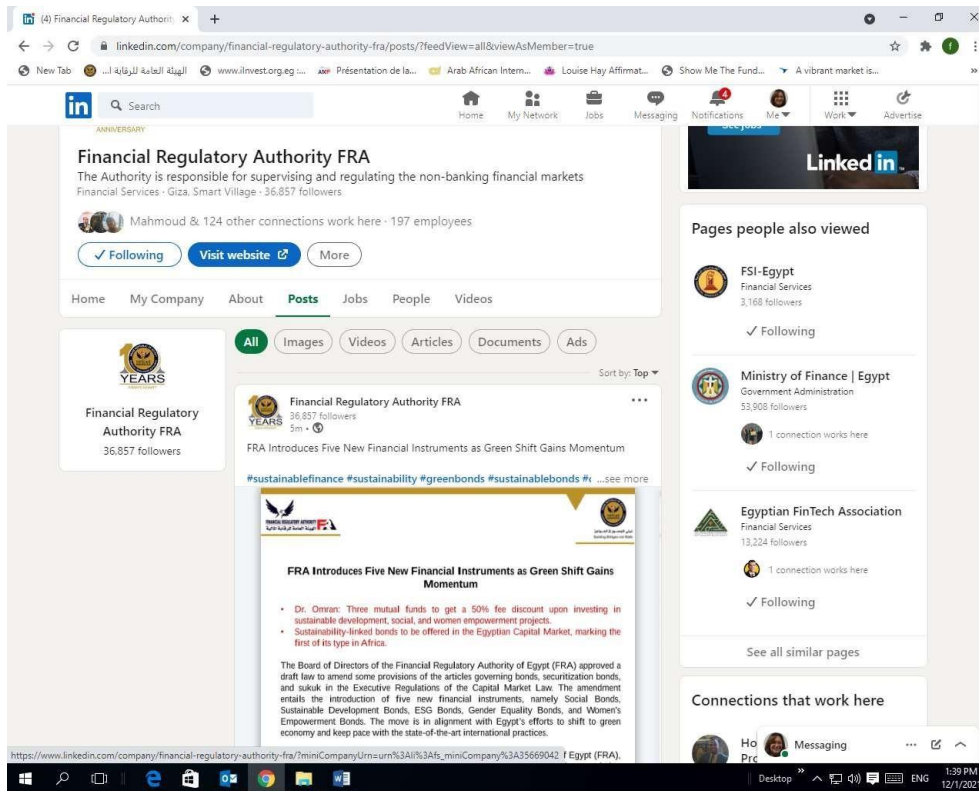
## 6. FRA Website

Updated website with a new section for Investor Awareness with updated flyers and topics for investor awareness and protection



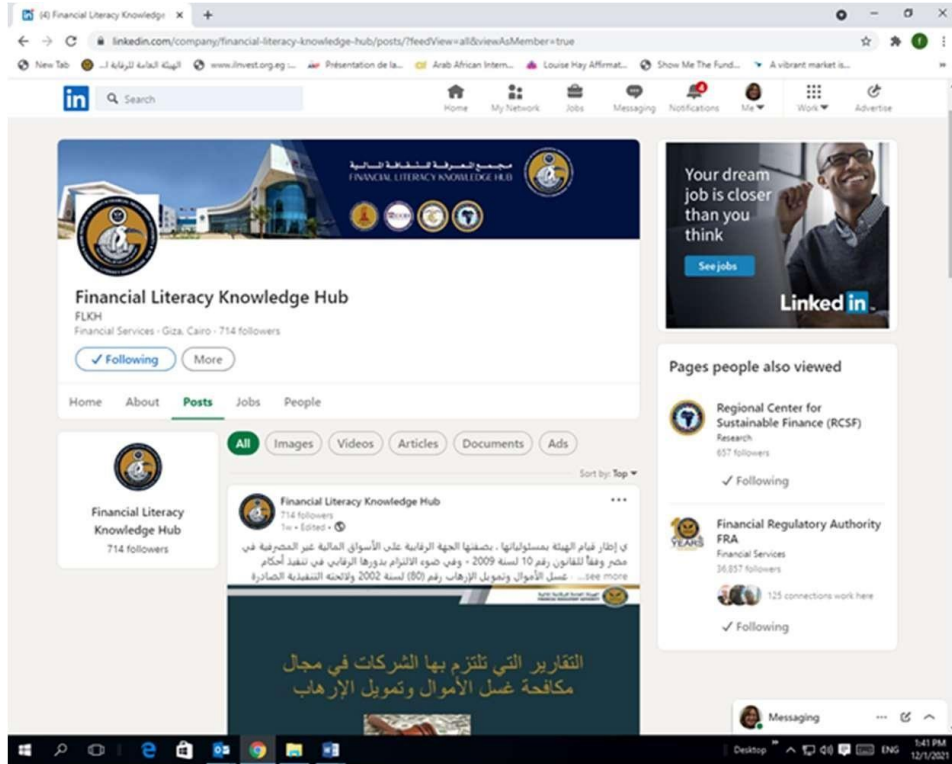
## 7. Social Media Platform for Financial Knowledge

FRA has its Official LinkedIn Page to publish all the news and decrees for professional with around 36500 followers till date.

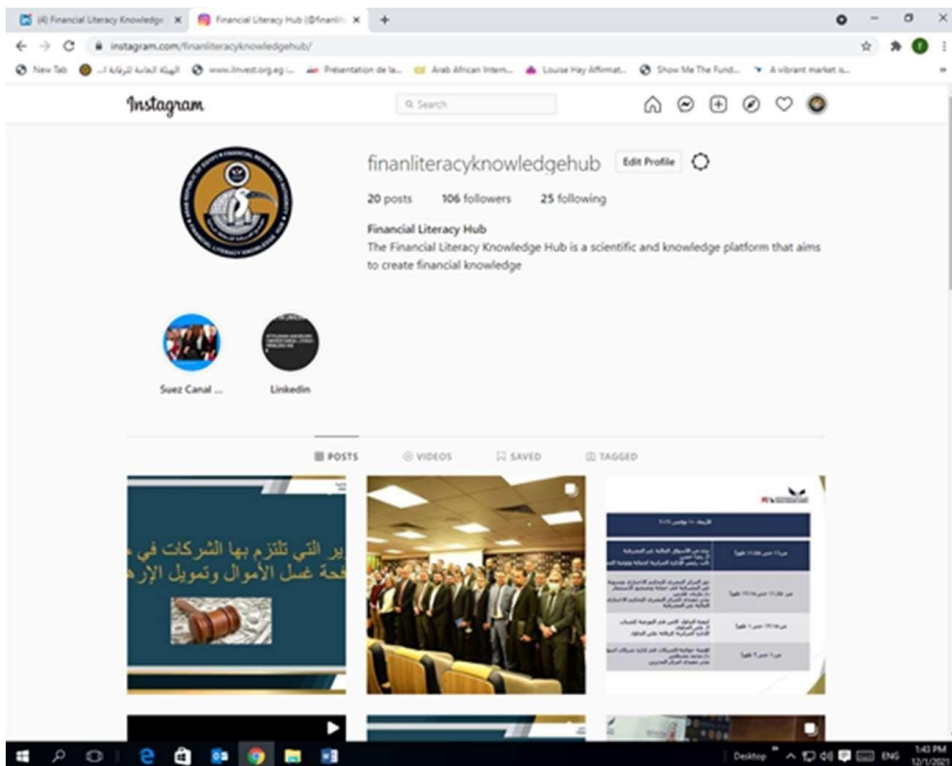


LinkedIn Page to disseminate Awareness tips and information about the NNF's for professionals



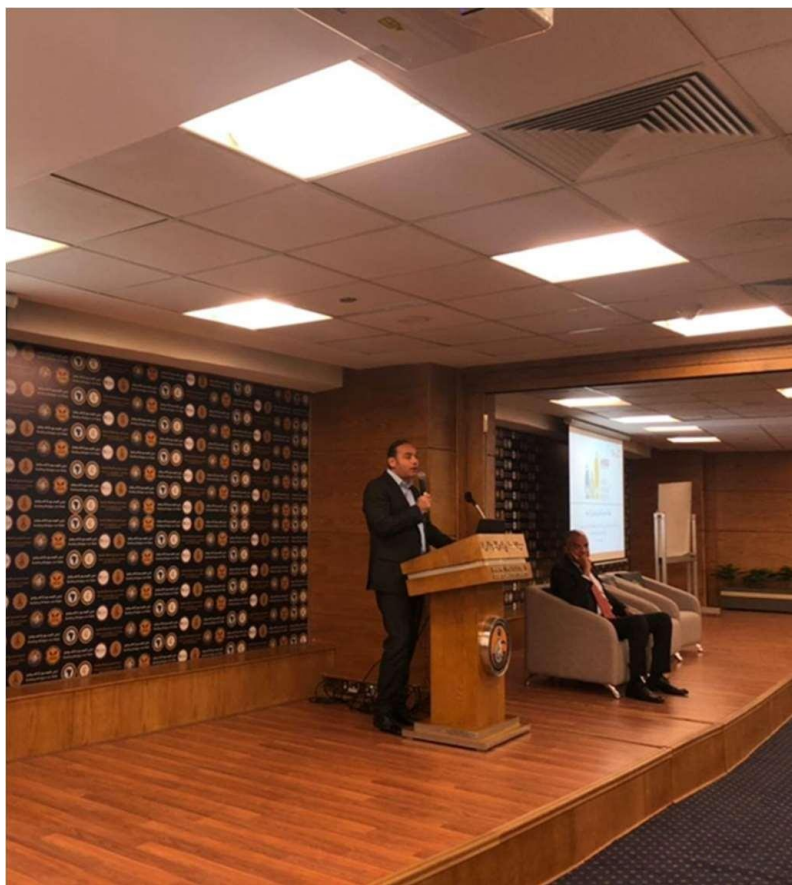


Instagram Page to disseminate Awareness tips and information about the NNF's for youth



**8. Media Coverage:**

a) Press Releases	2 Press Releases
b) News and Tv Coverage	Newspapers
c) Videos on YouTube channel	
d) LinkedIn	7 posts
e) Instagram	5 posts



Inauguration of the World Investor Week WIW2021  
by Dr. Islam Azzam – Vice Chairman of the Financial Regulatory Authority



How to deal safely in the Stock Market. (Figure 2)



How to Finance your projects using the Non-Banking Financial Instruments. (Figures 1)



Know the role of Arbitration and Settlement to invest safely. (figure3)



Sustainable Finance trends in Capital Market (figure 4)



Understanding Green Bonds (figure 5)



How to issue Green Bonds in compliance with FRA (figure 6)



Importance of Money Laundry Reports (figure 7)



Group Photo closing session (figure7)



Role of Egyptian Center for Arbitration and Settlement of Non-Banking Disputes (figure 8)

## Awareness Sessions for Universities (Video Conference)

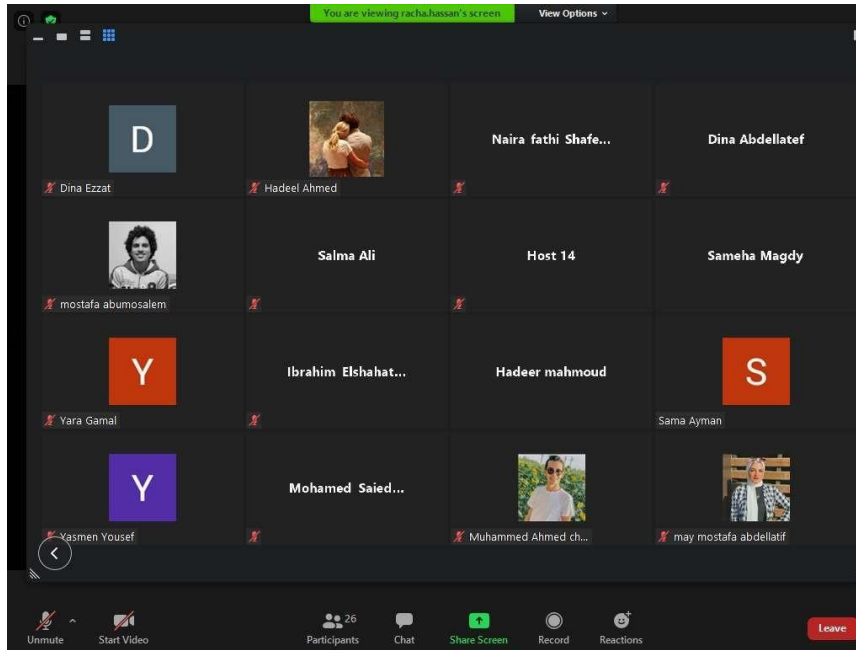


Figure 9

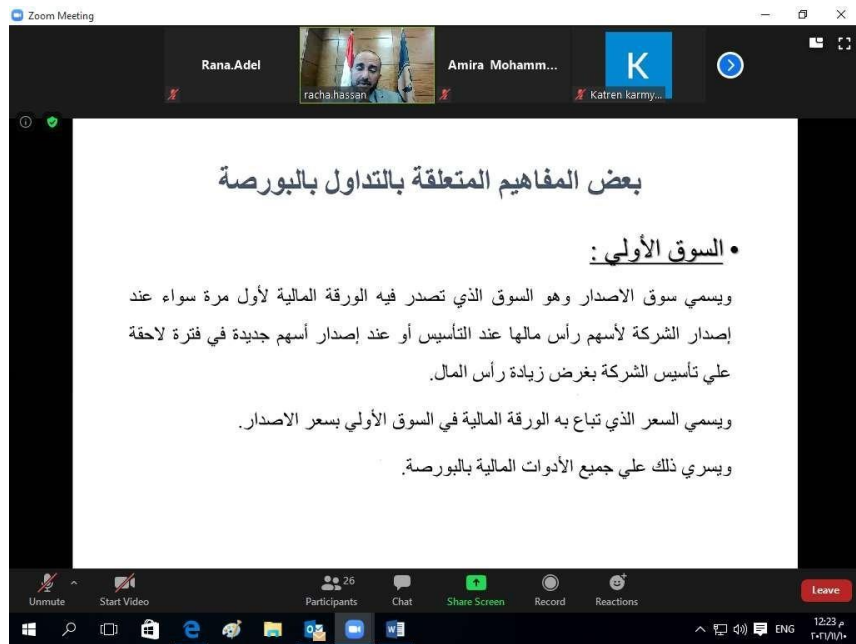


Figure 10

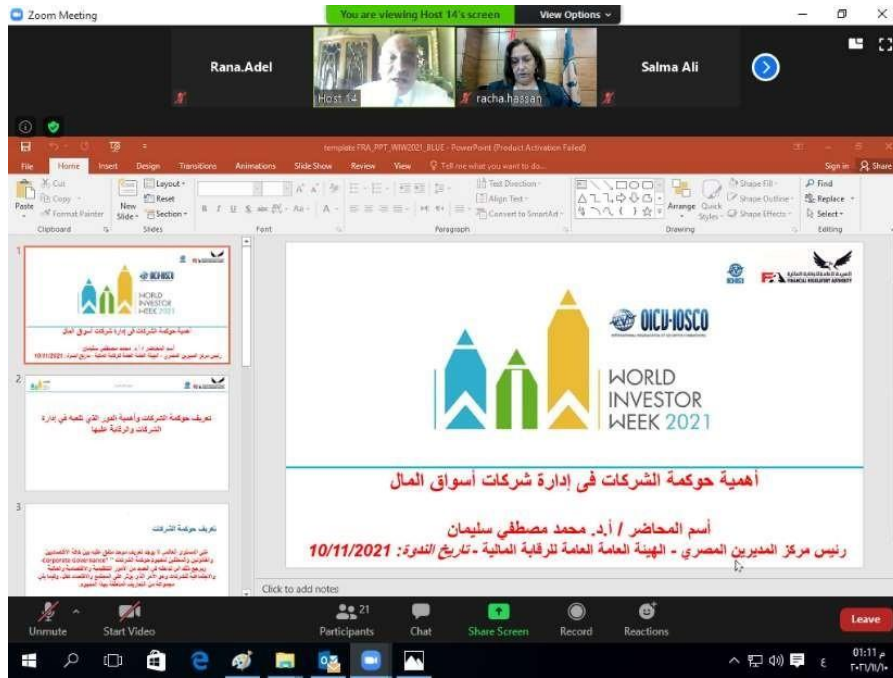


Figure 11

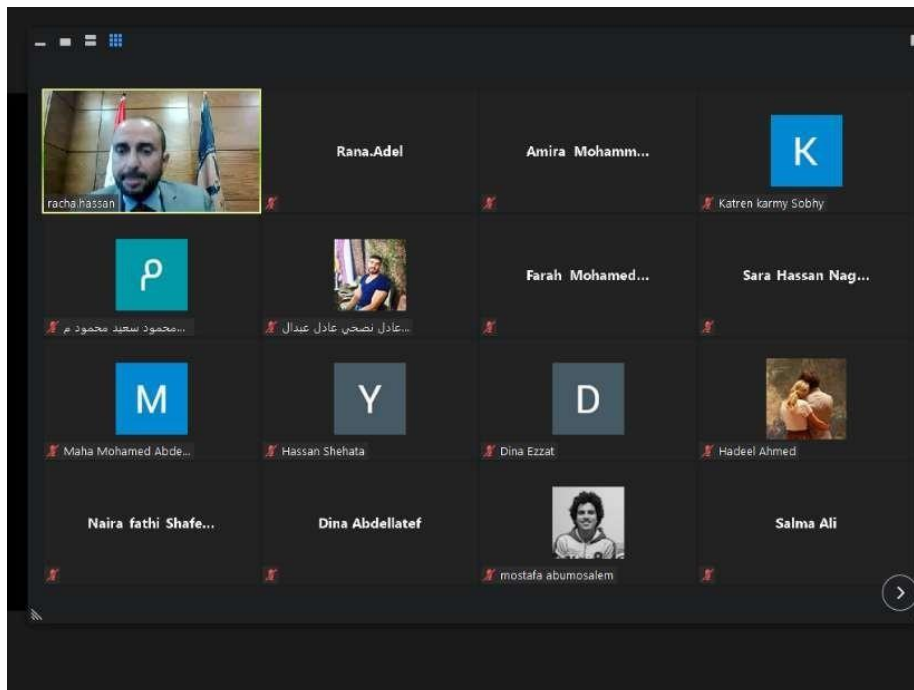


Figure 12

# FRANCE



## WORLD INVESTOR WEEK 2021

**National Coordinator:** Florence Corne, FRANCE, Autorité des marchés financiers (AMF).

**Other IOSCO members:**

**Other participants:** AFG, AMAFI, ANACOFI, Better Finance, Boursorama, CNCEF – CNCGP, Ecole de la Bourse, Institut national de la consommation (INC) - la Finance pour tous

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 12<sup>th</sup>

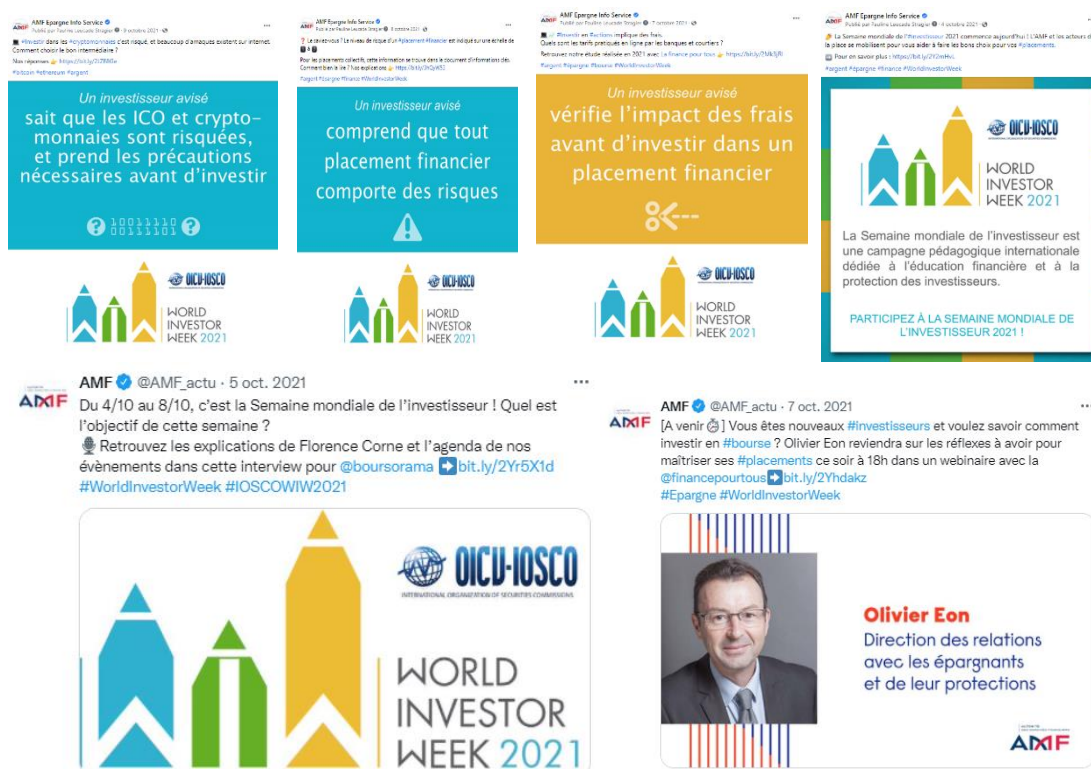
The Autorité des marchés financiers (AMF) and its partners participated actively in the fifth edition of “World Investor Week” (WIW).

The AMF published an article to inform about the launch of the 2<sup>nd</sup> session of its MOOC, in partnership with the National Institute for Consumer Affairs (INC), and presenting the French initiatives for this edition of the WIW.

It generated 40 web, social media and press mentions. The internet user’s total audience having been able to see the information was 12 153 and the number estimated of internet users having been reached by the publication was 22 389.

The AMF found partners to support the initiative. Partners also had to communicate on this week with their internal public (banks, asset-management companies, teachers, members...) and retail investors in general.

The AMF posted two posts every day on its Facebook page during the week with the templates sent. The number of impressions of these posts was 17 844 people with 481 clicks, reactions, comments or shares. The AMF also posted some posts on its Twitter account.



The AMF created specific content and organized several events during this week:

- Opening of a 2<sup>nd</sup> session of our MOOC with the INC “How to manage your savings and investments effectively?”. 3 educational objectives: train on methods and good practices on savings and investments; know and understand the different savings and investment products; and raise awareness on the risk of scams. A fourth module was created for this new session to explore deeply specific investment products. Participants had until December 4<sup>th</sup> to complete the evaluations. More than 11 000 people registered to follow this online course, and 16% achieved it successfully.
- Various events for investors:
  - A webinar for individual investors followed by 226 participants, organized with the French Federation of individual investors and investment clubs (F2iC) about IPOs;
  - A webinar for new investors in shares followed by 195 participants, organized with la Finance pour tous (a major French association for financial education);
  - A Facebook live about scams followed by 50 participants and replayed 2 375 times, organized with the INC.
- The AMF also released a new educational guide to help investors choosing and investing in funds.



# GERMANY

## WORLD INVESTOR WEEK 2021

**National Coordinator:** BaFin, Bundesanstalt für Finanzdienstleistungsaufsicht

**Other IOSCO members:**

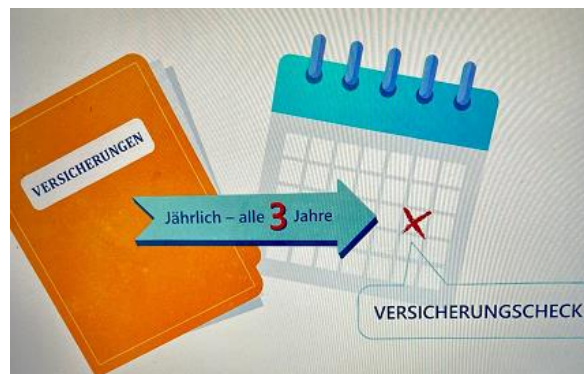
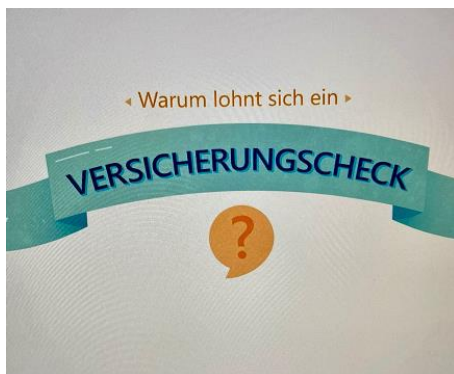
**Other participants:**

**Campaign Dates (From/To):** Oct 1<sup>st</sup> – Nov 30<sup>th</sup>

BaFin's activities:

During the October and November 2021 campaign, BaFin released videos providing key information for consumers about the importance of regularly reviewing their insurance coverage. After taking out an insurance policy, many consumers do not monitor whether the benefits continue to meet their needs, which might vary over time, for example following changes in their personal situation. The videos give advice about when it might be appropriate for consumers to review their insurance policies, and also describe how consumers should carry out such a review. In addition, the videos include useful information about where consumers can look for assistance when reviewing their insurance coverage.

During the campaign, BaFin experts also participated in two digital meet-ups organised by Digital-Kompass. With the aim of improving consumer information and literacy, particularly among senior citizens, BaFin presented webinars on the topics of digitalisation (*"Digitalisierung im Finanzwesen, neue Möglichkeiten, neue Risiken?"*) and investing during retirement (*"Geldanlage im Ruhestand"*). Digital-Kompass is a joint project between the German National Association of Senior Citizens' Organisations (*Bundesarbeitsgemeinschaft der Seniorenorganisationen – BAGSO*) and the non-profit association Deutschland sicher im Netz e.V. The project is aimed at helping senior citizens use the internet. It is also supported by the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection <https://www.bmu.de/> (*Bundesministerium für Umwelt, Naturschutz, nukleare Sicherheit und Verbraucherschutz – BMUV*). The meet-ups run by Digital-Kompass are streamed live as interactive webinars.



# GIBRALTAR

## **WORLD INVESTOR WEEK 2021**

**National Coordinator:** Gibraltar Financial Services Commission (GFSC)

**Other IOSCO members:**

**Other participants:**

**Campaign Dates (From/To):** Nov 8<sup>th</sup> – Nov 11<sup>th</sup>

This year's World Investor Week (WIW) commenced on Monday 8 November and was exclusively an online campaign due to the ongoing COVID-19 pandemic.

The GFSC promoted key messages on fraud and scam prevention to raise awareness and further educate and protect consumers. We used various platforms including the GFSC and Moneywise's (the GFSC's ongoing consumer education campaign) social media platforms (Facebook, Twitter and LinkedIn), GFSC website and local press outlets ranging from local TV, radio and newspaper.

Infographics relating to fraud awareness were published daily over the course of the week. These included information on how to become more fraud-savvy and highlighted key warning signs of things to look out for. Essentially reinforcing the importance of understanding who the company/individual offering the service/product is and action that customers can take to reduce the risk of falling victim to fraud.

Additionally, The Gibraltar Chronicle, the jurisdiction's leading daily newspaper published two articles and a spot including one on our infographics. The first, published at the start of the campaign, discussed the types of frauds that people can succumb to and highlighted some of the precautions consumers can take to be more fraud-aware.

The second article discussed fraudulent company websites with particular focus given to clone websites. To support this article, we also developed a prototype of a fraudulent company website that included design errors and messaging fraudsters generally use when developing websites to entice investors. To promote investor education, we included a feature on the website that took readers who clicked on any of the links to a separate page that contained information about how to detect fraudulent websites and red flags to look out for to help identify whether a website is genuine.

We worked with local broadcasters to produce TV ads and radio soundbites that were aired daily at peak times throughout the week. Additionally, we were interviewed on local TV where we explained the objectives of the IOSCO WIW campaign and the importance of consumer awareness and education in relation to fraud prevention.

The information videos relevant to fraud awareness, used as part of our 2018 WIW campaign, were reposted on our social media accounts to reinforce our fraud-awareness messaging.

The overall feedback from consumers during this campaign was positive. For example, we received over 1200 visits to the "fake" website.

## Infographics

### SIGNS THAT INDICATE THAT YOU COULD BE DEALING WITH A SCAM

- PAYMENT METHOD**  
A scammer may ask you to pay by non-secure payment methods. For example, international funds transfers or pre-loaded gift cards. Always ensure you use secure payment options.
- ANNOUNCEMENT MADE ON ONLY ONE PLATFORM**  
Usually when companies are running campaigns or competitions, they will announce these across different platforms as well as their own website. Make sure you do your research and check whether this is legitimate.
- TOO GOOD TO BE TRUE?**  
If you think something sounds too good to be true, it is worth doing some research. Scammers may ask you for a small transfer to their account and promise high returns on your investment.
- BRANDING**  
A company will usually have consistent branding across all platforms. Make sure that the right logo is being used and that you check for any inconsistencies.
- LACK OF INFORMATION**  
Someone who sets up a dummy site may miss out on key information such as contact details and may use a different domain name.

**IT'S A SCAM!**

GIBRALTAR FINANCIAL SERVICES COMMISSION

### AVOID GETTING CAUGHT OUT BY SCAMS!

#### EXAMPLES OF HOW FRAUDSTERS CAN GET YOUR PERSONAL INFORMATION

HOW CAN THEY TARGET YOU?	HOW CAN THEY TARGET YOU?	HOW CAN THEY TARGET YOU?	HOW CAN THEY TARGET YOU?
Social media requests Chat robots	Texts Phone calls	Emails Texts Phone calls	Texts Phone calls
<b>KEY TARGET AREAS:</b> Social media scams Online shopping scams In-App purchases Competition scams	<b>KEY TARGET AREAS:</b> Easy money incentive schemes Student loan forgiveness schemes Competition scams	<b>KEY TARGET AREAS:</b> Interest rates Parcel tracking Competition scams	<b>KEY TARGET AREAS:</b> Pensions Health care Charity scams Competition scams

GIBRALTAR FINANCIAL SERVICES COMMISSION

### SMISHING

**What is smishing?**  
A form of phishing, smishing is when fraudulent SMS messages are sent requesting personal account information.

**How does it work?**  
An SMS message is sent from an unknown number providing a link to a fake website, in some cases these are imitating legitimate companies. These fake websites will then ask you to verify and update your personal information. Once provided, this information is now in the hands of the **fraudster!**

- Do not click on links in suspicious texts or call the number in the message
- Reach out to the legitimate company or individual directly to verify that the text is real
- Legitimate companies will not ask for personal information via text message

**Your bank account has been blocked and all services have been withdrawn. Click on the following link [link] to reactivate your account now.**

GIBRALTAR FINANCIAL SERVICES COMMISSION

### IS IT TOO GOOD TO BE TRUE?

- A "CONCERNED" PERSON THAT JUST WANTS TO HELP**  
You are approached by a friendly entrepreneur who has "looked into your business, and has seen some major problems". They guarantee they can triple your profits within the next 3 months, in return for a small recurring fee. The entrepreneur goes silent and the promised increased profits are never achieved.
- THE "GET RICH QUICK" SCHEMES**  
An "investment manager" offers you a high rate of return on your low risk investment. You are asked to transfer £2000 which will yield a return of £200,000 within 30 days. The return promised on your investment is never received and the money invested is lost.
- SOMEONE REACHING OUT CLAIMING THAT YOU'VE WON A PRIZE**  
You get contacted saying you won a prize, like an iPad or a new watch. You are asked to provide your card details to pay a delivery fee to get the prize. Once you pay, your details are compromised, payment is lost and you find out there is no prize.

**REMEMBER!**  
Never provide your personal, credit card or online account details without verifying the legitimacy.  
**If it sounds too good to be true, it probably is!**

GIBRALTAR FINANCIAL SERVICES COMMISSION

Fraud awareness infographics published on the GFSC and Moneywise's social media platforms.

### 6 WAYS TO SPOT A PHISHING EMAIL

- The message is sent from a public email domain
- The email includes suspicious attachments or links
- The message creates a sense of urgency
- The email contains poor spelling and grammar
- The email includes an unfamiliar greeting
- The email requests personal information

GIBRALTAR FINANCIAL SERVICES COMMISSION

## Gibraltar Chronicle – local newspaper

Article 1 – Monday 8 November 2021

Monday 8th November, 2021 GIBRALTAR CHRONICLE 3

### GFSC raises awareness of scams in World Investor Week campaign



Sinead Ballester (far right) with a team at the GFSC.

by Gabriella Peralta

The Gibraltar Financial Services Commission is raising awareness of cyber frauds and scams this week as part of the International Organisation of Securities Commissions' (IOSCO) World Investor Week 2021 campaign which starts today.

This year the IOSCO has chosen to focus its campaign on scams, in part due to the Covid-19 pandemic and the upsurge in technology use during this time.

Leading the campaign in Gibraltar is GFSC Director of Specialist Regulation, Heidi Bocarisa, who alongside Regulatory Relations and External Affairs Officer, Sinead Ballester, highlighted some of the precautions consumers need to be aware of.

As tech grows more prominent in daily life, the risk of falling foul to a scam grows.

Ms Bocarisa and Ms Ballester said phone scams via SMS are on the rise, particularly now that smart phones are so accessible even to youngsters, and also warned of email scams promising money.

"We have seen a higher incidence worldwide of one, people trying to perpetrate scams and fraud and two, people actually falling victim," Ms Bocarisa said.

"There has been an increase in frauds and scams, probably one of the reasons for it is that people have had more disposable income because they haven't been going on holidays and spending as much so their savings have grown and people think 'what should I do with those funds? Maybe I should be investing them'. They are starting to look around and scammers are starting to see an opportunity."

Ms Ballester added there has been an increase in phishing

and smishing scams, with the first being a fraudulent message designed to dupe a person into revealing sensitive information such as bank details, and the latter uses mobile phones as the attack platform for the same purpose.

"We see [smishing] a lot with banks and companies and the first thing a consumer should do is contact that bank or company to ensure that isn't a message from them," Ms Ballester said.

"In terms of phishing which is email, there are very obvious things to look out for, check the sending address, check for spelling mistakes, if they are very pressing within their email to mark an urgent donation that's usually a red flag."

"Many people would get these types of messages within their junk mail, but there are people who will think it's an innocent email and will click on it."



Director of Specialist Regulation Heidi Bocarisa.

Promises for easy money can be very attractive, but Ms Bocarisa said, people should always question the motives behind these types of emails.

"If it's too good to be true it usually is," Ms Ballester said.

Ms Bocarisa said the GFSC close communication with companies who are repeatedly targeted by scams to understand what practices are being implemented to mitigate the occurrence of scams.

"What's really important to understand your bank or your investment services provider is never ever going to ask you for account details in that way," she said.

Another cause for concern for the GFSC has been the rise in investing generally, Ms Bocarisa said this increase has positive and negative consequences, depending on how much research a consumer does.

"As long as you understand you can lose all our money then it's a personal decision on whether you want to invest in crypto or not," she said.

"I think a lot of people don't really know enough and are doing it because their friends are doing it so there's that danger. But there's also crypto scams as well."

Investing in fraudulent cryptocurrency scams has been an issue, she said.

The GFSC has also attended local schools recently to give talks as part of their MoneyWise campaign.

For more advice on frauds and scams visit the GFSC website: [www.fsc.gi](http://www.fsc.gi)

## Article 2 – Thursday 11 November 2021

Thursday 11th November, 2021 GIBRALTAR CHRONICLE 11

### How to avoid becoming the victim of Investor Fraud

The Gibraltar Financial Services Commission (GFSC) is promoting customer awareness of frauds and scams as part of the International Organisation of Securities Commissions' (IOSCO) World Investor Week 2021. Fraudsters typically promise high returns to entice investments in their scams. Once interest is shown, fraudsters change the initial prices on their website, trap investors with extreme pay-out clauses or cut contact and refuse to provide refunds. The GFSC's Regulatory Investigations team deals with firms purporting to be legitimate financial services firms and found that so far in 2021, 55% of unauthorised business activity was

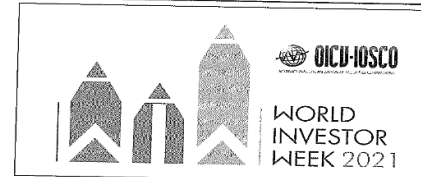
committed through suspected clone websites.

Sean Byrne, Head of Regulatory Investigations said: "Clone websites are set up by scammers that imitate real, legitimate companies using similar (or even the same) names and company information, usually mimicking the real website to deceive you into making investments. These clone firm websites often appear at the top of search engine pages, as scammers will pay to grab your attention. Please be careful and satisfy yourself you are dealing with a real firm before you invest." With growing scepticism on investment-related cold calls, fraudsters are now promoting themselves online through websites and social media.

Customer reviews that appear on these online platforms are not evidence of a reputable entity as scammers are known to create professional looking platforms that feature fake customer testimonies, branding and even celebrity endorsements.

There are some of the things you can do to detect and avoid being victim of a scam:

- Avoid "get rich quick" and "can't lose" schemes, especially if these are unsolicited. Remember, if it looks too good to be true, it probably is!
- If in doubt, seek financial advice from a regulated entity to establish the firm's credentials before proceeding any further. To check if a firm offering



financial services in Gibraltar is authorised visit the GFSC's online regulated entities register at [www.fsc.gi/regulated-entities](http://www.fsc.gi/regulated-entities). Additionally, check the warnings section of the GFSC website.

- There are many overseas scams. Ask where the company is based and enquire with the relevant financial services regulator. Be suspicious of requests that transfer money out of the country.

- If you are contacted unexpectedly and offered a "deal" but told to keep it to yourself, ask why? Fraudsters often include some exclusive benefit to make you believe like you have an advantage over other investors.

- Ignore pressure tactics to invest right away. Scammers often say, "act quickly, before it's too late" to hurry you

before you have had a chance to understand and take necessary precautions.

- Don't give away your personal information. No credible financial institution will call you requesting your passwords or personal details over email or telephone. The GFSC does not wish to restrict or discourage investments, but it is important to make an informed and well-thought-out decision with a clear understanding in the investment. Do not be afraid to ask as many questions as you feel necessary before making the decision to invest. If you think you have been approached by an unauthorised company, please contact the GFSC Regulatory Investigations team on [RegulatoryInvestigations@fsc.gi](mailto:RegulatoryInvestigations@fsc.gi).

### WhatsApp launches scam




## Example of fraudulent website

We designed and published a website for a fictitious DLT firm we called “moneykoynbuild”.

**Welcome to  
Money Koyn  
Build**

DON'T MISS THIS  
EXCLUSIVE  
OPPORTUNITY TO  
PARTICIPATE IN  
MONEYKOYNBUILD NOW!

CHECK FEATURES




MoneyKoynBuild exists to use cryptocurrencies to democratize money where there will be no costs to you or hidden profits to banks and governments.

We are leading innovators in blockchain and we are the key driver in terms of building the cryptoeconomy. Customrs globally choose to begin their crypto journeys through MoneyKoynBuild as we are pioneers towards changing the way the world thinks about crypto.

**MoneyKoynBuild**

exists to use cryptocurrencies to democratize money where there will be no costs to you or hidden profits to banks and governments.



The following information was provided when any of the website links were clicked:

## MoneyKoynBuild.com is a fake website

This website has been set up to provide an example of how fraudsters can entice you to provide your personal information.

### Welcome to the GFSC page

We've recently seen fraudsters pretending to be legitimate and reputable businesses – when the reality is operations are designed to take your personal and financial details!



We created MoneyKoynBuild as an awareness tool to provide an example of what fake or clone websites look like and how they might try to get your personal information.

MoneyKoynBuild is a fake website however 'Clone firms' are websites set up by scammers that imitate real, trustworthy companies using similar (or even the same) name or address to trick you into giving them your personal and financial information.

These websites generally appear at the top of search engine pages in a bid to grab your

# HONG KONG

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Securities and Futures Commission - Investor and Financial Education Council (IFEC)

**Other IOSCO members:** Hong Kong Exchanges and Clearing Limited

**Other participants:** CFA Institute, CFA Society of Hong Kong, Institute of Financial Planners of Hong Kong, Bank of China (Hong Kong), HSBC Hong Kong

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 10<sup>th</sup>

The Investor and Financial Education Council (IFEC) collaborated with different participating organisations to offer a wide range of activities and resources to promote the key education messages in conjunction with the World Investor Week (WIW) 2021.

### Launch event

- **Strike the Gong for Financial Literacy Ceremony**

The IFEC took part in the Strike the Gong for Financial Literacy ceremony, led by the Hong Kong Exchanges and Clearing Limited on 4 October, to kick off WIW 2021. IFEC Chairman Mr. Lester Huang officiated the event and delivered a keynote speech on the importance of financial education in the local communities.



### Education talks and webcast

- **IOSCO Committee 8 Regional Webcast: Frauds and Scams Prevention**

The IFEC organised and took part in a webcast together with other IOSCO Committee 8 representatives from India, Malaysia and Singapore on 5 October to share insights on the latest developments of scams and frauds in the Asia Pacific region, and the interventions from various jurisdictions to combat investment scams. The video recorded 976 views as at 30 November, while the social media post for promoting the webcast recorded 1,064 engagements.

- **Digital Money Management for Young People**

The IFEC held a Facebook live talk on 6 October to discuss the hot money topics of young people. Topics ranged from achieving financial independence, to savings and how the common mentality of young people such as YOLO (You only live once) and FOMO (Fear of

missing out) can affect money management. The talk introduced the suite of IFEC digital personal finance tools. The talk drew about 250 participants and more than 90,000 video views.



- **Investor Attitude and Behavioural Finance Webinar**

The IFEC, CFA Institute and CFA Society of Hong Kong jointly organised a webinar on 7 October to discuss the attitudes and behaviours impacting investment decisions and tips on how to avoid pitfalls. The webinar drew 198 participants.



## Resources and promotions

- **Dedicated Website “Good Investments Begin with Knowledge and Attitude”**

The website presented a series of short videos and blog articles to promote the key education messages. Topics included investment risks associated with social media, cryptoassets, sustainable finance and ESG investing, risks on borrowing to invest and future investment opportunities. The website also listed the details of activities organised by the IFEC and various participating organisations during WIW 2021. The website drew about 18,500 pageviews from 20 September to 31 October.

- **Social media promotion**

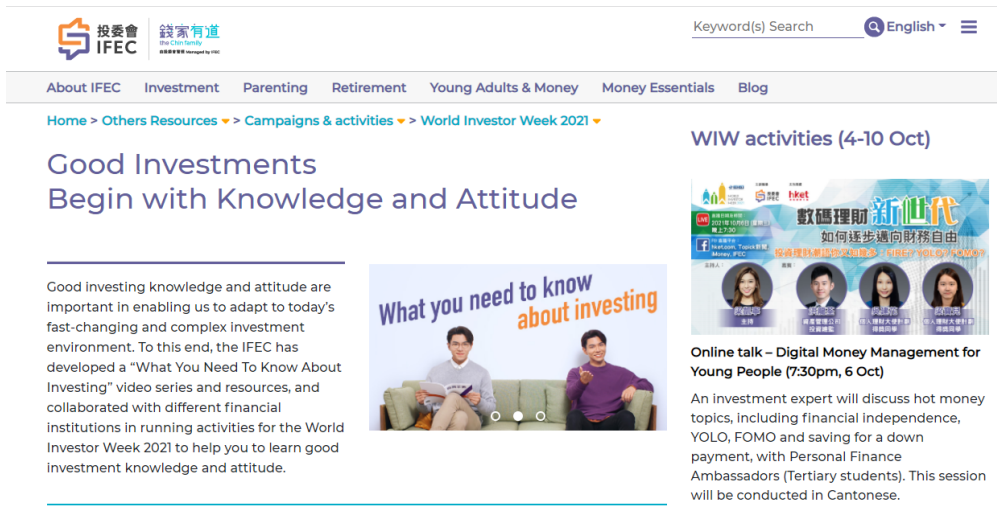
The IFEC published a total of 8 posts on its Facebook (over 82,000 followers) and Instagram (over 8,700 followers) channels to promote WIW and related activities. These social media posts recorded a total of 5,300 likes.

- **Radio interviews**

In collaboration with Radio Television Hong Kong, the IFEC broadcasted 2 radio interview segments on 5 and 13 October to talk about ESG reports and ESG indexes and ratings.

- **Others**

The IFEC published 2 polls on its website regarding investor attitude and behaviour under the influence of social media, which received about 960 responses. The IFEC also sent out an E-newsletter in late September and a press release on 4 October to promote WIW 2021.



The screenshot shows the IFEC website interface. At the top, there are logos for 'IFEC' and '錢家有道' (Money Family Way), along with a search bar and language options. A navigation menu includes 'About IFEC', 'Investment', 'Parenting', 'Retirement', 'Young Adults & Money', 'Money Essentials', and 'Blog'. The main content area features a breadcrumb trail: 'Home > Others Resources > Campaigns & activities > World Investor Week 2021'. The primary article is titled 'Good Investments Begin with Knowledge and Attitude'. The text explains that good investing knowledge and attitude are crucial for navigating today's complex investment environment. It mentions that IFEC has developed a video series and resources, and collaborated with financial institutions for activities during World Investor Week 2021. To the right of the text is a video thumbnail with the title 'What you need to know about investing'. Below the main article, there is a section for an 'Online talk - Digital Money Management for Young People (7:30pm, 6 Oct)'. This section includes a promotional graphic for the talk, which features the title '數碼理財新世代' (Digital Money Management New Generation) and the subtitle '如何逐步邁向財務自由' (How to gradually move towards financial freedom). The graphic also lists speakers: '陳美蘭' (Chen Mei Lan), '陳國強' (Chen Guo Qiang), '陳美蘭' (Chen Mei Lan), and '陳國強' (Chen Guo Qiang). The text below the graphic states that an investment expert will discuss hot money topics like financial independence, YOLO, FOMO, and saving for a down payment, with Personal Finance Ambassadors (Tertiary students). The session will be conducted in Cantonese.

# INDIA

Report On

World Investor Week – 2021 in India

(an IOSCO Initiative)

November 22 – 28, 2021

“Investing with Knowledge – Way to Financial Independence”



भारतीय प्रतिभूति और विनिमय बोर्ड  
Securities and Exchange Board of India





## GLIMPSES OF WIW – 2021 in INDIA



# विश्व निवेशक सप्ताह 2021

# World Investor Week 2021

22-28 नवम्बर, 2021

November 22-28, 2021

निवेश से पहले रखें पता हर बात का - तभी खुलेगा आर्थिक आत्मनिर्भरता का रास्ता

Investing with Knowledge – Way to Financial Independence



**भारतीय प्रतिभूति और विनियम बोर्ड**  
Securities and Exchange Board of India





## Participating Organizations

**National Coordinator: SECURITIES AND EXCHANGE BOARD OF INDIA (SEBI)**

**Other IOSCO members:**

- **BSE LIMITED (BSE)**
- **MULTI COMMODITY EXCHANGE OF INDIA LIMITED (MCX)**
- **NATIONAL STOCK EXCHANGE OF INDIA LIMITED (NSE)**

(as available from the website of IOSCO:

<https://www.iosco.org/about/?subsection=membership&memid=3>)

**Other participants:**

<b>SEBI Recognized Institutions/Trainers</b>	Investor Associations (IAs)
	Commodities Derivative Trainers (CoTs)
	Securities Market Trainers (SMARTs)
<b>Stock Exchanges</b>	BSE Ltd.
	National Stock Exchange of India Ltd. (NSE)
	Metropolitan Stock Exchange of India Ltd. (MSE)
<b>Depositories</b>	National Securities Depository Ltd. (NSDL)
	Central Depository Services (India) Ltd. (CDSL)
<b>Commodity Derivative Exchanges</b>	Multi Commodity Exchange of India Ltd. (MCX)
	National Commodity & Derivatives Exchange Ltd. (NCDEX)
<b>Other Associations</b>	Association of National Exchanges Members of India (ANMI)
	BSE Brokers Forum of India (BBF)

## Executive Summary

World Investor Week-2021 (WIW-2021) is a week-long, global campaign promoted by IOSCO to raise awareness about the importance of investor education and protection and highlight the various initiatives of Securities Market Regulators in these two critical areas. India has been celebrating WIW since 2017. WIW – 2021, was celebrated in India from November 22 – 28, 2021, for the fifth consecutive time.

SEBI was the National coordinator for celebration of WIW 2021 in India. The celebrations included coordination of the Market Infrastructure Institutions (MIIs), viz. stock exchanges, depositories, commodity derivative exchanges, other organisations like Association of National Exchanges Members of India (ANMI), SEBI empaneled trainers and other associations. A host of initiatives were taken to promote investor awareness and education across the country. The objective of these celebrations was to equip existing and potential investors with the knowledge of understanding of the securities markets.

During WIW – 2021, a series of investor awareness activities were undertaken. Investors were cautioned about the precautions they need to undertake while investing in a special message from Chairman, SEBI. This message was also on SEBI official website and SEBI Investor Website, websites of MIIs, ANMI and other associations.

Bilingual Digital/Physical banners about celebration of WIW-2021 were exhibited in all Offices of SEBI. Digital Banners/Physical Banners were also displayed at all offices of MIIs, and other associations who had taken part in the celebration of WIW-2021. Digital Ticker about the celebration of WIW-2021 was also run on the SEBI official website, SEBI investor website and also on the websites of MIIs and other associations. For the popularization of celebration of WIW-2021, digital banner was also displayed as a teaser on SEBI websites a week before the beginning of the celebration of WIW-2021. Digital Micro-site was developed and run on the SEBI investor website for the investors to know at one place about the various awareness programs being conducted by MIIs, ANMI and other Associations.

As a part of the celebration, Ring the bell ceremonies were organized by MIIs and they were attended by SEBI Senior officials and officials of MIIs. These ceremonies were also a platform for launch of several investor awareness related initiatives of MIIs, like launch of Commodity Insights Year Book, simulated platform for securities market, certification program for investors in capital market, etc. These programs were also telecast on some of the business channels in India.

To create awareness among both new and existing investors, SEBI empaneled trainers and MIIs had conducted investor awareness programs/ webinars. These awareness programs were conducted on various topics related to Indian Securities Market like trading and settlement mechanism, e-KYC, precautionary messages for investors, etc. SEBI officials also attended these programs and educated the investors about various segments of equity and commodity derivatives market.

Special investor awareness programs were organized inviting securities market dignitaries by ANMI and BBF-IFIE in association with MIIs.

WIW -2021 in India, also witnessed a series of new investor awareness initiatives being taken up in the country. Some of these unique initiatives included conducting awareness programs for special target audience like women, armed personnel, trading members, jewelers and programs focusing towards young women earners, women entrepreneurs, women volunteers/workers of Self Help Groups/NGOs. These programs received an appreciative response and positive feedback from the participants.

National level online Quiz contests were organized by MIIs across India for investors on Equity and Commodity Derivatives. These contests witness a good participation of investors and the winners were awarded prizes.

Awareness was also created by way of using several media platforms. MIIs had launched videos related to Indian Securities market in various languages. Awareness campaigns on various topics were also conducted on TV/Radio, Print and Social Media platforms viz. YouTube, Facebook, Twitter, LinkedIn, WhatsApp, etc.

## INTRODUCTION

Investor Protection is one of the prime objectives of International Organisation of Securities Commission (IOSCO). As it is an accepted principle that an informed investor is a protected investor, investor awareness is a key activity for the securities market regulators across the globe.

To promote investor education and awareness, IOSCO initiated the celebration of World Investor Week (WIW) every year. The first edition of WIW was celebrated in 2017 and since then it is being celebrated every year by securities market regulators across the globe. During the week, numerous investor education and awareness related initiatives are undertaken by the securities market regulators.

This year too, owing to the global pandemic of COVID-19, IOSCO had permitted the participating jurisdictions to celebrate WIW anytime during the months of October or November. Accordingly, the WIW – 2021 was celebrated in India from November 22-28, 2021. SEBI was the National Co-ordinator for the same.

Under the aegis of IOSCO and SEBI, the Week was celebrated with the active participation from Market Infrastructure Institutions (MIIs) such as Stock Exchanges, Commodity Derivatives Exchanges and Depositories. SEBI empanelled Institutions/Trainers viz. Investor Associations (IAs), Commodities Derivatives Trainers (CoTs), Securities Market Trainers (SMARTs) and trade bodies such as Association of National Exchanges Members of India (ANMI) and BSE Brokers Forum of India (BBF) also participated actively in these celebrations.

Few unique investor awareness initiatives were also undertaken like awareness programs for special target audience, launch of educational material, illumination of exchange buildings, etc. This report brings out the summary of activities conducted in India during WIW – 2021.

## Beginning of WIW – 2021 in India

### A. Display of Banners about celebration of WIW - 2021

Bilingual banners (in English and Hindi) about celebration of WIW-2021 were exhibited in all offices of SEBI viz. Head office in Mumbai, four regional offices in New Delhi, Chennai, Kolkata and Ahmedabad and local offices located at various states in India. Banners were also displayed at all offices of MIIIs and other participating organisations. These bilingual banners were also displayed on SEBI website ([www.sebi.gov.in](http://www.sebi.gov.in)), SEBI investor website ([www.investor.sebi.gov.in](http://www.investor.sebi.gov.in)) and websites of MIIIs. The format of the banners displayed is as follows:



Image: Format of Banner of WIW – 2021 celebration in India.



Image: Display of Banner about celebration of WIW – 2021 in India, at various locations.

## B. Bilingual Tickers about celebration of WIW – 2021

Bilingual Tickers (in English and Hindi) about celebration of WIW were run on SEBI website, SEBI investor website and websites of MIIs and other participating organisations. The format of these tickers is as follows:

Ticker in English –

***“World Investor Week Nov 22 – 28, 2021***

***being celebrated under aegis of IOSCO and SEBI.”***

Ticker in Hindi –

***“विश्व निवेशक सप्ताह (नवम्बर 22-28, 2021) - आयस्को तथा सेबी की छत्रछाया में मनाया जा रहा है”***

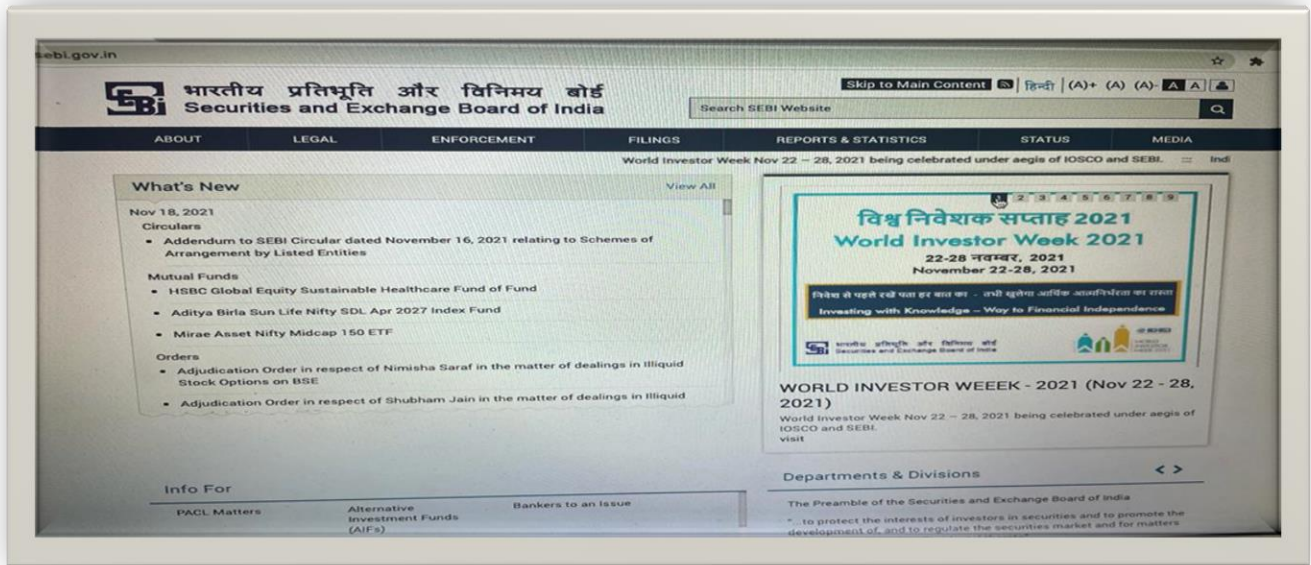


Image: Display of Digital Banner and Ticker about celebration of WIW – 2021 in India, on SEBI Website.

### C. Digital Teasers about celebration of WIW – 2021

To popularize the celebration of WIW-2021 even before the actual beginning of the celebrations, the bilingual banner (in English and Hindi) of WIW-2021 celebrations in India was also uploaded on the SEBI website and SEBI Investor Website, as a teaser for the investors. This teaser was run one week in advance.



Image: Teaser displayed during WIW-2021.



#### D. Development of MicroSite about celebration of WIW – 2021

A micro-site was developed as a part of WIW – 2021 celebrations. This microsite was hosted on SEBI Investor Website. This site contained all the information related to various investor awareness activities being conducted across the country during WIW – 2021. This microsite also contained links of websites of other participating organisations. This Micro Site was updated on a daily basis and details of investor awareness programs being conducted on a daily basis were updated on the website, for ease of convenience of the investors. The images of various awareness activities being conducted during the WIW – 2021, were also updated on this Micro Site, on a daily basis. Further, one key message was published on the micro site daily during WIW – 2021, educating investors and creating awareness. The key messages that were published are as follows:

Date	Key Message
Nov 22, 2021	A smart Investor never discloses personal information on an unexpected call or other communication.
Nov 23, 2021	A smart Investor never feels rushed and ignores over – the – top sales pitches and pressure to invest right on the spot.
Nov 24, 2021	A smart investor understands that risk exists in all investments.
Nov 25, 2021	A smart investor plans for and invests according to his/ her future needs and goals.
Nov 26, 2021	A smart investor recognizes the benefit of long – term, regular and diversified investment.
Nov 27, 2021	A smart investor does not forget about the importance of due diligence when considering investments in online and digital environments.
Nov 28, 2021	A smart investor never invests based solely on a celebrity endorsement.

The layout of the Micro – site displayed during WIW – 2021 is as follows:

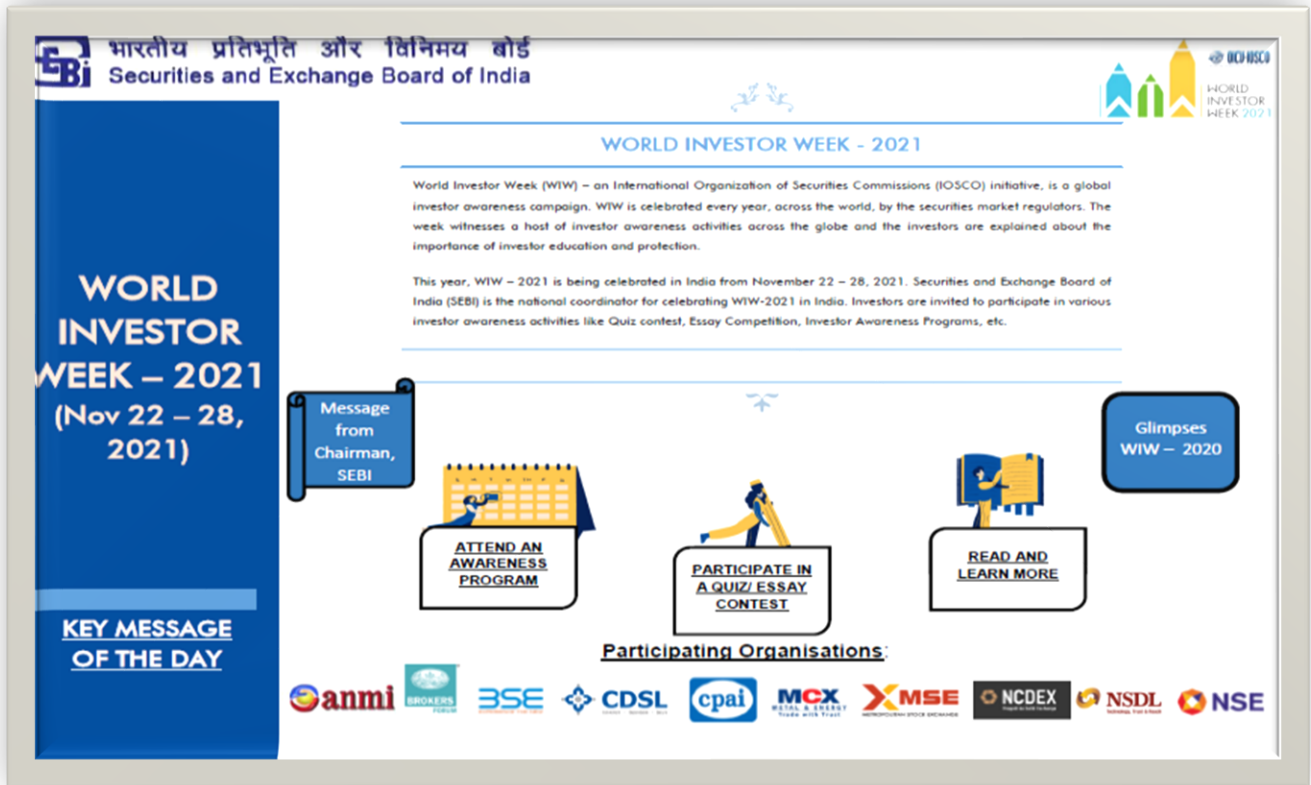


Image: Micro Site of WIW – 2021 celebrations in India.

## E. Message from Chairman, SEBI

A special bilingual message (in English and Hindi) from Mr. Ajay Tyagi, Chairman, SEBI, was displayed on the SEBI website and SEBI Investor website, MIIs, SEBI empaneled trainers and other participants. Chairman, SEBI, in his message during WIW-2021 said “Protecting investors’ interest is an important mandate of SEBI. Towards this end, SEBI has always endeavored to ensure market integrity, provide investors with simplified investment processes and have a robust investor grievance redressal mechanism.”

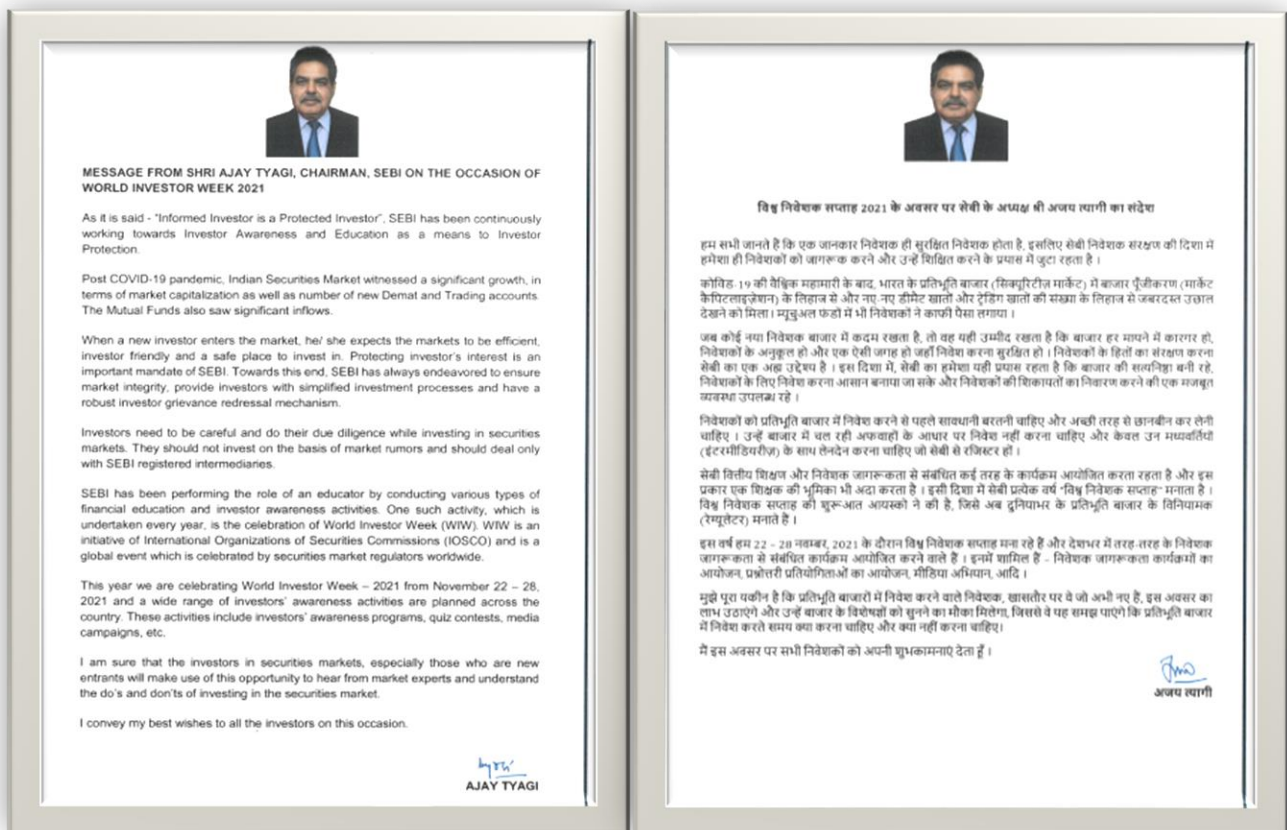


Image: Bilingual message from Chairman, SEBI displayed on the SEBI website and websites of MIIs, SEBI empaneled trainers and other associations.

## F. Display on TV Screens at SEBI Premises

To further support the efforts for creating awareness about the celebrations of WIW – 2021 in India, images of WIW – 2021 bilingual Banners, Micro-site and Message from Chairman, SEBI, were also displayed at the TV screens placed at premises of all SEBI Offices across the country. This helped in creating awareness among a larger audience and making them aware about the celebrations of WIW – 2021.

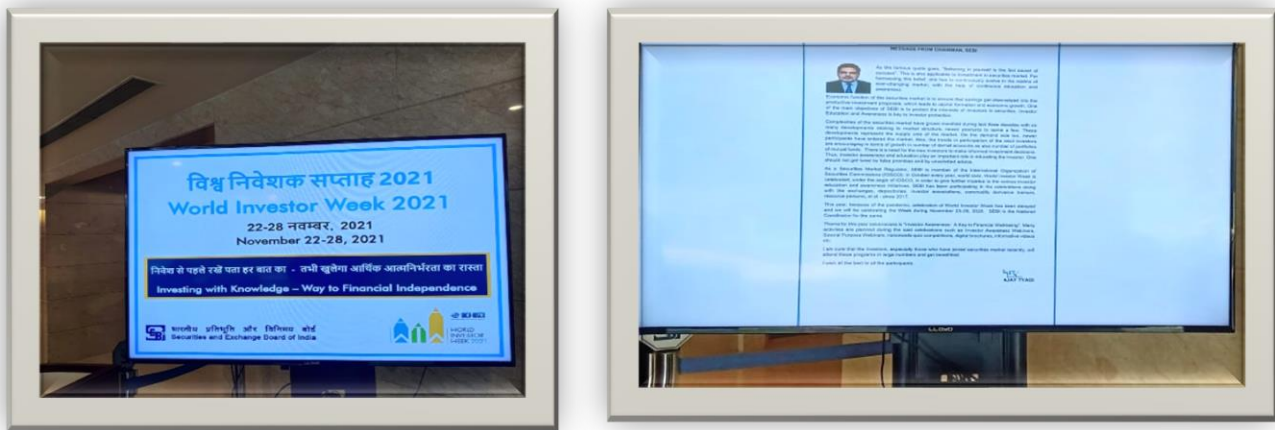


Image: Display on TV Screens at SEBI Bhavan, Headquarters in Mumbai.

## G. Ringing the Bell Ceremonies during WIW - 2021

As a part of commemorating the WIW-2021 celebrations, “Ring the Bell” ceremonies were organized by MCX Ltd., NSE, BSE Ltd. and NCDEX. The senior officials from SEBI and MIIs participated in these ceremonies. These ceremonies also witnessed various launch ceremonies and other investor awareness related initiatives which were undertaken by MIIs. Some of such unique initiatives were like Street Play on importance of financial and investor education, launch of commodity insight year book, launch of certification program on capital markets, etc. These activities are also discussed in detail in the later sections of this report. These “Ring the Bell” ceremonies were also telecast live on YouTube and other platforms.



Image: Ring the Bell Ceremony by Mr. G.P. Garg, Executive Director, SEBI at NSE on November 22, 2021.

Image: Street Play organized during Ring the Bell Ceremony at NSE on November 22, 2021



Image: Ring the Bell Ceremony at MCX on November 22, 2021.

Image: Launch of Commodity Insight  
Year Book



## H. Snapshot of the Reach of WIW - 2021

During WIW – 2021, a large number of investor base was reached through various investor awareness initiatives of SEBI, MIIs and other participating organisations. To reach a larger target audience, efforts were also undertaken by conducting media campaigns and popularizing the WIW – 2021 celebrations through various social media platforms. A snapshot of the reach through various social media platforms is as follows:

	<b>Views/Reach (in Million)</b>
Twitter (views)	0.14
Facebook (views)	0.14
Instagram (views)	0.09
You tube (viewed)	0.05
LinkedIn (views)	0.12
News Paper	0.48
SMS Sent	1.23
Emails sent	15.72
online resources (Page Views)	0.74

**Additionally, we reached to nearly 02 (two) million people through investor awareness programs, print media, road shows, etc.**

**Approximately there was a reach-out of 20 million people during the WIW-2022.**



## I. Key Message of celebration of WIW – 2021, in line with IOSCO Key Messages

Broad theme of key messages, which was in line with IOSCO key messages, was shared with all the MIIs. Based on the IOSCO key messages, various messages were identified by MIIs to create awareness through media campaign and social media.

These key messages covered various topics related to capital market like Do's and Don'ts and precautionary messages, Investor Grievance Redressal Mechanism, precautions to be taken against illegal Trading, importance of diversification and due diligence, etc.

MIIs, also launched media advertisements on the basis of such key messages. Various educative series with animated characters were also launched by MIIs, educating investors about do's and don'ts of investing in securities market.



Image: Key Messages circulated by MIIs.

## **J. Investor Awareness Programs**

SEBI along with other participants viz. stock and commodity derivatives exchanges, depositories, SEBI recognized trainers (IAs/ CoTs/ SMARTs) and other Stakeholders conducted various investor education and awareness programs during the week.

The information about the various awareness programs conducted during WIW – 2021 were provided in the public domain through social media channels like YouTube, Facebook, LinkedIn, Twitter and through SMSes and emails. In addition to that, several awareness messages were also uploaded on social media creating a wider penetration of investor awareness activities.

### **Investor Awareness Programs – SEBI and in association with MIIs, AMFI and SEBI recognized IAs, CoTs, SMARTs and Visit to SEBI:**

SEBI had conducted various investor awareness programs in association with MIIs, SEBI recognized Investor Associations (IAs), Commodity Derivatives Trainers (CoTs), SMARTs, and other participating organizations.

A brief snapshot of these programs is given below:

#### **a) Investor Education**

During WIW-2021, Investor Awareness Programs were conducted across the country. These programs were conducted independently and jointly by SEBI, in association with the Stock Exchanges (NSE, BSE and MSE); Commodity derivative exchanges (MCX and NCDEX) and Depositories (NSDL and CDSL). Millions of investors were reached out through e-mails, SMS, WhatsApp, Twitter, Facebook, etc. A total of 2,252 such Investor Awareness Programs were conducted across the country covering over 1.17 lakhs participants from various target groups. Out

of these IAPs, 2,119 programs covering 1.08 lakhs participants were conducted by MIIs, 133 programs covering 8,587 participants were conducted by SEBI recognized trainers viz. IAs, CoTs and SMARTs.

These programs were conducted covering basic concepts related to securities market like role of regulators, introduction to securities market, precautions to be taken while investing in securities market, mutual fund investments, Investor Grievance Redressal mechanism, trading and settlement mechanism, etc. Such programs were conducted for both equity and commodities derivatives market.

### **Investor Awareness Programs by MIIs**

MIIs, also conducted some investor awareness programs for special target audiences like:

- National Disaster Response Force (NDRF)
- CISF Airport Unit
- Fire Stations
- State owned Safai Aayog
- Manufacturers and Industrial Associations
- Jewellers' Associations
- Gram Panchayats and Local Associations
- 26 Focused awareness sessions were conducted along with trading members for their new investors in Indian Securities Market
- Farmers (Kisan Goshti)
- Farmer Producer Organisations
- Value chain participants of Commodities Derivatives Markets
- Bankers
- Students
- Police officers

Some of the glimpses of such investor awareness programs are as below:



Image (top and below): Glimpses of different investor awareness programs conducted during WIW – 2021.



### Special Workshops for Bankers

In addition to investor awareness programs for different segments of investors, special two-day workshops were also organised to promote awareness amongst Bankers. These workshops aimed at promoting awareness regarding the economic utility of the commodity derivative exchanges in driving financial inclusion by enabling improvement of asset quality and risk management.

## Mandi Connect

To achieve a wider range of target audience and create awareness about the commodity derivatives market among farmers, special Road Shows were organized for farmer producer organizations and other associations.

Some of the glimpses of such Road Shows and special programs for farmers are given below:

### India Investor Show 2021



The 2nd edition of India Investor Show 2021, was organized from 23-25 November, 2021, by BBF – IFIE. Senior SEBI officials and various other market dignitaries addressed the participants about different segments of the securities market during this panel discussion.

### Investor Awareness Programs by ANMI

During WIW – 2021, Association of Exchanges Members of India (ANMI), carried out a varied range of investor awareness activities. Some of these activities included:

a) Conduct of virtual investor awareness programs from November 24, 2021 to November 27, 2021:

Every day a different topic was selected for conducting investor education and protection programs. These topics were:

- Women Country’s New Fate
- Cruising through the Financial Market
- Investors Charter – Rights and Duties
- Financial Planning for Gullible investors, Risk Management Practice for Investors and Elocution Competition.

15 different market experts and dignitaries participated in these webinars and addressed the participants on the importance of securities markets, rights and responsibilities of investors and do’s and don’t’s of investing.

These webinars were also livestreamed on YouTube and gathered a wide reach of approx. 21,000 views. These webinars also gathered an international reach and participants from 18 countries across the globe, viz. United States of America (USA), Indonesia, Nigeria, Philippines, Pakistan, Thailand, Austria, Sweden, etc.



Image: Glimpses of Investor Awareness Webinars conducted by ANMI during WIW - 2021

b) Elocution Competition and Quiz Contest related to Securities Market:

Elocution competition and quiz contests were also organised for the students of educational institutions. These competitions were conducted on various topics related to Indian securities markets.

A valedictory session was also organised at SEBI Head Office, Mumbai, India, for felicitating these six (06) students, who were winners of the elocution and quiz competitions organised by ANMI.

Glimpses of felicitation ceremony of the winners of Elocution Contest and Quiz Competition:



Image: Mr. N. Hariharan, Chief General Manager, SEBI, addressing the participants during the felicitation program at SEBI Head Office, Mumbai, India.

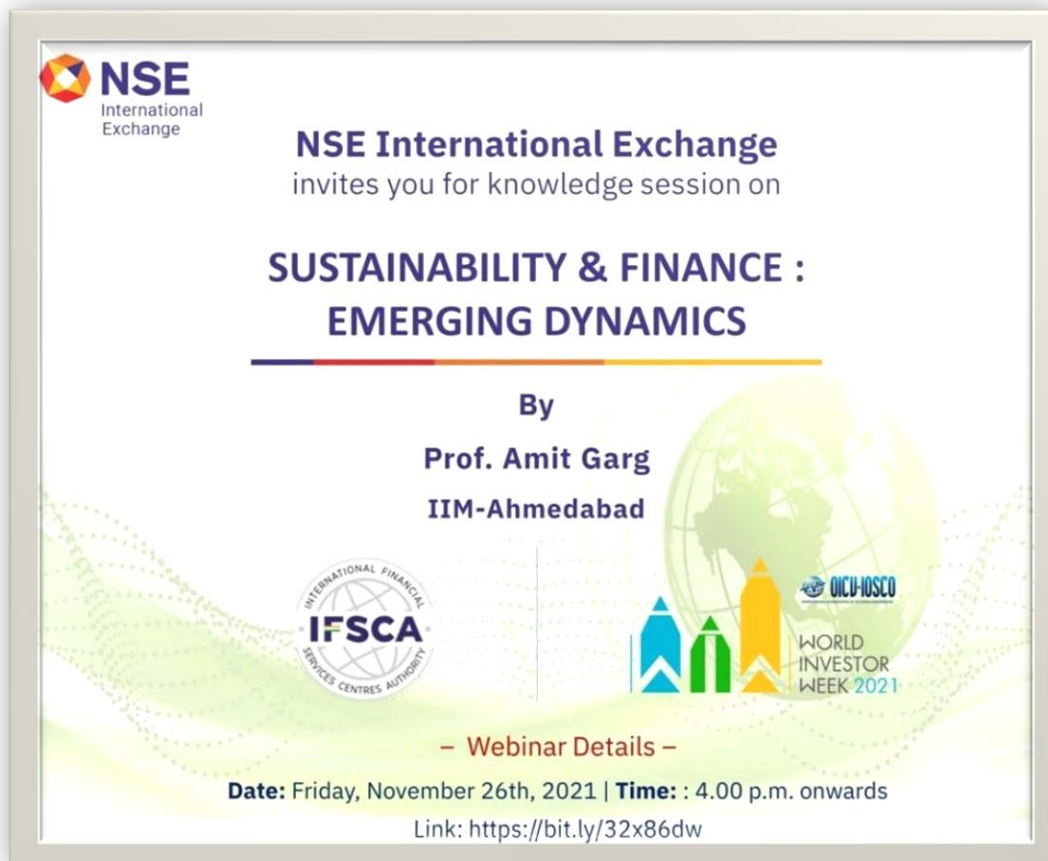


Image: Mr. N. Hariharan, CGM, SEBI (6<sup>th</sup> from right) along with the ANMI officials and winners of elocution and quiz competition, at the felicitation ceremony organised at SEBI Office, Mumbai, India.

## K. Unique Initiatives

During WIW-2021, a host of unique initiatives were undertaken for creating investor education and awareness. Some of these unique initiatives are given below:

- i. Panel Discussion on “Impact Investing Landscape Post COP26” by Market experts.
- ii. Webinar on “Sustainability and Finance: Emerging Dynamics



The poster is for a webinar titled "SUSTAINABILITY & FINANCE : EMERGING DYNAMICS" organized by NSE International Exchange. It features the NSE logo in the top left corner. The text invites the audience to a knowledge session. The speaker is Prof. Amit Garg from IIM-Ahmedabad. The poster also includes logos for IFSCA (International Financial Services Centres Authority) and OICU-HOSCO World Investor Week 2021. At the bottom, it provides the date (Friday, November 26th, 2021), time (4:00 p.m. onwards), and a link to the webinar: <https://bit.ly/32x86dw>. The background of the poster has a green and yellow color scheme with a globe and abstract patterns.

**NSE**  
International Exchange

**NSE International Exchange**  
invites you for knowledge session on

**SUSTAINABILITY & FINANCE :  
EMERGING DYNAMICS**

By  
**Prof. Amit Garg**  
IIM-Ahmedabad

**IFSCA**  
INTERNATIONAL FINANCIAL  
SERVICES CENTRES AUTHORITY

**OICU-HOSCO**  
WORLD INVESTOR WEEK 2021

– Webinar Details –

**Date:** Friday, November 26th, 2021 | **Time:** : 4.00 p.m. onwards  
Link: <https://bit.ly/32x86dw>

- iii. Nurture Your Prosperity (NYP): 04 (Four) sessions were conducted under this initiative in regional languages for young investors/ start-ups.



iv. Focused Awareness sessions for Frontline Health Workers: 44 focused Investor awareness sessions were conducted for Doctors, Nurses, Hospital Support Staff Including Ambulance drivers and Pharmacy shops.

v. ABC – ‘I’ (Any Body Can – Invest):

As a part of this initiative, a series of 07 (seven) online programs were conducted. These programs aimed at equipping the common man with the fundamentals of investing in the securities market and managing personal finances.

vi. Women Centric Financial Literacy Webinar:

This program was solely conducted for women investors who are keen to learn about securities markets and the basics of investing & personal finance. Total of 255 women participated in 03 (three) webinars across various cities which included tier 1, 2, 3 cities. These sessions covered topics which enlightened women investors to plan and invest according to their needs and goals.

vii. Awareness Program for Retired / Senior Citizens:

Exchanges organized an IAP for retired / senior citizens who were completely new to investments and financial literacy. This program was held on 26th November 2021 and was attended by 57 participants.

viii. Awareness Program for specially-abled individuals:



A simulation module, created especially for teaching students/investors the mechanics of trading, margining, settlement, was launched during WIW - 2021. This module is made available to all the Resource Persons (RPs) and trainers to conduct training for students and other investors teaching them about the trading mechanism in Indian Securities Market. This module is available free of charge for the public on the internet at the specified URL – [www.virtualmarketlab.com](http://www.virtualmarketlab.com).



xii. Certificate Program on Basics of Capital Market:

A certificate program on basics of capital market was also launched for educating college students. Once students enroll for this program, they get access to specially curated 12 videos and a workbook. Once they get familiar with the content, they can take an online exam and upon getting minimum prescribed pass percentage, they will be awarded a Certificate.



### xiii. Investor Awareness Road Show:

A SEBI recognised Investor Association (IA), had also organised a roadshow specifically during WIW starting from 22nd November 2021 to 29th November 2021 in the Sindhudurg district of Maharashtra. This roadshow covered 08 (eight) most prominent areas of the Sindhudurg district i.e Devgad, Kankavli, Malvan, Kudal, Sawantwadi, Vengurla, Dodamarg, Vaibhavwadi. During this roadshow, OB Van was hired for carrying investor education material / hoardings / TV / audio, do's and don'ts finalised of investing, etc. This van travelled across various places, for the entire week, along with local coordinators and speakers. During the entire roadshow people were educated about securities market. Further, various free of charge awareness seminars/ programs were conducted for investors in local languages.

### xiv. Awareness Campaign through Rural ATM

Investor Awareness was also conducted by pasting educative posters at Automated Teller Machines (ATMs) located in rural areas of different states of India. Total of 56 ATM locations in 06 states (Rajasthan, Gujarat, Uttar Pradesh, Madhya Pradesh, Haryana and Maharashtra) which were close to mandis and trading locations of various commodities were selected.



xv. BSE building illumination and display of WIW banner on building:

The iconic building of BSE Ltd. was illuminated during the WIW – 2021. A huge banner of WIW – 2021 was displayed on the top of the building. Few important investor friendly messages were also placed on the running ticker outside BSE’s iconic Rotunda building while images of BSE IPF celebrating WIW 2021 were flashed on the giant TV screen outside the building. This initiative gathered a huge amount of attention from investors and was able to create a widespread awareness about the celebration of WIW – 2021.



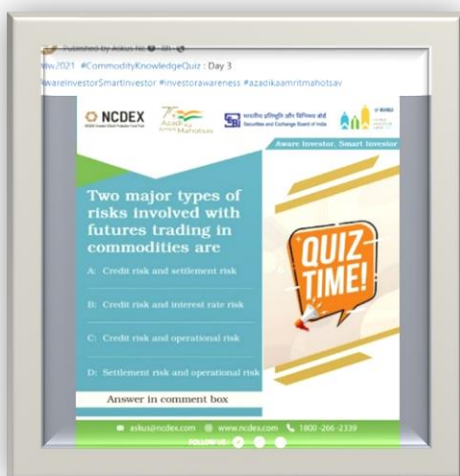
**L. Quiz Contests**

During WIW – 2021, nationwide online Quiz Contests were organized by MIIs for investors. Once the participants registered for the online quiz, e-booklet on securities market was forwarded to the registered participants. MIIs conducted quiz on various topics related to securities market and commodity derivatives market. The links for registering and participating in these contests were provided on the websites of MIIs, social media platforms like Twitter, Instagram, Facebook, etc. Approximately 5,000 individuals participated in these quiz contests. The successful winners were awarded prizes by the MIIs. Separate quiz contests were also organized for target audiences of equity and commodities derivatives market.

The various target audiences for which these quiz contests were organized during WIW – 2021, were:

- Existing and New Investors
- Investors of Commodity Derivatives Segment
- Women
- Professionals of Institute of Company Secretaries of India (ICSI)

Some of the glimpses of these Quiz Contests are given below:



## M. Standardised on various themes Market

To further facilitate and on various topics market, standardised were prepared and investor awareness presentations were shared with MIIs for utilization during the investor education and awareness programs.



## PowerPoint Presentations related to Indian Securities

provide standardised content pertaining to securities power point presentations adopted during various programs. These power point

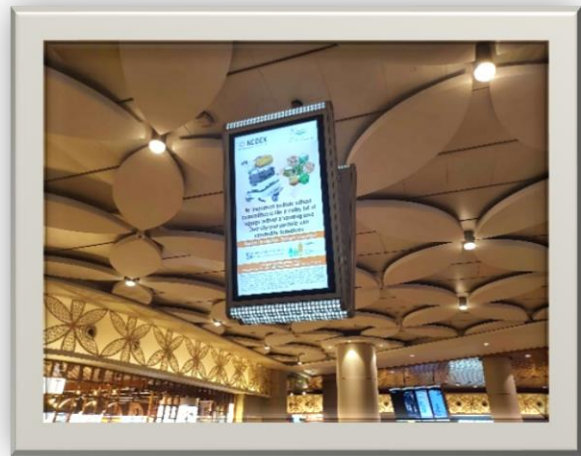
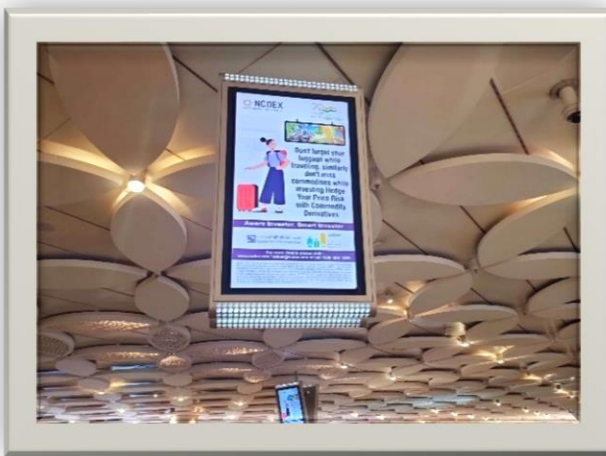
The various topics on which the power point presentations were prepared are as follows:

- i. PPT-1: Introduction to Securities Market.
- ii. PPT-2: KYC Procedure (Opening of Trading and Demat Account).
- iii. PPT-3: How to Invest in IPO?
- iv. PPT-4: How to Invest in Rights Issue?
- v. PPT-5: Corporate Actions- Dividends, Bonus, etc.
- vi. PPT-6: How to Buy and Sell shares in stock exchange?
- vii. PPT-7: Depository Services (availed by demat account holder).
- viii. PPT-8: Introduction to Mutual Funds.
- ix. PPT-9: Investor Grievance Redressal Mechanism.
- x. PPT-10: Introduction to REITS and InvITs.

## N. Digital Display of Precautionary Messages at Airports

Precautionary messages related to securities market like illegal Trading, unsolicited tips, illegal trading in Commodity Derivatives market, etc. were digitally displayed at Airports.

Some of the glimpses of these digital display are given below:



## O. Media Campaigns – TV Channels/ Social Media/ Videos/ Print Media

Investor awareness messages were also telecast on various Television channels during WIW-2021. These messages covered topics like accessing commodity markets through Institutional Participants, Do's and Don'ts of investing in the stock market, etc.

The TV Commercials were telecast on National News Channels in English, Hindi and other regional languages.



Awareness about precautionary messages and celebration of WIW – 2021 was also created by sending text messages and emails. Total 16.94 million emails and SMS were sent with key messages and creating investor awareness.

Some of the special media campaigns that were conducted during WIW – 2021 are:

a) Social Media Campaign Be Wise Think Twice:

During this campaign, a series of online infographics namely ‘Be Wise Think Twice’ were posted on social media during the entire week. These infographics talked about the risks of being financially illiterate and the ways of identifying and avoiding fraudulent market schemes and practices.



b) One Investor Awareness Camp was launched with a leading Media Channel on the topic: “Hedge in India”.

c) Video on functioning of International Financial Services Centre (IFSC):

A short video on IFSC and India INX was prepared in co-ordination with BSE’s International Exchange in GIFT City, Gandhinagar – called India INX. This video was created to spread the awareness about the concepts, objectives and functioning of IFSC at Gift City, Gandhinagar,

Ahmedabad. The video was published on India INX website and International Financial Services Centre Authority (IFSCA). IFSCA also publicized the video on their social media handles. This video is available at the following link:

[https://drive.google.com/file/d/1AvgBPqpUBVvQESWcfORcRaYjN\\_zuJ-J/view?usp=sharing](https://drive.google.com/file/d/1AvgBPqpUBVvQESWcfORcRaYjN_zuJ-J/view?usp=sharing).

d) Digital and Print Media Advertisements:

As a part of celebrating WIW-2021, MIIs launched print and digital newspaper articles in various regional leading newspapers about celebration of WIW-2021. Print advertisements about the precautionary messages of Do’s and Don’ts were also carried out in the Newspapers.



Image: Awareness campaign at Krishi Jagran website

e) Social media campaign:

06 (six) videos were developed on investors' awareness covering messages on 6 different topics. These videos were uploaded on YouTube and the link was sent out to various social media handles i.e., Facebook, LinkedIn, Twitter and Instagram during the entire length of the WIW. The link of these videos is also placed on the following link:

<https://wetransfer.com/downloads/8b11de8b9bc8d42c0a62cc4becf0dfd320211019062201/8cef5e8ca101cf1e21ebfe637a6b80bb20211019062217/b1a6d6> .

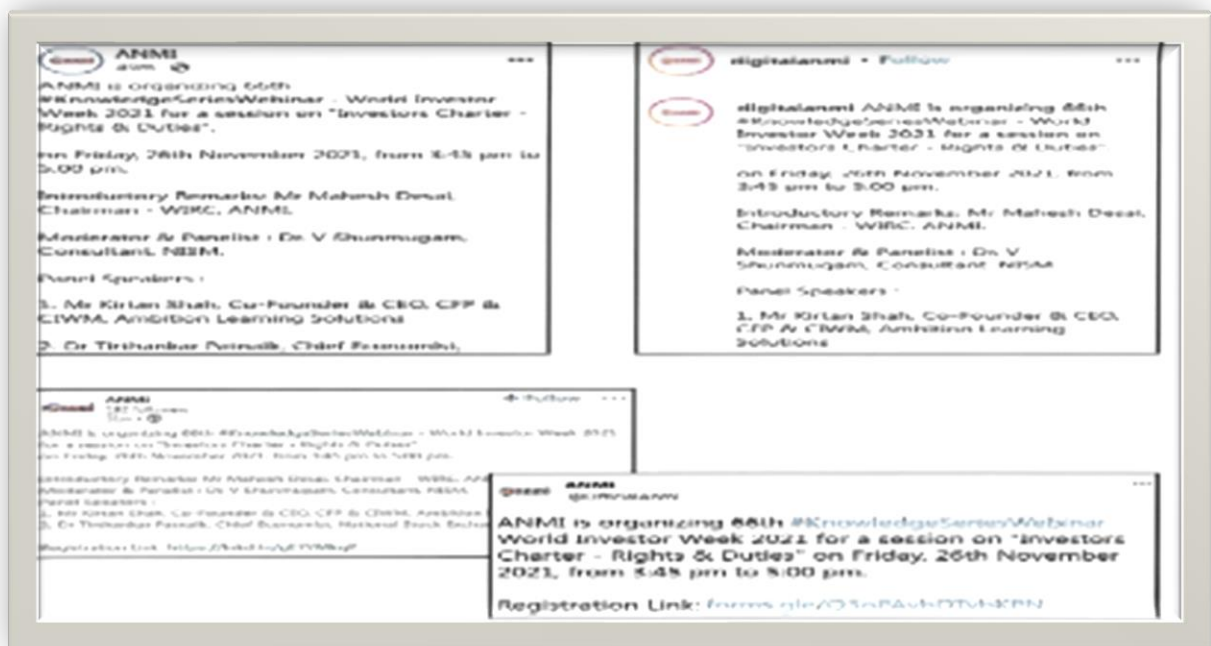


Image: Posts on Social Media regarding different investor awareness activities being conducted during WIW – 2021.

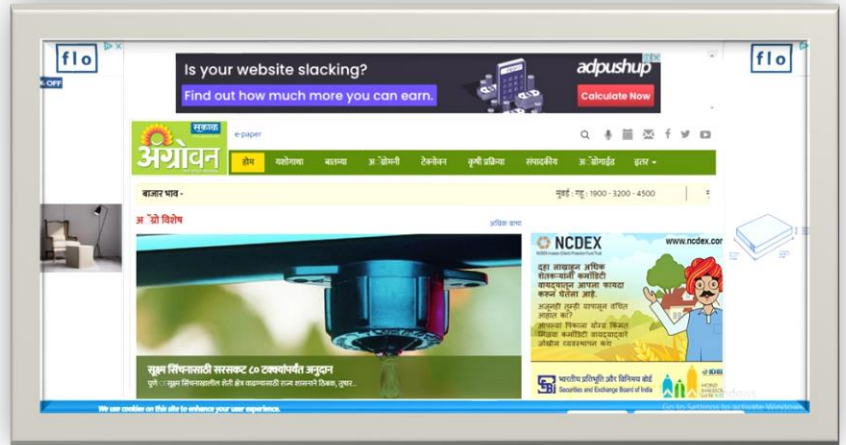
A snapshot of the reach through social media, during WIW – 2021, is given below:

	<b>Views/Reach (in Million)</b>
Twitter (views)	0.14
Facebook (views)	0.14
Instagram (views)	0.09
You tube (viewed)	0.05
LinkedIn (views)	0.12
News Paper	0.48
SMS Sent	1.23
Emails sent	15.72
online resources (Page Views)	0.74

**Additionally, we reached to nearly 02 (two) million people through investor awareness programs, print media, road shows, etc.**

**Approximately 20 million people viewed the social media during WIW-2021.**

Some glimpses of various awareness campaigns conducted on Social Media are as below:



## P. Conclusion

Due to pandemic – COVID-19, WIW-2021 was a challenging experience which provided an impetus to the investor education and awareness initiatives in the country. The new avenues brought new experiences and new perspective. The efforts of various stakeholders in this direction was synergized to ensure wider reach and participation. The multipronged approach also set benchmarks for future programs. Because of the ongoing pandemic, most of the programs were conducted digitally/ virtually. WIW -2021 also provided some learnings for conducting such programs. There was an effective use of digital/ social media for wider reach and better reception to the programs by specific target groups (like women centric programs, guest invitees, etc.). Different methods were used for creating investor awareness for specially-abled people like visually impaired and hearing impaired. The informational campaign in social media received active support, which led to a sharp rise in the number of visitors of existing and prospective investors. However, there is a lot of ground to be covered as far as retail participation is concerned. Celebration of WIW is not only a welcome initiative towards the investor awareness but also highlights the need of investor awareness, particularly in India. Overall, the event WIW-2021 received avid response and served as a stepping stone for many budding investors. During WIW – 2021, we were able to reach over 0.12 million participants directly through more than 2,200 Investor Awareness Programs and more. More than 20 million people were reached through various investor awareness initiatives which were taken in India during WIW – 2021, like social and other media channels, roadshows, etc.

It will be an endeavour of SEBI to celebrate the Week every year as also to continue the sustained initiatives towards investor awareness throughout the year.

\*\*\*\*\*

# INDONESIA

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Cecep Setiawan (Indonesia FSA – [www.ojk.go.id](http://www.ojk.go.id))

**Other IOSCO members:**

**Other participants:**

- Indonesia Stock Exchange ([www.idx.co.id](http://www.idx.co.id))
- Indonesia Clearing and Guarantee Corporation ([www.idclear.co.id](http://www.idclear.co.id))
- The Indonesia Central Securities Depository ([www.ksei.co.id](http://www.ksei.co.id))
- Universities, and
- Financial Institutions

**Campaign Dates (From/To):** Oct 13<sup>th</sup> - Oct 20<sup>th</sup>

The Indonesia Financial Services Authority (IFSA) in collaboration with the Indonesia Stock Exchange (IDX) organized World Investor Week (WIW) 2021 from 13 to 20 October 2021. WIW activities were synergized with the celebration of the month of financial inclusion and the celebration of the anniversary of the capital markets, namely capital markets summit expo. **335 WIW activities** (consisted of 132 live Instagram, 190 capital markets education, 12 radio talkshow and 1 Podcast) were held with 895,864 participants. In addition, OJK has also published **13 educational materials** pertaining to the capital markets on websites and social media with a total of 141,743 reaches. The details of the events are as follows:

1. 190 capital markets educational activities were carried out in the form of socialization events, seminars, webinars, workshops, Training of Trainers (ToT) programs and capital markets schools to promote the capital markets sector to students and public. These activities were held in various regions in Indonesia such as Aceh, Jakarta, Banten, Bali, Kalimantan, Bengkulu, West Java, Central Java, Lampung, Maluku, NTB, NTT, Riau, Papua, Sulawesi and Sumatra and were attended by 148,993 participants.
2. Financial education talkshow through Live Instagram via OJK's Instagram accounts @sikapiuangmu, @pasar\_modal\_syariah, @indonesiastockexchange and @idxislamic with experts/influencers who have expertise in financial sectors. We received positive feedbacks from viewers. Their enthusiasm to the events has also been reflected in the comments/Q&A Instagram features by asking for more information related to capital markets investment products, online investment, tips to avoid fraud in investment, benefits and risks of investing in the capital markets, how to buy investment products, etc. There were 132 Instagram Lives activities by targeting to millennials that has been attended by 58,020 views.
3. We organized 12 radio talkshow about tips for safe and comfortable in investing in capital markets with total 688.409 listeners. Furthermore, we held 1 podcast activity about investment for youth with total 442 listeners.
4. Social Media Campaign of "SikapiUangmu" on Facebook, Instagram and Twitter. This initiative purpots to enhance public's awareness on the campaign of "SikapiUangmu" which is intended for millennials generation. Eye-catching visual, illustration and infographic embedded into the content. We also created a national hashtag with all stakeholders of the capital markets sector, i.e: #IOSCOWIW, #WIW2021, and #WorldInvestorWeek2021. Social media response matrix is set out below:



No	Social Media	Reaches*	Engagements**	Impressions***
1	Facebook	2.452	267	2.751
2	Twitter	-	491	2.530
3	Instagram	20.173	1.520	25.245
<b>Total</b>		<b>22.625</b>	<b>2.278</b>	<b>30.526</b>

Note:

\*Reaches: the number of unique account who saw the post .

\*\*Engagements: the number of times the post was liked, saved, and commented on

\*\*\*Impressions: the total number of times the post has been seen.

No	Theme	Facebook			Twitter		Instagram			Website
		Reaches	Engagements	Impressions	Engagements	Impressions	Reaches	Engagements	Impressions	Visitors
1	Trivia: Why We Need Invest Our Money	320	42	365	33	555	2,803	248	3,438	-
2	Trivia: Beware of Fraud and Fake Investment Opportunity	285	49	328	375	23	1,974	185	2,484	-
3	Article: Important! Be Understood Before Investing! Take Gain Not Loss	340	45	383	25	437	2,273	179	3,002	281
4	Trivia: Sharia ETF	278	32	325	7	344	3,880	299	4,983	-
5	Trivia Online Investing	429	40	470	28	458	3,113	194	3,662	-
6	Article: Investment Trend Easy, Profitable, and Beneficial	372	31	372	11	343	2,980	187	3,764	241
7	Trivia: Stock Waqf	428	28	508	12	370	3,150	228	3,912	-
<b>Total</b>		<b>2,452</b>	<b>267</b>	<b>2,751</b>	<b>491</b>	<b>2,530</b>	<b>20,173</b>	<b>1,520</b>	<b>25,245</b>	<b>5</b>

5. Social Media Campaign of “pasar\_modal\_syariah” on Instagram. This initiative purports to enhance public’s awareness on the campaign of “Islamic Capital Markets” which is intended for millennials generation. Social media response matrix is set out below:

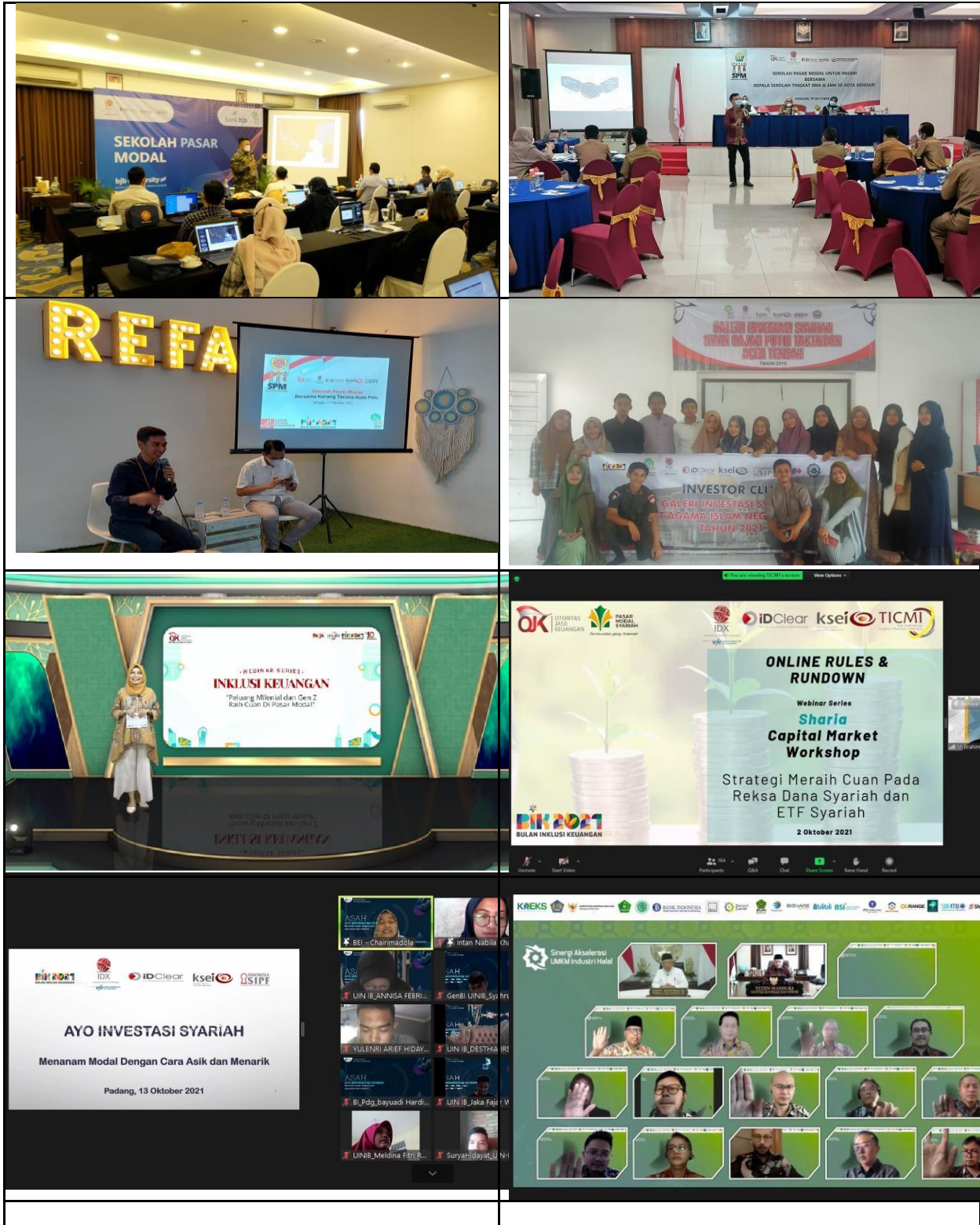
No.	Theme	Likes*	Reaches**
1	Stock Prices When Down Up	1,833	51,336
2	World Investor Week 2021	61	3,412
3	The Miracle of Giving	398	8,386
4	6 Financial Rules, Simple and Important for You to Know	527	15,359
5	Come on! Change Bad Mindset to Good	1,082	26,757
6	Beware of Fraudulent Investments Under the Guise of Forex Trading	355	13,868
<b>Total</b>		<b>4,256</b>	<b>119,118</b>

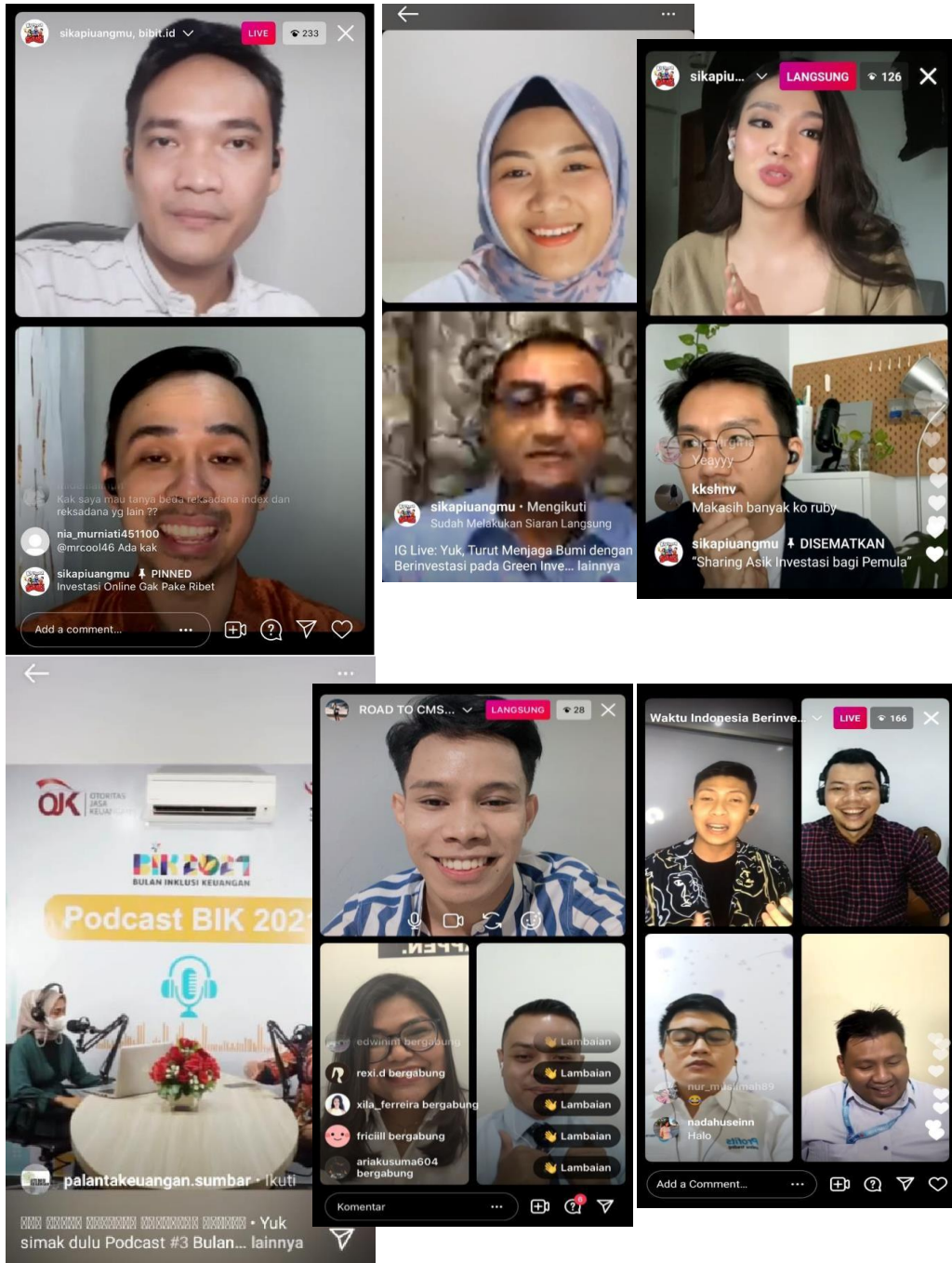
Note:

\*Likes: number of accounts who liked the post

\*\*Reachs: the number of unique account who saw the post

## Activities Documentations





**TUJUAN INVESTASI 1**  
Berikut ini beberapa tujuan investasi:

sikapuangmu Hajo... berinvestasi agar cepat kaya? Padahal hal tersebut merupakan hal yang keliru dan bisa menimbulkan sifat tamak. Jika tidak diiringi kehati-hatian, sifat tamak dapat menyebabkan Sobat justru mengalami kerugian karena terjerumus sama tawaran investasi bodong dengan iming-iming keuntungan selangit! Lalu sebenarnya apa tujuan dari berinvestasi? Yuk simak post berikut ini

#sikapuangmu #Investasi #hidupalasan #worldinvestorweek #worldinvestorweek2021 #WIW2021 #Investasi #pasarmodal

237 likes  
OCTOBER 11

**Awas jangan asal percaya tawaran investasi!**  
WASPADA

sikapuangmu Hajo siapa yang suka asal pilih produk investasi? Eits awas terjebak investasi bodong, cek dulu nih ciri-ciri investasi bodong

#sikapuangmu #Investasi #hidupalasan #investasibodong

enriche.ph Makasih min, ternyata ya sga nawarin pinjaman lewat SMS itu investasi ilegal ya

174 likes  
OCTOBER 12

**Namanya berinvestasi nggak selalu untung tapi... ada risiko berikut ini:**

- RISIKO DANA BESI**: Risiko ini berkaitan dengan kemampuan pasar modal yang sangat labil sehingga menimbulkan risiko investasi akan lebih kecil
- RISIKO BUNGA**: Risiko ini berkaitan dengan kemampuan pasar modal yang sangat labil sehingga menimbulkan risiko investasi akan lebih kecil
- RISIKO LIKUIDITAS**: Risiko ini berkaitan dengan kemampuan pasar modal yang sangat labil sehingga menimbulkan risiko investasi akan lebih kecil
- RISIKO BUNGA**: Risiko ini berkaitan dengan kemampuan pasar modal yang sangat labil sehingga menimbulkan risiko investasi akan lebih kecil
- RISIKO PASAR**: Risiko ini berkaitan dengan kemampuan pasar modal yang sangat labil sehingga menimbulkan risiko investasi akan lebih kecil

Dinas selengkapnya di website sikapuangmu atau klik link berikut: [bit.ly/sikapuangmu724](http://bit.ly/sikapuangmu724)

sikapuangmu Hajo siapa yang berinvestasi dengan dana panas apalagi yang hasil pinjamannya? Investasi itu tidak selalu menguntungkan ya Sobat karena ada risiko yang melekat, jadi partikan Sobat berinvestasi dengan menggunakan dana dingin alias uang yang benar-benar tidak terpakai untuk memenuhi kebutuhan hidup dan dana darurat

#sikapuangmu #Investasi #hidupalasan #worldinvestorweek #worldinvestorweek2021 #wiw #wiw2021

167 likes  
OCTOBER 14

**Reksa Dana Syariah yang Bisa Diperdagangkan di Bursa Efek**  
ETF Syariah

sikapuangmu Mungkin kalau sobat ditanya produk investasi syariah di Pasar Modal, yang pertama kali muncul adalah sukuk, reksa dana dan saham syariah. Tapi ada juga loh produk Pasar Modal lainnya, salah satunya adalah Exchange Traded Fund (ETF) Syariah.

Yuk, cek postingan diatas buat kepin produk ini!

#ETF #ETFsyariah #PasarModal #PasarModalSyariah #Sikapuangmu #OJK

224 likes  
OCTOBER 15

**Mitos Investasi**  
Harus Nunggu Kaya  
Butuh Banyak Dana  
Modal Rp10 ribu  
Bisa Online!  
**Fakta Investasi**  
Wah mudah ya! Cek 3 keuntungan berinvestasi secara online

sikapuangmu Hajo... Siapa bilang investasi butuh modal besar? Untuk investasi secara online, tak perlu khawatir, saat ini, modal investasi secara online sangat terjangkau dan mudah untuk dilakukan. Yuk simak post berikut ini

#sikapuangmu #Investasi #worldinvestorweek #worldinvestorweek2021 #WIW2021 #Investasi #pasarmodal #saham #reksadana

179 likes  
OCTOBER 18

SIKAPI  
4,450 Tweets

SIKAPI @sikapuangmu · Oct 15  
Mungkin kalau sobat ditanya produk investasi syariah di Pasar Modal, yang pertama kali muncul adalah sukuk, reksa dana dan saham syariah.

SIKAPI @sikapuangmu · Oct 15  
Tapi ada juga loh produk Pasar Modal lainnya, salah satunya adalah Exchange Traded Fund (ETF) Syariah.

Yuk, cek postingan diatas buat kepin produk ini!

#ETF #ETFsyariah #PasarModal #PasarModalSyariah #Sikapuangmu #OJK

SIKAPI @sikapuangmu · Oct 21  
Katanya investasi hanya untuk mencari cuan atau keuntungan secara ekonomi. Eits nyatanya melalui investasi hijau, Sobat juga dapat turut serta memberikan manfaat bagi kehidupan sosial dan lingkungan loh. Yuk simak penjelasan berikut

#sikapuangmu #Investasi #worldinvestorweek

pasar\_modal\_syariah

Dalam rangka meningkatkan kesadaran akan pentingnya dan perlindungan bagi investor, OJK berkolaborasi dengan Bursa Efek Indonesia (BEI) dan pelaku industri pasar modal untuk turut serta dalam kegiatan pekan investor sedunia tahun 2021.

**13-20 OKTOBER 2021**

**Rangkaian Kegiatan**

- Webinar Edukasi Pasar Modal
- Live Instagram
- Talkshow Radio
- Training of Trainers
- Sekolah Pasar Modal

pasar\_modal\_syariah

**HARGA SAHAM KETIKA**

**TURUN**

**NAIK**

PASAR MODAL SYARIAH

pasar\_modal\_syariah

**6 ATURAN KEUANGAN**

**SEDERHANA DAN PENTING UNTUK KAMU KETAHUI**

- Selalu buat **budgeting** dan harus disiplin mengikutinya
- Jangan sampai **pengeluaran** lebih besar daripada **pemasukan**
- Jangan **berutang** untuk keinginan konsumtif
- Catat setiap pengeluaran
- Miliki **lebih dari 1** sumber penghasilan
- Disiplin & rutin **berinvestasi**

pasar\_modal\_syariah

**KEAJAIBAN BERSEDEKAH**

PASAR MODAL SYARIAH

- Hidup semakin berkah
- Bisa menolak munculnya penyakit
- Harta yang disedekahkan akan kekal di sisi Allah SWT
- Dimudahkan dalam mencari rezeki yang halal
- Sedekah dapat melipat gandakan pahala

pasar\_modal\_syariah

**YUK! UBAH MINDSET BURUK MENJADI BAIK**

**KETIKA MELIHAT PENCAPAIAN ORANG LAIN**

Minder/liri ❌ Jadikan motivasi ✅

**TIDAK MEMILIKI PRIVILEGE**

Mengeluh ❌ Bersyukur atas apapun yang Allah beri ✅

**MERASA TIDAK MAMPU**

Overthinking ❌ Lebih giat lagi belajar/latihan ✅

**MAU MULAI INVESTASI**

Takut Rugi ❌ Investasi itu menguntungkan di instrumen yang dipahami ✅

**DIREMEHKAN**

Terpanuk ❌ Motivasi diri untuk bangkit ✅

pasar\_modal\_syariah

**WASPADA INVESTASI BODONG BERKEDOK FOREX TRADING**

Yuk! Kenali modus investasi bodong berkedok **Forex Trading**:

- Melalui Sistem Member Get Member**  
Penawaran paket investasi forex berkedok penjualan robot trading melalui paket-paket investasi dengan menggunakan sistem **member get member**.
- Duplikasi Situs Resmi**  
Investasi berkedok forex dengan menjanjikan **fixed income** dalam bentuk **paket-paket investasi** dengan mendompleng legalitas piagam berjangka yang memiliki izin usaha dari Bappebti, menjadi introducing broker (IB) dari piagam luar negeri, penawaran binary option atas kontrak komoditas seperti emas, dan kontrak mata uang.
- Mencatut Izin**  
Menampilkan legalitas berupa Surat Izin Penjualan Langsung (SIPL) untuk berusaha di bidang penjualan langsung berupa **software e-book**.

# IRAN

## **WORLD INVESTOR WEEK 2021**

**National Coordinator:** Afsaneh Mirzaei (Ms.)

**Other IOSCO member:** Securities and Exchange Organization (SEO)

**Other participants:** Tehran Stock Exchange (TSE), Iran Mercantile Exchange (IME), Iran Fara Bourse (IFB), Central Securities Depository of Iran (CSDI)

**Campaign Dates (From/To):** Oct 9<sup>th</sup> – Oct 11<sup>th</sup>

The Securities and Exchange Organization (SEO) participated in the event for the first time since becoming a full member of IOSCO.

This week the SEO and other Iranian capital market entities presented their innovations with the aim of informing the public about the concepts of financial literacy.

The various activities planned for this week were:

- Preparing diverse contents related to financial literacy and investment,
- Creating a financial literacy window in the “Securities and Exchange News Agency (SENA)” webpage,
- Creating social pages for WIW and publishing IOSCO messages on Twitter, Facebook, Instagram,
- Publishing brochures on financial concepts, and distribute in public places,
- Conduct field interviews,
- Motion graphics,
- Preparing the banner of the WIW logo for the websites of the SEO, TSE, FBI, IME,
- Building “pixels”,
- Building “Stand”,
- Coloring book design.

### **First: The Campaign Duration**

The campaign held from October 9 to 11.

### **Second: The message of the SEO during the event**

The message of the SEO for this week was “If you are thinking of investing with good returns, get financial knowledge”. Therefore, all activities and actions took place in line with this message.

### **Third: The implemented activities**

In order to achieve the goals of “World Investor Week” and due to the COVID-19 pandemic, efforts have been made to make maximum use of social media in a short period.

Documents in the form of photos, motion graphics, and brochures in the field of financial literacy education have been prepared and presented with the aim of raising public awareness.



## Public Relations and International Affairs Management



## World Investor Week brochure with financial literacy training content



## World Week logo stand and brochure publication in public



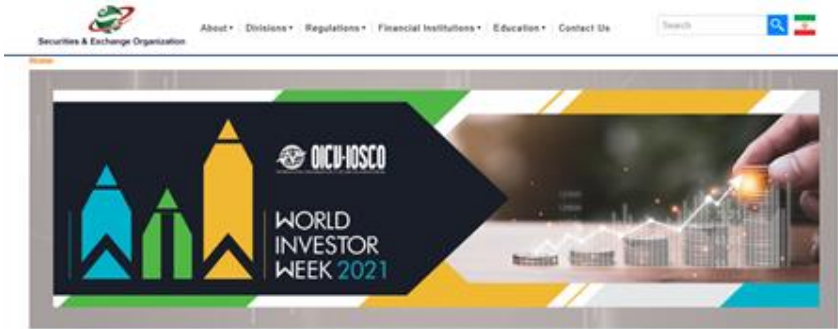
## Pixel of WIW



## WIW banner and news link on en.seo.ir:

<https://en.seo.ir/Announce/1368/World-Investor-Week-Begins-in-Iran>

<https://en.seo.ir/Announce/1367/IOSCO-World-Investor-Week-Officially-Begins>



### WIW Banner, News and articles of Securities & Exchange News Agency (SENA)



<https://www.sena.ir/news/74219>

<https://www.sena.ir/news/75052>

<https://www.sena.ir/news>

<https://www.sena.ir/news/75091>

<https://www.sena.ir/news/75080>

<https://www.sena.ir/news/75063>

### Dedicating a “financial literacy window column” in the Securities & Exchange News Agency (SENA) Website

In order to promote financial literacy public awareness with the concepts of financial literacy in simple language and the impact of these concepts on investment, a “financial literacy window” designed; an article related to financial literacy published and uploaded in this section every day.

The articles published on World Investor Week in this column are as follows:

1. Saving and its importance in personal life
2. Saving; The first rule for financial success
3. Poverty is a mental issue

4. Recognition of demands versus needs, the basis of financial literacy training
5. Achieve your financial goals intelligently with accurate financial goals
6. Lack of resources and choice
7. What is budgeting and what does it matter
8. How the price arises
9. Decision-making skills in financial planning
10. Opportunity cost and its role in investment decisions
11. The concept of return on investment

### **Design and prepare “motion graphics” on the subject of indirect investment**

In order to promote financial literacy and awareness about risk management in the capital market, motion graphics on the subject of indirect investment designed and produced.

In a situation where investment awareness, especially indirect investment and risk management seems largely neglected, special attention to this topic may bring promising results in the overall investment climate.

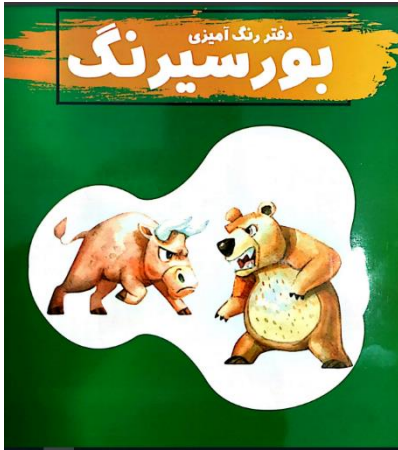
Therefore, this motion picture deals with the approach of careful attention to the promotion of indirect investment that was welcomed by stockholders.

It is worth mentioning that this motion graphic was performed on social networks during the "World Investor Week"; surprisingly, the IOSCO working group welcomed this motion picture, and as a result, the SEO Instagram page became more popular to other users.



### **Coloring book**

"Borsirang" coloring book, which consists of stock exchange paintings, designed and targeted children aiming to acquainting them with stock exchange symbols and their coloring meanings.



#### Fourth: Activities of entities under SEO supervision

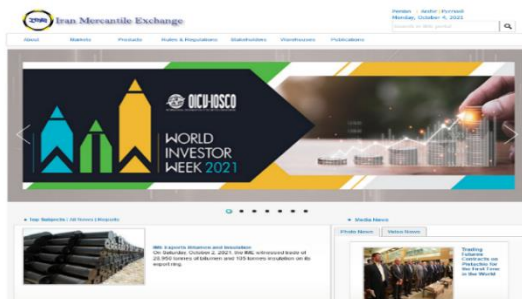
##### 1-Tehran Stock Exchange (TSE):

- Ringing the financial literacy bell,
- Placing the World Investor Week banner on their website,
- Prepare related contents and publish them.



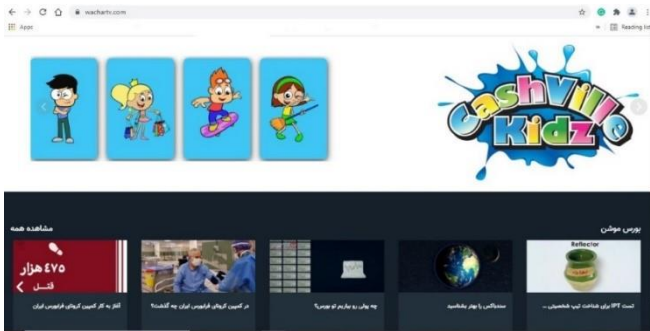
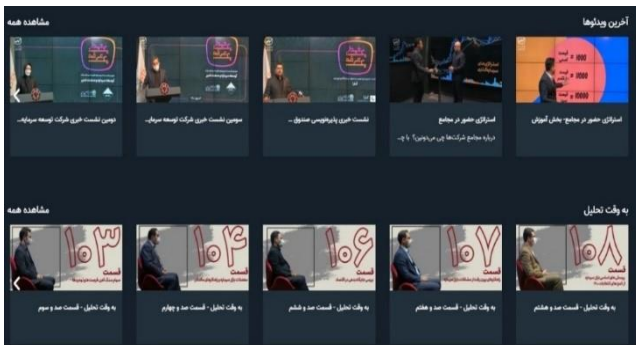
##### 2-Iran Mercantile Exchange (IME):

- Placing the World Investor Week banner on their website,
- Prepare related content and publish them,
- Twit financial contents.



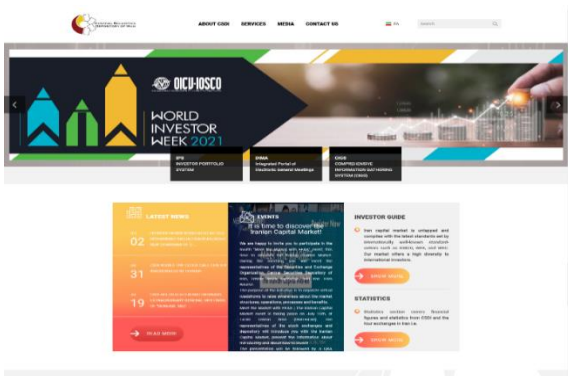
##### 3-Iran Fara Bourse (IFB):

- Placing the World Investor Week banner on their website,
- Prepare a video clip related to the WIW,
- Broadcasting child animation programs,
- Broadcast investment training programs in simple language on online TV channel.



#### 4-Central Securities Depository of Iran (CSDI):

- Placing the World Investor Week banner on their website,
- Preparing animation and uploading on the company's Instagram page.





# ISRAEL

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Israel Securities Authority (ISA)

**Other IOSCO members:** -

**Other participants:** -

**Campaign Dates (From/To):** Oct 17<sup>th</sup> – Oct 24<sup>th</sup>

This year, the ISA celebrate the campaign with various activities intended to bring the subject to target audiences. Hereunder-main activities. The campaign received wide coverage by the national and economic press.

**Survey - *What's the story with investors in Israel?*** – At the center of the campaign this year, in light of the effect of the Corona pandemic, the ISA conducted a survey to examine investors' characteristics and their investments. The survey checked with two main populations: investors in the capital market and the non-investing public. Among the question, those surveyed answered: Where were you first exposed to content on the subject of the capital market?

What are the main objectives for which you invest in the capital market?

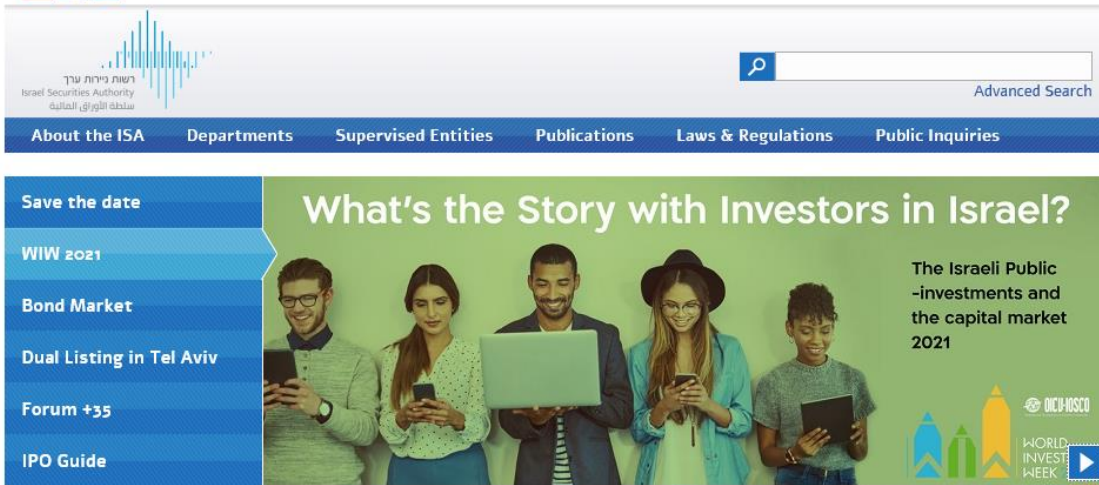
To what extent do different parameters influence your decision on the investment portfolio (investment products, investments mix)?

What in your opinion is the level of risk in digital assets compared with other investment products? The ISA published and promoted the findings of the survey in various channels, in an attractive design to make the content accessible to unprofessional. The campaign received wide coverage by the national and economic press. The ISA promoted the campaign via all social media channels (Facebook, Instagram, LinkedIn), by posts devoted to selected findings combined with a relevant tip for responsible investors behavior.

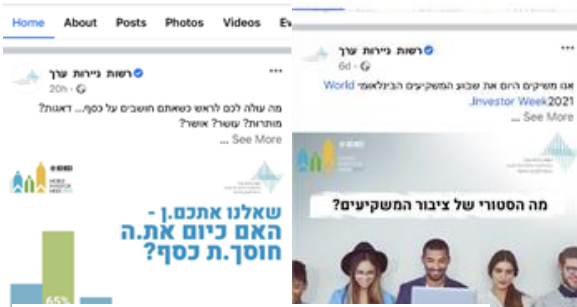
**Meeting with the public – online and offline events** – As part of the activities to mark World Investor Week 2021, we launched a series of meetings and lectures by ISA's staff in various venues (ZOOM, classrooms, night bar and more). The lectures aimed at taking the mystery out of the capital market, dealing with basic terms and the important questions according to the target audience. Among the lectures held, the ISA chairwoman, Anat Guetta, gave a lecture on smart consumerism to third graders in the school where her granddaughter is a pupil; the ISA hosted an event on Zoom to senior citizens on the dangers of investing in unsupervised ventures; a lecture to women's community on Facebook, on ways of investing and on the important questions that should be asked before starting out; held meetings with groups of at-risk youths, an online lecture to the community, and more meetings online and offline for various audiences in Hebrew and in Arabic.



**ISA website:**



**Facebook posts:**

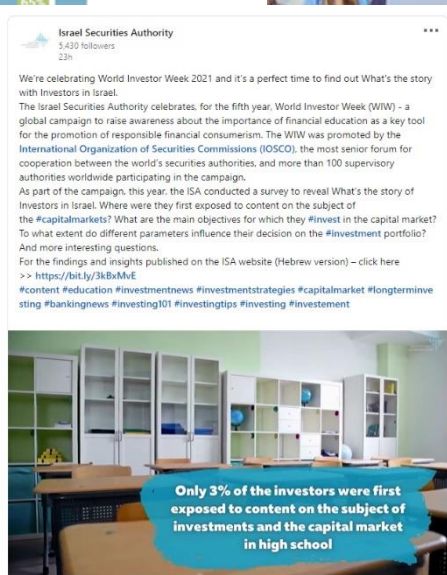


**Tweet**

Israel Securities Authority @IsraelAuthority

We're celebrating World Investor Week 2021 and it's a perfect time to find out What's the story with Investors in Israel.  
For the findings and insights published on the ISA website (Hebrew version) – click here >> [bit.ly/3kBxMvE](https://bit.ly/3kBxMvE)

**LinkedIn posts:**



**Offline Events examples:**



## Online Events examples:

**שוק ההון בגובה העיניים**

רשות ניירות ערך מתארכת בקהילת הנשים מועדון ארוחת הבוקר של אורבן מאמס  
השקעה בשוק ההון - השאלות החשובות שצריך לשאול  
מרצה - עו"ד יסמין פרנקל, רשות ניירות ערך

📍 ההרצאה בזום (הרשמה מראש)

🕒 יום שני 18/10/21 בשעה 20:30

## News press articles examples

### למרות התשואות הגבוהות בבורסה - ההשקעה בנדל"ן מועדפת ע"י הציבור בישראל

סקר של רשות ני"ע מגלה כי יותר מ-60% מהנשאלים מעדיפים לקנות דירה בסכום נמוך שיעני ליהיהם, לעומת 3% בלבד ששיערו את כולו בשוק ההון • עוד עולה כי רק כ-3% מהמשקיעים נחשפו לשוק ההון בעת לימודיהם בתיכון • 60% מהמשקיעים בשוק עושים זאת רק בישראל

01.11.2021 **רוי ויינברג**

מדדים מובילים בשוקי ההון בישראל ובעולם רשמו מתחילת השנה תשואות גבוהות מ-20%. כך לדוגמה, מדד ת"א 35 עלה מתחילת השנה ב-23.4%, ומדד S&P 500 זינק מינואר ב-22.6%. ברשות ני"ע ניסו להבין מדוע חלקים רבים מהציבור לא מצליחים את העליות בשוקים.

מסקר שבוצע בקרב 500 איש שלא משקיעים בשוק ההון ו-500 איש שכן משקיעים, עולה כי יותר משני שלישים מהציבור שאינו משקיע בשוק ההון (70%) חושבים שהשקעה כזו מחייבת הבנה מעמיקה בעולם הפיננסי. בתשובה לשאלה בה ניתן היה לסמן יותר מתשובה אחת מדוע הם אינם משקיעים בבורסה, 56% השיבו כי אינם מבינים בשוק הון - יותר מאלה שהשיבו כי הם מפחדים להפסיד את הכסף (46%) ומאלה שענו כי אין להם כסף פנוי להשקעה (44%).

#### היעדר חינוך פיננסי

את התשובות הממחישות כי הציבור מעריך שהוא אינו מבין מספיק בשוק ההון אפשר לתלות בין היתר בהיעדר חינוך פיננסי בישראל. סיבה זו זוכה לחיזוק בקרב המשיבים בסקר, כאשר רק 3% מהמשקיעים בשוק ההון השיבו כי נחשפו כתלמידי בתיכון לשוק ההון, כלומר על ידי גורם מוסמך.

לעומתם, מבין מי שאינו משקיע בשוק ההון, 4% ציינו כי נחשפו לשוק בלימודיהם בתיכון. על-פי הסקר, את המידע צובר הציבור משיחות עם חברים או באמצעות האינטרנט, כשליש מהמשיבים לכל אפשרות.

נקודה נוספת העולה מהסקר שנערך לקראת שבוע המשקיעים הבינלאומי **WIW2021** היא כי רק ל-19% מהמשיבים יש תוכנית פיננסית מסודרת לשנים הבאות. זאת לעומת 42% שענו כי יש להם "בערך" תוכנית ו-39% שהשיבו כי אין להם תוכנית פיננסית עתידית כלל.

שבוע המשקיעים הבינלאומי נועד להעלות את המודעות לחשיבות החינוך הפיננסי ורשות ניירות ערך שותפה לקמפיין, שמוביל ארגון **IOSCO**, הפורום הבכיר ביותר לשינוף פעולה בין רשויות דומות בעולם, יחד עם כ-100 רשויות מפקחות.

### 70% מהישראלים מחדים להשקיע בשוק ההון

סקר שערכה לאחרונה הרשות לניירות ערך מצא כי 70% מכלל הציבור, מפחדים להשקיע בשוק ההון. עוד מתברר כי רק 25% מהמשקיעים בני ה-65 ומעלה בדקו אם ליועץ יש רישיון ייעוץ, לעומת כ-46% מהמשקיעים בני 18-29. עוד מעלה הסקר כי 70% מהמשקיעים מתמקחים על העמלות

רוי ויינברג  
01.11.2021 11:38

📧 📧 📧 📧 📧

גישת "הסמון" בגירסת שוק ההון המשקיעים הישראלים לא בודקים עם יועץ ההשקעות שלהם הוא כלל בעל רישיון ייעוץ, הודוה כחלק ממהלך פיקוח המהלכים שמבוצעים על ידו.

סקר שערכה רשות ניירות ערך לקראת שבוע המשקיעים הבינלאומי מעלה, כי רק 25% מבני ה-65 ומעלה בדקו אם ליועץ ההשקעות שלהם יש רישיון ייעוץ, לעומת כ-46% מהמשקיעים בני ה-18 עד 29.

אחד הצעדים הבודקים את יכולת וחקיפת יועצי ההשקעות אנונם מעודד יותר מאלו של המשקיעים בני הגיל השלישי, אך גם הוא נועד ללחמחמת המשקיעים בלבד. יש לציין, כי במסגרת "שוק היעוץ", החוק להסדרת היעוץ בשוק ההשקעות, בשוק ההשקעות נבדלה חקיקה משקיעים (המשלש' 1995) מוסתלת על היעוץ חובות המגדירות מעין "גבולות גירה" להגנה על המשקיעים



הרה הון, דוברת המסגרת על היעוץ הפיננסי ברשות לניירות ערך (צילום: ענבל מרמי)

#### במסגרת הפעילות, הרצתה הי"ר בבית הספר של נכדתה

הרה הון, דוברת והממונה על החינוך הפיננסי ברשות לניירות ערך: "כמדוי שנה, אנו פעילים להעלות מודעות הציבור הרחב לחשיבות החינוך הפיננסי ולרכיבת פיננסית אחריות. מהסקר שערכנו עולה כי 60% מהמשקיעים מנהלים את ההשקעות שלהם באופן עצמאי.

אנו מודים שבקבוצת מפת הקורונה המודעות של הציבור עלתה, ובנספח לרצון שלו לרכוש ידע באמצעות השושים. לכן הרשות משקיעה בהתנעת 'ארגון הילדים' אישי לציבור המשקיעים, ובמקביל פועלת להזהיר אותו מפני תרופות השקעה במיזמים לא ממוקמים."

זו השנה המחישית בה משקיע רשות ניירות ערך את שבוע המשקיעים הבינלאומי, שמטרת העלית את המודעות לחשיבות החינוך הפיננסי ככלי לקידום צרכנות פיננסית אחראית בקרב הציבור הרחב.

הרשות שותפה לקמפיין שמוביל ארגון **IOSCO**, הפורום הבכיר לשינוף פעולה בין רשויות נירות ערך בעולם. יחד עם כ-100 רשויות מפקחות ברחבי העולם. במסגרת הקמפיין הרשות מתמקדת מדי שנה בנושא אחר, והשנה, לאור השפעת מפת הקורונה, הוחלט לבחון את מאפייני המשקיעים וההשקעה שלהם.

# ITALY

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Commissione Nazionale per le Società e la Borsa (Consob)

**Other IOSCO members:** -

**Other participants:** Adeimf; Anasf; Feduf; GLT Foundation; Museo del Risparmio di Torino; QfinLab-Politecnico di Milano; USR Lombardia and USR Lazio

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 10<sup>th</sup>

The 5<sup>th</sup> edition of the World Investor Week (WIW) in Italy has been celebrated with a number of initiatives mainly held between Monday 4 October and Saturday 10 October 2021. In light of the high level of flexibility allowed in organizing the WIW, participants have been also given the opportunity to choose a different week or period within the month of October, exploiting any synergies with the Italian 'Financial Education Month' ("FEM").

The FEM, held in October every year, is promoted by the National Committee for the planning and coordination of financial education activities ("Edufin Committee"). The Edufin Committee has been established in 2017 to promote and plan awareness-raising campaigns as well as financial education initiatives and plays a crucial role in laying down and implementing the National Strategy for Financial Education in Italy.

As usual, during the FEM and the WIW 2021, CONSOB has operated in tight connection with the Edufin Committee, contributing to the planned activities jointly with the other members.

Consob has also collaborated with historical WIW partners, namely "Associazione dei Docenti di Economia degli Intermediari e dei Mercati Finanziari e Finanza d'Impresa" (ADEIMF), "Associazione Nazionale Consulenti Finanziari" (ANASF), "Fondazione per l'Educazione Finanziaria e al Risparmio" (Feduf), "Global Thinking Foundation", "Museo del Risparmio", "Qfinlab - Politecnico di Milano", Ufficio Scolastico Regionale (USR) della Lombardia e USR del Lazio, creating over 80 streaming and in-person events and (also virtually) reaching tens of cities and thousands of recipients (from primary and secondary school students, to university students, adults and women).

Given the aftermath of the pandemic, the aim of WIW 2021 has been first of all to raise awareness among the recipients of the events on the role of financial education as a useful tool for preventing financial vulnerabilities and coping with challenging times (in line with the concept of 'smart investor'). Most initiatives have covered thematic areas like financial scams and illegal acts, the crisis triggered by the pandemic, investment in times of crisis, sustainability and digital innovation.

More specifically, Consob has carried out half of the events in the calendar, reaching a total of about 3,000 people. Among these initiatives, it is worth mentioning:

- 8 repeats of "Beware of scams", a show-conference inspired by the famous Ponzi scheme's phenomenon which is part of an experimental project of edutainment on financial education called "Finance on stage";
- about 40 events dedicated to secondary school students and their teachers, in cooperation with a consumer association, based on a Consob educational format on personal finance management.

- the training programme based on the Consob format “*Finance a story to tell... from bartering to bitcoin. A teaching model for financial education in High Schools*” (available only in Italian): during an 8-hour training course, teachers have been guided through several financial education modules designed for students attending the final two years of high school. All the modules are based on a multidisciplinary approach, go deeper into significant historical events - from the tulip-mania to the most recent crisis - and give a perspective on how the economic-financial system works by linking economics, finance, law and personal behavior. The modules are intended to stimulate interest and curiosity about finance, in both its micro- and macro-economic dimension;
- targeted events dedicated to university students based on a Consob educational format on sustainable investments;
- a focus group involving teachers of primary schools aimed at gathering useful insights on how to develop a teaching unit based on the short tale called “*Sofia goes to the exchange*” (“*Sofia va in Borsa*”, soon available also in English). The title of the tale plays on the word “*Borsa*” that means bag but also Stock Exchange. The protagonist of the story is Sofia who tries to find out what is the real job of her mother and ends up on the Stock Exchange; here, she meets a bull who explains how the financial market works, who the entrepreneurs are and what role financial advisors and the securities regulators play in the financial market;
- a show-conference developed in cooperation with Taxi 1729, a scientific dissemination company, based on pandemic-oriented educational contents created by Consob;
- a global WIW webinar on sustainable finance organized by Consob, with the support of the IOSCO Secretariat, to record the state of the art and discuss developments in the sector, with a view to analyze the main implications in terms of investor protection and education.

FEM and the WIW 2021 have also been the showcase for research and studies that CONSOB conducted independently or in collaboration with numerous Italian Universities.

In line with the previous edition, the organization of WIW 2021 has proven to be particularly challenging, also because of the constraints stemmed from the pandemic, although the resolution of some organizational issues has benefitted from the experience acquired last year.

Due to the limited room for organizing events in person, digital formats have still been the most used. As far as content is concerned, evidence from WIW 2021 has highlighted the importance of taking into account the long-term effects of one's choices and the social costs of individual decisions as well as the role of digital culture as a useful tool for seizing the opportunities and challenges of the context in which we are called to make our daily financial decisions.

Information and details about the Italian campaign (e.g. official calendar, list of partners, contact references, related documents and media coverage) are provided in a designated area of the Consob investor education portal (<https://www.consob.it/web/investor-education/mese-wiw-2021>), accessible also through the partners' websites by way of dedicated web links. The official list of all the initiatives is available at the link <https://www.consob.it/web/investor-education/calendario-eventi-2021>.

Partners' press offices cooperated with Consob to guarantee clear, shared communication policy and messages throughout the WIW, also by means of social networks.

# JAPAN

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Financial Services Agency

**Other IOSCO members:** Japan Securities Dealers Association

**Other participants:** Japan Exchange Group

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 10<sup>th</sup>

*One of the characteristics of Japan's initiatives during the World Investor Week 2021 campaign is the active participation of SROs, namely Japan Securities Dealers Association (JSDA) and Japan Exchange Group (JPX).*

### 1. Japan Securities Dealers Association (JSDA)

The JSDA, through the WIW, is currently undertaking the following initiatives with respect to investor protection and investor education.

- **Creating a special website dedicated to WIW and requesting cooperation from JSDA**

#### Members

As with last year, the JSDA created a special website dedicated to introducing the WIW, and disseminated the WIW logo and key messages. In addition, the JSDA requested cooperation from its member securities firms, and provided them with the WIW logo so that they can promote and proliferate the message of WIW.

For more information, see <https://www.jsda.or.jp/about/international/wiw2021.html> (Japanese)

- **Activities for investment promotion to reach the youth**

We have created special websites in order to disseminate the attractiveness of securities investment to potential investors and uninterested people, particularly members of the young generation.

For more information, see

<https://www.jsda.or.jp/hajiwaka/> (Japanese)

<https://www.jsda.or.jp/toushi-highschool/index.html> (Japanese)

- **Creating special websites and leaflets for the NISA promotion**

We summarized the main points of NISA (Nippon Individual Savings Account), which is a tax incentive system suitable for medium- and long-term asset building, and disseminated information on special websites and leaflets.

For more information, see

<https://www.jsda.or.jp/nisa/index.html> (Japanese)

- **Conducting activities related to "Securities Investment Day"**

The JSDA has designated October 4th as "Securities Investment Day" in order to get more people interested in securities investment. This year, the JSDA created and distributed posters to member firms for their use in explaining Securities Investment Day to increase the public recognition of the day.



- **Activities for financial and securities education**

The JSDA is hosting seminars & events, dispatching lecturers, and providing online content for the potential investors and beginners.

For more information, see

<https://www.jsda.or.jp/gakusyu/index.html> (Japanese)

[https://www.jsda.or.jp/jikan/movie\\_kiso](https://www.jsda.or.jp/jikan/movie_kiso) (Japanese)

- **Activities to prevent investment scams**

In order to prevent investment scams, the JSDA conducted public awareness campaigns directed at general consumers and investors that call attention to their potential risk of becoming victim to investment fraud, including creating newspaper advertisements and providing information on the JSDA website.

For more information, see

[https://www.jsda.or.jp/anshin/inv\\_alerts/toushisagi/campaign.html](https://www.jsda.or.jp/anshin/inv_alerts/toushisagi/campaign.html) (Japanese)

## **2. Japan Exchange Group (JPX)**

A highlight of JPX efforts during WIW 2021 was a webinar held jointly with JSDA and Japan Investments Trust Association for HR and general affairs personnel aimed at encouraging companies to think about helping employees build their financial assets for the future. JPX contacted listed companies about the opportunity and drew about 400 participants in total. After the webinar with JSDA, many participants expressed the need for education programs on asset building and establishing and improving corporate plans for employees to build their financial futures.

## **3. Financial Services Agency (FSA)**

The Japan FSA contributed to the WIW 2021 as a national coordinator, closely communicating with relevant domestic and global parties and collaborating on events held during the campaign period.

Due to the Covid-19 situation in Japan, the Japan FSA held an online event for retail investors (especially for beginners in their 20s) on Oct. 8 (Fri.), 2021, during the WIW 2021. Moreover, JFSA gave a financial literacy class (in-person) to a junior high school and their parents on Oct. 10 (Sun.), 2021 and class (online) to a high school on Oct. 6 (Wed.), the high school one was also covered by a TV station.

The Japan FSA also published several press releases and tweeted about the WIW and the online event in order to raise awareness of the initiatives during the 2021 event.

Both before and after WIW, the Japan FSA has promoted investor protection and investor education to improve financial and digital literacy through:

- Looking ahead to the implementation of the new high school study guidelines, (i) teaching materials for teachers, and (ii) considering model lectures for teachers

- Implementing school visits by officers, seminars, and the creation of teaching movies in cooperation with related organizations aiming to improve financial literacy
- To disseminate NISA / Dollar-Cost Averaging NISA



# JERSEY

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Jersey Financial Services Commission (JFSC)

**Other IOSCO members:** N/a

**Other participants:** States of Jersey Police and the Jersey Fraud Prevention Forum

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 10<sup>th</sup>

The World Investor Week 2021 took in place in Jersey between 4 October and 10 October. The Jersey Financial Services Commission (JFSC) joined multiple regulators across the world in an annual campaign to promote investor education and protection.

The ability to organize and deliver face-to-face events was limited due to Covid 19. Instead, the JFSC used a digital format to run a campaign to disseminate key messages that further investor education and protection as well as financial literacy. The JFSC shared the IOSCO posts on various social media including LinkedIn, Twitter, Instagram and Facebook.

The highlight of the World Investor Week 2021 in Jersey was a global webinar on Fraud and Scams hosted by the JFSC on Thursday 7 October. The webinar brought together a number of expert panellists from IOSCO member organisations to discuss current fraud and scams impacting investors in their jurisdictions. Entitled, “Fraud has no borders” the panellists discussed a range of issues from APP Fraud, to risks investing in cryptocurrencies. Panellists also took time to reflect on the human impact fraud has on victims and not just the financial losses suffered which alone are often catastrophic. During the discussion, panellists commented on the international reach of fraudsters and their criminal conduct in an increasingly digitalised world.

Diane Maxwell, the JFSC’s Executive Director of Policy and Risk who hosted the webinar commented: “Financial fraud is increasingly sophisticated and widespread, targeting all demographics and impacting people of all ages. For victims who may lose their life savings and family home, the impact can be devastating. We are hoping webinars like these will better equip people to recognise fraud and act.”

Our webinar panelists were:

- Martin Moloney - IOSCO Secretary General
- Diane Maxwell – Jersey Financial Services Commission
- Chief Inspector Chris Beechey - the States of Jersey Police
- Elliot Modisa - South Africa Financial Sector Conduct Authority (FSCA)
- Dan Rutherford - the United States of America Commodity Futures Trading Commission (CFTC)
- Christine Kieffer - the United States of America Financial Industry Regulatory Authority (FINRA)

**Jersey Financial Services Commission**  
6,985 followers  
4mo • Edited •

This week is World Investor Week, a global initiative organised by the International Organisation of Securities Commissions (IOSCO) to raise awareness about the importance of investor education and protection. On Thursday 7 October ...see more





**IOSCO World Investor Week webinar: Fraud has no borders**

**Diane Maxwell**  
Jersey Financial Services Commission  
Executive Director of Policy and Risk

**Jersey Financial Services Commission**  
6,985 followers  
4mo • Edited •

Fraud has no boundaries, is the topic for our global webinar taking place on Thursday 7 October at 13:00 (GMT). Dan Rutherford from the U.S. Commodity Futures Trading Commission's Office of Customer Education and Outreach ...see more





**IOSCO World Investor Week webinar: Fraud and Scams**

**Dan Rutherford**  
United States of America Commodity Futures Trading Commission (CFTC)  
Associate Director

Topics he will be covering:

- Cryptocurrency related fraud: how are victims targeted, common methods of deception

**Jersey Financial Services Commission**  
6,985 followers  
4mo • Edited •

One day left to sign up! There is still time to join our global webinar. Hear from Christine Niles Kieffer from the United States of America Financial Industry Regulatory Authority (FINRA) as part of our panel session on investor prc ...see more





**IOSCO World Investor Week webinar: Fraud and Scams**

**Christine Kieffer**  
United States of America Financial Industry Regulatory Authority (FINRA)  
Senior Director

Topics she will be covering:

- SEC's FRAC
- Investor protection and fraud prevention, investor education, investor advisory, investor of fraud, and tips and tricks of investor & scammer
- Fraud

**Jersey Financial Services Commission**  
6,985 followers  
4mo •

No matter your age, location or life circumstances, fraudsters have no borders on who and where they target.

On Thursday 7 October at 13:00, we will host a global webinar on how fraud and scams are impacting jurisdictions around the world. Visit our website to learn more and sign up: <https://lnkd.in/g/URXWVR>

International Organization of Securities Commissions (IOSCO)  
#WorldInvestorWeek #IOSCOWI2021 #SmartInvesting  
#BeInformedBeSmartBeSafe #FraudsandScams

# KAZAKHSTAN

## **AFSA Report to IOSCO on outcomes of 2021 World Investor Week in the Astana International Financial Centre (AIFC)**

(as per IOSCO template)

**National Coordinator:** Agency for Regulation and Development of the Financial Market of the Republic of Kazakhstan

**Other IOSCO members:** Astana Financial Services Authority (AFSA)

**Other participants:** AIFC bodies and organisations

1. AIFC Authority
2. AIFC Court and International Arbitration Centre
3. Astana International Exchange (AIX), the AIFC investment exchange
4. Bureau for Continuing Professional Development Ltd.
5. AIFC Green Finance Centre Ltd
6. AIFC Business Connect Ltd
7. AIFC Tech Hub Ltd

### **Introduction.**

In 2021 the World Investor Week in the Astana International Financial Centre (AIFC) was held from 5 to 8 October in hybrid format. The central theme of the 2021 World Investor Week in AIFC was “Promotion of investment intelligence”. The main objectives of the event were as follows: (1) informing about investment opportunities and tools; (2) raising awareness about consumer protection and investment risks; (3) facilitating financial education and financial literacy through informing about investing smart; (4) discussion of innovations in financial markets.

Hence the WIW was designed to cover four tracks: opportunities, understanding risks, investing smart and innovations. Hence the WIW in AIFC sought giving a response to following questions of retail investors: “What investment opportunities exist in regulated financial markets?” (“Opportunities”), “What are the risks of investing?” (“Understanding risks”), “How one should invest smartly” (“Investing smart”) and “What are new trends of investing?” (“Innovations”).

The programme was formed based on the objective of the WIW along the four tracks:

Promoting Investment intelligence				
OPPORTUNITIES	UNDERSTANDING RISKS	INVESTING SMART	INVESTMENT INNOVATIONS	
4 October	5 October	6 October	7 October	8 October
<b>WIW Opening</b>  <b>Webinar: "Finance for All: Know how to be smart investor"</b> 1) Understanding basics of investing 2) Fundamentals of investing from regulatory standpoint	<b>Webinar: "Investing Smart – Protecting from Frauds and Scams"</b> 1) Identification of online frauds 2) Role of Enforcement in Investor Protection	<b>Webinar: "Online investing"</b> 1) Simplifying access to capital markets 2) Consumer protection in online investing	<b>Webinar: "Investment Perspectives in the AIFC"</b>	<b>Investor Day Conference :</b>
	<b>"Financial Literacy Forum" (offline)</b>	<b>IG live: "Tabys mobile app – new investment instruments"</b>	<b>Webinar: "Investment literacy, competencies and trends of professional development in the field of finance"</b>	<b>Panel session: "Innovations in Finance: Responsible Investing in Digital Assets"</b>
<b>Webinar: "Fintech financing &amp; investing instruments for entrepreneurs and investors. Debt &amp; Equity Crowdfunding and VC in the region"</b>	<b>Webinar: "Financial Education in investment decisions"</b>			<b>Panel session: "Investing for the future: sustainable finance"</b>
	<b>Webinar: "Protecting investors rights with world-class dispute resolution at the AIFC Court and IAC"</b>	<b>Webinar: "Green Investment Principles for BRI"</b>		
<b>IG live: "The functions of AIX Registrar and AIX CSD and how retail investors can use its' services"</b>	<b>Webinar: "Financial literacy – as a life skill in the modern world"</b>			<b>WIW Closing</b>



<b>Webinar: "Islamic Finance Investment Opportunities for Retail Investors"</b>		<b>Webinar: "Frontiers of finance: beyond climate"</b>		
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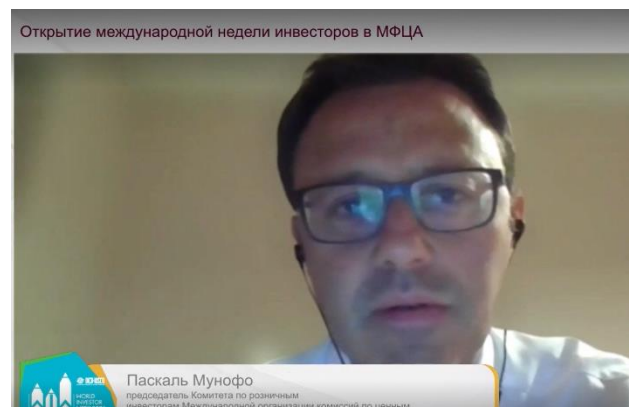
The Programme of the WIW included 5 days of virtual and hybrid events, specifically 17 sessions covering various topics: basics of investing, investing smart, investment opportunities, investor protection in the AIFC, FinTech financing, Islamic Finance investment, protection from fraud and scams, investment literacy, sustainable finance etc. This was the fourth time when AIFC has joined the global campaign under the leadership of the Astana Financial Services Authority, which reflects AIFC’s adherence to financial consumers’ education and protection.

Due to its digital nature this year’s WIW in AIFC was an inclusive event held by AFSA, which gave any interested person an opportunity to participate. 4,200 participants from 20 cities of Kazakhstan and 23 countries of the world attended events. Speakers included the experts of AIFC, as well as domestic and foreign experts in the field of stock market, consumer and investor protection, financial education, financial technology, green and Islamic finance.

A dedicated web-page has been created for all willing participants to obtain information on the programme of WIW-2021 and register: <https://afsa.aifc.kz/events/wiw-2021/>.

### **Opening of the Virtual World Investor Week in AIFC**

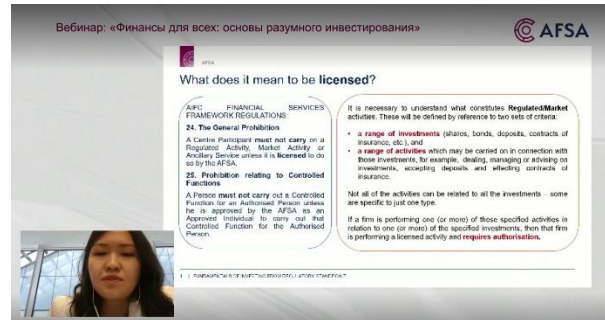
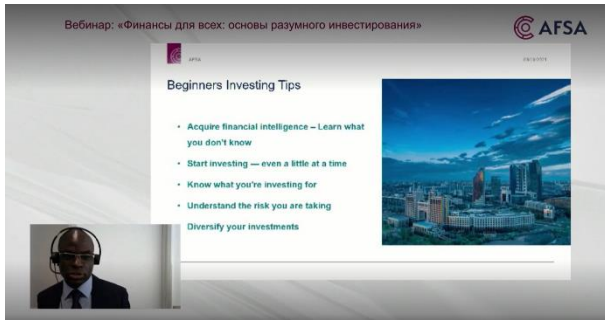
The first day of conference has featured welcoming remarks by Mukhtar Bubeyev, CEO of AFSA, and Pasquale Munafo, Chairman of IOSCO Committee on Retail Investors.



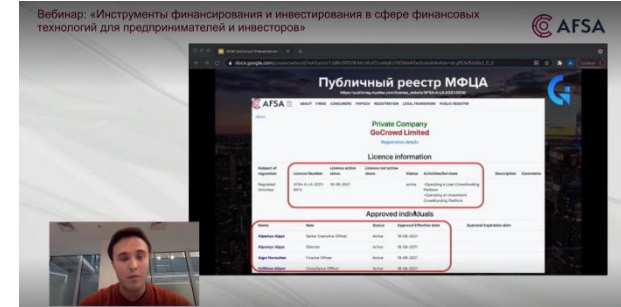
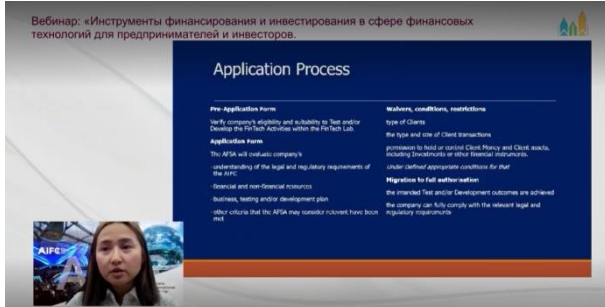
### **Track 1: Opportunities**

As part of track 1 following events were held:

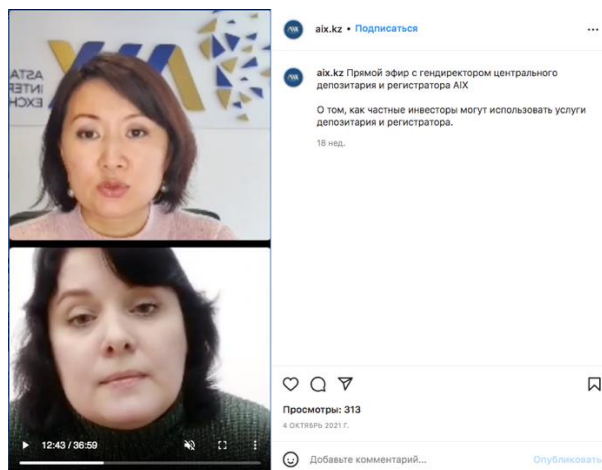
1.1. Webinar “**Finance for All: Know how to be smart investor**” covering basics of investing and fundamentals of investing from regulatory standpoint.



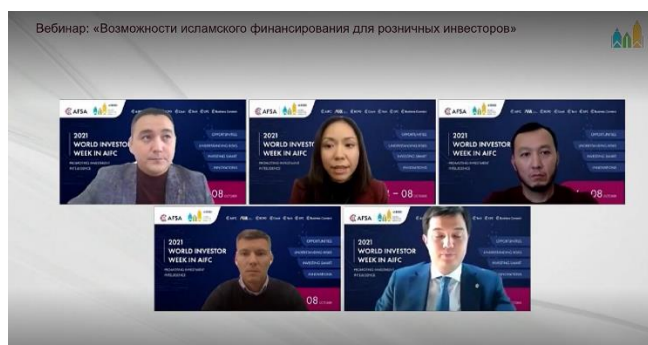
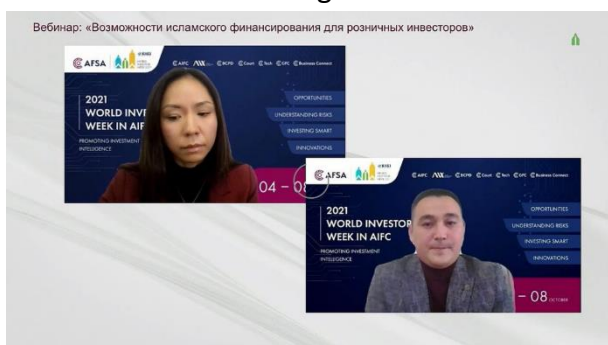
1.2. Webinar "Fintech financing & investing instruments for entrepreneurs and investors. Debt & Equity Crowdfunding and VC in the region", reflecting FinTech instruments and risks of digital assets, regulation on crowdfunding, crypto and venture capital.



1.3. Instagram live broadcast @aix.kz: "The functions of AIX Registrar and AIX CSD and how retail investors can use its' services".



#### 1.4. Webinar "Islamic Finance Investment Opportunities for Retail Investors" to discuss instruments for investing in Islamic Finance.



### Track 2: Understanding Risks

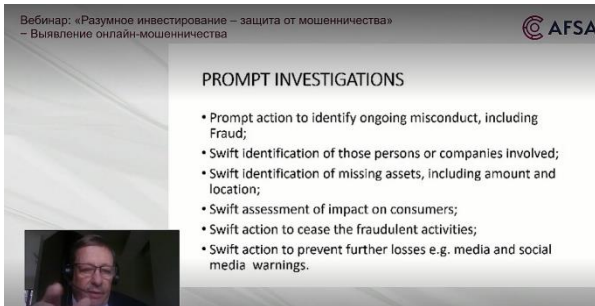
Track 2 was devoted to the financial literacy and education, highlighting risks, fraud and scams. Several experts were invited from the U.S. Securities and Exchange Commission, Financial Planning Standards Board and CFA Institute, as well as expert from AFSA and AIFC bodies.

#### 2.1. Webinar “Investing Smart – Protecting from Frauds and Scams”.

Invited expert from the U.S. Securities and Exchange Commission delivered a presentation on Identification of online frauds. The presentation covered the overview of online frauds, types of frauds and how to detect and avoid the possible scams. AFSA expert also delivered a presentation on the Role of Enforcement in Investor Protection, highlighting ways of prompt investigations to identify misconduct, seizure of assets and complaint structures.

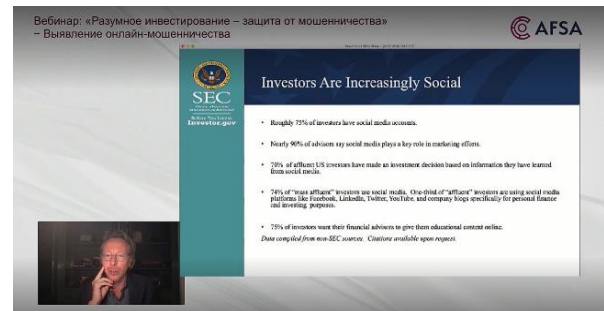
## URGENT SIEZURE OF ASSETS

- Once the location of assets are identified AFSA will, dependent on the circumstances take:
- Swift action to identify and freeze assets to prevent disposal, transfer or dispersal;
- This will usually be in the form of an application to AIFC Court, who will hear submissions from AFSA and decide whether the freezing of assets is required to prevent loss of stolen funds;



## Risks of Short-Term Trading Based on Social Media

- Short-term trading in a volatile market can lead to significant losses
- Margin, options or short sales may magnify these risks – you can lose more than you invested
- Keep in mind brokerage firms may be able to reject or limit your transactions
- Stock manipulation can occur on online platforms through the spread of false or misleading information



## 2.2. Financial Literacy Forum.

The AIX held an offline forum on Financial Literacy Forum. Key players, experts and consultants of the capital market discussed the importance of financial education, protection of retail investors, investments in foreign markets and crowdfunding platforms, crypto trading, Islamic finance and the Tabys application for retail investors.



## 2.3. Webinar “Role of Financial Education in investment decision”.

Invited experts from the Financial Planning Standards Board and CFA Institute discussed the role of education and financial planning in making investment decisions, competencies of a financial planner and a valued approach to ESG education.



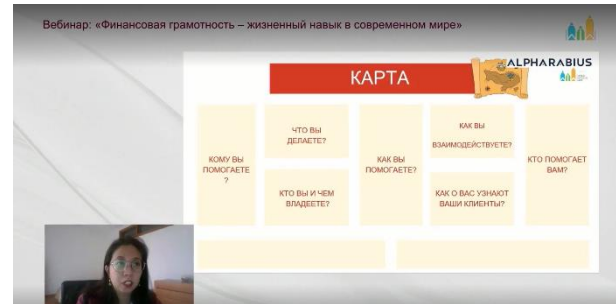
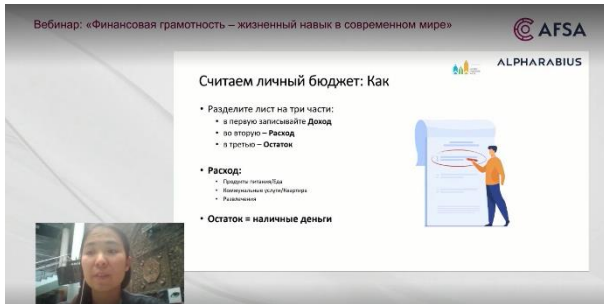
## 2.4. Webinar "Protecting investors rights with world-class dispute resolution at the AIFC Court and IAC"

The CEO of AIFC Court and International Arbitration Centre delivered a speech on protection of investors rights at the AIFC and IAC. He highlighted that the AIFC Court and IAC provides an independent, economical and expeditious alternative to court litigation, operating to the highest international standards to protect investors in the AIFC.



## 2.5. Webinar "Financial literacy – as a life skill in the modern world"

Experts from BCPD and Technovation Kazakhstan held a webinar on financial literacy, personal finance and diversification of risks.

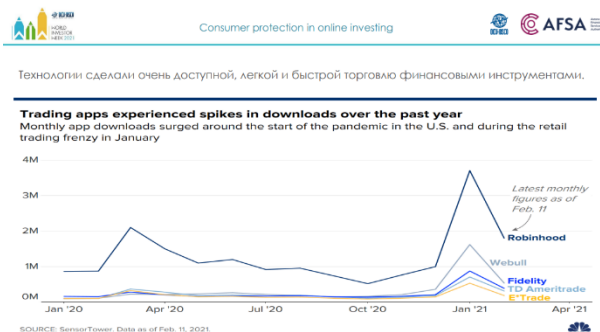
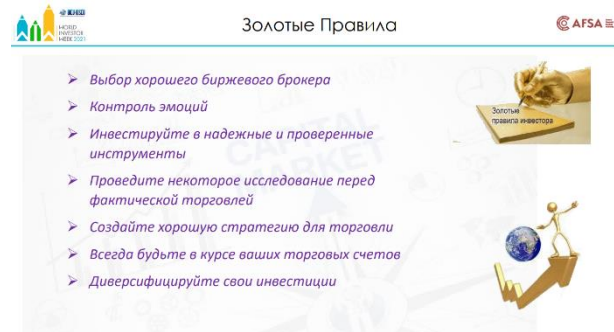


### Track 3: Investing smart

The third track discussed topics such online investing, retail investors on capital market, consumer protection, green investment principles, climate and environment risk.

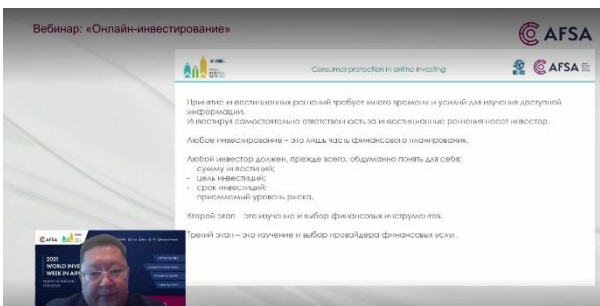
#### 3.1. Webinar “Online investing”.

AFSA experts delivered presentation on “Online investing”, emphasising a simplified access to capital market and consumer protection in online investing, covering the following topics: advantages and disadvantages of online investing, rules of investing and types of financial instruments.

Золотые Правила

- Выбор хорошего биржевого брокера
- Контроль эмоций
- Инвестируйте в надежные и проверенные инструменты
- Проведите некоторое исследование перед фактической торговлей
- Создайте хорошую стратегию для торговли
- Всегда будьте в курсе ваших торговых счетов
- Диверсифицируйте свои инвестиции



Вебинар: «Онлайн-инвестирование»

Consumer protection in online investing

При этом, и инвестиционных рынков требует много времени и усилий для покупки доступной информации.

Инвестор самостоятелно ответствен за и инвестиция в: решения инвестор.

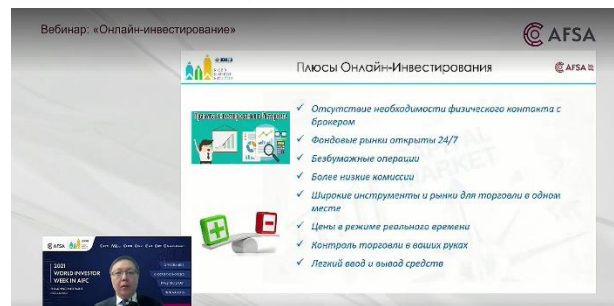
Любое инвестирование – это лишь часть финансового планирования.

Любой инвестор должен, прежде всего, обдуманно понять для себя:

- сумму и вложить (ай);
- цели инвестации;
- срок инвестации;
- приемлемый уровень риска;

Второй этап – это изучение и выбор финансовых инструментов.

Третий этап – это изучение и выбор провайдера финансовых услуг.



Вебинар: «Онлайн-инвестирование»

Плюсы Онлайн-Инвестирования

- Отсутствие необходимости физического контакта с брокером
- Фондовые рынки открыты 24/7
- Безбумажные операции
- Более низкие комиссии
- Широкие инструменты и рынки для торговли в одном месте
- Цены в режиме реального времени
- Контроль торговли в ваших руках
- Легкий вход и вывод средств

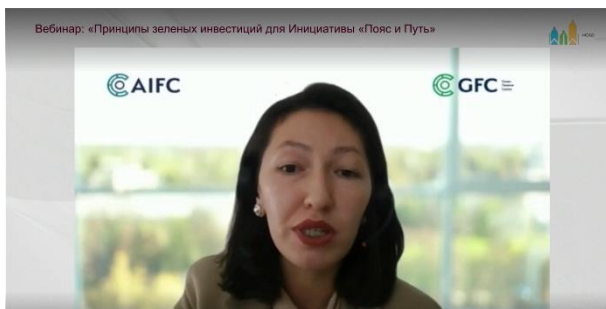
#### 3.2. Instagram live broadcast @aix.kz: "Tabys mobile app – new investment instruments"

AIX expert presented the new mobile app “Tabys”, developed by the AIX, on Instagram live stream. The broadcast emphasized the application as a new investment instrument, explaining how it works and performs.



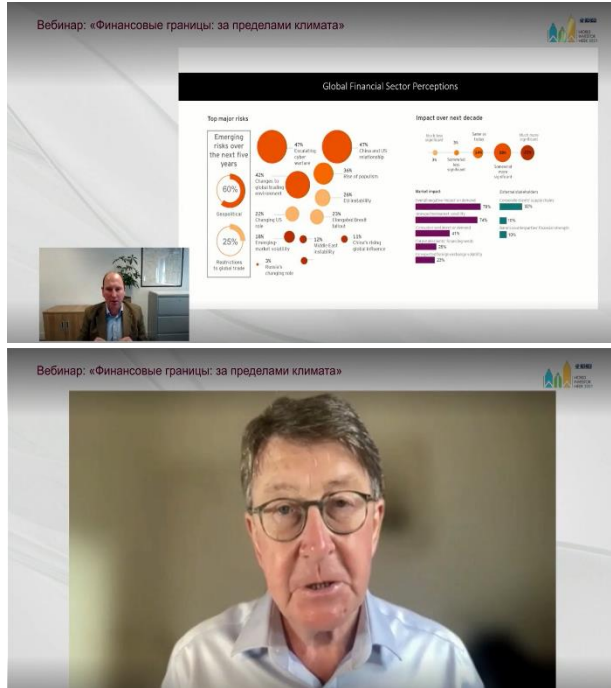
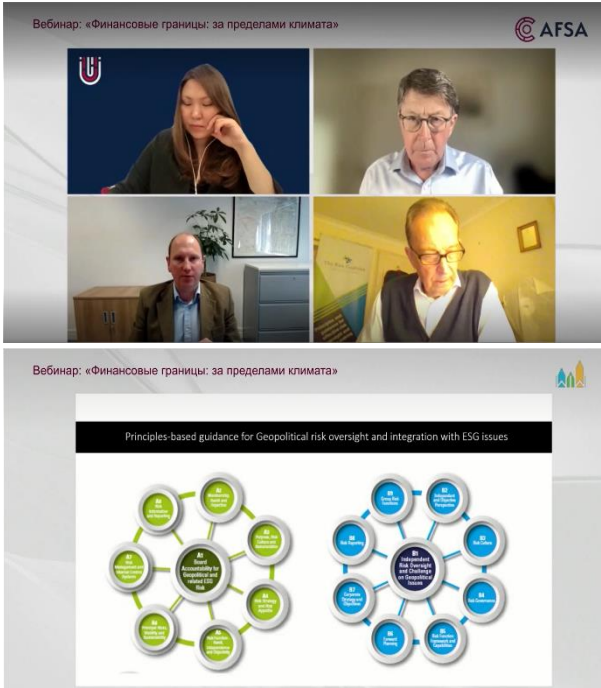
### 3.3. Webinar “Green Investment Principles for Belt and Road (GIP)”

AIFC Green Finance Centre led a discussion on Green Investment Principles for Belt and Road. During the webinar, experts discussed the importance of the green finance, Climate and Environment Risk Assessment Toolbox for financial institutions, environmental and climate information disclosure, Green Financial product innovation and Sustainable Investment Database.



### 3.4. Webinar “Frontiers of finance: beyond climate”

Experts from the Chartered Institute for Securities & Investment held a webinar dedicated to broader discussion of implications of geopolitical risks affecting investments and finance, including ESG, climate change, sustainable finance and responsible investing.



#### **Track 4: Investment Innovations**

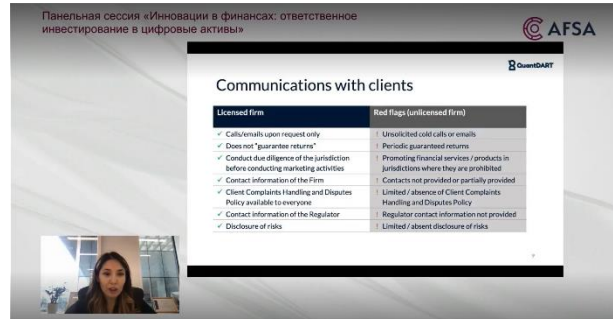
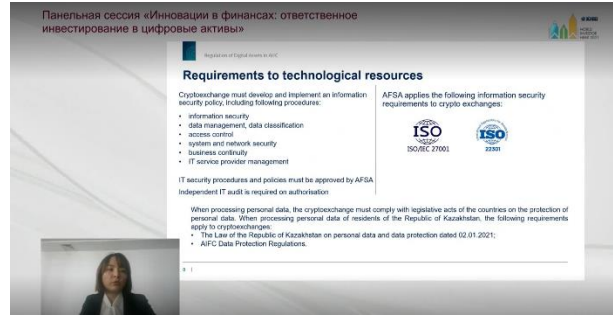
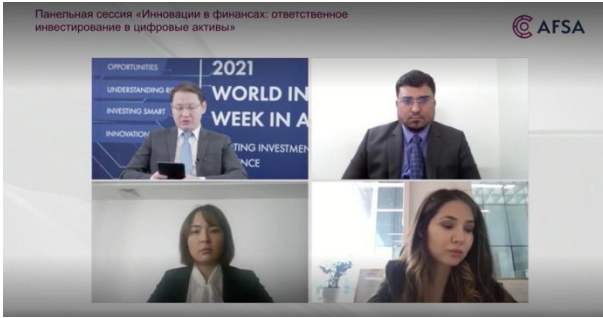
During the fourth track the WIW-2021 in AIFC elaborated on digital assets, sustainable finance, competencies and trends of professional development in the field of finance and investment perspectives in the AIFC.

#### **Investor’s Day Conference**

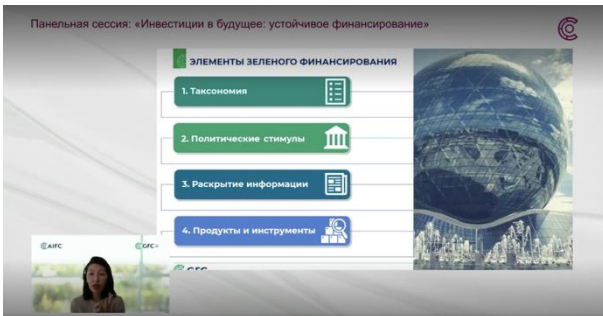
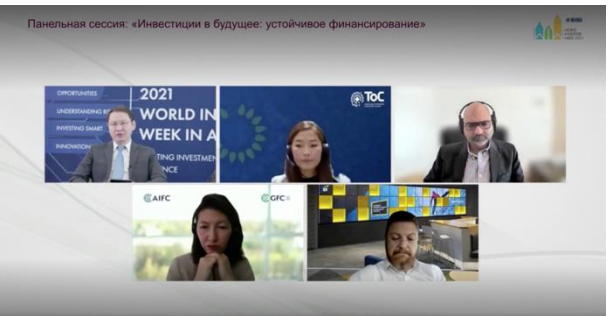
Investor’s Day Conference was the main event of the fourth track and consisted of 2 panel sessions.

4.1. Panel session “**Innovations in Finance: Responsible Investing in Digital Assets**” has addressed risks associated with digital assets, prevention of frauds and regulation of digital assets in the AIFC.



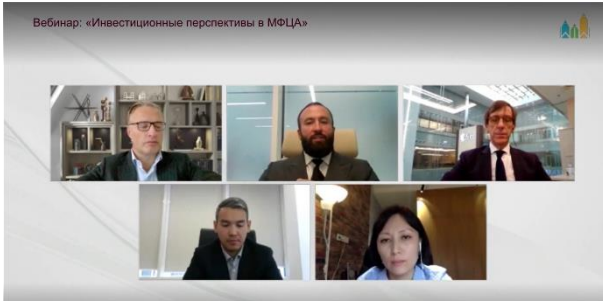


#### 4.2. Panel session “Investing for the future: Sustainable Finance”, reflecting on climate risks, ESG reporting standards and green finance instruments.



#### 4.3. Webinar “Investment Perspectives in the AIFC”

The webinar covered the investment activity in the AIFC, including de-risking platform for investments and optimising and protecting investment return.



4.4. Webinar “Investment literacy, competencies and trends of professional development in the field of finance” discussed new opportunities for human capacity building in financial services after Covid-19.



The Investor’s Day Conference was concluded by closing remarks of Mukhtar Bubeyev, CEO of AFSA. Mukhtar Bubeyev highlighted the focus of 2021 World Investor Week on dissemination of key messages of the IOSCO and underscored AFSA’s commitment to protection of rights of investors and consumers.



## Media coverage of the 2021 WIW in AIFC:

The WIW-2021 in AIFC had a broad media coverage on national media outlets and social media.

AFSA has implemented an integrated media campaign on dissemination of IOSCO key messages. An estimated 40 000 people in Kazakhstan had exposure to the key messages through a campaign in LinkedIn, Facebook and Instagram, publication in national media outlets, views of events where speakers have reiterated key messages of IOSCO.

### 1) Posters of a campaign in LinkedIn:



**A SMART INVESTOR:**

- Recognizes the importance of diversification
- Plans for and invests according to his/her future needs and goals
- Plans for life's unexpected challenges and investing in uncertain times
- Recognizes the benefit of long-term, regular and diversified investment

**DIVERSIFICATION**

**A SMART INVESTOR:**

- Understands that risk exists in all investments
- Avoids "get rich quick" and "can't lose" schemes
- Recognizes the power of compound interest

**UNDERSTANDING OF RISKS**

**A SMART INVESTOR:**

- Verifies that an investment professional is licensed
- Conducts research on a product before investing
- Assesses the impact of fees when choosing an investment
- Consider obtaining professional advice

**DUE DILIGENCE**

**A SMART INVESTOR:**

- Understands the risks that are associated with initial coin offerings and crypto-assets in general and is careful in deciding whether to invest in these products
- Does not forget about the importance of due diligence when considering investments in online and digital environments

**DIGITAL ASSETS AND INVESTING ONLINE**

**A SMART INVESTOR:**

- Recognizes the red flag warning signs of online investment fraud
- Never invests based solely on a celebrity endorsement
- Understands the methods in which legitimate firms receive money for investments

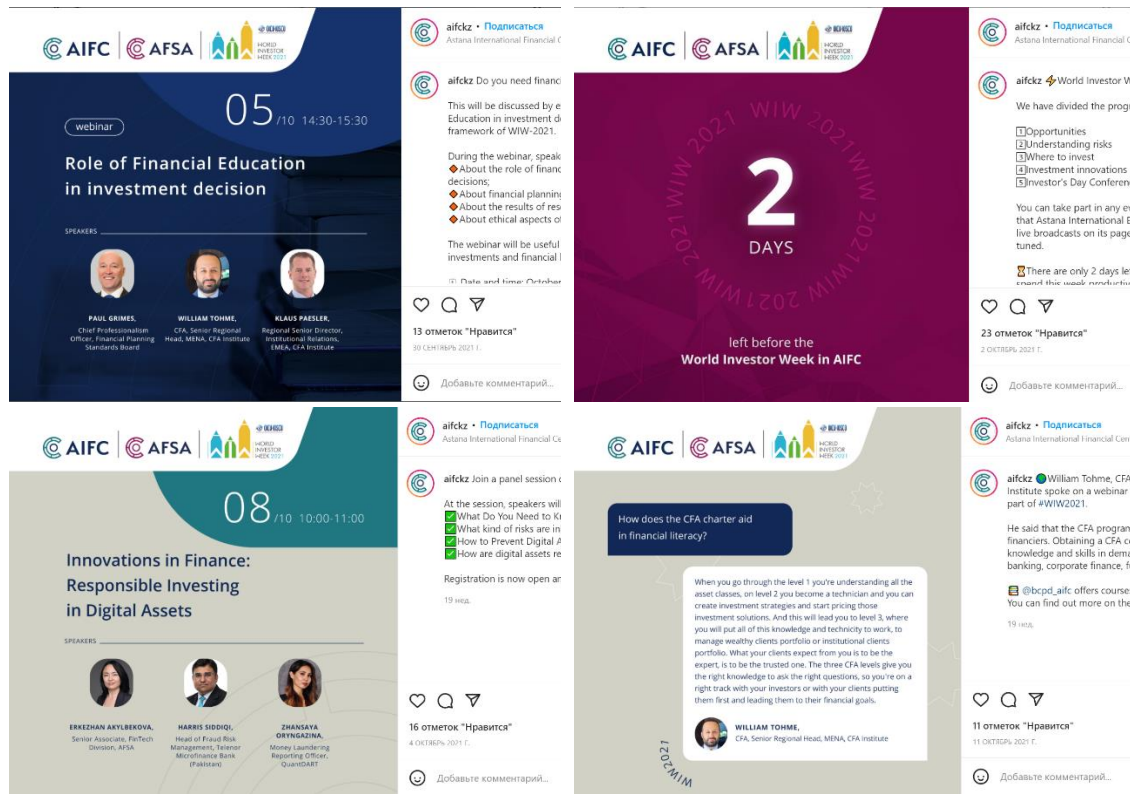
**DIGITAL ASSETS AND INVESTING ONLINE**

**A SMART INVESTOR:**

- Does not buy financial services or products solely based on advertisement by celebrities
- Financial services are offered only by licensed financial firms, not the celebrities
- Celebrities may advertise a product or service without knowing it is a scam
- It is imperative to study the complete information, before considering investing in a proposed product or service.

**CELEBRITY ENDORSEMENT**

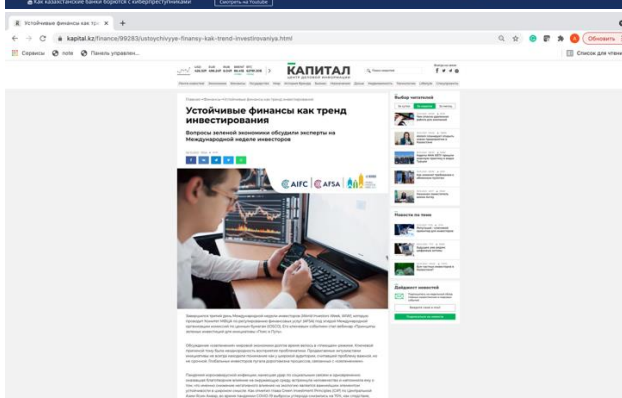
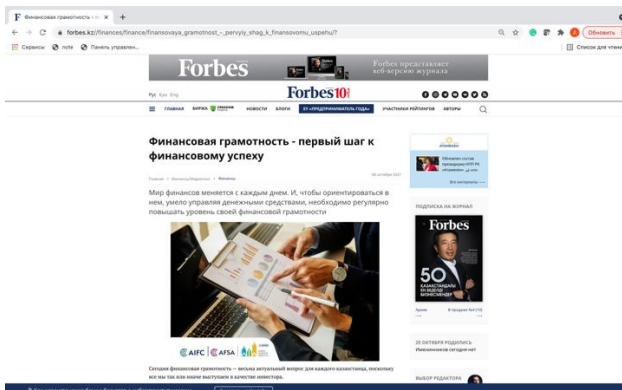
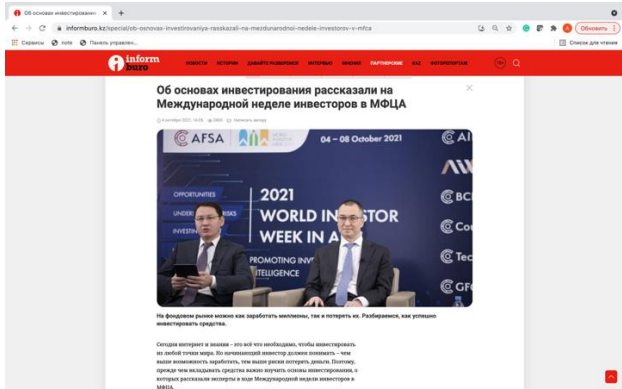
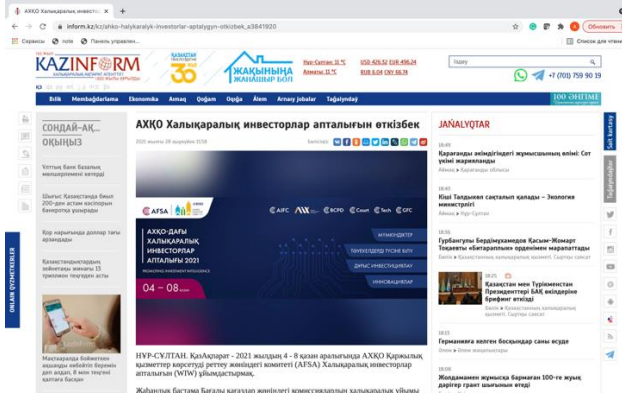
2) **Posters in other social media (AIFC, Instagram):** In addition to LinkedIn, all events of 2021 WIW in AIFC were live streamed on social networks, including, Facebook and Instagram. Examples of posters are given below:



2) **Publications in national media outlets:**

The WIW has been broadly covered by national media outlets resulting in 10 articles in Russian and Kazakh.

Examples of publications are given below:



# KOREA, REPUBLIC OF

## WORLD INVESTOR WEEK (WIW) 2021

**National Coordinator:** Financial Supervisory Service of Korea

**Other IOSCO members:**

**Other participants:** Korea Financial Consumer Protection Foundation

**Campaign Dates (From/To):** Oct 4th – Oct 8th

The Financial Supervisory Service (FSS) of Korea virtually hosted the World Investor Week (WIW) in coordination with the Korea Financial Consumer Protection Foundation from October 4 to 8, 2021. Topics discussed at the WIW ranged from ESG to investment fraud.

During the WIW, the FSS held a livestreaming session to better connect and interact with the participants and viewers in real time. The FSS also launched an informational webpage with educational contents on investment fraud and sustainable finance and posted a vlog highlighting the roles and activities of the FSS on YouTube and Facebook. In addition, the FSS held a lottery and a quiz contest on ESG-related issues as a way to generate more interest. A total of 494 participants joined the lottery and the contest, and prizes were given to randomly picked participants on October 20.

From October 1 to 12, 2021, the WIW webpage attracted 2,922 views, and the livestreaming video uploaded on YouTube and the vlog received over 78,000 views. Although the 2021 WIW took place virtually because of COVID-19, the event was a success with more diverse and interesting educational contents attracting more views and participation than the previous year.



(Left) A screenshot of a Vlog video on YouTube highlighting the roles and activities of the FSS regarding consumer protection



(Right) A screenshot of a livestreamed video about introduction to 2021 WIW and sustainable finance

# MALAYSIA



## WORLD INVESTOR WEEK 2021

**National Coordinator:** Securities Commission Malaysia / MALAYSIA

**Other IOSCO members:**

**Other participants:**

- a. Bursa Malaysia
- b. Securities Industry Dispute Resolution Center (SIDREC)

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 10<sup>th</sup>

The prolonged Covid-19 pandemic continues to affect the livelihood of Malaysians. During this difficult period, it is important for investors to be more vigilant when investing as there are many unscrupulous parties that are waiting to take advantage to manipulate vulnerable and unsuspecting members of the public. It is also important for members of the public to have sound financial and investment planning during such periods of uncertainty.

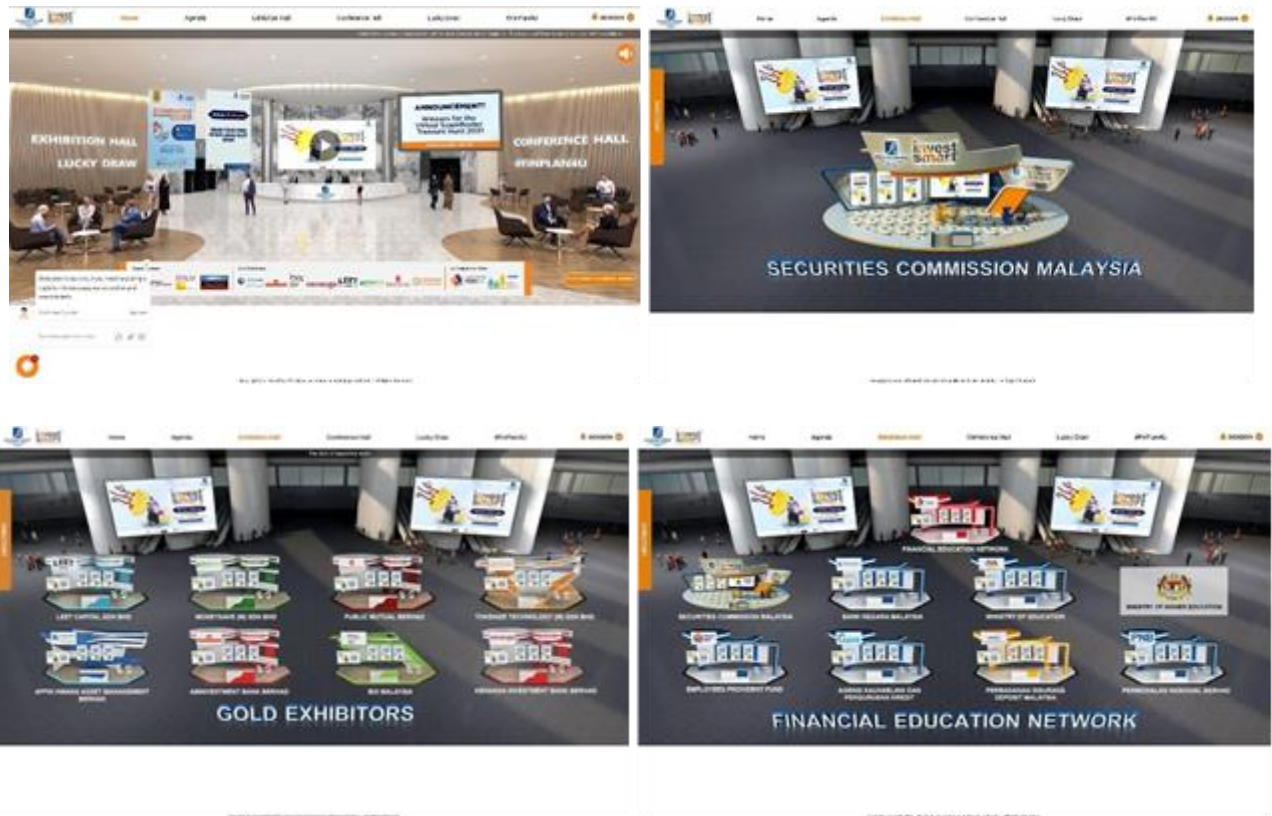
To this end, for World Investor Week 2021 ("WIW 2021"), the Securities Commission ("SC") Malaysia through its investor empowerment initiative, InvestSmart®, organised its annual flagship investor education event InvestSmart® Fest 2021 for 3 days from 8 to 10 October 2021. This flagship event, which was held virtually for the second time, aimed to promote investor empowerment and confidence to enable informed investment decision making without falling victim to scams.



Virtual ISF2021 attracted 4,625 registered participants and brought together 56 virtual booths comprising of capital market institutions, associations, industry players and relevant agencies. It showcased products and services offered by capital market intermediaries including stocks, bonds, unit trusts, private retirement schemes (PRS), exchange-traded funds (ETF), equity crowdfunding (ECF), peer-to-peer financing (P2P), digital investment management (DIM) and digital asset exchanges (DAX).

Throughout the 3 days, Virtual InvestSmart® Fest 2021 ("Virtual ISF2021") featured 20 talks, panel discussions and fireside chats by leading industry experts to share their insights on the Malaysian capital market and investment opportunities available.

These sessions attracted more than 16,000 views including on InvestSmart®'s Facebook and YouTube channel.



Additionally, SC Malaysia had also organised the following events for the public to participate, in conjunction with Virtual ISF 2021:

- Complimentary 1-on-1 financial planning sessions by licensed financial planners under the #FinPlan4u initiative. This initiative ran from 4 Oct – 10 Oct and over 100 slots were booked and attended by the public. Each individual was given 1 hour to discuss with a licensed financial planner.



- InvestSmart® Youth Public Speaking Competition. The competition was open to youth from the age of 15 to 30 years old. The topics were on financial literacy, investment, financial planning as well as on anti-scam awareness. The final round of the competition took place on 9 October 2021.



- Virtual ScamBuster Treasure Hunt, a ScamBuster initiative was held virtually for the first time since Covid-19 pandemic started to promote and reinforce SC Malaysia’s anti-scam messages. The event was held on 10 October 2021 where 219 participants took part.



### WIW 2021 participation by SC Malaysia’s Affiliate and Stakeholders

#### a. Bursa Malaysia



b. Bursa Malaysia, the stock exchange of Malaysia and one of the largest bourses in ASEAN, organised the inaugural Bursa Young Investors National Quiz Competition 2021 (BYINQC) in conjunction with WIW 2021. This nationwide virtual quiz competition was organised with the objective to advance and challenge young investors’ investment literacy. The competition is part of Bursa Malaysia’s commitment to engage, educate and empower a new generation of informed investors. The event attracted 787 attendees. The grand finale quiz competition was held on 6 October 2021, following Ring the Bell for Financial Literacy session. **Securities Industry Dispute Resolution Center (SIDREC)**

SIDREC is a body approved by the SC Malaysia to handle capital market-related disputes involving monetary loss between individuals or sole proprietors and SIDREC Members. SIDREC once again launched a week-long campaign consisting of a series of bite-sized tips on smart investing practices that were posted across its social media platforms – Facebook, Instagram, Twitter and LinkedIn.

The campaign began with an introductory post on 1 October and followed-up with one posting a day between 4-10 October. In line with the WIW 2021 theme, the daily postings were centered on the positive steps that investors can take to guard against common pitfalls when investing online. SIDREC's target audience for the campaign is the general public and more specifically, existing and potential investors.

### October 1 – Introductory Post



### October 4 – 10

**A smart investor ... guards his or her personal information.**

Do not presign forms or share your bank account and credit card details, or access to your online accounts with anybody.

**SIDREC**  
Securities Industry Dispute Resolution Center (M) Sdn Bhd  
Level 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73, 75, 77, 79, 81, 83, 85, 87, 89, 91, 93, 95, 97, 99, 101, 103, 105, 107, 109, 111, 113, 115, 117, 119, 121, 123, 125, 127, 129, 131, 133, 135, 137, 139, 141, 143, 145, 147, 149, 151, 153, 155, 157, 159, 161, 163, 165, 167, 169, 171, 173, 175, 177, 179, 181, 183, 185, 187, 189, 191, 193, 195, 197, 199, 201, 203, 205, 207, 209, 211, 213, 215, 217, 219, 221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259, 261, 263, 265, 267, 269, 271, 273, 275, 277, 279, 281, 283, 285, 287, 289, 291, 293, 295, 297, 299, 301, 303, 305, 307, 309, 311, 313, 315, 317, 319, 321, 323, 325, 327, 329, 331, 333, 335, 337, 339, 341, 343, 345, 347, 349, 351, 353, 355, 357, 359, 361, 363, 365, 367, 369, 371, 373, 375, 377, 379, 381, 383, 385, 387, 389, 391, 393, 395, 397, 399, 401, 403, 405, 407, 409, 411, 413, 415, 417, 419, 421, 423, 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**A smart investor ... always stays safe online.**  
Be sure to look for clues about security on websites. Check out what the websites say about how your information is protected.

**A smart investor ... is acutely aware about the importance of due diligence.**  
Especially when considering different types of investments, including those on digital asset management platforms.

**A smart investor ... recognises the red flags for scams and aggressive persuasion tactics.**  
Beware of offers that sound too good to be true, being pressured to make a decision, or acts of reciprocity (free seminar, meal or gifts).

**A smart investor ... relies on resources provided by regulators and other reliable affiliations.**  
The Securities Commission Malaysia, Investment Bank Negara Malaysia, Bank Negara Malaysia, Bank, Federation of Investment Managers Malaysia and Private Retirement Administrator to name a few, have a wealth of information on their websites about different investment products and platforms.

# MALDIVES

## World Investor Week 2021

**National Coordinator:** Abdullah Zakariyya, Capital Market Development Authority, Maldives.

**Other IOSCO members:** None

**Other participants:**

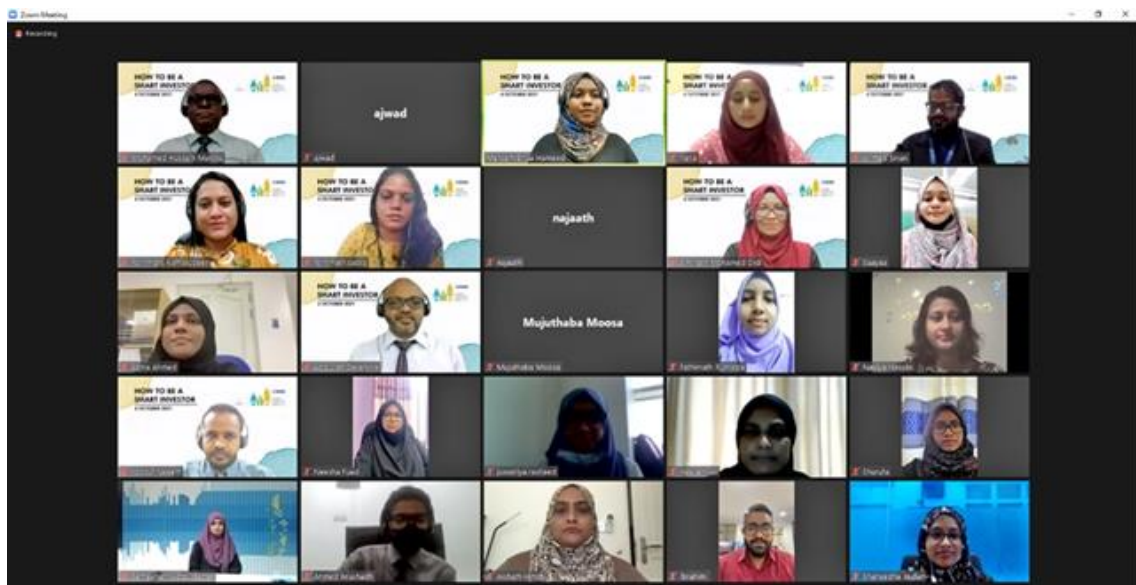
- Maldives Pensions Administration Office
- Maldives Monetary Authority
- Maldives Stock Exchange Company Pvt Ltd
- Maldives Islamic Bank Plc
- SME Development Finance Corporation

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 10<sup>th</sup>

### 1. World Investor Week Activities and Events in the Maldives

The World Investor Week 2021 (WIW2021) was celebrated amid covid-19. Due to this, all activities were carried out virtually from 4th -10th October 2021.

WIW2021 was launched in the Maldives with a financial literacy forum on “How To Be A Smart Investor”, that included sessions delivered by Maldives Pension Administration Office (MPAO), Maldives Stock Exchange (MSE) and the coordinating organization – Capital Market Development Authority (CMDA). Consecutively, a programme on “Financial Planning and Investment Options for Start-up Businesses”, a programme on “Financial Scams and Awareness”, a programme on “Maldives financial System”, a programme on “Capital Market Regulatory Awareness”, were conducted throughout the week. A Clubhouse event was also conducted focussed on the “Foundations of Financial Wellbeing”. Excluding the Clubhouse event, all the sessions were held via Zoom. A recording of the initial programme and daily updates of the subsequent activities were posted on CMDA Facebook page after each programme, over the course of WIW2021.



## **2. Financial Literacy Forum; “How To Be A Smart Investor”**

The opening ceremony of WIW2021 was followed by a financial literacy forum on “How To Be A Smart Investor” aimed for college and university students. The opening remarks by the Chief Executive Officer of CMDA, Mohamed Hussain Maniku focused on building a financially resilient community and emphasised the need for capitalising the use of information and communication technologies as well as the importance of collaborative efforts, even in business environment. The need to go for win-win solutions, especially in times of financial crisis such as covid-19 was addressed in his speech. The session was presented by staff from CMDA, MSE and MPAO. As of 14th November 2021, more than 126 views had been recorded for the session.

The programme consisted of three sessions: Saving & Investing, How To Be A Smart Investor – Pension Perspective and Securities Market Operations.

### **2.1 Saving & Investing**

This session was focused on the need to save and invest through capital markets as well as other investment options available in the market. This session was also seen as a venue to create awareness on building a society with more financially resilient citizens. Hence, various locally available options, to be financially independent were also discussed throughout the session. This session was presented by Abdullah Zakariyya, Head of Pension Supervision Department at CMDA.

### **2.2 How To Be A Smart Investor – Pension Perspective**

The session on “How To Be A Smart Investor – Pension Perspective” focused on the pension related investments which include Maldives Retirement Pension Scheme (MRPS) as an investor - investment objectives and strategies, investable opportunities in Maldives and investment allocations, performance and processes. Additionally, this session covered the benefits of MRPS membership, of which the audience was mostly interested on Hajj financing and housing collateralization from the scheme. This session was presented by Ahmed Sinan; Head of Investment and Advisory Services and Maryam Hana; Investment Development analyst, at Maldives Pension Administration Office (MPAO).

### **2.3 Securities Market Operations**

The session on Securities Market Operations was an introductory session about the capital market and brief description about shares, bonds and sukuk. Since it was presented by a staff of Maldives Stock Exchange, trading process was also explained. This session was presented by Samaahath Abdul Sattar, Operations Officer at Maldives Stock Exchange.

## **3. CMDA Facebook Quiz (4-10 October 2021)**

The CMDA Facebook Quiz was open to all Maldivians owning a personal Facebook account. The Quiz was held from 4th October to 10th October 2021. One question for each day was posted on the official Facebook page of CMDA.

A total of 76 Facebook users responded to the Quiz and 13 participants responded to all the questions. This is a 33.33% increase in the percentage of participants responded to the quiz and a 67.5% decrease in the percentage of participants that attempted all



the questions, compared to 2020. A total of 2 participants made to the draw and a winner was selected. Mohamed Samah (A266673) of Mathivaru, Sh. Komandoo Island, became the winner of the quiz and a cash prize of MVR 5000 was awarded.



#### **4. Financial Planning and Investment Options for Start-up Businesses**

This programme was aimed for the general public and it was conducted on the 5th of October 2021. The session was presented by SME development & Finance Corporation (SDFC). This session covered the main elements of financial planning, opportunities available in Maldives for start-up businesses. Additionally, information about SDFC, the types of loans available from SDFC, industries they prioritize was also shared, such as local tourism, agriculture, fisheries, manufacturing, and information & communication technology. This session was presented by Ms. Aishath Abbas, Credit Manager and Acting Head of Credit at SME Development Finance Corporation (SDFC). Finance Corporation (SDFC).



#### **5. Financial Scams & Public Awareness**

Financial Scams & Public Awareness programme was conducted on the 6th of October 2021. This programme was aimed for the general public and covered different types of scams, common scams detected at current times, how to identify them and most importantly, preventive measures to be taken to avoid scams.

##### **5.1 Financial Consumer Protection**

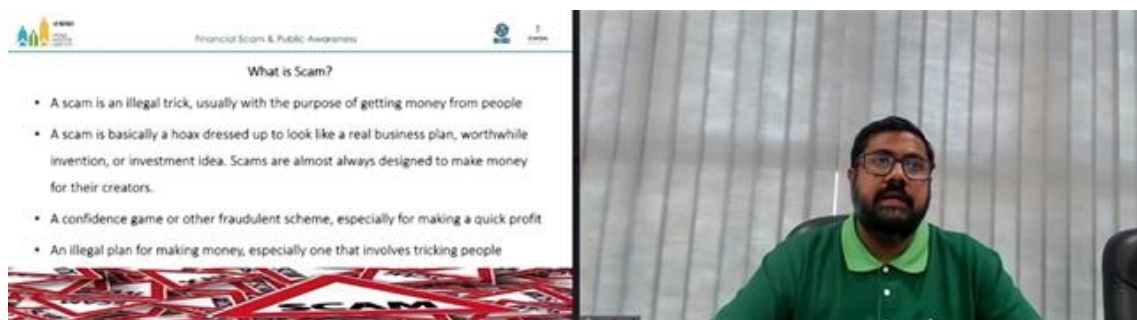
The session on “Financial Consumer Protection” mainly focused on the types of financial scams globally, such scams identified in Maldives and how to stay protected from such scams. The role of Maldives Monetary Authority in protecting the consumers against scams and the developments from their awareness efforts were also explained. This

session was presented by Ms. Aishath Asna Hamdi, Senior Manager, at Maldives Monetary Authority.



## 5.2 Financial Scam

During this session, the speaker gave an in-depth explanation of 8 types of scams identified and how these scams could be spotted. Additionally, the speaker elaborated on ways to avoid being scammed and steps to be taken after falling for a scam. This session was presented by Mr. Ibrahim Shuhail, Hulhumale' Branch Manager at Maldives Islamic Bank Plc.



## 6. Maldives Financial System – Opportunities & Challenges

This forum was held on 9th October 2021. The session was aimed for secondary and higher secondary school teachers. We also welcomed any individual who was interested in the session.

### 6.1 Saving and Investing

This session covered the basics of saving and investing and the importance of it. This included the types of investments and how capital markets is also an investment option. The speaker also shared investment techniques regarded as successful and the importance of financial planning and budgeting. He also addressed the current housing situation in Maldives and how to finance for housing, as well as how to prepare a saving and investment plan for future. This session was presented by Abdullah Zakariyya, Head of Pension Supervision Department at CMDA.



## 6.2 Investing in Maldivian Stock Market

This session focused on the basics of capital market and securities such as shares, bonds and sukuk. The core functions of Maldives Stock Exchange and Maldives Securities Depository was also explained. The speaker also looked into the trading process and the current listed companies in Maldives. This session was presented by Mujuthaba Moosa, Head of Operations at Maldives Stock Exchange.



## 6.3 Basic Principles of Islamic Finance

The session on Basic Principles of Islamic Finance mainly covered the elements of Islamic finance and common contracts used in the market. The speaker elaborated the approach in deriving Islamic legal ruling and values under the shariah, such as working for halaal income and spending for the betterment of the society. This session was presented by Aminath Mohamed Didi, Head of Education & Training Department at CMDA.



### 7. Capital Market Regulatory Awareness

This session covered vision, mission, principal objectives, duties and responsibilities of CMDA, and the main focus was on securities market Laws and regulations. Under this, the prohibited dealings in the capital market such as insider trading, front running, false or misleading statements, market manipulation and fraud was explained. To make the session more interactive, a crossword puzzle on Investor Rights was included in this session. The individual who found the most words within the given time, was awarded with a cash prize. The winner of the prize was Mohamed Ghanim Fathuhy, Aabaadheege, S.Feydhoo, Addu City.



Capital Market Regulatory Awareness

	A	B	C	D	E	F	G	H	I	J	K	L
1	C	S	A	L	A	R	Y	G	O	I	N	D
2	V	O	T	I	N	G	G	J	E	R	D	I
3	X	Z	M	N	L	P	O	Y	R	F	T	V
4	C	V	B	M	Q	W	E	R	T	Y	U	I
5	P	S	D	F	U	G	H	J	K	L	Z	D
6	R	R	T	Y	M	N	N	B	C	E	X	E
7	O	S	D	M	F	G	I	H	J	D	C	N
8	X	G	G	D	R	T	Y	C	H	A	J	D
9	Y	A	N	B	E	S	T	Y	A	R	E	R
10	V	F	G	T	R	D	S	R	G	T	B	N
11	N	N	O	M	I	N	A	T	E	O	E	E
12	C	V	B	N	M	J	K	L	G	Y	U	I

Investor Rights:

- Voting
- Proxy
- Communicate (Disclosure)
- Dividend
- Nominate (Director Nomination)
- Trade (Ownership transfer)
- AGM (General Meetings)

## 8. Foundations of Financial Wellbeing

The session on “Foundations of Financial Wellbeing” was a Clubhouse event which focused on the importance of saving. Managing expenses based on earnings and effective saving strategies were also shared during the session. Due to the platform, this session was carried out more like a discussion forum, allowing Q&A throughout the session to make it more interactive.

The speakers of this session were Thoha Saleem, Mohamed Anas and Abdullah Zakariyya.

## 9. WIW2021 – Information Shared on Social Media

CMDA shared information related to WIW2021 through social media platforms such as Twitter and Facebook. The following table summarises the nature material posted and the level of reach and engagement.

Item Published	Reach / Views	Engagement
“How To Be A Smart Investor” (General Public)	1951	254
WIW2021 Facebook Quiz	5419	953
WIW 2021 Facebook Quiz- Winner	537	156
Financial Planning and Investment Options for Start-up Businesses – General Public	669	31
Financial Scams and Public Awareness (General Public)	667	39
Maldives Financial System – Opportunities & Challenges (Teachers)	527	28
Capital Market Regulatory Awareness (General Public)	576	21
Foundations of Financial Wellbeing (General Public)	3168	174
<b>TOTAL</b>	<b>13514</b>	<b>1656</b>

# MALTA

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Antonio Battaglino – Financial Promotion – Conduct Supervision – Malta Financial Services Authority

**Other IOSCO members:** NA

**Other participants:** Malta Stock Exchange

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 31<sup>st</sup>

The Malta Financial Services Authority (MFSA) and the Malta Stock Exchange (MSE) participated in the fifth edition of World Investor Week (WIW) from 4th to 10th October 2021.

On 6th October 2021, the MFSA and the MSE issued a press release announcing the kick-off of the World Investor Week 2021 which accompanied the bell ringing ceremony at the Malta Stock Exchange in order to mark the occasion and to raise awareness on the importance of the investor protection and education. The Chairman of the MSE together with the Head of Conduct Supervision at the MFSA addressed those present during the event.

In the occasion of the kick-off of the WIW 2021, the MFSA rolled out throughout the month of October an educational campaign named “Invest Smartly” that was aimed to share useful tips for investors and raise awareness among consumers of financial services on the importance of making informed decisions when investing money. Moreover, the campaign touched upon the concept of sustainable finance to promote the possibility of making investments which take into consideration the impact on Environmental, Social and Governance factors. Through the campaign, consumers were also made aware of the risks related to green washing.

The MFSA launched a [dedicated page on the website](#) with useful information for consumers. Furthermore, during the campaign the MFSA disseminated through its social media pages (Facebook, LinkedIn, Twitter, Instagram) the key messages of the WIW 2021.

The campaign was also promoted through different media such as newspapers, TV and radio shows in order to inform consumers about the kick-off of the campaign as well as provide them with investment tips and information on sustainable investment opportunities.

Please find below some pictures of the main initiatives held in the occasion of the WIW 2021.

- Ring the Bell for Financial Literacy at Malta Stock Exchange

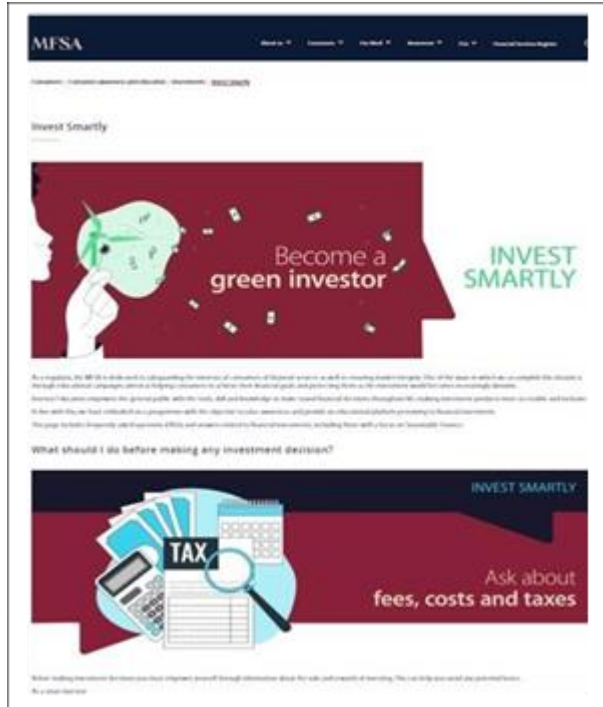




- Articles on newspapers and online news portals



- Dedicated webpage on the website



**MFSA**

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Invest Smartly

**Become a green investor** INVEST SMARTLY

**Ask about fees, costs and taxes** INVEST SMARTLY

**TAX**

What should I do before making any investment decision?



**MFSA**

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**Can I invest without risk?**

The short answer is "no". When investing, you will always be exposed to a certain amount of risk. It is important that you understand that, in general, higher returns involve investing more risk. Higher risk means you may not receive exactly what you expected to receive in the end.

- It is not all the returns you expect. You are guaranteed to lose at least one dollar. But there are no guarantees in the investment world. You can't predict the future.
- You may lose more money than you put in. You may lose more than you put in if you don't invest in an offshore fund.
- You may lose more money than you put in if you don't invest in a fund that is not diversified.
- You may lose more money than you put in if you don't invest in a fund that is not diversified.
- You may lose more money than you put in if you don't invest in a fund that is not diversified.

**What does portfolio diversification mean?**

**Do not put all your eggs in one basket** INVEST SMARTLY

**I would like to invest in crypto-assets, is there anything I should be aware of?**

There are risks involved when you invest in crypto-assets. Crypto-assets are not regulated by the Malta Stock Exchange (MSE) and are not covered by the Investor Compensation Fund (ICF). Crypto-assets are highly volatile and their value can fluctuate significantly. You should only invest in crypto-assets if you understand the risks and are prepared to lose your investment.

**Local bonds and shares listed on the Malta Stock Exchange are approved by the MFSA, does this mean that they are risk free and that my capital is guaranteed?**

No. The MFSA does not guarantee the value of your investment. The value of your investment can go up or down. You should only invest in local bonds and shares if you understand the risks and are prepared to lose your investment.

**What is the difference between a guarantee and a security?**

A guarantee is a promise to pay a certain amount of money. A security is a promise to pay a certain amount of money. A guarantee is not a security. A security is not a guarantee.

- TV and radio interviews



- Social media posts (Facebook, LinkedIn, Twitter, Instagram)



# MOROCCO

## **WORLD INVESTOR WEEK 2021**

**National Coordinator:** Moroccan Capital Market Authority

**Other IOSCO members:**

**Other participants:**

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Dec 31<sup>st</sup>

For the fifth consecutive year, the Moroccan Capital Market Authority (AMMC) took part in the World Investor Week (WIW) from the 4th of October until the end of December 2021, to promote financial education for general public.

The AMMC has joined regulators, international organizations, investor associations, and other stakeholders from over 100 countries, who have led several activities to raise awareness towards the enhancement of financial education for investors. Intended for a general audience, these activities aim to contribute to the reinforcement of the financial culture of citizens through educational content on financial instruments and markets.

The Authority has published various financial education content for general public and professionals in the sector.

For its fifth participation, the AMMC organized meetings with students from universities and business schools aiming to introduce the capital market and its financial instruments.

The AMMC also provided the public various educational content including:

1. A special edition focused on financial education of the Capital Market Review
2. The publication of the investor's guidebook on Initial Public Offerings
3. A short video on investing in capital market

The public will be able to access all of this content through social networks and the AMMC's website.

### **Training day for the benefit of ENCG Dakhla students**

This training gathered more than 100 students and discussed:

#### The financing of companies through the capital market

- Financial operations (Issuing of shares and bonds)
- Corporate actions

#### Other financial instruments

- UCITS
- OPCI (Collective real estate investment funds)
- OPCC (Venture capital funds)
- FPCT (Securitization trusts)
- Sustainable bonds



### The Capital Market Review

Aimed at market professionals and the general public, this 7th edition looks back on the major news of recent months, takes up the main market indicators and offers various educational content around market finance.

This edition offers a special report on financial education and comes as part of the AMMC's contribution to the promotion of financial education; therefore, several sections are dedicated to financial education objectives, its context in Morocco, its targets and its achievements.

**N°7**  
Novembre 2021

**LA REVUE  
DU MARCHÉ  
DES CAPITAUX**

**EDITO**

Lancement du deuxième plan stratégique triennal de l'AMMC

L'AMMC lance son deuxième plan stratégique couvrant la période 2021-2023, dans un contexte particulier marqué par les effets de la pandémie. Fruit d'un travail collaboratif entre l'AMMC et les acteurs du marché et nourri de l'expérience de ces dernières années, ce plan place le financement de l'économie au centre de ses priorités et se décline autour de 4 piliers. Le premier pilier vise à faciliter le recours au financement par le marché des capitaux, ce qui constitue un enjeu vital pour l'entreprise afin de lui permettre de développer son activité et assurer sa pérennité. Le plan vise également à promouvoir une régulation adaptée à l'innovation. Dans ce domaine, le marché sera ouvert aux dernières innovations de l'industrie financière tout en préservant son bon fonctionnement, la protection des épargnants et la stabilité financière. En outre, l'Autorité entend renforcer la protection de l'épargne en consolidant la nouvelle approche de supervision. Enfin, le dernier pilier de ce plan stratégique mettra l'accent sur l'accélération de la modernisation de l'Autorité notamment via sa transformation digitale.

**Engagement en matière d'éducation financière**

En ligne avec ses missions, l'AMMC accorde une place centrale à l'éducation financière des épargnants. A ce titre, l'Autorité participe à la 5e édition de la semaine de l'investisseur (World Investor Week), initiée par l'Organisation Internationale des Commissions de

**DANS CE NUMERO**

**DOSSIER SPÉCIAL  
ÉDUCATION FINANCIÈRE**

- DÉFINITION, OBJECTIFS ET CONTEXTE MAROCAIN
- UNE APPROCHE D'INTERVENTION SELON LES MEILLEURES PRATIQUES ET NORMES INTERNATIONALES
- RÉALISATIONS DE L'AMMC

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**TABLEAU DE BORD**

- INDICATEURS BOURSIERS
- PROFIL DES INVESTISSEURS EN BOURSE
- MARCHÉ DE LA DETTE
- PRÊT DE TITRES
- INTERMÉDIATION BOURSIÈRE
- GESTION COLLECTIVE
- INDICATEURS POST-MARCHÉ
- APPEL PUBLIC À L'ÉPARGNE

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**ACTUALITÉS DU  
RÉGULATEUR**

- FAITS MARQUANTS
- ACTIVITÉS DE L'AMMC À L'INTERNATIONAL
- FLASH RÉGLEMENTATION

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**L'AMMC VOUS RÉPOND**

QUESTIONS DESTINÉES AU RÉGULATEUR

P.29 - P.30

**RETOUR SUR**

LES RÉSULTATS SEMESTRIELS DES SOCIÉTÉS AVISÉES

[Quebra da Disposição de Texto]

[To download the capital market review](#)

## The investor's guidebook, an educational tool tackling Initial Public Offerings

This guidebook is intended to provide the current and future investors with the understanding of IPO mechanisms and its concepts.



[To download the investor's guidebook](#)

### Short video on capital market investment aiming to:

- Briefly define the capital market.
- Remind that the capital market is a regulated market where the AMMC ensures compliance with regulations and investor protection.



[To watch video](#)



# PALESTINE

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Kayed Meari, Palestine Capital Market Authority PCMA

**Other IOSCO members:**

**Other participants:**

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 10<sup>th</sup>

The PCMA has launched the World Investor Week 2021 activities with the participation of Palestine Exchange PEX for the fourth time, along with 100 countries. It is organized by The International Organization of Securities Commissions (IOSCO), aims to raise awareness about the importance for investor education and protection at the global level through the efforts of the securities regulatory organizations in the member countries of the international organization. Therefore, the PCMA participated in the activities of the World Investor Week in the years 2017, 2018, and 2019 in addition to the current year's cycle.

Kindly find below a detailed report for the PCMA participation in the WIW:

### **First: The Campaign Duration.**

The campaign extended for a week (4-10/10/2021).

### **Secondly: The implemented activities.**

Several activities were implemented during the WIW 2021, the activities were implemented virtually due to the restrictions followed to confront the COVID-19. The activities targeted all the population in Palestine, and adopted the following hashtags for the WIW posts and publications.

[#WorldInvestorWeek](#) [#IOSCOWIW2021](#) [#2021 اسبوع المستثمر العالمي](#)

Kindly find below the implemented activities with its supported links:

- Implemented online workshop via ZOOM titled “Ring the bell ceremony; Sustainable Finance and Fraud Prevention”.
- The invitation was sent by the PCMA mailing, to all the sectors under the supervision of the PCMA (securities, insurance, financial leasing, mortgage), in addition to the Palestinian universities, and the local stakeholder. As well as the financial inclusion working groups, the donors, other regulators. The invitation was published on the PCMA and Palestine Exchange official page on Facebook.
- The workshop was launched on Tuesday 5/10/2021 included welcoming remarks (PCMA general Director Barraq Al Nablusi, and Chairman of the Board of Directors of the Palestine Exchange, Maher Al-Masri), with two dialogues sessions.

The first dialogue session focused on the Sustainable Finance and its impact in achieving the development. The speakers were: Mr Faed Rayan, director of the Department of Financial and Governance Statistics at the Palestinian Central Bureau of Statistics, the director general of securities in the Authority, Mr. Murad Al-Jadba, Dr. Roze Othman, Lecturer at the Arab American University.

The second session was focused on Sustainable Development in the Palestinian Stock Market, presented two-research papers. The director of the Finance Department at the Palestinian Islamic Bank, Mr. Fadi Damra, discussed the role of Islamic finance in sustainable development, while the director of the Market Operations Control Department in the Authority, Mr. Samer Al-Kukhn, reviewed the controls oversight of market operations. The moderator was the economic journalist Mr. Talaat Alawi.

**This virtual workshop was published live cross posting on the social media pages for the following broadcastings:**

Website	The link
PCMA official page on facebook	<a href="https://www.facebook.com/PalestineCMA/videos/630319994799888">https://www.facebook.com/PalestineCMA/videos/630319994799888</a>
PEX official page on Facebook	<a href="https://www.facebook.com/PalestineExchange/videos/630326624799225">https://www.facebook.com/PalestineExchange/videos/630326624799225</a>
24FM.	<a href="https://www.facebook.com/watch/live/?ref=watch_permalink&amp;v=630326628132558">https://www.facebook.com/watch/live/?ref=watch_permalink&amp;v=630326628132558</a>
Shabab FM	<a href="https://www.facebook.com/watch/live/?ref=watch_permalink&amp;v=630326654799222">https://www.facebook.com/watch/live/?ref=watch_permalink&amp;v=630326654799222</a>
Almoasher FM	<a href="https://www.facebook.com/watch/live/?ref=watch_permalink&amp;v=630326628132558">https://www.facebook.com/watch/live/?ref=watch_permalink&amp;v=630326628132558</a>
Bnews.ps	<a href="https://www.facebook.com/watch/live/?ref=watch_permalink&amp;v=630326644799223">https://www.facebook.com/watch/live/?ref=watch_permalink&amp;v=630326644799223</a>

\*The report includes attachments of: the workshop agenda, and the invitation.

- **The implementation of written and radio interviews concerning the World Investor Week “paid and unpaid” as the following:**

Broadcast	Social media posting sites	Links
24FM	<ul style="list-style-type: none"> <li>• 24 FM website</li> </ul>	<a href="#">هيئة سوق رأس المال تطلق أسبوع ( 24FM ) - المستثمر العالمي الصفحة الرسمية لإذاعة</a>
Shbab FM	<ul style="list-style-type: none"> <li>• Shabab FM website</li> <li>• PCMA page on Facebook</li> <li>• Palestine stock exchange page on Facebook</li> </ul>	<a href="#">(1) Shabab FM 101.4 - Posts   Facebook</a> <a href="#">(1) Palestine Exchange (PEX)   Facebook</a>
Almoasher FM	<ul style="list-style-type: none"> <li>• Almoasher FM website</li> </ul>	<a href="https://fb.watch/8B5QdBoQGG/">https://fb.watch/8B5QdBoQGG/</a>
Focus - wfe	<ul style="list-style-type: none"> <li>• Focus website</li> </ul>	<a href="https://focus.world-exchanges.org/articles/palestine-financial-markets">https://focus.world-exchanges.org/articles/palestine-financial-markets</a>
Al-Quds Educational Channel	<ul style="list-style-type: none"> <li>• Al-Quds Educational Channel Website</li> <li>• PCMA page on Facebook</li> <li>• Youtube</li> </ul>	<a href="https://www.facebook.com/watch/live/?ref=watch_permalink&amp;v=559699691955816">https://www.facebook.com/watch/live/?ref=watch_permalink&amp;v=559699691955816</a>

		<a href="https://fb.watch/8B5GgY-ia3/">https://fb.watch/8B5GgY-ia3/</a> <a href="https://www.youtube.com/watch?v=r7PZyliftyk">https://www.youtube.com/watch?v=r7PZyliftyk</a>
Interview with The PCMA General Director, Barraq Al Nabulsi	<ul style="list-style-type: none"> <li>• PCMA page on Facebook</li> <li>• Youtube</li> </ul>	<a href="https://www.facebook.com/PalestineCMA/videos/430311585121727">https://www.facebook.com/PalestineCMA/videos/430311585121727</a> <a href="https://www.youtube.com/watch?v=r7PZyliftyk">براق النابلسي مدير عام هيئة سوق رأس المال الفلسطينية - YouTube</a>

- Publishing several awareness messages concerning the Sustainable Development and Fraud prevention -which was specifically designed to the WIW workshop-. It was published through the PCMA and PEX social media pages, presented in the below table:

The publication "post"	The publication content	Date	Links
The first introduction post	Only 5 days to the IOSCO World Investor Week 2021.	29 Sep 2021	<a href="https://www.facebook.com/PalestineCMA/photos/a.219233022312457/873921936843559/">https://www.facebook.com/PalestineCMA/photos/a.219233022312457/873921936843559/</a>
The second introduction post	Palestine participates for the fourth time through Palestine Capital Market Authority, with nearly 100 countries around the world in launching the World Investor Week for the year 2021. It's an International initiative organized by International Organization of Securities Commissions IOSCO, aims to enhance the investor protection.	2 Oct 2021	<a href="https://www.facebook.com/PalestineCMA/photos/a.219233022312457/874684343433985">https://www.facebook.com/PalestineCMA/photos/a.219233022312457/874684343433985</a>
First key message	Sustainable finance means the investing, and making the related decisions taking in consideration the next generation interests, as	4 Oct 2021	<a href="https://www.facebook.com/PalestineCMA/photos/a.219233022312457/872604280308658/">https://www.facebook.com/PalestineCMA/photos/a.219233022312457/872604280308658/</a> <a href="https://www.facebook.com/PalestineExchange/photos/a.2144">https://www.facebook.com/PalestineExchange/photos/a.2144</a>

	well as considering the social impacts and environmental investments it may have along its life cycle.		<a href="https://www.facebook.com/PalestineCMA/photos/a.219233022312457/872608153641604">56341915256/50612536039021</a> <a href="https://www.facebook.com/PalestineCMA/photos/a.219233022312457/872608153641604">48</a>
Second Key message	Sustainable development pillars: people, planet, prosperity, partnership, and peace.	5 Oct 2021	<a href="https://www.facebook.com/PalestineCMA/photos/a.219233022312457/872608153641604">https://www.facebook.com/PalestineCMA/photos/a.219233022312457/872608153641604</a> <a href="https://www.facebook.com/PalestineExchange/photos/a.214456341915256/50634564936818">https://www.facebook.com/PalestineExchange/photos/a.214456341915256/50634564936818</a> <a href="https://www.facebook.com/PalestineExchange/photos/a.214456341915256/50634564936818">59</a>
Third Key message	Sustainable development provides the best way to improve the people's lives everywhere.	6 Oct 2021	<a href="https://www.facebook.com/PalestineCMA/photos/a.219233022312457/878135903088829/">https://www.facebook.com/PalestineCMA/photos/a.219233022312457/878135903088829/</a> <a href="https://www.facebook.com/PalestineExchange/photos/a.214456341915256/50668000733475">https://www.facebook.com/PalestineExchange/photos/a.214456341915256/50668000733475</a> <a href="https://www.facebook.com/PalestineExchange/photos/a.214456341915256/50668000733475">01</a>
Fourth Key message	Sustainable development enhances the economic prosperity.	7 Oct 2021	<a href="https://www.facebook.com/PalestineCMA/photos/a.219233022312457/872612183641201">https://www.facebook.com/PalestineCMA/photos/a.219233022312457/872612183641201</a> <a href="https://www.facebook.com/PalestineExchange/photos/a.214456341915256/50700043363604">https://www.facebook.com/PalestineExchange/photos/a.214456341915256/50700043363604</a> <a href="https://www.facebook.com/PalestineExchange/photos/a.214456341915256/50700043363604">08</a>
Fifth Key message	Future leaders have the creativity and innovation abilities in facing the challenges, and build a promising future for the next generation.	8 Oct 2021	<a href="https://www.facebook.com/PalestineCMA/photos/a.219233022312457/872613223641097">https://www.facebook.com/PalestineCMA/photos/a.219233022312457/872613223641097</a> <a href="https://www.facebook.com/PalestineExchange/photos/a.958324157528467/50737541459854">https://www.facebook.com/PalestineExchange/photos/a.958324157528467/50737541459854</a> <a href="https://www.facebook.com/PalestineExchange/photos/a.958324157528467/50737541459854">27/</a>
Sixth Key message	Sustainable goals with a Palestinian identity "Achieve your goal" and create an achievement out of it.	9 Oct 2021	<a href="https://www.facebook.com/PalestineCMA/photos/a.219233022312457/872614193641000/">https://www.facebook.com/PalestineCMA/photos/a.219233022312457/872614193641000/</a> <a href="https://www.facebook.com/PalestineExchange/photos/a.214456341915256/50797489053859">https://www.facebook.com/PalestineExchange/photos/a.214456341915256/50797489053859</a> <a href="https://www.facebook.com/PalestineExchange/photos/a.214456341915256/50797489053859">51</a>
Seventh Key message	Establishing the culture of sustainability in the new generation is a shared responsibility.	10 Oct 2021	<a href="https://www.facebook.com/PalestineCMA/photos/a.219233022312457/872614963640923/">https://www.facebook.com/PalestineCMA/photos/a.219233022312457/872614963640923/</a>

- The preparation of a written report by the economic journalist Firas Al Taweel focused on the participation of Palestine through the Palestine Capital Market Authority PCMA in the World Investor Week WIW 2021. The report

included an interview with the PCMA General Director as well as the PEX Chairman, and it included infographic.

**The report: Palestine concludes the activities of the World Investor Week 2021 along with 100 countries.**

Website	Link
Watan	<a href="https://www.wattan.net/ar/news/353326.html">https://www.wattan.net/ar/news/353326.html</a>
B News	<a href="https://www.bnews.ps/ar/node/17294">https://www.bnews.ps/ar/node/17294</a>
Al Haya Newspaper	<a href="https://cutt.us/JKBAR">https://cutt.us/JKBAR</a>
Radio Bethlehem 2000	<a href="https://www.rb2000.ps/news/414205.html">https://www.rb2000.ps/news/414205.html</a>
news agency Maan	<a href="https://www.maannews.net/news/2051463.html">https://www.maannews.net/news/2051463.html</a>
Al Quds Newspaper	<a href="https://cutt.us/mY2qq">https://cutt.us/mY2qq</a>

The preparation of an awareness video concerning the WIW, in addition to another specific video covering the workshop “Sustainable development and Fraud prevention”.

Film		Links
WIW 2021	<ul style="list-style-type: none"> <li>• PCMA website</li> <li>• PEX website</li> <li>• Youtube</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="https://www.facebook.com/PalestineCMA/videos/257477332968535">https://www.facebook.com/PalestineCMA/videos/257477332968535</a></li> <li>• <a href="https://fb.watch/8B6lwRnbsM/">https://fb.watch/8B6lwRnbsM/</a></li> <li>• اسبوع المستثمر العالمي 2021 /هيئة سوق رأس المال – YouTube</li> </ul>
video covering the workshop “Sustainable development and Fraud prevention”	<ul style="list-style-type: none"> <li>• PCMA website</li> <li>• Youtube</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="https://www.facebook.com/PalestineCMA/videos/585479969544341">https://www.facebook.com/PalestineCMA/videos/585479969544341</a></li> <li>• <a href="https://www.youtube.com/watch?v=zolZZvv2TJQ">https://www.youtube.com/watch?v=zolZZvv2TJQ</a></li> </ul>

**Thirdly: The media coverage for the WIW activities.**

Two press releases were published through the daily newspaper, the news websites, PCMA website, PCMA mailing list, and the PCMA official page on Facebook as the following:

The first one: the PCMA and PEX launch the World Investor Week activities.

#	Links
AL Haya newspaper	<a href="file:///C:/Users/Dell/Downloads/ALhaya%20ALjadida%205-10-2021%20(1).pdf">file:///C:/Users/Dell/Downloads/ALhaya%20ALjadida%205-10-2021%20(1).pdf</a> مرفق
Al Ayyam newspaper	مرفق <a href="https://www.al-ayyam.ps/pdfs/2021/10/05/all/all.pdf">https://www.al-ayyam.ps/pdfs/2021/10/05/all/all.pdf</a> الصفحة 18
Palestine news	<a href="http://shafagha.com">هيئة سوق رأس المال وبورصة فلسطين تطلقان فعاليات أسبوع المستثمر العالمي (shafagha.com)</a>
Maan news agency	<a href="http://maannews.net">هيئة سوق رأس المال وبورصة فلسطين تطلقان فعاليات أسبوع المستثمر العالمي (maannews.net)</a>
Al-Quds Al-Arabi	<a href="http://alquds.co.uk">هيئة سوق رأس المال وبورصة فلسطين تطلقان فعاليات أسبوع المستثمر العالمي   القدس العربي (alquds.co.uk)</a>
PNN	<a href="http://pnn.ps">هيئة سوق رأس المال بالتعاون مع بورصة فلسطين تطلقان فعاليات أسبوع المستثمر العالمي - PNN في فلسطين</a>
Aln wattan voice	<a href="https://www.alwatanvoice.com/arabic/news/2021/10/05/1436259.html">هيئة سوق رأس المال بالتعاون مع بورصة فلسطين تطلقان فعاليات أسبوع المستثمر العالمي https://www.alwatanvoice.com/arabic/news/2021/10/05/1436259.html</a>
Sawt Shabab	<a href="https://cutt.us/AvkAo">هيئة سوق رأس المال وبورصة فلسطين تطلقان فعاليات أسبوع المستثمر العالمي https://cutt.us/AvkAo</a>
Raya	<a href="https://www.raya.fm/news/1116707.html">هيئة سوق رأس المال بالتعاون مع بورصة فلسطين تطلقان فعاليات أسبوع المستثمر العالمي في فلسطين https://www.raya.fm/news/1116707.html</a>
Smart index	<a href="https://cutt.us/jaAS4">هيئة سوق رأس المال وبورصة فلسطين تطلقان فعاليات أسبوع المستثمر العالمي https://cutt.us/jaAS4</a>
Union of Arab Securities Authorities	<a href="https://www.uasa.ae/ar/newsdetails.aspx?catid=302&amp;typ=1">https://www.uasa.ae/ar/newsdetails.aspx?catid=302&amp;typ=1</a>
FM 24	<a href="https://www.24fm.ps/ar/news/1633856048">هيئة سوق رأس المال تطلق أسبوع المستثمر العالمي https://www.24fm.ps/ar/news/1633856048</a>
AB invest	<a href="https://www.abinvest.ps/">هيئة سوق رأس المال وبورصة فلسطين تطلقان فعاليات أسبوع المستثمر العالمي https://www.abinvest.ps/</a>
Palestine economy	<a href="https://cutt.us/iyOOL">هيئة سوق رأس المال وبورصة فلسطين تطلقان فعاليات أسبوع المستثمر العالمي https://cutt.us/iyOOL</a>
Rafat	<a href="https://cutt.us/EcHVq">https://cutt.us/EcHVq</a>
AL mubasher	<a href="https://cutt.us/g3WWc">https://cutt.us/g3WWc</a>

The second one: Capital Market Authority and Palestine Exchange Offer Workshop on Sustainable Finance and Fraud Prevention

#	Links
AL mubasher	<a href="https://cutt.us/LMcrC">https://cutt.us/LMcrC</a>
Sawa	<a href="https://cutt.us/LpMIo">https://cutt.us/LpMIo</a>
AB invest	<a href="https://www.abinvest.ps/">https://www.abinvest.ps/</a>
Sanad	<a href="https://cutt.us/C3JpR">https://cutt.us/C3JpR</a>
One news	<a href="https://cutt.us/LWke8">https://cutt.us/LWke8</a>



# PANAMA

## **WORLD INVESTOR WEEK 2021**

**National Coordinator:** Superintendencia del Mercado de Valores de la República de Panamá (SMV)

**Other IOSCO members:**

**Other participants:**

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 10<sup>th</sup>

The Superintendency of the Securities Market (SMV) participated in the World Investor Week (WIW), carrying out during the week from October 4 to October 8, 2021, various informative and educational activities.

### **Talks given on October 4, 6 and 8, 2021:**

On Monday, October 4, an academic talk entitled “Sustainable Finance” was held by Galina Chavez, Inspection and Analysis Officer of the Issuers Division. The participation of students and professors were from the faculties of Economics, Finance and Business of universities in the country: University of Panama - Regional Center of La Chorrera; Universidad Latina, Universidad Interamericana de Panamá (UIP) and Universidad Santa María La Antigua (USMA). Total participants: 107.

The talk touched on topics such as:

- What is sustainable finance?
- What are the financing products that promote sustainable development?
- Emissions registered and authorized for public offering by the SMV. Important milestones.
- Role of SMV and sustainable finance.
- BVP guides.

On Wednesday, October 6, Itzel Barnett, Deputy Director and Inspection officers Gustavo Miranda and George Campbell, from the Division for the Prevention and Control of Illicit Operations, developed the academic talk “Let's talk about money laundering, terrorist financing, and its impact on financial systems”.

The talk was attended by students and professors from the University of Panama - La Chorrera Regional Center; University of Panama - Faculty of Business Administration and Accounting; Universidad Latina, Universidad Interamericana de Panamá (UIP) and Universidad Santa María La Antigua (USMA). Total participants: 150.

On Friday, October 8, SMV co-hosted with the Brazilian National Securities Commission, the global webinar “Investor education and protection: recent developments from around the world”.

The panel was attended by representatives from Sri Lanka, France, Angola, Russia and Panama. On behalf of the SMV the speakers were Jenny Fonguer, Director of the Division of Prevention and Control of Illicit Operations and Marie Lissa Aizpurúa, of the Division of Issuers.

During its transmission there were 31 simultaneous views, that is, the number of people who saw the webinar while it was passed live on YouTube. As of October 11, the video had been viewed by 184 people.

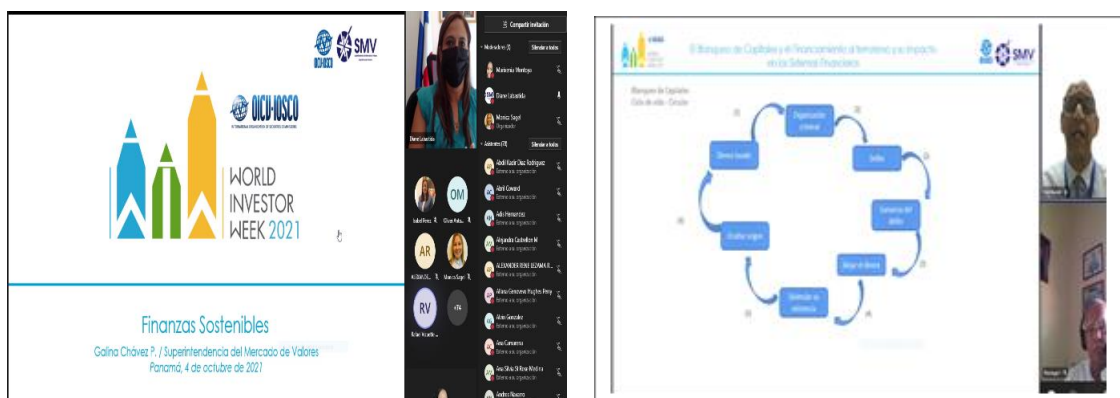
**Social media campaign:**

- **Twitter and LinkedIn.** During Investor Week (October 4-8) a daily educational capsule was posted on these social networks. Its content was aimed at the investing public or potential investor. The post carried the following #: #WIWSMV #WIW #UEIWIW #SMVWIW
- #INVERSIONISTANFORMADO  
#PROTECCIONINVERSIONISTA #INVERSIONRESPONSABLE  
#WORLDINVESTORWEEK #IOSCOWIW2021
- **Website:** In the UEI / WIW section, content aimed at investor protection was posted, as well as information and photos of the week's events. The virtual brochure on Sustainable Finance was also uploaded.

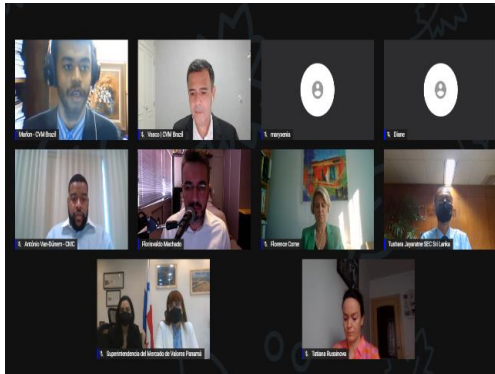
**Invitation letters to sector representatives:**

- The invitation to participate in the WIW was extended to: the Latin American Stock Exchange, Latinclear, the Panamanian Chamber of Capital Markets (CAPAMEC), the Association of Compliance Officers of Panama (ASOCUPA), the Chamber of Securities Issuers of Panama and the Panamanian Chamber of Administrators of Investment Companies and Pension Funds, to promote the campaign on their social networks and website.

**Academic talks:**



## Global webinar:



## Virtual brochure on Sustainable Finance:

**World Investor Week (WIW), campaña mundial de una semana de duración promovida por IOSCO para crear conciencia sobre la importancia de la educación y protección de los inversores, y destacar las diversas iniciativas de los reguladores de valores en estas dos áreas.**

**UN INVERSIONISTA INTELIGENTE:**

Se da cuenta de que se puede hacer referencia a las finanzas sostenibles de muchas formas diferentes, como inversión ambiental, social y de gobernanza (ESG), inversión socialmente responsable e inversión de impacto.

**SEMANA DEL INVERSIONISTA 2021**

**REGISTROS SMV:**

**Panamar Generation, S.A.**  
Bonos Vales Corporativos VISA 15/2020.  
Los Fondos netos de la venta de los Bonos Vales se van para refinanciar el financiamiento recibido, reducir sus arrendos, preferir los reparados, pagar cuotas por pagar, transferir el resto del Proyecto Solar, financiar capital de trabajo y fondar la cuenta de reserva en el Gobierno de Panamá.

**UEP Panama II, S.A.**  
Bonos Garantados Senior 03/20/2020.  
Es uno de los mayores productores de energía renovable por generación en Panamá.

**Cooperación Interamericana para el Financiamiento de Infraestructura (CIFI),** Programa de Inversión de Bonos, Vales, Certificados y otros títulos de inversión en el marco de la cartera crediticia según el marco de Bonos verdes, Financiamiento Inversión de Infraestructura en América Latina y el Caribe con un impacto ambiental positivo.

**Las finanzas sostenibles tienen el potencial de promover el cumplimiento de las metas mundiales y nacionales para alcanzar los Objetivos de Desarrollo Sostenible.**

**PRINCIPIOS PARA REALIZAR UN PROYECTO DE DESARROLLO SOSTENIBLE:**

- Escribir una lista de criterios.
- **Uso de los Fondos.** Cuánto dinero se va a invertir y durante cuánto tiempo, para los proyectos de calificación con beneficios ambientales sostenibles.
- Valorar los riesgos.
- Selección de proyectos.
- **Gestión de los fondos** mediante un proceso oficial para garantizar que se asignen a proyectos que reúnan las condiciones necesarias.
- Al escoger la alternativa, comparar rentabilidades y condiciones.

## Capsules in social networks:

**WORLD INVESTOR WEEK 2021**

World Investor Week (WIW) es una campaña global de una semana de duración organizada por IOSCO, para crear conciencia sobre la importancia de la educación y protección de los inversores y destacar las diversas iniciativas de los reguladores de valores en estas dos áreas.

ÚNASE A LA SEMANA INTERNACIONAL DEL INVERSIONISTA 2021.

**Un inversionista inteligente**

**Evalúa el impacto de las tarifas al elegir una inversión.**

**WORLD INVESTOR WEEK 2021**

*Un inversionista inteligente*  
**Reconoce el beneficio de una inversion diversificada.**




WORLD INVESTOR WEEK 2021

*Un inversionista inteligente*  
**Comprende el riesgo asociado con las ofertas iniciales de monedas y los criptoactivos en general, y es cuidadoso al decidir si debe invertir en estos productos.**




WORLD INVESTOR WEEK 2021

*Un inversionista inteligente*  
**Comprende los métodos en los que las empresas legítimas reciben dinero para inversiones.**




WORLD INVESTOR WEEK 2021

# PARAGUAY

## WORLD INVESTOR WEEK 2021

**National Coordinators:** Marcelo Echagüe Pastore; Luis Talavera Insfrán

**Other IOSCO members:** -

**Other participants:** Bolsa de Valores y Productos de Asunción S.A. (BVPASA); World Wildlife Fund (WWF); United Nations Development Programme (UNDP); United Nations Environment Programme Finance Initiative (UNEP FI); Fix SCR; Capital Markets CBSA; Benítez Cudas & Asociados; Investor AFPISA; Fundación Capital; Cambridge University; Findo; Zimple.

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 8<sup>th</sup>

The Comisión Nacional de Valores de Paraguay (CNV) participated at the so-called World Investor Week (WIW) 2021 by organizing 14 (fourteen) open free-of-charge conference talks to the general public and by virtual means, given the ongoing COVID-19 pandemic, lasting approximately twenty minutes each.

Several stakeholders stemming from the stock market, cooperation agencies, universities, FinTech companies and foundations were invited as lecturers, including a brokerage house, a credit rating agency and the stock exchange itself, among others. Every stakeholder hence developed a topic related to financial education and investor protection, while also highlighting important information within their own fields of expertise.

The first series of virtual talks took place on October 4, hosting 332 participants. Three conferences took place that day, with the President of a brokerage house (Capital Markets CBSA), the Operations Manager of Asunción's stock exchange (BVPASA) and the regulator's Director of Economic Studies and Financial Analysis (CNV) kindly offering themselves to discuss about stock market issues in Paraguay.

The second series of virtual talks took place on October 5, hosting 294 participants. Three conferences took place that day, with the President of Paraguay's Public Accountants Council (CCPP), the BRM and Corporate Directors of a credit rating agency (Fix SCR) and the President of an Investment Funds Administrator (Investor AFPISA) kindly offering themselves to discuss about further stock market issues in Paraguay.

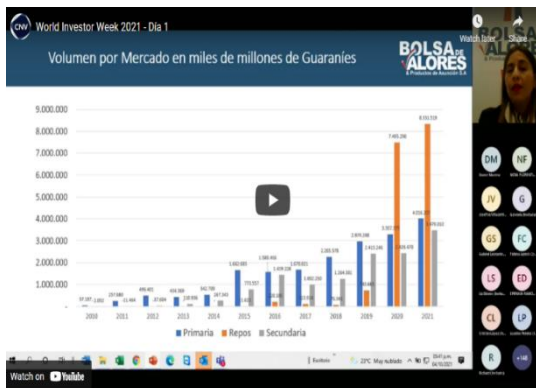
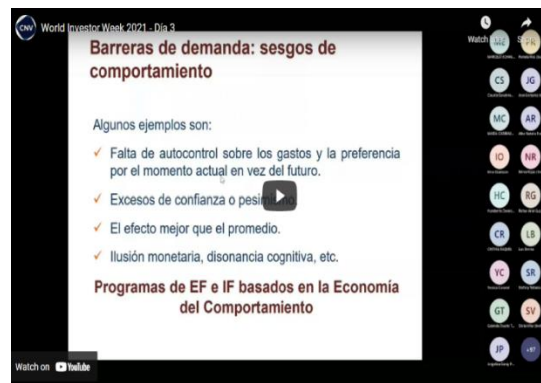
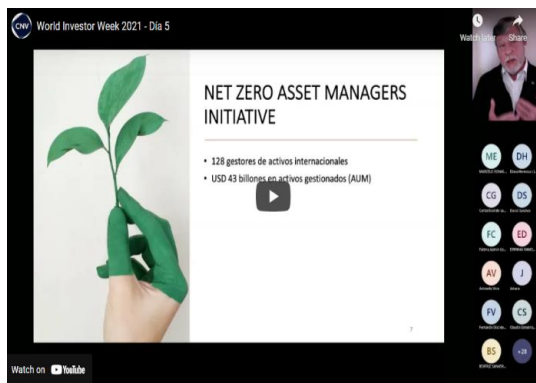
The third series of virtual talks took place on October 6, hosting 249 participants. Two conferences took place that day (instead of three), since one of the lectures had to be canceled at the very last minute due to a COVID-19 case by one of the speakers. The sessions included a consultant and member of the Research Committee of the OECD INFE, as well as the Executive Director of a foundation (Fundación Capital), kindly offering themselves to discuss about financial inclusion.

The fourth series of virtual talks took place on October 7, hosting 268 participants. Three conferences took place that day, with a Research Associate from Cambridge University, the Country and Wallet Managers of a couple of FinTech companies (FINDO and Zimple), kindly offering themselves to discuss about Financial Technologies (FinTech) in Paraguay.

The fifth and last series of talks took place on October 8, hosting 238 participants. Three conferences took place that day, with WWF’s Director of Finance and Sustainable Markets, an SDG Impact Regional Specialist and a Private Sector Specialist (UNDP), kindly offering themselves to discuss about Sustainable Finance.

Additionally, and in spite of allowing Q&A sessions at the end of every conference talk, CNV made it clear to participants that further comments or questions about the event and its contents could be done via email and social media. Presentations made during the event are already publicly available at CNV’s website: [https://www.cnv.gov.py/?page\\_id=3357](https://www.cnv.gov.py/?page_id=3357)

It was also mentioned that all attendees would receive a certificate for their participation during WIW 2021.





# PERU

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Superintendence of Securities Market (SMV)

**Other IOSCO members:**

**Other participants:** Lima Stock Exchange (BVL); Mutual Funds Management Companies Association (AFM); Brokerage Firms Association (ASAB); Municipality of Lima (MUNLIMA); Lima Engineering College (CIL); San Marcos University (UNMSM); San Ignacio de Loyola University (USIL).

**Campaign Dates (From/To):** Oct 25<sup>th</sup> – Oct 31<sup>st</sup>

The Superintendence of Securities Market (SMV) of Peru participated for the fifth consecutive year in the WIW, recognizing with this the importance of investor education as a mechanism for the development and promotion of securities market, given the direct and positive impact that this has on its development in the medium and long term.

Thus, during the month of October, the SMV, together with other institutions, carried out different activities with the aim of raising awareness among investors and the general public about the relevance of investor education and his protection.

In that way, the SMV, included a [special section of World Investor Week](#) in its Securities Market Portal ([www.smv.gov.pe](http://www.smv.gov.pe)), where the main activities and key messages of the campaign were described. In this section, the general public could review the complete program of activities and review the recording of these, as



**SEMANA MUNDIAL DEL INVERSIONISTA**

**Semana Mundial del Inversionista**  
Del 25 al 31 de octubre

WORLD INVESTOR WEEK 2021

La Semana Mundial del Inversionista, es una actividad promovida por la Organización Internacional de Comisiones de Valores (IOSCO, por sus siglas en inglés). Tiene como objetivo destacar la importancia de la educación y protección de los inversionistas y fomentar oportunidades de aprendizaje para ellos. Esta actividad se realizará en el Perú entre el 25 y 31 de octubre de 2021.

**Palabras del Superintendente**

La Semana Mundial del Inversionista es una iniciativa promovida por la Organización Internacional de Comisiones de Valores (IOSCO, por sus siglas en inglés) que tiene como objetivo difundir mensajes clave que refuercen la educación, financiera y protección de los inversionistas. En ese línea, la Superintendencia del Mercado de Valores (SMV) como miembro de IOSCO en representación de Perú, participa por quinto año consecutivo de la Semana Mundial del Inversionista organizando una serie de actividades dirigidas a diversos segmentos de la población reconociendo con ello la importancia de la educación al inversionista como un mecanismo para el desarrollo y la promoción de los mercados de valores, dado el impacto directo y positivo que este tiene sobre su desarrollo en el mediano y largo plazo.

Este tipo de iniciativas se enmarcan dentro del objeto de esta Superintendencia de promover que los inversionistas que se incorporen al mercado de valores peruano lo hagan con el conocimiento que les permita conocer de la operativa del mercado y de los riesgos asociados con su inversión, así como contar con la capacidad de reclamar sus derechos, en caso consideren que sus mismos han sido afectados.

En dicho contexto, los invitamos a participar de las actividades que se realizarán en el marco de la Semana Mundial del Inversionista 2021, las que estamos seguros serán de mucha utilidad para fortalecer la educación financiera en nuestro país.

José Manuel Peschiera Rebagliati

**Conoce y participa de nuestras ACTIVIDADES**

Para PÚBLICO EN GENERAL  
Para UNIVERSITARIOS Y ESCOLARES

**ARTÍCULOS de interés**  
Revista Procapitales: Columna de la SMV

well as review educational materials such as videos, brochures, info graphics, comics, SMV’s podcast, a virtual fair and a memory game with concepts related to the securities market. More than 1,400 people accessed this special section of the WIW.

**Main activities carried out**

Given the situation generated by the Covid-19, different activities were carried out supported by technological tools, such as:

- Virtual conferences organized jointly with the MUNLIMA held on October 06, 13 and 20, in which officials from the SMV, BVL and AFM exposed issues related to the role of the SMV and investor protection, as well as investment through the stock exchange and investment in mutual funds, respectively. Said conferences were broadcast on the MUNLIMA YouTube channel and were aimed at the general public, with the participation of 416 people and more than 4,000 subsequent reproductions.



- Seminar "Investment Alternatives in the Securities Market and SMV’s role", aimed at the general public, held on October 27 and attended by more than 375 people. Topics related to investor protection and SMV’s role, investment through the stock exchange and investment in mutual funds were presented by officials from the SMV, BVL and AFM.

It should be noted that this event was transmitted via BVL’s YouTube channel, which made it possible to expand the audience.



- In order to strengthen education in the fundamentals of investments and sustainable finance based on ESG criteria (Environmental, Social and Governance), USIL excellence network and its partners Argentina de la Empresa University (UADE - Argentina) and EAN University (UEAN - Colombia), held a series of webinars with speakers from Argentina, Peru, Brazil, Colombia, Mexico and Spain.



Among the topics that were discussed were: The importance of financial education; Green bonds and sustainability towards a new market?; Investment opportunities in Latin America; and The future of ESG investing in Latam.

In the webinars developed daily, between Monday, October 06 and Thursday, October 09, there was the participation of more than 300 people connected in real time.

- Seminar "Investment Alternatives in the Securities Market and SMV's role", organized jointly with the UNMSM, aimed at the general public, held on October 28 and attended by 1,222 people. Topics related to investor protection and SMV's role, investment through the stock exchange and investment in mutual funds were presented by officials from the SMV, BVL and AFM.

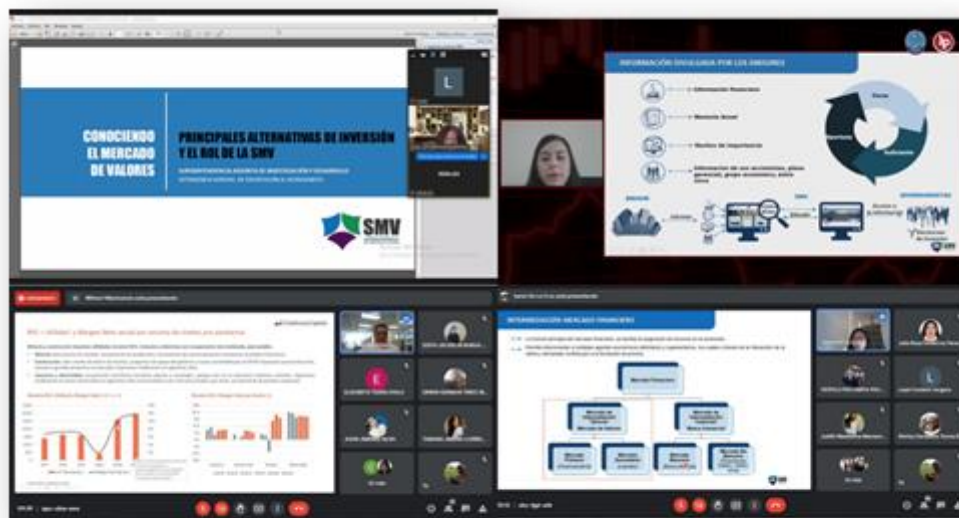


It should be noted that this event was transmitted via UNMSM YouTube channel, Facebook, LinkedIn, which made it possible to expand the audience.

- Virtual conferences organized jointly with the CIL, held on October 07 and November 04, in which officials from the SMV and AFM exposed issues related to the SMV's role and investor protection, as well as investment in mutual funds and were aimed at the general public, with the participation of approximately 203 people.



- Likewise, several seminars on the securities market and the SMV’s role were organized at different universities in the country, such as Universidad Femenina Sagrado Corazón – UNIFE, Universidad Nacional Jorge Basadre – UNGB, Universidad Nacional de Piura –UNP, Universidad Nacional Hermilio Valdizan- UNHEVAL, Universidad de Lima- UL, Universidad Nacional de Trujillo, Universidad Privada San Juan Bautista-UPSJB, Universidad Privada San Martin de Porras- UPSMP. In these events, a participation of 1,112 students was registered.



- Also, it was accomplished a Seminar “Securities Market and SMV’s role” for the school Manuel Antonio Ramirez Barinaga, and it had an overall participation of 279 students.

### Social network and media campaign

The use of SMV’s social networks (Facebook, Instagram and LinkedIn) was intensified to disseminate information, objectives and the WIW’s activities as well as the key messages of the campaign. It should be noted that the participating entities (BVL, AFM, ASAB and MUNLIMA) also disseminated the activities and messages through their social networks, which not only had a coordinated campaign with clear messages aligned with

the objective of the WIW, but also that it was possible to have a greater scope overcoming the difficulties that the situation brought.

It should also be noted that SMV launched its Instagram account (SMV Peru) at the beginning of October, which is intended to exclusively share content related to financial education, thus being an important channel to share messages and activities within the framework of WIW 2021.

- **SMV's Social network**



▪ **Other participants' Facebook**



On the other side, an online banner in the Grupo El Comercio (2 portal webs) was contracted for seven days (from October 25th to 31st), which had a coverage of 500 thousand navigators. It should be noted that through this banner the WIW 2021 activities were disseminated, including a link that addressed the WIW section of the SMV Portal, as well as the key messages of the campaign.



**Other initiatives**

- An interactive game called "Stock Market Fair" was launched on the SMV web portal, through which relevant topics are presented in relation to the operation and role of the SMV, the BVL, mutual funds and brokerage firms.
- Likewise, a Memory Game was launched in the WIW section of SMV's portal, which in a playful way seeks to transmit important concepts about the securities market.
- In addition, "El podcast de la SMV" was launched as a help supporter in order to spread financial education topics.
- For other hand, an article about WIW 2021 were published in a magazine specialized in capital markets, which make it possible to reach a specialized audience, but which also allowed expanding the reach of the WIW's dissemination.

## **Main results**

WIW 2021 made it possible to reinforce the dissemination of messages and key aspects to be taken into account in order to participate in the securities market, using various technological and written tools to obtain the widest possible reach. Thus, it is estimated that through Facebook, Instagram, LinkedIn, and YouTube, 36 publications were made with a total of 86,323 people reached, in addition the contents achieved 836 likes, 112 times were shared and 25 comments. Finally, the live attendance to the activities was about 4,662 people, however, all the activities and videos prepared for the WIW 2021 (4 Videos) have allowed around 19,021 more people to view said material asynchronously, which has made it possible to meet the objectives of the campaign, despite not having carried out any face-to-face activity.



# POLAND

## WORLD INVESTOR WEEK 2021

**National Coordinator:** the Polish Financial Supervision Authority (UKNF)

**Other participants:** the Warsaw Stock Exchange Foundation (WSE Foundation), the Warsaw Stock Exchange (WSE)

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 31<sup>st</sup>

As part of the 5th edition of the World Investor Week, on 4–8 October 2021 the Polish Financial Supervision Authority held a series of webinars for students of secondary schools and teachers, e.g. methodology advisers in the area of foundations of entrepreneurship and/or civics, teachers of economics, teachers of vocational training, and other teachers interested in finance, including school coordinators of the Global Money Week campaign. The cycle featured the following webinars: (1) 'Stock exchange, investments, shares, bonds explained', (2) 'Cybersecurity from the perspective of a consumer of financial services : practical aspects', and (3) 'Threats and fraud in the investment funds market'. Nearly 4 thousand participants attended the webinars.

Also, as part of the 2021 World Investor Week, the Financial Education Day was organised on 14 October 2021 by the Warsaw Stock Exchange Foundation (WSE Foundation). The event was streamed online and more than 700 users from all over Poland listened to the transmission. The agenda of the Financial Education Day included many workshops and lectures on topics relating to investing, and more broadly – personal finance management, fostering an entrepreneurial mindset, and cybersecurity. Other topics included the psychology of investing, and the issue of discussing finance with children and youth.

An expert debate 'Challenges for financial education in Poland and for capital market entities', which started with a presentation of the results of a survey conducted by the Chamber of Fund and Asset Management (Izba Zarządzających Funduszami i Aktywami) on the knowledge and attitudes of Poles in the field of investing and investment funds, provided the experts with an opportunity to take a look at financial literacy of Poles and the causes of gaps existing in this field, and to suggest methods to eliminate them.

The Financial Education Day featured inauguration of an outdoor game called 'Let the stock exchange guide you' ('Za głosem giełdy'), one of the initiatives being part of the 30th anniversary of Warsaw Stock Exchange, organised during the World Investor Week by the WSE and the WSE Foundation.

The outdoor game was based on the audio walking/audio tour system and was addressed mainly to young people, who could learn about the history of the Polish capital market, including the history of the Warsaw Stock Exchange, the role and tasks of capital market entities, and gain basic knowledge about investing.

During the period of availability of a dedicated game application, i.e. from 14 to 31 October, it was downloaded by nearly 450 users; more than 250 users started the game and 226 users reached the final point of the route. As many as 109 people who completed the game obtaining the maximum score were invited to play the game in extra time.

From among 66 projects put forward for that stage, the selection board chose 5 winners of main prizes and 50 winners of distinctions.

On 23 November 2021, the Grand Gala of the Game took place in the WSE Trading Room, during which the winners received their prizes and diplomas.

Both initiatives (the Financial Education Day and the outdoor game) were carried out under the auspices of the KNF Board.

### **The series of webinars held by the UKNF:**

[Summary of the World Investor Week 2021 including information on the webinars](#)

### **The Financial Education Day:**

[Playlist of lectures/workshops](#)

[Recording of the expert debate](#)

[Event reportage](#)

### **Educational outdoor game called 'Let the stock exchange guide you' ('Za głosem giełdy'):**

[Summary of the project including photo gallery](#)

[Reportage from the Grand Gala of the Game and summary of the project](#)



# PORTUGAL

## WORLD INVESTOR WEEK 2021

**National Coordinator:** CMVM - Comissão do Mercado de Valores Mobiliários

**Other IOSCO members:**

**Other participants:**

**Campaign Dates (From/To):** Oct 6<sup>th</sup> – Oct 12<sup>th</sup>

As in 2020, CMVM's participation in WIW2021 was steered together with eight relevant stakeholders of the Portuguese financial market and the two Regulators of the Financial System – *Banco de Portugal* (BdP) and the Insurance and Pension Funds Supervisory Authority (ASF). Stakeholders as Euronext Lisbon (Lisbon Stock Exchange), AEM (Listed Companies Association) APB (Portuguese Banking Association), APIFPP (Investment and Pension Funds Association), APAF (Portuguese Association of Financial Analysts) and APS (Portuguese Insurance Association) were the remaining six partners. This year we had three additional partners, CFA Society Portugal (that had already participated in WIW 2020) the Portuguese Association for Consumers Protection (DECO) and the Confederation of Portuguese Business (CIP). As previously stated, the CMVM believes the partnership with these entities enriches the experience and maximizes the dissemination of key messages to investors.

While developing this year's programme, two main concerns impacted our choices: (i) that several categories of investors were exposed to our actions and (ii) how to reach investors and as much public as possible through digital channels.

Following last year Board ruling, the partners were invited to organise their own events under the CMVM's coordination. Therefore, from the 18 events organised, only 3 were solely our responsibility. All the other events ownership pertained to our coordination and approval.

After having developed a micro WIW site in 2020, this year we decided to create a [WIW Portugal](#) official site, that will function as a repertoire of the WIW information since 2017 and has its own YouTube channel, allowing investors and the public in general to view the information and videos published whenever desired.

**The main initiatives are listed below and reflect the above-mentioned objectives.**

### CONFERENCE/WEBINAR CMVM

#### Risks and opportunities of a digital capital

The CMVM, WIW conference was dedicated to a reflection on the risks and opportunities of an increasingly digital capital market. It took place in a hybrid format, with circa 35 participants attending the CMVM amphitheatre and circa 130 registrations for online watching.

The Conference had two panels - the first on "Young investors, social networks and investment" in which the relationship of young people with money, savings and investment was looked at. Additionally, the use of social networks as information

vehicles for investment and savings decisions, biased decisions, the investment choice of financial instruments or the risk of investment fraud.

The second panel addressed the new reality of investment and sought to debate new business models based on zero commissions, payments for order flow, investment via social networks, gamification, movements of investors coincident in time, increased activity by unauthorised entities and investor protection.

### **APS Webinar – The role of digitalisation in fostering savings for the retirement period**

This webinar sought to conceptually outline what is meant by an integrated system for monitoring retirement pensions, its advantages, and inherent challenges. An overview of the expected value of income to be obtained during the retirement period was presented, having this origin in the public pension system or in private systems, as well as the “Pension Tracking System” tool. In addition, better financial planning for their retirement and promotion, among younger generations, of greater awareness of the need to save for this stage of life. This webinar had about 203 views.

### **Workshop CFA - Financial Literacy for All**

The Webinar organised by CFA members, was composed of five modules, seeking throughout the session to answer the following questions (i) Why invest, (ii) importance of saving, (iii) as an investment, (iv) major behavioural errors and (v) investment products. This webinar was attended by circa 300 people.

### **DECO Webinar – The Role of Information in Investing**

This is the first time that DECO participates in SMI, and it did so through the organisation and promotion of two initiatives - the aforementioned webinar and a podcast.

This webinar was organised as an informal conversation and covered topics related to investor categorisation, sources of information available to retail investors, information imposed by regulation, motivations, and limitations for investing in financial instruments, and the preferences of retail investors. About 140 people participated.

### **CFA Society Webinar – How can my investments make the world better?**

This webinar, organised in English, had Hannah Simons, Head of Sustainability Strategy, of the CFA Society Portugal, as the sole speaker and seeks to answer a pressing and current question “How can my investments help change the world?”. Several conceptual multiple-choice questions, such as those from the CFA Certificate in ESG Investing exam, were posed by the speaker for the audience to answer during the session.

The five best answers were posted on the social networks of CFA Society Portugal, the session was attended by about 84 people.

## Invest Talk | APFIPP/Euronext

For the second consecutive year, APFIPP and Euronext joined forces at SMI, decided in 2021 to hold two Invest Talks, with two different themes, on two different days and with a shorter duration (about half an hour). The two sessions were conducted by a well-known Portuguese economic journalist, who has a YouTube channel “A Cor do Dinheiro” with many followers.

The first part (on October 7th) had as its theme the capital market, digitisation, and cybersecurity, having sought to informally address the risks and specific situations that concern investors, from a digital point of view (cybersecurity) and legal, in the various components of the investment. This session had an audience of over 2,000 attendees.

The second Invest Talk of SMI 2021 (October 12th) was about behavioural finance and what factors and behaviours tend to influence investors when investing/divesting. There are several factors that can intervene in decision making, from emotional and psychological aspects to the level of knowledge, to the processing of information and possible distortions of the perceived reality.

In an interactive and informal conversation about the world of behavioural finance, aspects that can be useful to investors were discussed in the context of their investment or divestment decision-making process. As in the first session, the audience surpassed 2,000 attendees.

## Banco de Portugal Webinar – My relationship with digital money

*Banco de Portugal* (BdP) held a hybrid event (in person and online) about the increasingly digital relationship with money and how it happens. The event was moderated by two journalists and was attended by a BdP Board Member who interacted informally with a group of university students. The youngsters present discussed their relationship with cryptocurrencies, whether they hold cryptocurrencies (the answer being affirmative for many participants), risks and advantages associated with this asset, as well as whether the near future is envisaged in relation to cryptocurrencies. The digital euro project, objectives, status, and challenges posed were also discussed. In addition to the approximately 35 people present in this session it was viewed in streaming by approximately 300 people.

## Webinar CFA Society Portugal – Investment Book Club

At the end of Friday afternoon CFA held a session about the book "The Intelligent Investor" by Benjamin Graham. This book is a reference in the fundamental analysis of investments. The session was moderated by a member of CFA Portugal who discussed the book with an audience of almost 150 people. Despite having been published in 1949, the book addresses investment in financial instruments in an extremely up-to-date manner, supported by basic investment principles, such as diversification, the importance of information, the understanding and validation of it, the investor profile and how to invest based on a profile, whether by asset categories, industries, etc.

### **APB Webinar - OPEN DAY in Banking – How to access my online bank?**

For the fourth consecutive year, APB promoted the Open Day in banking, which, as in 2020 was entirely conceived and organised by APB. Different from previous years, in 2021 the APB organised 2 sessions, on two distinct and consecutive days, in digital format, although the second session had some face-to-face audience, both aimed at a senior audience on how to access online banking and how to perform certain online operations.

In the first session, the speaker from a Bank showed step by step how to access the bank through digital channels in a simple and secure way. In the second session, the speaker from a different Bank explained some banking operations that can be performed over the Internet, from opening an account to managing your investments, in a simple and secure way. The sessions were light and with a lot of interaction from the senior audience, targeting an area of enormous importance, especially with senior citizens that are more vulnerable in digital literacy. The two sessions were attended by 140 people.

### **Conversations at CMVM – The Financial Literacy of the Portuguese University Students**

As part of SMI 2021, we organised a new set of “Conversations at the CMVM” about the financial literacy of young university students. This event was organised in a hybrid format and during it, a special issue of “Cadernos do Mercado de Valores Mobiliários” dedicated to Financial Literacy of Young People was presented and launched. Moderated by CMVM’s head of the economic studies department, a panel of university professors discussed the level of financial knowledge of young Portuguese university students, how they self-assessed its financial literacy, what types of behavioural biases they show, their behaviours and attitudes towards saving and investment and whether there are behavioural differences based on gender. This event brought together more than 110 people.

### **General Direction of Education (GDE)/CMVM Webinar – The importance of social media in young investors decisions and cryptocurrencies**

For the second consecutive year, and within the scope of the Nation Financial Education Plan, the CMVM organised a webinar for teachers at WIW in cooperation with GDE.

This year, the importance of social media in young people's investment decisions was discussed, as well as the risks involved in transactions with cryptocurrencies. Three interventions were made, by three CMVM directors on “The Importance of social networks in young people's investment decisions - the gamification effect”, followed by an intervention by a presentation on “The risks of investing in cryptocurrencies”, ending with a speech on “The CMVM and the Protection of Investors”.



### **APAF Webinar – The importance of sustainability for the dynamization of the capital market**

APAF promoted a debate on the importance of sustainability for the dynamization of the Portuguese capital market, which included the participation of Jesús López Zaballos, President of EFFAS, who made a presentation on the importance of sustainability in the development of the capital market. Circa 120 people participated in this webinar.

### **PNFF Webinar – Digital Channels and their importance as a source of information in savings and investment decisions**

A hybrid session organised by the Nation Financial Education Plan on digital channels and their importance as a source of information in saving and investment decisions, at INETE (professional secondary school) involving students from two classes. In a first phase, students from both classes filled in a questionnaire on the topic and synthesised the results and conclusions in the classroom. In a second stage, two students from each class participated in an online debate with the Nation Financial Education Plan on the importance of information sources in saving and investment decisions, debating the conclusions and experiences resulting from the questionnaires carried out.

### **ASF Webinar – Individual Pan European Reform Product (PERP)**

This webinar was organised in a hybrid format by ASF at its premises and streamed.

At this event, the ASF sought to present the PERP and clarify doubts about its objectives, differences compared to other complementary retirement products available, and potential gains. It began by drawing a picture of savings in Portugal, followed by the presentation of the PERP and how it can be a retirement product for the whole of Europe.

This webinar had about 330 views.

### **CMVM Workshop – Risk of Digital Fraud and how Citizens can protect themselves**

The CMVM and the Public Ministry once again joined forces, this time organising a workshop that aimed to address how the intensification of digitisation and the emergence of new realities such as crypto assets and the intensification of the use of social networks are changing and intensifying risks for investors and citizens in general, including those of fraud. Some recommendations on how to deal with these risks were given, in an informal but forceful way, by the Attorney and Coordinator of the Cybercrime Office of the Attorney General's Office. Almost 300 people attended this workshop.

### **AEM Webinar – Ethics, behaviours, and information**

Based on the premise that information is, in the capital market, one of the most valuable assets for investors and companies, it was decided in this webinar to reflect on ethics and behaviour, deepening the dialogue between different realities that influence each other.

The articulated analysis of these themes aims to gain a better understanding on how ethical and behavioural factors materialize in companies' communication and information, and to what extent this set of aspects influences the risk management and reputation of organizations.

At a time of intense debate and reformulation about the purpose and sustainability of companies, but also of scepticism and misinformation, this initiative sought to provide investors and companies with new tools and conceptual and analysis tools.

### WIW 2021 – Key figures

Partners	8 + 3
Number of initiatives	16 + 2
Number of direct participants	4.500
New launches	Leaflet, 6 vídeos, and special edition of “Caderno de Valores Mobiliários”
Press releases	3
Printed news generated	47
TV presences	13
TV audience	153.000
Social media impressions	117.347
Social media likes <sup>5</sup>	6.960
WIW YouTube visualizations	8,838
New site viewers	32.533



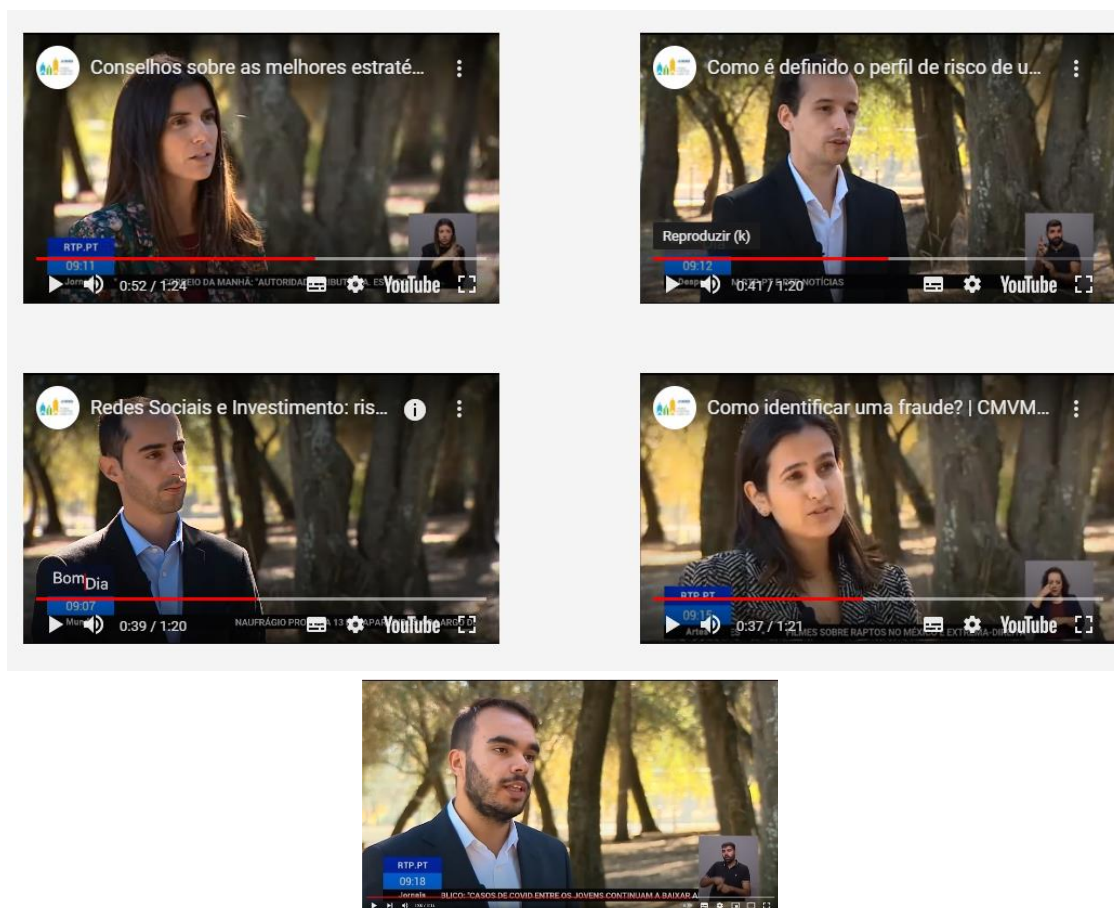
Images of the leaflet<sup>6</sup> targeted at investors and published on WIW2021 - “Advice to young investors” (can be downloaded from our site)

<sup>5</sup> Social media comprises Twitter, LinkedIn, Facebook

<sup>6</sup> <https://www.cmvm.pt/pt/EstatisticasEstudosEPublicacoes/Brochuras/Pages/brochuras2019.aspx>

To mark WIW, the CMVM partner with the national television channel and created a series of videos (5) targeted at financial literacy of the young Portuguese, one of the central themes of WIW 2021.

Hence, RTP and our “experts”, young associates of the CMVM, went to the street to talk to young people and try to clarify basic, informed, and responsible investment concepts. The first episode<sup>7</sup> ([here](#)) was “The best strategies’ before investing”, the second responded to the question “How to define an investor’s risk profile” ([here](#)) on the third the “Risks, advantages and cares one needs to take when dealing with social media in financial investment” were discussed ([here](#)), on the forth ([here](#)), red flags one should be aware and tips to identify a possible fraud were presented and finally on the last one, we attended to show what one should be aware when choosing an investment firm and/or platform ([here](#)).



<sup>7</sup> The videos are in Portuguese

# QATAR

## **WORLD INVESTOR WEEK 2021**

**National Coordinator:** Qatar Financial Markets Authority

**Other IOSCO members:**

**Other participants:**

**Campaign Dates (From/To):** Nov 09<sup>th</sup> – Nov 11<sup>th</sup>

Qatar Financial Markets Authority, in cooperation with the Union of Arab Securities Authorities, held an – online training program "Managing Operational Risks in Financial Institutions" within the framework of the Fifth World Investor Week for the International Organization of Securities Commissions (IOSCO).

The 3 days program was held via Zoom application, targeted financial services professionals, in particular workers in the field of financial institutions and services, and employees in regulatory and supervisory agencies, law enforcement agencies and anti-money laundering.

The training program details dealt with different topics, including business risks of financial institutions, the practical techniques required to investigate operational and financial risk incidents, and how to manage these risks in the long term.

The topics also included presenting a model of appropriate behaviors for managing operational risks in the workplace, contributing to enhancing facing them and the most important organizational considerations in how to manage them.

42 participants attended the training program, representing 10 entities from Qatar, and 2 from outside, "Jordan Securities Commission" and "the Capital Market Authority of Oman". Participating entities from Qatar include, in addition to Qatar Financial Markets Authority, Commercial Bank for Financial Services, Qatar Securities Company, The Group, Al Ahli Brokerage Company, Deloitte & Touche, PKF, Qatar Central Securities Depository, and Qatar Financial Center Regulatory Authority.

### **October, 2021**

The Qatar Financial Markets Authority ("QFMA") and the Qatar Financial Centre Regulatory Authority ("QFCRA") announced that they participated in World Investor Week ("WIW"), which took place in Qatar during October 2021.

WIW is a global campaign promoted by the International Organization of Securities Commissions ("IOSCO") and supported by regulatory authorities in over eighty countries and leading organisations such as the G20 and the World Bank. The QFMA and QFCRA are both members of IOSCO.

The objective of WIW is to highlight the importance of investor education and protection, and to foster learning opportunities for individuals of all age groups. The two key messages for the IOSCO WIW campaign this year were on sustainable finance and frauds and scams prevention.

To support the objective of the WIW campaign, and given the ongoing Covid-19 precautions, outreach was carried out through digital channels. The QFMA and the QFCRA held online webinars for a number of secondary schools, to increase their knowledge of investing and saving. Additionally, the QFCRA participated with a phone-in segment on Qatar TV's popular "Hayatna" show and engaged with the general public through social media platforms with daily posts and quizzes.

In addition, QFMA in cooperation with the Union of Arab Securities Authorities, will hold an on-line training program on "Managing Operational Risk in Financial Institutions" on 9-11 November 2021. The training program sheds light on the business risks of financial institutions, the practical techniques required to investigate operational and financial risk incidents, and how to manage these risks in the long term.

This initiative falls under Qatar's Second Strategic Plan for Financial Sector Regulation 2017 – 2022, of ensuring consumer and investor protection.

**Martin Moloney, Secretary General of IOSCO**, said, "Retail investor protection cuts across many of the issues covered by IOSCO work streams. It is a cornerstone of all IOSCO's work that our Committee on Retail Investors work continuously to promote the enhancement of financial education and retail investor protection."

**Mr Nasser Al Shaibi, Chief Executive Officer of the QFMA**, said "The QFMA participation in the World Investor Week organized by the IOSCO is an integral part of its continuous efforts and mandate to raise the levels of investment awareness among investors in Qatari Capital Market Sector, and part of QFMA's commitment to cooperate in the fields of education and protection of investors with other IOSCO members, and join their efforts and initiatives in order to advance their capital markets and apply international standards, which is part of the QFMA mission and vision."

**Mr Michael G. Ryan, Chief Executive Officer** of the QFCRA, said, "We are proud to continue our annual participation in World Investor Week. Promoting consumer protection is a key objective of the QFCRA. Engaging with the youth and the public is essential to provide customers with the knowledge and information they need to make informed financial decisions."

The dedicated campaign website, [www.worldinvestorweek.org](http://www.worldinvestorweek.org), provides details on the various participating authorities and the international organisations supporting this effort.

# ROMANIA

## World Investor Week 2021

**National Coordinator:** The Financial Supervisory Authority, IOSCO member

**Other IOSCO members:**

**Other participants:** Bucharest Stock Exchange (BVB), the Central Depository, Universities, Schools, other entities in the non-banking financial market

**Campaign Dates (From/To):** Nov 09<sup>th</sup> – Nov 11<sup>th</sup>

The Romanian Financial Supervisory Authority (FSA) considers financial literacy as the foundation for good understanding of the concepts that an adult faces in his life. The economy good functioning, the financial stability and the development of the financial market relies on a good level of financial literacy. Financial capability, as a result of financial education, determines the economic growth and population welfare.

FSA celebrated WIW 2021 through organizing educational events for the general public in order to raise awareness of the importance of acquiring specific financial concepts. The events were held online due to the situation caused by the COVID-19 pandemic.

Under the umbrella of WIW 2021, a series of financial literacy activities were carried:

1. WIW 2021 Week was opened by FSA and the Bucharest Stock Exchange, with the participation of over 700 high school students from all over the country, who rang the bell to open the trading session and participated in an interactive online seminar. This action aims to raise awareness of issues related to the stock market among young people, its accessibility as an investment mechanism.
2. The Central Depository issued free of charge account excerpts for the population and distributed printed materials to solicitants, a program of information and awareness dedicated to adults.
3. FinClub was also present at WIW 2021, a finance “club” for high school students who are passionate about the field and who have expressed a desire to have specific knowledge of financial markets at a more advanced level than the knowledge taught in compulsory education.
4. The seminars in the Academic Laboratory program held online by ASF lecturers and addressed to partner universities gave students the opportunity to analyze case studies and interact directly with professionals in non-banking financial markets - 9 universities participated in this action, and 5 seminars were organized for more than 296 students.
5. Another program run was Student Club, with the second edition opened. More than 100 students signed up for this club, where they meet online with professionals and start building not only a knowledge basis, but also a future career basis.
6. Academic FinHub - the second annual edition was organized under the auspices of WIW 2021, being a program dedicated to Romanian university centers that aims to



facilitate dialogue between universities and the business environment in the non-banking financial field, in order to better prepare students for the demand and needs of the financial market employees. Digitalisation and the support of the technical field in the development of the financial markets were subjects discussed, and the results were published in the Green Book in order to facilitate an extended public dialogue.

7. Financial Wellness is a FSA program dedicated to adults and build on the principles of learning at the workplace, in tailor-made seminars. Financial Wellness seminars are held online for companies and their employees in order to provide financial education knowledge – over 300 participants attended during WIW 2021 these seminars.
8. The new ASF magazine for pre-university teachers was launched at WIW 2021 - providing support for teachers, in form of knowledge sharing and providing didactic elements that can be used in teaching.
9. Under the auspices of WIW, ASF and capital market entities have offered free opportunities to university students to access trading demo platforms. This program aims to show youngsters a practical understanding of how the stock exchange works, thus encouraging and supporting the learning process – 9 universities and over 400 students were involved in this action.
10. These approaches are joined by the Institute of Financial Studies, which organized a series of seminars in collaboration with FSA at WIW 2021, as well as the Conference “Scientific Research in the Financial Field. Challenges and solutions”.
11. Various posts were made on the FSA's Facebook page and key messages set at the IOSCO level were distributed to be disseminated during WIW 2021, the total impact during this period reaching over 12.000 people.

**From a media point of view, these events organized by the ASF were well received, appreciated. Below are the main links that refer to WIW's 2021 ASF actions, as follows:**

<https://www.facebook.com/100527086679302/posts/4593736730691626>

<https://www.agerpres.ro/comunicate/2021/10/21/comunicat-de-pres-a-depozitarul-central--800613>

<https://www.piatafinanciara.ro/depozitarul-central-se-alatura-actiunilor-educationale-si-de-promovare-prilejuite-de-world-investors-week/>

<https://www.amosnews.ro/depozitarul-central-se-alatura-actiunilor-educationale-si-de-promovare-prilejuite-de-world-investors-week/>

<https://www.finzoom.ro/articole/comunicat-pres-a-depozitarul-central~bf79620d-e886-4ddb-b101-e4f2523bd681/>

<https://www.clubantreprenor.ro/2021/10/21/depozitarul-central-se-alatura-actiunilor-educationale-si-de-promovare-prilejuite-de-world-investors-week-oferind-gratuit-in-saptamana-25-29-octombrie-2021-serviciul-de-inregistrare-a-codului-iban/>  
<https://www.facebook.com/100606628264434/posts/530796231443521>

<https://curierulnational.ro/depozitarul-central-ofera-gratuit-serviciul-de-inregistrare-a-codului-iban-pentru-plata-dividendelor/>

<https://www.facebook.com/368882289919125/posts/2120709934736343>

[https://cdn01.klarmedia.com/monitoring/2021-10/202110242353\\_349081546.jpg](https://cdn01.klarmedia.com/monitoring/2021-10/202110242353_349081546.jpg)

<https://www.rador.ro/2021/10/25/previziunile-saptamanii-25-31-octombrie-2021/>

<https://legalmagazin.ro/saptamana-mondiala-investitorului-caravana-de-programe-pentru-elevi-si-studenti/>

<https://www.agerpres.ro/comunicate/2021/10/25/comunicat-de-presa-asf--802376>

<https://www.1asig.ro/ASF-desfasoara-o-serie-de-actiuni-in-Saptamana-Mondiala-a-Investitorului-articol-3,100-67224.htm>

<https://www.transilvaniabusiness.ro/2021/10/25/actiunile-asf-in-saptamana-world-investor-week/>

<https://www.news.ro/comunicate/actiunile-asf-in-saptamana-world-investor-week-20442191>

<http://www.xprimm.md/ASF-desfasoara-o-serie-de-actiuni-in-Saptamana-Mondiala-a-Investitorului-articol-100-67224.htm>

<https://www.thediplomat.ro/2021/10/25/the-financial-supervisory-authority-joins-the-world-investor-week/>

<https://www.money.ro/autoritatea-de-supraveghere-financiara-se-alatura-demersurilor-initiate-de-international-organization-of-securities-commissions-pentru-a-celebra-in-romania-saptamana-mondiala-a-investitorului/>

<https://magnanews.ro/2021/10/asf-se-alatura-demersurilor-international-organization-of-securities-commissions-pentru-saptamana-mondiala-a-investitorului/>

<https://www.finzoom.ro/articole/comunicat-presa/actiunile-asf-c3aen-sc483p~a2e8cf49-0f6a-4fc4-ba56-14ce127a32e9/>

<http://www.economistul.ro/featured/actiunile-asf-in-saptamana-world-investor-week-31011/>

<https://clubeconomic.ro/economie/actiunile-asf-in-saptamana-world-investor-week-11564/>

<https://www.universuljuridic.ro/asf-evenimentele-organizate-in-cadrul-saptamanii-mondiale-a-investitorului-world-investor-week-wiw/>

[https://www.dcbusiness.ro/cercetarea-stiintifica-in-domeniul-financiar-provocari-si-solutii-dezbatere-isf-si-dcmedia-group\\_636478.html](https://www.dcbusiness.ro/cercetarea-stiintifica-in-domeniul-financiar-provocari-si-solutii-dezbatere-isf-si-dcmedia-group_636478.html)

[https://www.dcbusiness.ro/cercetarea-stiintifica-in-domeniul-financiar-provocari-si-solutii-dezbatere-isf-si-dcmedia-group\\_636478.html](https://www.dcbusiness.ro/cercetarea-stiintifica-in-domeniul-financiar-provocari-si-solutii-dezbatere-isf-si-dcmedia-group_636478.html)

<https://news24.ro/valentin-ionescu-isf-utilizarea-tehnologiei-imbunatatate-predarea-si-invatarea-si-adauga-o-noua-dimensiune-experientei-generale-de-invatare/>

<https://www.ziarulevenimentul.ro/stiri/economie/valentin-ionescu-isf-utilizarea-tehnologiei-imbunatate-te-predarea-i-invatarea-i-adauga-o-noua-dimensiune-experientei-generale-de-invatare--217516709.html>

<https://www.ziuadevest.ro/valentin-ionescu-isf-utilizarea-tehnologiei-imbunatatate-predarea-si-invatarea-si-adauga-o-noua-dimensiune-experientei-generale-de-invatare/>

<https://sibiunews.net/valentin-ionescu-isf-utilizarea-tehnologiei-imbunatatate-predarea-si-invatarea-si-adauga-o-noua-dimensiune-experientei-generale-de-invatare/>

<https://flux60.ro/valentin-ionescu-isf-utilizarea-tehnologiei-imbunatatate-predarea-si-invatarea-si-adauga-o-noua-dimensiune-experientei-generale-de-invatare/>

<https://www.finzoom.ro/articole/sfaturi/actionarii-marii-pri~0120a588-ef69-421e-b2d0-ea1d6243506c/>

<http://saptamana.net/articol/18357-valentin-ionescu-isf-utilizarea-tehnologiei-imbunatatate-predarea-si-invatarea-si-adauga-o-noua-dimensiune-experientei-generale-de-invatare>

<https://portal.klarmedia.com/article.php?i=9110BACB664CFD7AE60D2D7A656DBF39135947629&c=420>

<https://rasunetul.ro/valentin-ionescu-isf-utilizarea-tehnologiei-imbunatatate-predarea-si-invatarea-si-adauga-o-noua>

## Visual elements used in financial education activities



BURSA DE VALORI BUCURESTI

### A economisi versus a investi - Echilibru

Termen scurt	Termen mediu si lung
Risc mai redus	ADR castiguri (ex. dividendă la acțiuni)
Castig sub forma ratei dobanzii, fix	Grad de risc functie de instrument
	Potential de castig mai mare

LORI REȘT

BURSA DE VALORI BUCURESTI World Investor Week 2021

## RUSSIA\*

\* In the immediate aftermath of the conflict in Ukraine, [arrangements](#) were put in place so that the Central Bank of Russia (ordinary member), the Ministry of Finance of the Republic of Belarus (associate member) and the Russian National Association of Securities Market Participants (affiliate member) would not be able to participate in any respect in any IOSCO processes or fora until further notice. The IOSCO Board has resolved that any future proposal for a resumption of active membership by one or more of these members could only come into effect after being discussed at a meeting of the IOSCO Board and following a formal Board decision.

## World Investor Week 2021

**National Coordinator:** Bank of Russia

**Other IOSCO members:**

**Other participants:** The Federal Foundation for the Protection of Investors' and Shareholders' Rights, The Association for Promoting Financial Literacy, Moscow Exchange, Financial Research Institute of the Ministry of Finance of the Russian Federation, financial market stakeholders, public schools, vocational schools, universities

**Campaign Dates (From/To):** Oct 4<sup>th</sup> - Oct 8<sup>th</sup>

From 4 to 8 October 2021, World Investor Week was held in Russia for the fifth consecutive time.

Due to the epidemiological circumstances all WIW events in Russia were held online or in a blended mode (online and offline). The main topics of WIW-2021 were investing basics, ICO, digital assets and investing online, fraud prevention and sustainable finance.

The international WIW-2021 program included a number of webinars. The Bank of Russia had the honor of speaking at the Webinar on Investor Education and Protection around the World on 8 October presenting new tools and approaches to investor education in Russia.

Within World Investor Week 2021, a number of webinars on financial literacy were held in 85 regions of Russia. The Bank of Russia decided to continue online courses for a wider audience: students, adults and seniors. Segmentation of the audience improves the effectiveness of the information campaign by directing different projects to different target groups. Educational materials were developed with regard of IOSCO's key messages recommended for nationwide dissemination.

The total number of attendees of the online lectures reached more than 290 thousand people. 241 378 viewers were pupils of 6-11 grades and students of vocational schools, 27 070 were undergraduate and postgraduate students and adults, 21 643 – seniors and social service workers. The online lectures were held by the Bank of Russia specialists and financial education volunteers and specialists from partner organizations including Moscow Exchange and Sberbank.

To celebrate World Investor Week-2021, at the initiative of the World Federation of Exchanges the Moscow Exchange on 4 October started its trading session with an official online-ceremony "Ring the Bell for Financial Literacy". The move was supported by 78 stock exchanges around the world.

The School of the Moscow Exchange conducted a series of educational webinars that were viewed by 5206 people. Live streams with bloggers and specialists from the Moscow Exchange were viewed by 9783 people.

The Financial Research Institute of the Ministry of Finance of the Russian Federation participated in World Investor Week for the first time this year. Together with the Moscow Exchange the Research Institute conducted the online event MyMoney INVEST in Instagram with over 10.000 hits. The event included 3 blocks focusing on three different topics: “Investing from scratch”, “Discussion for investors” and “Common mistakes of retail investors”. In addition, a game entitled “What did the investor say” was organized offering the players to guess the meaning of terms commonly used by investors. The Research Institute released a number of posts on its website “My finance” including the investor’s dictionary (for new and experienced investors) and index cards on taxes on income from shares.

The highlight of WIW-2021 in Russia was the invest-meetup between the head of Service for Consumer Protection and Financial Inclusion of the Bank of Russia Mr. Mamuta and well-known financial bloggers and experts. The live stream on 7 October was viewed by about 9 000 people, over 300 comments were received. The main topics of the meetup were the following:

- New investors – what are the main difficulties they face?
- Non-qualified investor protection framework – is it sufficient or excessive?
- Learning to invest – what financial literacy should be like and what are the shortcomings of existing educational programs?
- How to avoid disappointment from investing and how can a regulating authority help?

On October 1, the Bank of Russia announced World Investor Week on its official website ([www.cbr.ru](http://www.cbr.ru)) and on its social media pages (Facebook, Vkontakte, Instagram). In addition, a special webpage was created on the Bank of Russia official website. In total, the WIW-2021 advertisement on social media including promotion gathered 120 thousand views. The Bank of Russia introduced index cards on appropriateness test for non-qualified investors designed for social media, which received 312 000 views including promotion.

WIW-2021 enjoyed a widespread coverage both in federal and regional media: 580 publications in printed, electronic and social media, TV and radio. Posts published on the Bank of Russia social media page “Financial culture” received over 330 000 views including promotion.

On 6 and 7 October, the Federal Foundation for the Protection of Investors’ and Shareholders’ Rights, in cooperation with the Eurasian Economic Commission, held the International Conference on Investor Protection as part of WIW-2021. Over 600 people from 11 countries registered for the conference. The conference included 6 sessions with 40 speakers and facilitators including Representatives of the Bank of Russia and a large number of financial institutions from the Russian Federation and the Eurasian Economic Union (EEU). In the two days the conference was viewed 2700 times.

The main topics of the conference were safety and accessibility of financial services, retail investor protection, countering fraud and misconduct in the financial market, digital and information security and volunteers in financial literacy promotion.

From 4 to 8 October 2021 the Association for Promoting Financial Literacy conducted a week-long event on investment literacy. About 3400 people from 73 regions of Russia were registered for the event, the stream was viewed 36526 times. On 7 October, the Association launched the Investors club and conducted its first opening meeting. The club is aimed at coordinating and developing experience exchange in the field of financial literacy.

All in all, the total WIW-2021 coverage reached about 1 150 000 people, which is about 30% more than in 2020. Over 350 thousand people participated in WIW events while they were streamed. The number of institutions and authorities participating in WIW increased and so did the duration and the number of topics touched upon in the events.

## II. World Investor Week in Russia: statistics 2017 – 2021

**Figure 1 Total coverage of all WIW events**

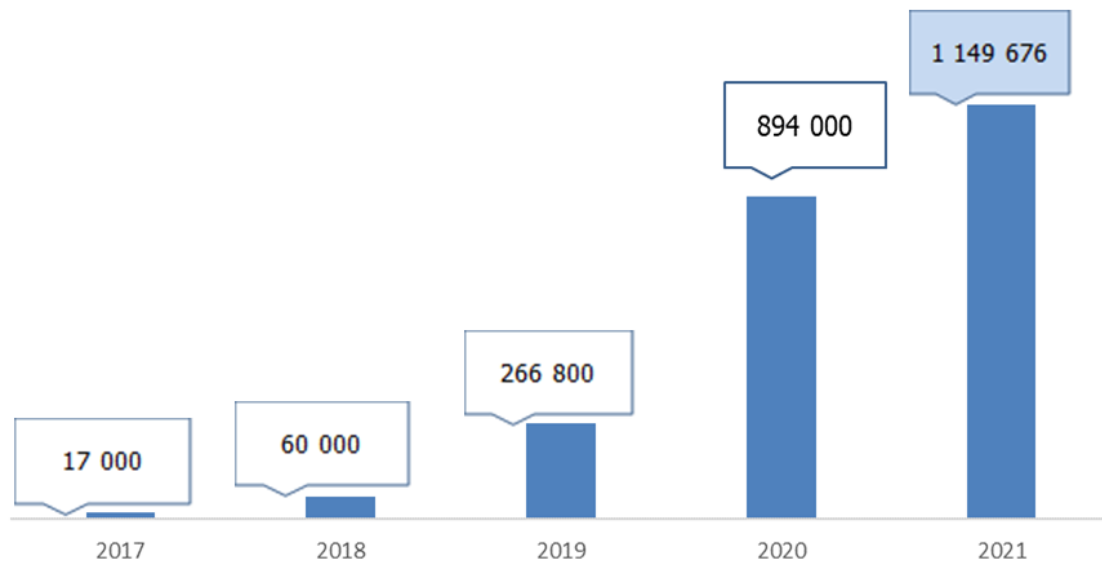
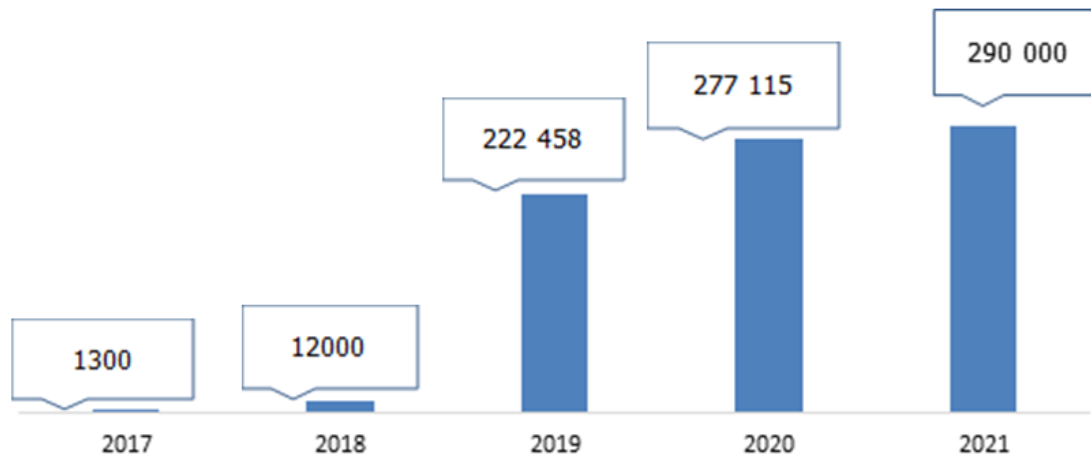
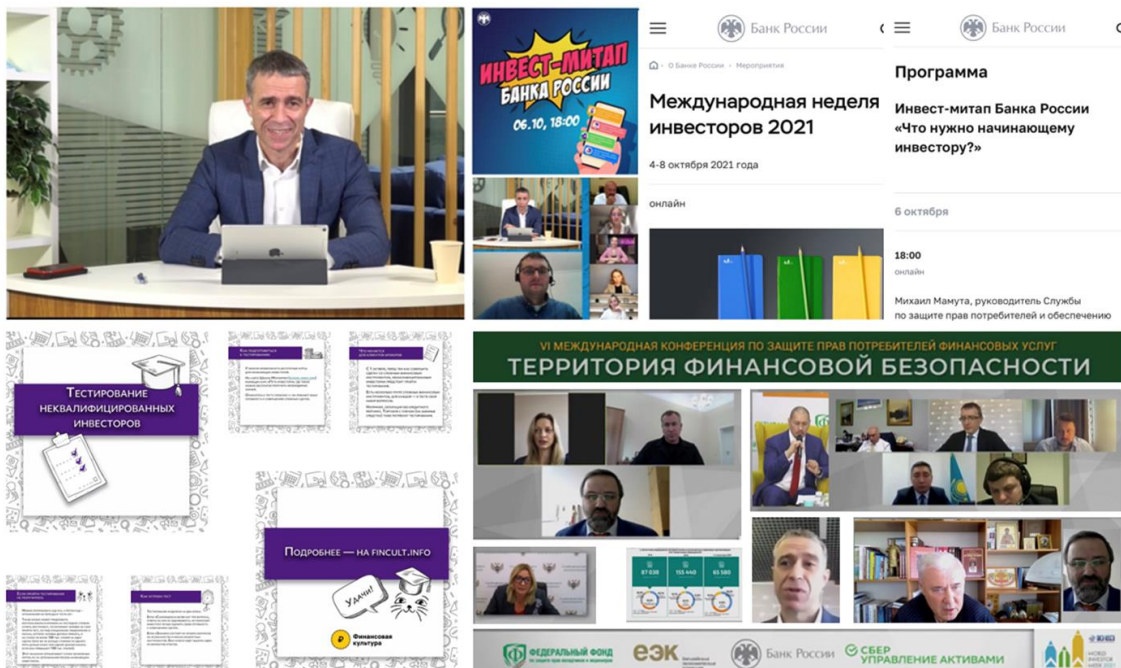




Figure 2 Attendees of online and offline educational events<sup>8</sup>



### III. Photo gallery WIW-2021



<sup>8</sup> The rapid growth of the attendees of the educational events in 2019 follows the decision to include online events into the programme of WIW

# RWANDA

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Mr. Magnifique Migisha, Public Relations and Communications Officer ([mmigisha@cma.rw](mailto:mmigisha@cma.rw)), Capital Market Authority (Rwanda)

**Other IOSCO members:** NA

**Other participants:** All market players

**Campaign Dates (From/To):** Oct 1<sup>st</sup> - Oct 10<sup>th</sup>

The Rwandan Capital Market Authority (CMA) joined the rest of the world to celebrate the 2021 WIW from October 1-10, 2021 through a combination of several investor education outreach programmes to promote greater investor education and protection, since we believe that a well-educated investor is a well-protected investor.

A key objective of the WIW was to highlight the importance of investor education and protection, and to foster learning opportunities for investors, given today's rapidly changing environment of online and technological innovations.

The aim for the WIW was to create general awareness about investor rights with respect to retail investors on the Rwandan Capital Market. Due to the national health guidelines to fight the spread of the Covid-19 pandemics, CMA conducted digital media campaign to create awareness among investors by disseminating information on the benefits as well as the importance of saving and investing through the capital market. The emphasis was mainly on the cultivation of a savings and investment culture aimed at promoting greater retail participation in the local capital market.

During the 2021 WIW, CMA educated the public on how the capital market industry operates, as well mobilizing the public to embrace the culture of saving and investing through the capital market products.

During this campaign, CMA raised awareness of the importance of investor education and highlighted various investor education initiatives in place. This is in line with CMA's mandate to promote investor education and public awareness in Rwanda.

The digital campaign was conducted through social media and digital platforms to engage the public to save and invest through the capital market.

### I. Published articles

1. Rwanda's Capital Markets features in World Investor Week campaign (published in the New Times): <https://www.newtimes.co.rw/news/capital-markets-features-world-investor-week-campaign>
2. CMA Rwanda Participates in The 5th Edition of The IOSCO's World Investor Week Campaign (published in KT Press): <https://www.ktpress.rw/2021/10/cma-rwanda-participates-in-the-5th-edition-of-the-ioscos-world-investor-week-campaign/>

3. CMA yitabiriye icyumweru cyahariwe abashoramari b'Isoko ry'Imari n'Imigabane (published in the Kigali Today):  
<https://www.kigalitoday.com/ubukungu/isoko-ry-imigabane/article/cma-yitabiriye-icyumweru-cyahariwe-abashoramari-b-isoko-ry-imari-n-imigabane>

## II. Social media campaign



**Analytics** Home Tweets More ▾ Capital Market Rw. ▾ Go to Ads

Oct 2021 - 31 days

**TWEET HIGHLIGHTS**

**Top Tweet** earned 7,893 impressions  
 ● LIVE: Tune in to @Radiorwanda\_RBA now to know more what it takes to save and invest successfully through the #Rwanda's capital market.  
 Follow live through this link: [listen.rba.co.rw/radios/radiow...](https://listen.rba.co.rw/radios/radiow...)  
 @jdayambaje @rmit\_Rwanda #RwandaCapitalMarket  
[pic.twitter.com/WgJvwZkgj9](https://pic.twitter.com/WgJvwZkgj9)

**Top mention** earned 847 engagements  
 Rwanda Broadcasting Agency (RBA) @rbarwanda - Oct 15  
 Umukozi ushinze ubugenzuzi mu kigo Kigenzura Isoko ry'Imari n'Imigabane mu Rwanda @CMARwanda, Noella Murigo yasobanuye uko harengerwa inyungu z'abashoramari batandukanye ku Isoko ry'Imari n'Imigabane ry'u #Rwanda.  
 VIDEO YOSE:  
[youtu.be/J2pw57DBOiu](https://youtu.be/J2pw57DBOiu)  
[pic.twitter.com/r9bgM4vLNY](https://pic.twitter.com/r9bgM4vLNY)

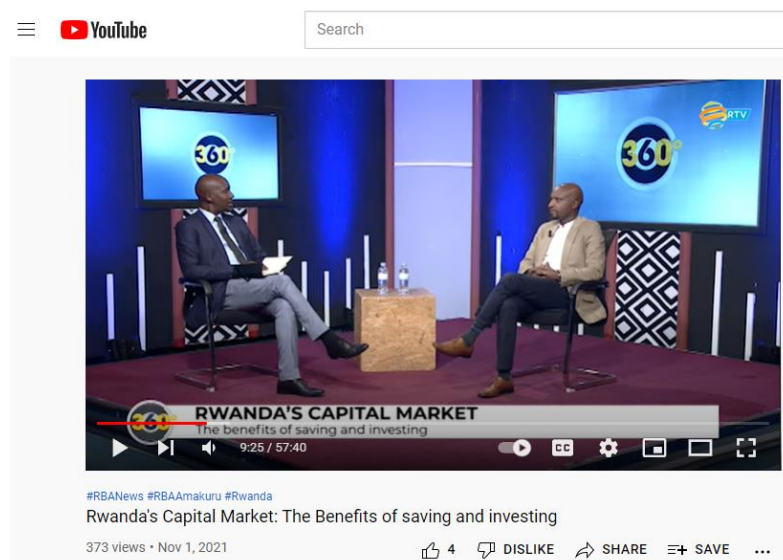
**OCT 2021 SUMMARY**

Tweets	26	Tweet impressions	49K
Profile visits	3,202	Mentions	93
New followers	78		

*Analytics on our verified Twitter handle (@CMARwanda) whereby we had 49,000 impressions*

## III. Links for aired TV Shows

1. The live show was aired on Rwanda TV. Rwanda's Capital Market: The Benefits of saving and investing  
<https://www.youtube.com/watch?v=ZYyl1EcGAQk&t=1s>



YouTube Search

**RWANDA'S CAPITAL MARKET**  
 The benefits of saving and investing

#RBAnews #RBAamakuru #Rwanda  
 Rwanda's Capital Market: The Benefits of saving and investing  
 373 views · Nov 1, 2021

4 DISLIKE SHARE SAVE ...

- Another show aired on Rwanda TV on 2<sup>nd</sup> October on investment opportunities available on the local capital market can be accessible through: <https://www.youtube.com/watch?v=2koRkT354w>

YouTube Search



**ISESENGURA MU BUKUNGU**  
**Gushora ku Isoko ry'Imari**

#izingiro ry'ubukungu: Menya amahirwe ari mu gushora imari ku isoko ry'imari n'imigabane

358 views • Oct 2, 2021

7 DISLIKE SHARE SAVE ...

RwandaTV SUBSCRIBED

- A TV show was also aired on investor protection can be accessible through this link: <https://www.youtube.com/watch?v=J2pw57DBOiU&t=1s>

YouTube Search



**ISESENGURA MU BUKUNGU**  
**Kurengera abashoramari**

#RBAnews #RBAamakuru #Rwanda

CMA yasobanuye uko harengerwa inyungu z'abashoramari ku Isoko ry'Imari n'Imigabane ry'u Rwanda

446 views • Oct 15, 2021

9 DISLIKE SHARE SAVE ...

RwandaTV SUBSCRIBED

# SAUDI ARABIA

## World Investor Week 2021

**National Coordinator:** Ali S. Aldakheel

**Other IOSCO members:** Saleh Alsaikhan, Mohammad Alsogaeh

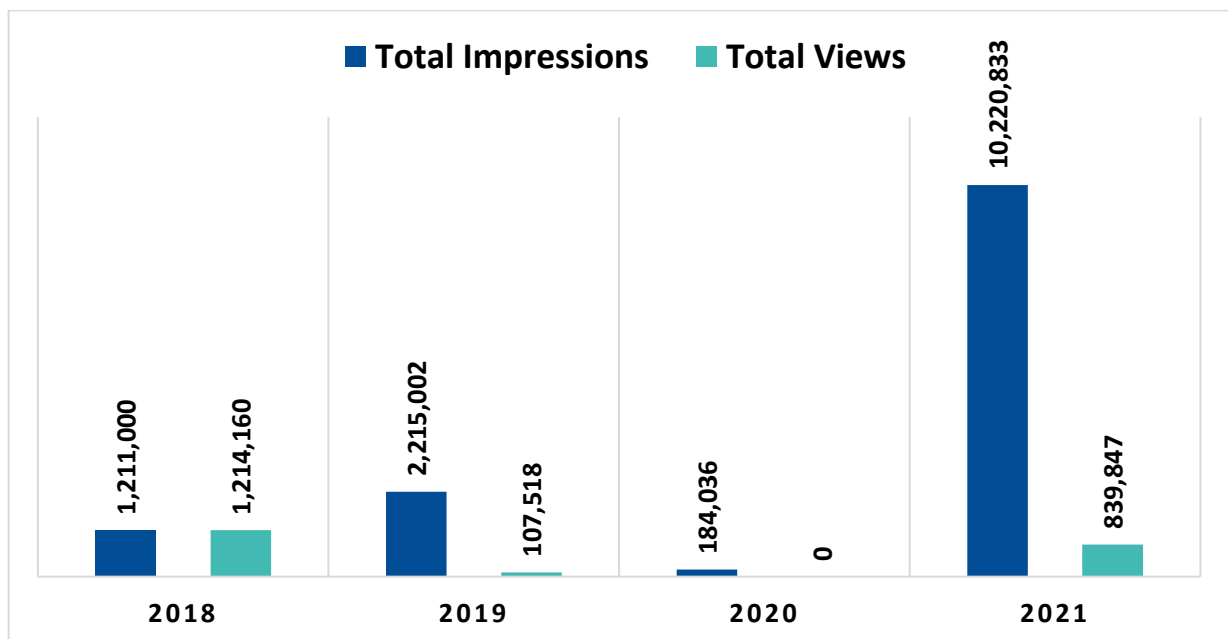
**Campaign Dates (From/To):** Oct 24 – Nov 06 , 2021

The Saudi Capital Market Authority continued its active annual participation in the World Investor Week 2021. The WIW is a main activity of the CMA's awareness efforts where every year it allocates the week as part of its awareness plan.

The CMA used the WIW guidelines to develop the content used in the awareness campaign is executed though the period between OCT 24 until NOV 16, 202. The Campaigns targeted general investors, youth and also families and children. The campaign consisted of publishing digital post and videos.

The digital material focused on investment and its fields, in addition to some booklets such as Guide for Young Investors, and Investment Terminology. In addition, the CMA conducted three universities seminar reaching to the university students. The seminars discussed investment principals, Fintech, professional development certificates and financial fraud. The total number of students attended the seminars was more than 170 students male and female.

The digital campaigns left a very positive footprint where the number of impressions reach to a recorded of 10+ million impression. This reach achieved a 10%+ engagement rate where the views were more than 850K. Those numbers were a reflection to the material the CMA used in the campaign, where the total number of post exceeded 14 posts, which appeared on our five social media platforms.



The diagram shows the development of number of impressions achieved between 2018-2021. The huge increase in 2021 came from the type of messages and channels used in the campaign. Adding to that, the strategy designed by the CMA to launch the campaign had a positive impact on the numbers.

Examples of the material used in the campaign:







Pictures of the universities





# SINGAPORE

## **WORLD INVESTOR WEEK 2021**

**National Coordinator:** Monetary Authority of Singapore

**Other IOSCO members:**

**Other participants:** MoneySense-Singapore Polytechnic Institute for Financial Literacy, The Singapore Exchange, Securities Investors Association (Singapore), Association of Financial Advisers Singapore, Citi Foundation-SMU Financial Literacy Program for Young Adults, Financial Industry Disputes Resolution Centre Ltd, Financial Planning Association of Singapore, Home Team Behavioural Sciences Centre, Investment Management Association of Singapore, The Association of Banks in Singapore

**Campaign Dates (From/To):** Oct 23<sup>rd</sup> – Oct 30<sup>th</sup>

MoneySense, Singapore's national financial education programme, together with the Institute for Financial Literacy (IFL), Singapore Exchange Ltd (SGX) and Securities Investors Association (Singapore) jointly organised World Investor Week (WIW) 2021.

### **Webcast on Regional Developments in Investor Education and Protection: Fraud and Scam Prevention**

As part of the programme line-up, this year's WIW featured a special event where IOSCO Asia Pacific members from India, Hong Kong, Malaysia and Singapore came together to share insights on emerging scams and fraud schemes in Asia. In the 60-minute video, the respective representatives from each jurisdiction shared about the efforts taken in the area of investor education and protection to address the situation. The regional event was coordinated by HK IFEC and supported by IOSCO Asia Pacific Hub.

The Monetary Authority of Singapore's (MAS) focus for the video was on cryptocurrency investments and unregulated online trading platform scams as these were the most common types of investment scams based on complaints received by MAS. In addition to consumer education efforts, Ms Abigail Ng, Executive Director, Corporate Finance and Consumer Department/MoneySense, MAS' representative for the video, highlighted the various efforts taken by Singapore's government agencies and industry partners to address these concerns, including key messages from our recent Beware! Investment Scams campaign. The video was uploaded on IOSCO Asia Pacific Hub and shared on MoneySense's Facebook page on 5 October 2021.

### **Securities Market Open at Singapore Exchange - Ring the Bell for Financial Literacy**

The launch of WIW was marked by the "Ring the Bell for Financial Literacy" ceremony by exchanges around the world, signifying the industry's efforts to promote financial literacy. The Singapore event was broadcasted on SGX Facebook Live on 6 October 2021, 8.30am to 9.15am.

## Ring the Bell for Financial Literacy



## Webinar Series

Similar to last year, WIW 2021 in Singapore remained as a virtual campaign due to the impact of the COVID-19 pandemic. The virtual campaign comprised three webinars that covered topics on Benefits of Investing Early, Digital Investing, Sustainable Investing, and Frauds and Scams prevention.

The webinars were delivered through a combination of speakers' presentations, pre-recorded videos and live panel discussions. Participants were also encouraged to submit their questions before and during the sessions. The webinar series were held during a weekday evening and two Saturday mornings between 23 October and 30 October 2021.



The panel discussions brought together industry partners who shared on the benefits of investing early to encourage young investors to kickstart their investment journey. The industry partners also shared insights on trending topics such as digital Investing and sustainable investing. Finally, speakers from financial institutions, other government agency and dispute resolution institution were invited to share on frauds and scams prevention.

The first of the three sessions were held on Saturday, 23 October 2021 between 10.30am and 12:00pm, and was themed “**Get Started: Invest with Confidence in the Brave New World**”. The session comprised the following topics:

### **1) The Road to Recovery: Market Outlook and Insights**

Experts discussed the investment climate and opportunities amidst the pandemic. Also presented were the inflation and interest rate outlook, particularly in the US, as well as geopolitical factors that investors should keep an eye on and potential risks in the months ahead.

### **2) Starting Young: Benefits of Investing Early**

Experts discussed the benefits of investing early, current preferences of younger investors in terms of trends and products, how to build a resilient portfolio and how to navigate markets in the “new normal” of a post-pandemic world.

**3) Panel discussion:** This featured industry experts as well as young investors who had just started on their investment journey. Apart from discussing the various investment options and the considerations when putting money into stocks and various other financial instruments, the discussion also highlighted the rising popularity of cryptocurrencies among younger investors, where industry experts cautioned about the risks involved.

## Get Started : Invest with Confidence in the Brave New World

URL : <https://fb.watch/aT404ItFJG/>



**GET STARTED:  
INVEST WITH  
CONFIDENCE IN  
THE BRAVE NEW WORLD**

23 OCTOBER SATURDAY  
10.30AM TO 12.00PM

WORLD INVESTOR WEEK 2021  
OICU-IOSCO  
INTERNATIONAL ORGANIZATION OF SECURITIES COMMISSIONS

**f LIVE** **moneysense**  
money matters made simple

 <b>Edward Choy</b> Moderator	 <b>Mr Vasu Menon</b> Executive Director, Investment Strategy, OCBC Bank, (The Association of Banks in Singapore)	 <b>Ms Khim Lim</b> Financial Services Director, LINC Financial (Association of Financial Advisers (Singapore)	 <b>Mr Albert Tse</b> Head of Distribution Sales & Marketing, South Asia, Amundi Singapore Limited (Chairman of the IMAS Education Committee)	 <b>Mr Lam Chee Kin</b> Managing Director & Head Group Legal, Compliance & Secretariat, DBS Bank Ltd	 <b>Ms Loretta Yuen</b> General Counsel and Head of Group Legal and Regulatory Compliance, OCBC Bank
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**Starting Young: Benefits of Investing Early**



Mr Vasu Menon, Ms Khim Lim, Mr Albert Tse, Mr Foo Fang Boon, Mr Bryan Wang, Mr Razzaq Royel, Mr Edward Choy

Post your questions:  
<https://pages.facebook.com/ww2021>  
Passcode: WW23OCT

**Frauds and Scams Prevention**



Mr Lam Chee Kin, Ms Loretta Yuen

**Frauds and Scams Prevention:  
Investment Scams**

Mr Lam Chee Kin  
Managing Director & Head Group  
Legal, Compliance & Secretariat  
DBS Bank Ltd

Ms Loretta Yuen  
General Counsel and Head of  
Group Legal and Regulatory  
Compliance, OCBC Bank

The second session was held between 8:00pm and 9.30pm on 27 October 2021 and its theme was “**Get Savvy: Investing in a Digital World**”. Those who attended learned about:

**1) Staying ahead: Investing Trends and Insights**

The presentation featured latest trends in the investing world and types of products that were gaining popularity among investors.

**2) Robo-Advisors: A New Era of Investing**

The session focused on the types of robo-advisors and how they worked, how to assess their suitability for each individual, and their pros and cons.

**3) Digital Money: What you need to know**

Possibly the most popular topic in terms of questions submitted by the public, the issue of investing in cryptos drew divided views from the experts – some felt that cryptos should be seriously considered for anyone’s portfolio whilst others said it was better to avoid instruments that could not be analysed in terms of their fundamentals.

Perhaps the most important takeaways were that investors would have to be prepared for high volatility and risks when trading in cryptos, and that these instruments were not regulated by MAS which meant that investors would have no recourse from the regulator if things went wrong.



## Get Savvy : Investing in a Digital World

URL : <https://fb.watch/aT41s8KeY7/>



**▶ GET SAVVY:  
INVESTING IN A  
DIGITAL WORLD**  
27 OCTOBER WEDNESDAY  
8.00PM TO 9.30PM

**WORLD INVESTOR WEEK 2021**  
OICU-IOSCO

**LIVE** **money sense**  
money matters made simple

 <b>Mr Christopher Tan</b> Moderator Founder & CEO, Provident (Financial Planning Association of Singapore)	 <b>Mr Jonathan Yap</b> Team Head, Investment Products Management, Consumer Banking, DBS Bank Ltd	 <b>Mr Sebastian Sieber</b> Partner, VP Distribution, Syfe Pte. Ltd	 <b>Mr Benjamin Goh</b> Head, Research and Investor Education, Securities Investors Association (Singapore)	 <b>Ms Stephanie Chan</b> Senior Psychologist, Home Team Behavioural Sciences Centre, Ministry of Home Affairs
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Panel Discussion

  
 Mr Christopher Tan, Moderator

  
 Mr Jonathan Yap

  
 Mr Sebastian Sieber

  
 Mr Benjamin Goh

**GET SAVVY:  
INVESTING IN A  
DIGITAL WORLD**  
 Post your questions  
 @paneldisc at #WIK2021  
 Password: WIK2021

**money sense**



Frauds and Scams Prevention

From the National Prevalence Survey of Scams  
By the Home Team Behavioural Sciences Centre

Advisors:  
Dr Majeed Khader (Chief Psychologist/MHA)

Research Team from HTBSC/MHA:  
Whistine Chai, Principal Psychologist, HTBSC  
Penelope Wang, Psychologist, HTBSC  
Vivian Seah, Psychologist, HTBSC  
Atheen Chawla, Psychologist, HTBSC  
Joel Ong, Research Analyst, HTBSC

**GET SAVVY:  
INVESTING IN A  
DIGITAL WORLD**

**money sense**

Ms Stephanie Chan

The third session ran on 30 October 2021 between 10.30am and 12:00pm and the theme was “**Get Green: Sustainable Investing – The New Trend**”. The topics were:

**1) The 101 of Sustainable Investing**

As global warming and climate change took on increasing importance in our everyday lives, sustainable investing has begun to occupy a central role in the corporate sector and financial markets.

The discussions for this session helped investors understand why they should consider environmental, social and governance (ESG) factors when investing, how to integrate it into their portfolio considerations, the meaning of “greenwashing” and the factors to watch out for in ESG investing.

**2) Sustainable Investments: The Future of Investing**

Attendees learned about the range of options for investors. This included integrated funds that embedded the consideration of ESG risks and opportunities into the investment process which aimed to make better-informed investment decisions and benefitted from active ownership of assets.

Apart from presentations and panel discussions, all three days included segments on scams. Specifically, how to spot investment scams, common red flags to look out for and understanding the profile of investment scam victims. Investors were advised to always Ask, Check and Confirm before committing to an investment.

## Get Green : Sustainable Investing: The New Trend

URL : [https://fb.watch/aT42AMC\\_Kh/](https://fb.watch/aT42AMC_Kh/)

**GET GREEN:  
SUSTAINABLE  
INVESTING -  
THE NEW TREND**

**30 OCTOBER SATURDAY  
10.30AM TO 12.00PM**

WORLD INVESTOR WEEK 2021  
OICU-IOSCO

**LIVE** **money sense**  
money matters made simple

<b>Ms Jeanne Stampé</b> Moderator Green Finance Resource Lead, Monetary Authority of Singapore (MAS)	<b>Ms Jade Feinberg</b> Vice President, Sustainability & Sustainable Finance, Singapore Exchange (SGX)	<b>Mr David Smith</b> Senior Investment Director, Aberdeen Standard Investments	<b>Mr Geir Espeskog</b> Managing Director, Head of BlackRock Shares Asia Pacific Distribution and Co-Head of Black- Rock Sustainable Investing for APAC	<b>Ms Juliette Mcrey</b> Executive Director - Issuer Business, V.E. part of Moody's ESG Solutions	<b>Mr Victor Wong</b> Senior Director & Head of Sustain- ability Office, UOB Asset Management	<b>Ms Eunice Chua</b> CEO, Financial Industry Disputes Resolution Centre (FIDRec)

**Sustainable Business 101**

Sustainability is a journey, not an end destination.

GET GREEN: SUSTAINABLE INVESTING - THE NEW TREND

**Ms Jade Feinberg**

**money sense**

**Panel Discussion**

Ms Jeanne Stampé, Moderator

Mr David Smith

Mr Geir Espeskog

Ms Juliette Maeres

Mr Victor Wong

GET GREEN: SUSTAINABLE INVESTING - THE NEW TREND

Post your questions: [pipenhole\\_atWIV2021](https://www.facebook.com/WIW2021)  
Password: WIV2021

**money sense**

**Frauds and Scams Prevention**

Protecting Your Money – What You Should Know

GET STARTED. GET SAVVY. GET GREEN.

**Ms Eunice Chua**  
CEO,  
Financial Industry Disputes  
Resolution Centre Ltd (FIDRec)

GET GREEN: SUSTAINABLE INVESTING - THE NEW TREND

**Ms Eunice Chua**

**money sense**

The webinars had more than 4,600 viewers over the three sessions, and were well-received. The videos remain accessible on MoneySense’s Facebook page, and continue to garner post-event viewership. The MoneySense team will continue to explore ways to bring relevant investor education topics to a wider audience under WIW, via a variety of outreach channels.

# SOUTH AFRICA

## **WORLD INVESTOR WEEK 2021**

**National Coordinator:** Financial Sector Conduct Authority (FSCA)

**Other IOSCO members:**

**Other participants:** Small Medium and Micro Enterprises (SMMEs)

**Campaign Dates (From/To):** Oct 04<sup>th</sup> - Oct 08<sup>th</sup>

For the World Investor Week 2021 the FSCA organised activities that would create awareness and promote Investor Education. The idea was to raise awareness of the importance of investor education in wealth creation and how to protect investments against fraud and scams.

The intended objectives for this project were:

- To re-institutionalise the concept of money management and to highlight the importance of investment in wealth creation.
- To raise awareness of potential scams and fraud in investments and ways to protect your investments.

### **Webinars on Investment Education:**

- On the 5<sup>th</sup> of October 2021 during the World Investor Week, the Financial Sector Conduct Authority, organised a webinar with Small, Medium and Micro Enterprises (SMMEs). This session focused on the importance of investment in creating wealth, the process of buying investments as well as the risks involved in purchasing investments.

The session had speakers from the Small Enterprise Development Agency (SEDA), the National Empowerment Fund (NEF), as well as the Banking Association South Africa (BASA). The target group for this session was the Small Medium and Micro enterprises as well as individual entrepreneurs. A total of 49 representatives from SMMEs attended the webinar.



**“Importance of Investments in creating wealth”**

**Tuesday, October 05**  
Time : 11:00 - 13:00

**Partners:**  
FSCA  
Mustard Seed Foundation  
National Business Solutions (NBS)

**Speakers**

			
<b>Neo Mgiba (CA)SA</b> FSCA Manager Investment Providers	<b>Treasure Mohale</b> NEF Social Support Specialist	<b>Cumisa Majavu</b> Business Advisor SEDA	<b>Chantal Marx</b> BASA Head of Investment Research Wealth & Investments

Logos at the bottom: THE BANKING ASSOCIATION SOUTH AFRICA, seda, NATIONAL EMPOWERMENT FUND, NATIONAL BUSINESS SOLUTIONS, MUSTARD SEED, FSCA

- The second webinar took place on Friday the 8<sup>th</sup> of October 2021. This webinar focused on raising awareness on the importance of protecting your investments. The topic for this session was `Risk, Fraud and Scams in Investment`. It focused on highlighting the prospective of scams and fraud, as well as how can one protect their investments from such. The target group was the SMMEs and a total of 55 SMMEs were in attendance. The panel of experts consisted of the FSCA, the Banking Association South Africa (BASA), the Ombudsman for Banking Services (OBS) as well as the National Credit Regulator (NCR).



# RISKS, FRAUD AND SCAMS IN INVESTMENTS

(how to protect your investments)

**Kwanda Vabaza**  
Manager  
Communications  
OBS

**Ramesh Ramdeen**  
Head of Fraud- Wealth and  
Investments and  
Ashburton Investments  
BASA

**Alfred Matsimbi**  
Education &  
Communication Officer  
NCR

**Colin Stevens**  
Consumer Education  
Specialist  
FSCA

**DATE** | 08/10/2021  
FRIDAY

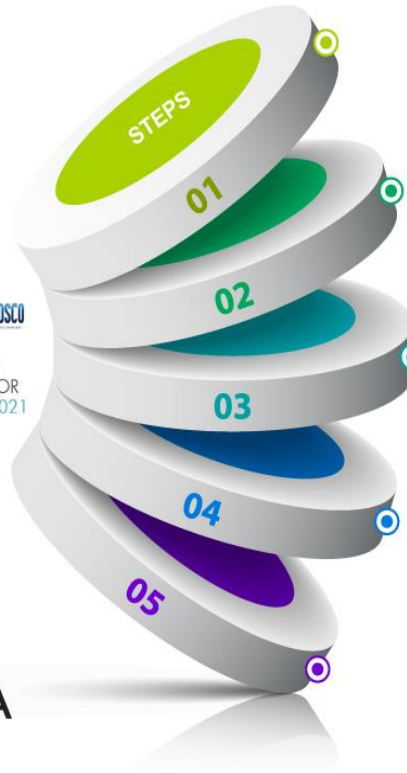
**TIME** | 11.00-  
13.00

## Social Media Posts on Investments.

- As part of the World Investor Week, the FSCA disseminated key messages raising awareness, promoting financial literacy, and fostering learning opportunities for Investors. The social media platforms used was Facebook and Twitter. The blogposts were about breaking down the Investment Decision Making Process and to make it easily understandable by everyone on the platform. Total reach on social media was 2,385.
- The social media clip can be viewed at <https://www.facebook.com/2060989013987421/photos/a.2086972904722365/4585482664871364/>

# INVESTMENT DECISION-MAKING PROCESS



## PURPOSE

Money, savings and investments are tools that can be used to reach your goals. To make sure that you choose the right tool to achieve your goal you must first decide on your goal. For example buying a car, or a home or achieving a goal such as funding yours or your children's education or your retirement.

## TIME

How long do you have to achieve your goal? Is this goal a short-, medium- or long-term goal?

Deciding on how long you have to achieve your goal will guide your choice of investment tool. You don't want to be locked into a long-term investment if you need the money now (long-term investments may have surrender charges, penalty fees or tax consequences if you cash them out early).

## INVESTMENT RISK

Investing has a risk/reward relationship. How much risk are you prepared to take in order to get a return on your investment?

The higher the risk, the higher the reward.

## TOOLS

All financial products have benefits, costs and rules of use.

Compare benefits, costs and rules against what you need, e.g. if what you need is a low-risk, income-producing fund, a high-return investment might not be your first choice.

## MONITOR AND ADJUST

Your needs change over time. Make changes to your investments when needed.

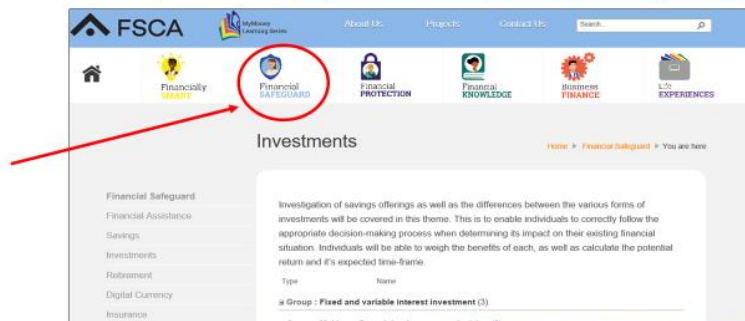
An investment advisor can help you to make investment decisions that will be the right ones for you.

## Website activities

- The FSCA added the WIW logo and branding to our consumer website at [www.fscamymoney.co.za](http://www.fscamymoney.co.za) for the month of October. Savings and Investments were highlighted in banners on the site's home page.



Visit this website to get more info: <https://www.fscamymoney.co.za/Pages/Default.aspx>





## [Webinars](#)



# SPAIN

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Comisión Nacional del Mercado de Valores (CNMV), Spain

**Other IOSCO members:**

**Other participants:** BME/WFE

**Campaign Dates (From/To):** Oct 18<sup>th</sup> – Oct 22<sup>nd</sup>

CNMV has supported the World Investor Week (WIW).

The WIW was held during the third week of October. Throughout the week, CNMV promoted it by having the logo on its homepage.

### ❖ Social media:

CNMV disseminated key messages in order to increase the awareness of the importance of investor education and investor protection and a number of posts have been shared on Twitter, using the following hastags: #WorldInvestorWeek; #IOSCOWIW2021

- CNMV shared the following 13 posts on Twitter during the week (translated into Spanish):
- A smart investor verifies that an investment professional is licensed
  - A smart investor conducts research on a product before investing
  - A smart investor plans for and invests according to his/her future needs and goals
  - A smart investor recognizes the benefit of long-term, regular and diversified investment
  - A smart investor understands that risk exists in all investments
  - A smart investor recognizes the red flag warning signs of online investment fraud
  - A smart investor understands the risks that are associated with initial coin offerings and crypto assets in general and is careful in deciding whether to invest in these products.
  - A smart investor never feels rushed and ignores over-the-top sales pitches and pressure to invest right on the spot
  - A smart investor does not forget about the importance of due diligence when considering investment in online and digital environments

- A smart investor never invests based solely on a celebrity endorsement
- A smart investor assesses the impact of fees when choosing an investment
- A smart investor never discloses personal information on an unexpected call or other communication
- A smart investor avoids “get rich quick” and “can’t lose” schemes

Each of the social post reached more than 13000 people.

➤ Five guides were shared on Twitter as well:

1. Boiler rooms
2. How to invest in shares
3. Fintech
4. How to analyze your investment profile
5. Stock market and investment products

**IMAGES:**

- **POST**



# SWEDEN

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Finansinspektionen

**Other IOSCO members:**

**Other participants:** Nasdaq, The Enforcement Authority, The Swedish Investment Fund Association and The Swedish Consumers' Banking and Finance Bureau.

**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 10<sup>th</sup>

October 4, Nasdaq organizes a "Ring the bell for financial literacy" event in Stockholm. Before market opening, a panel discuss the role of stock markets in the financial ecosystem and how, as an entrepreneur, you build companies from scratch and navigate a world of investors and shareholders.

The panel included Frida Bratt, Savings economist at Nordnet, Therése Wieselqvist Ekman, Senior project manager Financial public education at the Swedish Financial Supervisory Authority and Paul Stormoen, CEO OX2. About 20 participants who followed the bell ringing.

October 5 Digital seminar on personal finance including savings, for teachers at compulsory schools. The seminar was coordinated by Finansinspektionen and was a collaboration between authorities and companies within the national network, Like your finances. 129 participants.

7 October, Nasdaq hosted together with exchange member Avanza a webinar as part of the International Organization of Securities Commissions (IOSCO) World Investor Week 2021.

Gustav Liljekvist, Head of Trading Surveillance at Nasdaq and Moa Langemark, Savings Analyst at Avanza Bank, discuss social media's impact on markets, the role of the exchange and investor protection. 45 registered attendees.

All week, about scams and saving on Facebook.

During the week, the network Like Your Finances wrote posts focusing on investment fraud, savings and investments. 2374 reached.



# THAILAND

## WORLD INVESTOR WEEK 2021

**National Coordinator:** The Securities and Exchange Commission, Thailand

**Other IOSCO members:** The Stock Exchange of Thailand / Thai Financial Planners Association

**Other participants:**

**Campaign Dates (From/To):** Nov 1<sup>st</sup> – Nov 7<sup>th</sup>

To raise awareness about the importance of investor education and protection promoted by the IOSCO C8, in 2021, the SEC Thailand is continuously promoting investor education in accordance with the SEC Mission. This year’s campaign was launched, during the week of November 1-7, 2021, under the theme, **“Investment Literacy for New Gen”** to uplift the importance of money management skills and investment skills as a New Gen life’s skill and to raise awareness about the importance of financial and investment planning which includes managing personal finance, building up wealth, and protecting themselves from being a victim of financial frauds and scams.



During Thailand’s WIW 2021 campaign, the week of 1-7 November, the SEC Thailand organized various activities to reach out to many target audiences and publish investment knowledge via SEC’s online channels. The activities during the week were as follows:

1. The main activity, a **virtual seminar on “Young Investor Day”**, was held on 6 November 2021, which includes an experience-sharing session by financial gurus and influencers regarding investment in many topics, starting from mutual funds, stocks, digital assets and Fintech investment tools. There were about 6,000 online participants joining the event (as of November 6).







Opening Speech



New Gen, start investing with Mutual Fund



Stock Investment Guide for New Gen

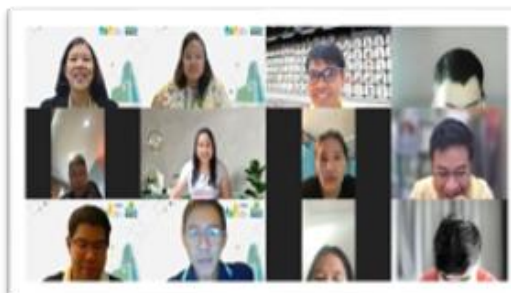


What New Gen must know before trading Crypto



Fintech Tools, your investment buddy

2. There was also a **collaboration with the SEC Financial Literacy Network to hold a 3 hours online lecture and workshop on personal finance and investment** for around 30 university students from Burapha University, on 1 November 2021.



3. Additionally, **various financial management and investment tips for new generations** was publicized through social media and various communication channels throughout the week, under the theme “Investment tips for new coming investor” (one tip a day) via the SEC Facebook “Start-to-Invest”:  
<https://www.facebook.com/StartToInvest>.



1. 5 Investing tips for beginner



2. Investment roadmap

3. Invest wisely in the low yield environment



4. Start investing with mutual fund

5. Understand Digital Asset before investing



6. Investment tools: Dollar Cost Averaging & Asset allocation



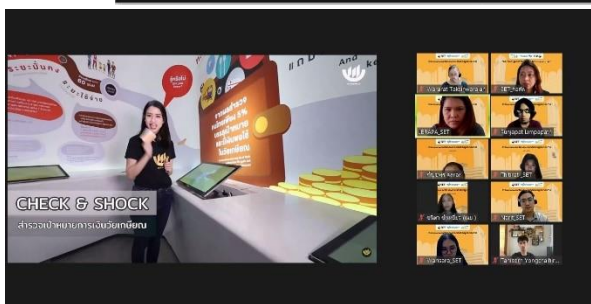
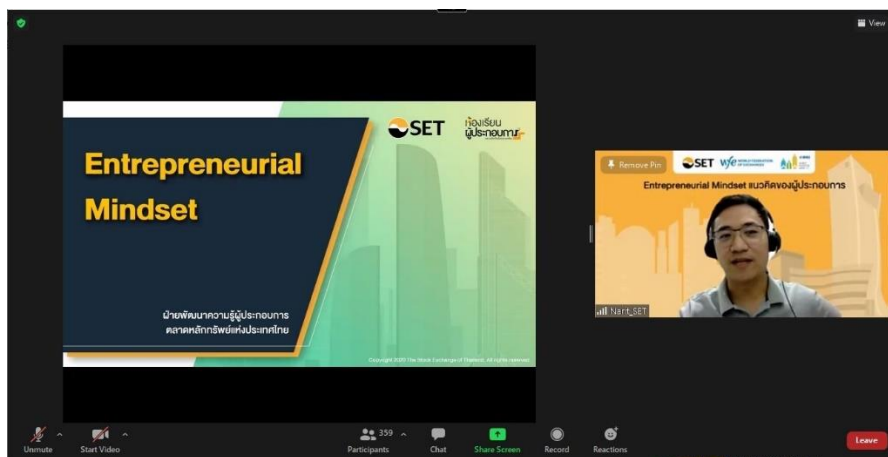
7. Red flags of investment scam

This year’s campaign reaffirms the SEC’s commitment to enhancing financial and investment knowledge of the Thais and to continuously promoting the significance of the IOSCO World Investor Week in Thailand.

### The Stock Exchange of Thailand

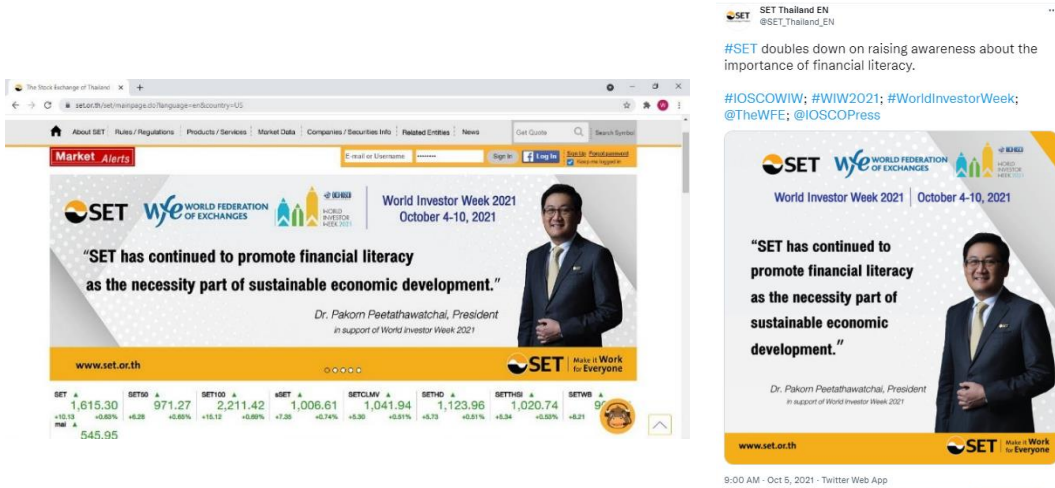
#### Virtual Seminar

To celebrate the World Investor Week 2021, SET hosted an online seminar on October 5, 2021 for a hundred university students to promote the financial literacy by visiting the INVESTORY museum virtually and attending a session on the topic of Entrepreneurial Mindset. The goal of this session is to groom them to think like entrepreneurs and to be prepared for business disruption, especially in the face of major structural changes of economic and disruptive technology.



## Website / Social Media Activities

SET supported the World Investor Week 2021 and WFE Ring the Bell for Financial Literacy by promoting the event on SET Website and SET Twitter during the first week of October 2021.



## Thai Financial Planners Association

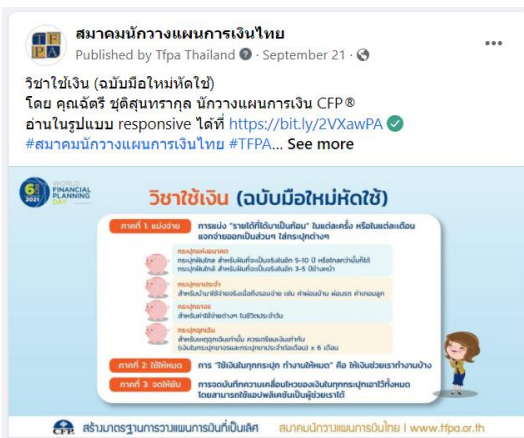
TFPA promoted World Financial Planning Day 2021 and World Financial Planning Day Global Panel Event which held on 6 October 2021 via TFPA website.



Published WFPD Social Media Content, Articles with WFPD2021 hashtag and logo by 18 contents through social media.



Examples of articles with WFPD2021 hashtag and logo



# UNITED ARAB EMIRATES

## **WORLD INVESTOR WEEK 2021**

**National Coordinator:** Securities and Commodities Authority (SCA) of United Arab Emirates (UAE)

**Other IOSCO members:**

Dubai Financial Services Authority

ADGM Financial Service Regulatory Authority (ADGM FSRA)

**Other participants:**

Abu Dhabi Exchange (ADX)

Dubai Financial Market (DFM)

Dubai Gold and Commodities Exchange (DGCX)

**Campaign Dates (From/To):** Oct 10<sup>th</sup> – Oct 14<sup>th</sup>

The Securities and Commodities Authority (SCA) of United Arab Emirates (UAE) organized the 2021 World Investor Week (WIW2021) initiative in the country from the 10<sup>th</sup> October to the 14<sup>th</sup> October of 2021 with a soft launch bell ringing ceremony held on Oct 4<sup>th</sup> 2021. The theme of the campaign in the UAE was on post COVID-19 recovery, sustainable finance and Fintech.

The different presentations and activities held during this campaign had the firm purpose of continuing to develop and expand capital markets through financial education and protection of retail investors, considering a gender perspective, targeting the general public as well as more sophisticated investors.

The WIW2021 commenced with a special message from H.E. Dr. Maryam Al Suwaidi, CEO of SCA emphasizing the essence of this campaign and its significance for the UAE. The message was released both in Arabic and English in social media on launch of WIW2021 in the UAE.

Meanwhile, there was a bell ringing ceremony hosted by UAE's local exchanges, ADX and DFM with the participation of the SCA on the occasion of World Federation of Exchanges initiative of 'Round the World Ring the Bell' for Financial Literacy in 2021 where a record 78 exchanges globally held bell ringing ceremonies to support IOSCO WIW2021. Given the global significance of this date, the same was organized as a soft launch for the UAE's official WIW2021 campaign.

Subsequent to the above events, a webinar was organized by the SCA on "Sustainability Reporting in the UAE Capital Markets" in collaboration with S&P Global Ratings which was attended by senior officials and management from publicly listed companies in the country. In addition to this, during the entire week, SCA experts conducted workshops and hosted talks for students on Fintech in post COVID world and impact of Fintech on improving business efficiency.

The UAE campaign also witnessed a special roundtable panel discussion hosted by ADX to promote sustainable practices and Environmental, Social and Governance (ESG) disclosure for listed companies. In this respect, a webinar dedicated to transparency and investor protection for sustainable finance was also organized by ADGM FSRA covering ADGM initiatives on sustainable finance including a panel discussion of experts

in this field such as Jerome Ponrouch from BNPP, Oliver Phillips from Standard Chartered and Vera Spender Koubek, Professor at the London Institute of Banking and Finance. The panelists addressed the topic from four different angles: update on recent market developments, main risks from an investor viewpoint, actions to mitigate these risks and lastly, how to foster ESG and achieve Net Zero target. The main take away from a very rich discussion was that more data/harmonised disclosure, verification/assurance process, education and governance were the ingredients to strengthen investor protection. The 2050 Net Zero initiative recently announced by the UAE leadership shows how much important sustainable finance will be in the coming years and how investors will need to be well prepared for this new environment.

In addition to specific events mentioned above, the UAE campaign consisted of social media awareness posts, key messages, daily tips, media announcements and press releases on the WIW2021 theme of post COVID recovery, sustainability, investor protection and awareness from all the participants especially those from the SCA, DFSA and DGCX.

All the participating stakeholders conveyed their thanks to the SCA for making this campaign successful as they felt honored to be a part of the event. The SCA CEO H.E. Dr. Maryam Al Suwaidi also expressed her gratefulness to all who were associated with this week-long initiative focused on investor awareness and protection which is one of the key priorities and objectives of the SCA.



On the occasion of the launch of the UAE's campaign for IOSCO's World Investor Week 2021, I would like to highlight the significance of the campaign and its bearing on the United Arab Emirates.

This global campaign is organized with a common theme. This year, the key messages of the IOSCO World Investor Week campaign are based on two themes:

- 1) Sustainable finance and
- 2) Frauds and scams prevention.

In this respect, the Securities and Commodities Authority (SCA), along with the Abu Dhabi Securities Exchange, the Dubai Financial Market, the Dubai Gold and Commodities Exchange, the Dubai Financial Services Authority, and the Abu Dhabi Global Market's Financial Services Regulatory Authority, is participating in the IOSCO WIW 2021 campaign. We are all organizing various events including webinars for investors, talks and sessions for university and college students, as well as social media campaigns starting from Oct 10 to 14 to promote IOSCO's WIW 2021 theme of sustainable finance and scams prevention.

Therefore, I take this opportunity to invite all of you to actively participate in and benefit from the programs and events conducted by the SCA and other UAE authorities and institutions to educate and assure the investor community so that together we can achieve our larger objective of ensuring fair, efficient, transparent and resilient financial markets.



إنه لمن دواعي سروري بمناسبة إطلاق فعاليات حملة "أسبوع المستثمر العالمي 2021" التي نظمتها المنظمة الدولية لهيئات الأوراق المالية "IOSCO" وتستضيفها دولة الإمارات العربية المتحدة، أن أؤكد في مستهل فعاليات الحملة على أهميتها البالغة.

تناول الحملة التي نحن بصدها موضوعاً مشتركاً، إذ تركز الرسائل التوعوية الرئيسية التي تسعى الحملة إلى نشرها هذا العام على موضوعين رئيسيين، هما:

1. التمويل المستدام.
2. تلافي عمليات الاحتيال والغش.

وفي هذا العام، تشارك هيئة الأوراق المالية والسلع إلى جانب كل من سوق أبوظبي للأوراق المالية، وسوق دبي المالي، وبورصة دبي للذهب والسلع، وسلطة دبي للخدمات المالية، وسلطة تنظيم الخدمات المالية التابعة لسوق أبوظبي العالمي في هذه الحملة. وستقوم هذه الجهات المشركة بتنظيم حزمة فعاليات متكاملة، تضم ندوات افتراضية للمستثمرين، وجلسات حوارية لطلبة الجامعات والكليات، إضافة إلى حملة يتم إطلاقها عبر منصات التواصل الاجتماعي خلال الفترة ما بين 10 أكتوبر لتسليط الضوء على القضايا التي تنحصر حولها فعاليات الحملة (التمويل المستدام وتلافي عمليات الغش والاحتيال).

أخيراً.. فلنني أود أن أعظم هذه الفرصة لدعوتكم جميعاً للمشاركة الفاعلة في جميع البرامج والفعاليات التي نظمتها هيئة الأوراق المالية والسلع وغيرها من الجهات المشاركة في "أسبوع المستثمر العالمي 2021". لنتمكن جميعاً من تحقيق هدفنا الأسمى المتمثل في ضمان وجود أسواق مالية تتمتع بالعدالة والكفاءة والشفافية.







# UNITED STATES

## WORLD INVESTOR WEEK 2021

**National Coordinator:** U.S. Securities and Exchange Commission (SEC)

**Other IOSCO members:**

- U.S. Commodity Futures Trading Commission (CFTC)
- Financial Industry Regulatory Authority (FINRA)
- National Futures Association (NFA)

**Other participants:**

- North American Securities Administrators Association (NASAA)


**Campaign Dates (From/To):** Oct 4<sup>th</sup> – Oct 10<sup>th</sup>

### Noteworthy activities and accomplishments:

On October 4, the SEC issued a [press release](#) announcing its planned activities for World Investor Week (WIW), including a kick-off video from SEC Chair Gary Gensler, events focused on the benefits of investing early, making informed investing decisions, and learning how to avoid fraud, and a new investing quiz to test investor knowledge of key themes and messages from WIW. The SEC's Office of Investor Education and Advocacy (OIEA) also issued a joint [Investor Bulletin](#) with the CFTC, FINRA, NFA, and NASAA, which highlighted key topics for WIW 2021, including ESG investing, digital assets, day trading, SPACs, and avoiding brokerage imposter scams.


FINRA and the FINRA Investor Education Foundation also actively promoted WIW through participation in and hosting of virtual events and professional trainings, social media posts aligned with WIW key messages, and the release of investor-focused research. This includes participation in several WIW global webinars on the impact of COVID-19, digital capital markets, and financial fraud. The FINRA Foundation's research, [Bridging the Divide: A Closer Look at Changes in the Racial and Ethnic Composition of Investor Households](#), confirmed the presence of a stark, persistent racial and ethnic divide among U.S. investors. Despite modest gains by African Americans in recent years, African Americans and Hispanics/Latinos continue to be underrepresented among investor households in America.

On October 6, NFA and the CFTC hosted a joint webinar entitled, [Virtual Currency Frauds: Spotting and Avoiding Common Scams](#). The webinar covered the investor protection topics of understanding the risks that exist in all investments, including initial coin offerings and crypto assets; avoiding "get rich quick" and "can't lose" schemes; conducting due diligence when considering investments; and recognizing the red flag warning signs of online investment fraud.




Day Trading  
SPACs  
ESG Investing  
Index Funds  
Margin Accounts  
Microcap Stocks

SEC Chair Gary Gensler started off the week with a first-ever [WIW kick-off video](#) and also created an investing basics ["Office Hours" video](#).



SEC Chair Gary Gensler headed up a virtual event for nearly 100 students from Stillman College, Medgar Evers College, Southern University, and North Carolina Center University.



AARP Fraud Watch Network is live now.  
Just now · 🌐

Today we talk to Lori Schock from the SEC about common types of investment scams, some key red flags to look out for, and ways to help avoid them.


LIVE 📺 9 📺 Fraud Prevention

Jeff Abrams, AARP Fraud Watch Network | Lori Schock - SEC

AARP Fraud Watch Network talking to SEC Office of Investor Education and Advocacy Director Lori Schock about investment scams.



SEC Office of Investor Education and Advocacy staff participated in a wellness fair for 1,500 weekend reservists at Warfield Air National Guard



FINRA Foundation  
October 4, 2021 · 🌐

We are joining securities regulators and investor advocates around the globe for [World Investor Week!](#) Check out this joint investor bulletin issued by FINRA, the SEC Office of Investor Education and Advocacy, CFTC - U.S. Commodity Futures Trading Commission, the NFA, and NASAA 📄  
<https://bit.ly/3a2TAPY>  
[#IOSCOWW2021](#)

“  
The recent spike in new investors entering the marketplace, in addition to low levels of investment knowledge among all types of investors, underscores the importance of World Investor Week and the opportunity it provides to educate investors about various financial products, the risks and rewards of investing, the red flags of financial fraud and other key concepts.”

Gerri Walsh  
President, FINRA Foundation

World Investor Week



FINRA Foundation  
October 6, 2021 · 🌐

FINRA Foundation researchers Dr. Gary Mottola and Dr. Olivia Valdes joined a panel of international experts during [World Investor Week](#) to discuss the impact of [#COVID19](#) on the stock markets.

Market dips that made stocks cheaper to buy and the ability to invest with small amounts led a surge in younger, inexperienced investors, as well as African-American and Hispanic investors entering the stock market.

Learn more about their research: <https://bit.ly/2MOwXRY>... See more

IOSCO World Investor Week Webinar  
Impact of COVID-19

FINRA Investor Education FOUNDATION.

# ZAMBIA

## WORLD INVESTOR WEEK 2021

**National Coordinator:** Securities and Exchange Commission (SEC), Zambia

**Other IOSCO members:** N/A

**Other participants:** Capital Markets Association of Zambia (CMAZ) and Worldwide Fund for Nature, Lusaka Securities Exchange Plc (LuSE), Longhorn Associates, Stockbrokers Zambia Limited, Banc ABC and the University of Zambia Economics and Business Association (UNZABECA).

**Campaign Dates (From/To):** Oct 5<sup>th</sup> – Oct 10<sup>th</sup>

The Securities and Exchange Commission (SEC) joined the International Organization of Securities Commissions (IOSCO) to commemorate the fifth World Investor Week (WIW) and to coordinate WIW activities for Zambia. This year, the WIW 2021 was undertaken under the theme ‘A Smart Investor through Capital Markets’ from 5th – 10th October 2021 and activities were led by the SEC and in collaboration with the Capital Markets Association of Zambia (CMAZ), World Wide Fund for Nature (WWF) and other capital markets stakeholders (listed above).

Like in many jurisdictions, Zambia is part of a global agenda that seeks to enhance the financial education and financial inclusion levels of its Citizens. Therefore, the WIW 2021 is an important activity in our capital markets as it contributes towards achieving this objective. As in the previous years, the WIW 2021 spurred a lot of public interest and created an opportunity to raise awareness on investor education and protection. However due to the Covid 19 pandemic, the SEC did strive to adhere to the guidelines issued by the local health authorities by keeping most events virtual and leveraged on the different social media platforms. We however blended this year’s events with some physical ones but still stuck to the guidelines as stipulated by the Ministry of Health.

Below are some of the activities that we engaged in during the WIW 2021.

### 1. STUDENT ENGAGEMENTS

#### 1.1 INTER-UNIVERSITY DEBATE

Under the IOSCO Investor Education Strategy, the Youth (in-school and out of school) segment is a major target group. As such, student engagement included: - over five Universities across the country were engaged in a debate on what it entails to be a smart investor by drilling down to the following topics which were adapted from the ones given by IOSCO secretariate:

- Frauds and scams prevention is the responsibility of the private sector and not regulatory authorities or enforcement agencies
- Advancing the Green Economy (or Green Projects) is not a key priority for Zambia; and
- The trading of crypto currency in Zambia must be made illegal.

The debate was organized with the help of UNZABECA and held physically at the University of Zambia premises. This event was also recorded and aired on a local TV station – Edge Television, and streamed live on the SEC’s Facebook page.

## 1.2 ESSAY ARTICLE WRITING COMPETITION

During the week, the SEC together with its partners for this particular event, virtually launched the University Essay writing Competition. This competition ran through the month of October and was open to all Universities in the country.

Taking a leaf from this year’s World Investor themes as guided by IOSCO, the topics for the essays were as follows:

- Fraud and Scams;
- Sustainable Finance;
- Investing Basics; and
- Initial Coin Offerings (ICOs), Investing Online.

The competition was designed to have the top three (3) essays emerging as winners and being awarded prize money in the following order:

- 1st prize: K5,000.00 (approx. US\$300.00);
- 2nd Prize: K3,500.00 (approx. US\$200.00); and
- 3rd Prize: K2,500.00 (approx. US\$145.00).

In addition to the above, the winners would be granted an internship opportunity at the SEC for a period of three (3) to six (6) months.

## 2. PUBLIC EXHIBITION

A virtual capital market operators’ public exhibition was held on Thursday 7th and Friday 8th October 2021. The market operators were given a platform to showcase their products and services, with the public being able to ask questions and seek clarity on various topical issues concerning the capital markets, including topics pertaining to the WIW themes. In addition to this, we had the privilege of having the Capital Markets Tribunal present on its roles and services to the market. The Virtual exhibition had approximately 6, 920 views, with viewers coming from different regions of the world. Exhibitors included: the SEC, fund managers, stockbrokers and the Lusaka Securities Exchange (LuSE) Plc.

## 3. WEBSITE AND MEDIA ACTIVITIES

Various activities were streamed onto Facebook and Zoom. On Facebook, the metric of “reach” was used as a good indicator of how well the content message of our events were getting into people’s newsfeed, thus showing us how we are capturing attention and how our viewers are growing.



Table: Metric reporting on Facebook and Zoom outreach

NAME OF EVENT	FACEBOOK	ZOOM
WIW Social Media Launch	3, 400 reached	165 participants
Virtual Exhibition – Day 1	1, 900 reached	92 participants
Virtual Exhibition – Day 2	1, 300 reached	63 participants
Launch of University Essay Competition	1,700 reached	46
Inter-University Debate	2, 000 reached	-



SEC officials and key stakeholders pose for a photo with Rockview University students after emerging as winners in the Inter-university debate

Table: Regional/country base of viewers for WIW virtual activities for Zambia

REGIONAL / COUNTRY BASE OF VIEWERS	
VIRTUAL EXHIBITION (DAY 1 – DAY 2)	INTER-UNIVERSITY DEBATE
Zambia	Zambia
South Africa	United Kingdom
United Kingdom	South Africa
United State of America	United State of America
Australia	Ghana
Kenya	Australia

#### 4. DISSEMINATION OF INVESTOR EDUCATION MATERIAL

Investor education flyers and articles were distributed during the WIW 2021. The literature contained content that focused on key messaging as guided by IOSCO and was distributed via social media through the month of October. Further to this, the SEC developed a Snakes and Ladders Investor Education Board Game, which was

adapted from the Financial Services Commission, Mauritius. The Game was used as an Investor Education tool to disseminate capital market information to Secondary Schools. This was distributed by the SEC and CMAZ to schools during the WIW commemoration.

The Snakes and Ladders Investor Education Board Game was a fun yet educative way to disseminate information on the roles of the regulator and the rights and obligations of the investor.

## 5. WORLD INVESTOR WEEK 2021

### PICTURE GALLERY

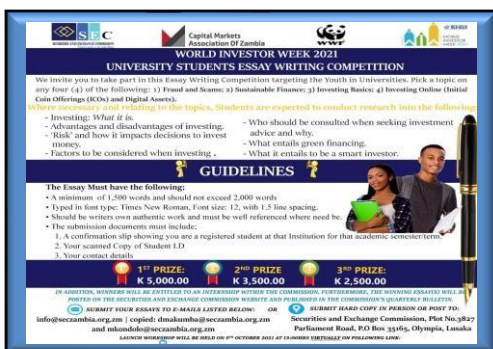
#### Social Media Messaging Posters



Social Media Launch



One of flyers uploaded during WIW



Essay Writing Competition



Inter-University debate



RockviewUniversity – winners of the inter-university



Panel of judges during the Inter-university debate



An Inter-university Debate participant taking the floor



Inter-University Event partners UNZABECA



Investor Education Boardgame distribution - LusakaGirls Sec Sch.



Investor Education Boardgame Distribution – Great North Road Academy



Investor Education Boardgame distribution – RomaGirls Sec. Sch



Investor Education Boardgame distribution – Rhodes Park School

## APPENDICES

### Appendix 1 – Snakes and Ladders ‘Investor Education’ Board Game



**Investor Education Board Game Grid:**

98	97	96	95	94	93	92	91
81	82	83	84	85	86	87	88
80	79	78	77	76	75	74	73
61	62	63	64	65	66	67	68
60	59	58	57	56	55	54	53
41	42	43	44	45	46	47	48
40	39	38	37	36	35	34	33
21	22	23	24	25	26	27	28
20	19	18	17	16	15	14	13
1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16

**Investor Education Tips:**

- 1:** One of the functions of the SEC is to ensure protection of investors in the Capital Markets.
- 2:** You contact the SEC licensed stock broker to know your rights as a shareholder.
- 3:** Always request for documents on transactions made for proper follow up and evidence.
- 4:** If you fail to seek information regarding your investments, you will lose money.
- 5:** When a return on investment seems too good to be true, it probably is.
- 6:** It is important to seek maximum information and professional advice before investing.
- 7:** Be careful. Never give your bank, debit or credit card details to anyone who requests them.
- 8:** Individuals / Institutions buy / sell securities on Capital Markets.
- 9:** You do not check the authenticity and validity of the operator's licence.
- 10:** You check if the proposed investment meets your current needs and conditions.
- 11:** You check if the proposed investment meets your current needs and conditions.
- 12:** Keep yourself updated on market performance to make the right investment decisions.
- 13:** Before investing you contact the SEC to confirm if the company holds a valid licence.
- 14:** Dividends are paid when the company's management and board of directors recommend that a dividend can be paid and this is noted in the shareholders' meeting minutes.
- 15:** You do not exhibit documents on investments made on your behalf.
- 16:** Check the SEC website for the list of licensed Capital Markets Operators.
- 17:** SEC Awareness Programme aims at educating the public on how you can be a Smart Investor.
- 18:** Be careful when providing your financial or bank details. It is unlikely for you to win when you have not played.
- 19:** You thoroughly read your contract and ask relevant questions before signing.
- 20:** You must contact the SEC licensed Investment Advisor to obtain more details about a financial product before investing.
- 21:** Be careful. Never give your bank, debit or credit card details to anyone who requests them.
- 22:** Beware of Phishing - Emails, SMS or phone calls to trick people by checking their financial information.
- 23:** Beware of people / companies conducting financial activities without a licence or not complying with the law.
- 24:** Beware of people / companies conducting financial activities without a licence or not complying with the law.
- 25:** The SEC's website is a useful tool to get more information on the regulatory policies, rules and publications.
- 26:** SEC has a prescribed Complaints Procedure for dealing with complaints against service providers.
- 27:** You are informed that you won a lottery and are required to provide your bank details.
- 28:** You invest in a scheme proposing to double your money in two months.
- 29:** You invest in a scheme proposing to double your money in two months.
- 30:** You do not check the authenticity and validity of the operator's licence.
- 31:** The higher the return on investment, the higher the level of risk.
- 32:** The higher the return on investment, the higher the level of risk.
- 33:** You do not check the authenticity and validity of the operator's licence.
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Adapted from the Financial Services Commission Mauritius

Appendix 2 - Certificate of participation during the World Investor Week Inter-university Debate Competition



# EFAMA

## WORLD INVESTOR WEEK 2021

**WIW Coordinator:** European Fund and Asset Management Association (EFAMA)

**Other IOSCO members:** N/A

**Other participants:** Denise Voss (ALFI), Natalie Westerbarkey (Fidelity International), Massimo Mazzini (Eurizon AM), Bettina Mazzocchi (BlackRock), Guillaume Prache (Better Finance), Alex Edmans (London Business School)

**Campaign Date:** Oct 6<sup>th</sup>

For the 2021 edition of the World Investor Week, EFAMA published a [leaflet](#) entitled *“Investing for a better future: 5 tips to do more with your savings”* and organized on 6 October a launch event entitled “Meeting the needs of a new generation of investors –the role of the financial sector”.



**Investing for a better future** is a leaflet that raises the importance of starting to invest early in life. It outlines the difference between saving and investing and illustrates the negative impact of inflation on people’s savings. Against this background, the leaflet presents five crucial tips that young adults should consider when thinking about saving and investing:

1. Set up a budget
2. Start investing as soon as you can (even small amounts)
3. Learn how to evaluate risk
4. Don’t put all your eggs in the same basket
5. Get started

The leaflet is available in 19 European languages.<sup>9</sup>



**Meeting the needs of a new generation of investors** was the title of the webinar organized by EFAMA to present the leaflet and reflect on the industry’s role in promoting financial and investor education initiatives targeted to young adults. The webinar started with a presentation of the leaflet by Denise Voss, the Chair of EFAMA’s Investor Education Platform, followed by presentations by

Bettina Mazzocchi (BlackRock), Massimo Mazzini (Eurizon AM) and Guillaume Prache (BetterFinance) on the financial literacy needs of young adults and the role of the public and private sectors addressing these needs.

<sup>9</sup> Investing for a better future: 5 tips to do more with your savings, available on the EFAMA website.

These presentations were followed by a keynote address by Professor Alex Edmans (London Business School) on the importance of financial literacy to millennials and the importance of teaching finance as a force for good. Finally, the webinar ended with an exchange of views moderated by Natalie Westerbarkey (Vice-Chair of EFAMA's Investor Education Platform) during which participants were able to ask questions to the speakers on various issues such as women in finance, sustainable financial literacy, and gamification among other things.<sup>10</sup>

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<sup>10</sup> Meeting the needs of a new generation of investors – the role of the financial sector, webinar, 6 October 2021. The recording is available on the EFAMA website alongside other materials on investor education.



# FPSB

## WORLD FINANCIAL PLANNING DAY 2021

**International Coordinator:** Financial Planning Standards Board Ltd.

**Other participants:** FPSB Network

**Campaign Dates (From/To):** Aug 31<sup>st</sup> – Oct 31<sup>st</sup>

[Financial Planning Standards Board Ltd. \(FPSB\)](#), along with its global network of professional financial planning bodies administering CERTIFIED FINANCIAL PLANNER certification, was pleased to join IOSCO for World Investor Week (WIW) to host the fifth annual World Financial Planning Day (WFPD) on Wednesday, 6 October.

FPSB launched WFPD in 2017 in partnership with IOSCO to help the public understand the importance of making investment decisions within the context of other financial and life goals. Now in its fifth year, WFPD is an opportunity for FPSB and the global community of nearly 200,000 CFP professionals to continue to support IOSCO and securities regulators around the world in efforts to increase consumers' levels of financial literacy and capability. WFPD 2021 kicked off with a variety of activities including territory-specific events hosted by FPSB network organizations, a WFPD teaser video, social media campaigns, a panel discussion with industry leaders in the global financial planning profession, a video to promote the value of financial planning and working with a CFP professional, results of FPSB's Future of Financial Planning Practice study, and more.

### Global Activities and Events Across the FPSB Network



Leading up to and on WFPD, FPSB network organizations in 18 territories promoted global and local programs, a 28% increase (five territories) over 2020. These programs covered topics ranging from investment planning and retirement to debt management and saving. In addition to promotion via FPSB network organization websites and social media channels, the FPSB global network reached consumers through virtual events; articles and blogs; press releases; and regulatory engagement. Following is a sampling of the range of FPSB Network activities:

- **Australia:** [FPA Australia](#) hosted its Financial Planning Week from 4-11 October, kicking off with the launch of its Money & Life Tracker that provided a snapshot of the money and life issues Australians have faced in the 18 months since the Covid-19 pandemic began, and how this has impacted consumer finances.
- **Brazil:** [Planejar – Associação Brasileira de Planejamento Financeiro](#) hosted a series of live, virtual events on topics including how to avoid scams and fraud, taking control of finances, and how to get out of debt and become an investor.

- **Canada:** [FP Canada](#) raised awareness of the value of financial planning and CFP certification through media interviews, consumer articles, blogs and brochures.
- **China:** [FPSB China](#) hosted a virtual event on the Future of Client Needs and Advice Delivery and raised awareness of the value of financial planning and CFP certification with consumer and professional articles, blogs, and brochures.
- **Chinese Taipei:** [Financial Planning Association of Taiwan](#) hosted the World Investor Week Joint Forum that covered various investment topics. FPSB's CEO, Noel Maye, delivered a virtual session on the future of financial planning practice during the event.
- **Germany:** [FPSB Deutschland](#) hosted a roundtable discussion on women and financial planning with well-known female leaders in the financial planning profession, in addition to an extensive media outreach campaign to raise awareness of the value of financial planning and working with a CFP professional.
- **Hong Kong:** [The Institute of Financial Planners of Hong Kong Ltd.](#) launched a Facebook consumer contest that invited members of the public to share their personal stories on financial mistakes and produced a short video on the importance of financial planning.
- **India:** [FPSB India](#) participated in a bell-ringing ceremony to commemorate World Financial Planning Day, hosted a panel event and launched an extensive media campaign to raise awareness of the value of financial planning and CFP certification.
- **Japan:** [Japan Association of Financial Planners](#) launched an extensive media campaign to raise awareness of the value of financial planning and CFP certification.
- **Malaysia:** [Financial Planning Association of Malaysia](#) hosted its annual Financial Planning Symposium and published articles, blogs, and brochures to raise awareness of the value of financial planning and CFP certification.
- **New Zealand:** [Financial Advice New Zealand](#) raised awareness of the value of financial planning and CFP certification by publishing consumer and professional articles, blogs, and brochures.
- **Republic of Korea:** [FPSB Korea](#) provided pro bono financial planning to consumers and hosted the "With U" consumer contest to raise awareness of the value of financial planning and of working with a CFP professional.
- **Singapore:** The [Financial Planning Association of Singapore](#) hosted two hybrid events on the future of financial planning practice and on robo-advisors for the financial planning community.
- **South Africa:** The [Financial Planning Institute of Southern Africa](#) hosted daily Facebook Live events and launched an extensive media campaign to raise awareness of the value of financial planning and CFP certification.
- **Thailand:** [Thai Financial Planners Association](#) hosted the TFPA Wealth Management Forum and published consumer articles, blogs, and brochures to raise awareness of the value of financial planning and CFP certification.
- **The Netherlands:** [Federatie Financieel Planners](#) hosted podcasts for consumers and financial planning professionals and published articles, blogs, and

brochures to raise awareness of the value of financial planning and CFP certification.

- **United Kingdom:** The [Chartered Institute for Securities & Investments](#) hosted Financial Planning Week to raise awareness of the value of financial planning and encourage individuals to take control of their finances and offered pro bono financial planning services to consumers.
- **United States:** The [Certified Financial Planner Board of Standards, Inc.](#) launched an extensive media campaign and published articles, blogs, and brochures to raise the value of financial planning and CFP certification.

[Click HERE to learn more](#) about territory specific WFPD and WIW events.

To support FPSB network organizations with their local WFPD and WIW campaigns, FPSB issued weekly content marketing toolkits from 31 August to 5 October. Content shared in the toolkits included promotional support for key messaging, press releases, WFPD Event, Future of Financial Planning Practice survey findings, the brand video, instructions to participate in a LinkedIn momentum campaign, and more. Nearly 400 assets within the weekly toolkits were downloaded by the FPSB Network to support their local WFPD and WIW campaigns, a 24% increase of asset downloads compared to a campaign toolkit launched earlier in the year.

#### Microsite: WorldFPDay.org Raises Awareness of WFPD and WIW

As the central landing environment of this year's campaign, the [WorldFPDay.org microsite](#) highlighted global activities, and events and activities around the world. FPSB measured increased microsite engagement in 2021, compared to the previous year (period: 1 July – 15 October), that showed: **organic search traffic** increased by 81 percent; number of **sessions per user** increased by 6 percent; and number of **pages per session** increased by 4 percent.

#### World Financial Planning Day Event: The Future of Client Needs and Advice Delivery



FPSB's [WFPD Event](#) featured a special address from Martin Moloney, IOSCO's new Secretary General, followed by CNBC contributor Janet Alvarez moderating a panel discussion on the future of client needs and advice delivery with participants José Alexandre Vasco, director at CVM and coordinator of IOSCO's C8 World Investor Week Working Group; Miles Larbey, acting head of Consumer Finance, Insurance & Pensions at the Organisation for Economic Co-operation and Development (OECD); and Amy Richardson, CFP®, senior manager, financial planner at Charles Schwab. Hosted by FPSB CEO Noel Maye, the event was open to all CFP professionals and the global financial planning community.

To date, the event has received nearly 1,000 post engagements and comments among LinkedIn, Facebook and Twitter. The [event broadcast](#) is accessible on FPSB's YouTube channel.

#### Teaser Video: 2021 World Financial Planning Day and World Investor Week

To increase awareness of WFPD and WIW, FPSB shared a [teaser video](#) that highlighted campaign activities including programs and events, WFPD event, and how to learn more about the campaigns. The video is available on FPSB's YouTube channel and has received 379 views to date. Through FPSB's social media platforms, the video received 4,017 impressions; a combined total of 168 likes, shares, comments or clicks; and 967 video views.

#### Brand Video: The Value of Financial Planning: Live your today, plan your tomorrow™



During the WFPD event, FPSB debuted a [new video](#) that the global financial planning community can use to promote the value of financial planning and working with a CFP professional. To date, the video has received 161,448 views from FPSB's YouTube channel and via embedded videos shared on social media channels.

#### Media Outreach: 2021 World Financial Planning Day News Coverage

FPSB issued the following press releases to raise awareness about this year's WIW and WFPD campaigns:

- [Fifth Annual World Financial Planning Day Promotes Financial Wellbeing For All on 6 October](#) (18 August): This release was picked up by 117 global online sources with a potential audience reach of 137M+.
- [Financial Planning Practice in Future Will Be More Innovative, More Human and More in Demand, According to Global CFP Professionals](#) (3 October): This release was picked up by 402 global online sources with a potential audience reach of 262M+.
- [Fifth Annual World Financial Planning Day is Wednesday](#) (4 October): This release was picked up by 283 global online sources with a potential audience reach of 200M.

Combined, the three press releases were picked up by 802 global online sources with a potential audience reach of 599M+.

## Social Media: 2021 World Financial Planning Day and World Investor Week

In 2021, FPSB employed a focused social media strategy to drive users to the WFPD microsite, creating a calendar of social media promotion of both WFPD and WIW events and content from [www.WorldFPDay.org](http://www.WorldFPDay.org), including FPSB Network programs, research findings and resources. The team engaged LinkedIn, Facebook and Twitter for content sharing beginning in August with the hash tag #WFPD2021. A variety of organic and paid social media content was employed on these three platforms to increase engagement, and the campaign increased traffic to the web site via social media by 44% in October alone. Results from organic and paid social media campaigns areas follows:

- LinkedIn:
  - 1,900 post engagements from 1 Sept – 31 Oct
  - 225% increase in page views on WFPD compared to prior day
  - LinkedIn Momentum Campaign: New this year, FPSB launched an organic social media campaign, [Advice from CFP Professionals](#), that encouraged CFP professionals from around the world to share financial planning advice they give to clients and nominate colleagues to do the same on their LinkedIn feeds. Among the top 22 posts featured on the Worldfpday.org microsite there were:
    - 413 post engagements, including 66 comments
    - 21.7 comments were yielded per post on average
    - Paid Campaign:
      - FPSB Brand Video: 121,135 views (more than 12,500 people worldwide viewed 100% of the video)
      - Future of Financial Planning Practice Study: 48,001 impressions, 248 clicks to the release
- Facebook:
  - 1,200 post engagements from 1 Sept – 31 Oct
  - Paid Campaign:
    - WFPD Event: 225,255 impressions, 93,000+ reach
    - Brand Video: More than 84,000 were exposed to the video and 40,000 viewed at least a portion of the video
- Twitter:
  - 515 total mentions of “World Financial Planning Day”, #wfpd2021 and worldfpday.org
  - 671 post engagements from 1 Aug – 1 Nov



Overall, this year’s WFPD and WIW campaigns raised the share of voice of the terms “CERTIFIED FINANCIAL PLANNER” and “CFP” in the overall digital conversation of financial planning to 15.3% in the month of October 2021. This share of voice increased by more than 7% compared to the previous measure taken in March 2021.

### Share of Voice (WFPD Campaign)

Goal: Raise the share of voice of “CERTIFIED FINANCIAL PLANNER” vs. “Financial Planner” in social media.



### Global Survey: Future of Financial Planning Practice

In advance of WFPD and WIW, FPSB released the results of its Future of Financial Planning Practice research, a survey of 4,250 CERTIFIED FINANCIAL PLANNER professionals across 23 territories, conducted in partnership with the global FPSB Network. Survey findings were shared in a [global press release](#), through organic and paid social media campaigns and on the WFPD microsite. As a result, 402 global online sources picked up the release, reaching a potential audience of more than 262M people; there were 1,141 engagements with posts featuring the research findings on LinkedIn, Facebook and Twitter; and 273 referrals to the FPSB website as of 26 October. Top publications including [ThinkAdvisor](#), [InvestmentExecutive](#), [Wealth Professional Canada](#), [Yahoo! Finance](#), [Finanzen.net](#), [Markets Insider](#), [Benzinga](#), and [India Infoline](#) shared the findings.

### Conclusion

FPSB is grateful for the opportunity to again partner with IOSCO’s World Investor Week to deliver the most successful World Financial Planning Day to date. Raising awareness about the importance of investor education and increasing consumers’ levels of financial literacy and capability – particularly as the world continues to deal with the impact of a global pandemic – is a significant priority for FPSB during WFPD and throughout the year. FPSB and its global network look forward to continuing to collaborate with IOSCO on WIW/WFPD and other consumer awareness and protection projects.

# IFAC



## WORLD INVESTOR WEEK 2021

**National Coordinator:** IFAC (International Federation of Accountants)

**Other IOSCO members:** n/a

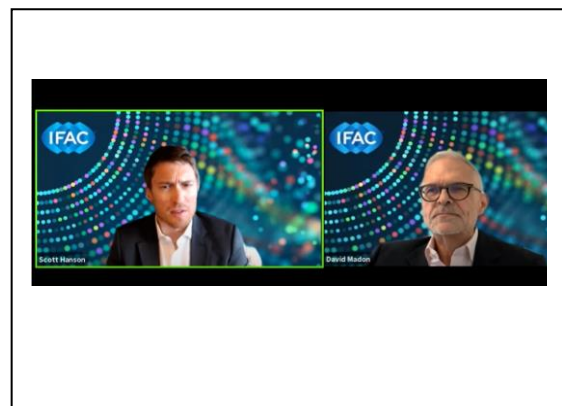
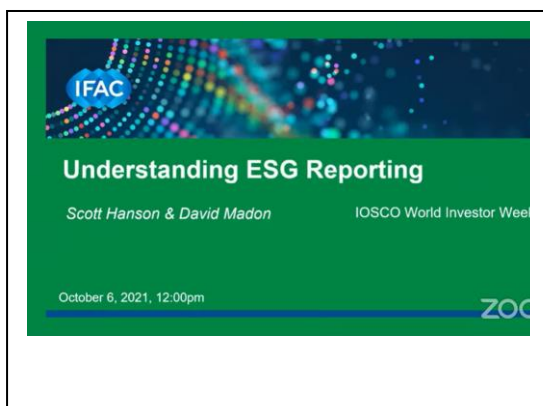
**Other participants:** n/a

**Campaign Dates (From/To):** Oct 6<sup>th</sup>

IFAC (International Federation of Accountants) is the global organization for the accountancy profession, with 180 member bodies across over 130 jurisdictions, thereby representing over three million professional accountants. IFAC’s mission is to serve the public interest by contributing to the development of high-quality standards; facilitating the adoption and implementation of high-quality standards; contributing to the development of strong professional accountancy organizations and accounting firms and to high-quality practices by professional accountants and promoting the value of professional accountants worldwide; and speaking out on public interest issues.

ESG/Sustainability is on the minds of individuals, policymakers and investors the world over. And high-quality information from companies is central to the discussion. IFAC’s webinar [Understanding ESG Reporting](#) provides individual investors with a better understanding of what ESG reporting is, how to integrate it into their investing decisions, and current developments in the ESG reporting space.

[Understanding ESG Reporting](#) was webcast on LinkedIn Live at 12:00pm EDT on October 6, 2021 and is available on IFAC’s YouTube page. The YouTube recording has been accessed over 800 times.



## WIW21 Global and Regional Events

WIW 2021 had 9 Global and Regional events. See more information and the main results below:



### Ring the Bell for Financial Literacy

Sponsor: **The World Federation of Exchanges**

Location: **Worldwide**

Date: **Mon, 04-Oct-2021 00:00 CEST**

Exchanges and CCPs around the world are ringing the bell for financial literacy all week during IOSCO’s World Investor Week. Financial Literacy is fundamental to the work of exchanges and CCPs and the commitment they have towards inclusive and sustainable economic growth, fostering equality and their belief in the power that markets-based financing has to provide solutions and bridge gaps. As an industry, market infrastructures believe it has become even more important at this time of pandemic

A combination of in-person and virtual events. 82 Exchanges around the world participated in this event.

List of participants, videos, articles, and photos available on WFE website at: <https://www.world-exchanges.org/membership-events/ring-the-bell-financial-literacy>



**IOSCO WORLD INVESTOR WEEK 2021 WEBINAR** | October 4, 2021 | 13:00-15:30 pm (CEST)

**GLOBAL WEBINAR ON SUSTAINABLE FINANCE**  
Environmental, social and governance objectives for well-informed and protected investors

**Keynote speech: 13:00 – 13:15**  
**Sirik Theodien**, Senior Director of the Swedish FSA and Chair of the IOSCO Task Force on Sustainable Finance

**Panel 1: 13:15 – 14:30**  
**Sustainable finance and related products: enabling investor aspirations through rules, standards and market practices**

**Panel 2: 14:35 – 15:15**  
**Sustainable finance: the role of investor education for retail investors**

**Final remarks: Chiara Mosca, CONSOB Commissioner** | 15:15 – 15:30

### Global Webinar on Sustainable Finance

Sponsor: **Commissione Nazionale per le Società e la Borsa (CONSOB)**

Location: **Worldwide**

Date: **Mon, 04-Oct-2021 13:00 CEST**

Environmental, social and governance objectives for well-informed and protected investors.



## Webcast on regional developments in investor education and protection: Fraud and Scam Prevention

Sponsor:

Location: **Worldwide**

Date: **Tue, 05-Oct-2021 00:00 UTC**

2021 continues to be a challenging year, with the pandemic having a significant impact on daily lives. Most notably, we have witnessed a surge in scams across the world and in Asia, with scammers capitalising on unsuspecting retail investors in these testing times.



## Impact of COVID-19 (Webinar)

Sponsor: **Autorité des marchés financiers (AMF)**

Location: **Worldwide**

Date: **Tue, 05-Oct-2021 13:00 CEST**

**The recent stock market frenzy: Is COVID-19 the only key factor driving it?** How to effectively educate a new generation of investors in a world marked by apps, gamification, social media and behavioural change.

### Expert Speakers:

#### World Federation of Exchanges

Retail participation in diverse markets  
Nandini Sukumar and Sana Awan

#### FMA New Zealand

Retail investor platforms research – A New Zealand study  
Gillian Boyes and Tammy Peyper

#### FINRA

Investing 2020  
New Accounts and the People Who Opened Them  
Gary R. Mottola and Olivia Valdez

#### IFEC Hong Kong

The Impact of COVID-19 on Retail Investors - Learning from Hong Kong  
Ellie Chiu

#### OSC Ontario

The Investor Experience 2020 – Research Study  
Michael Tracey

### **Consob Italy**

Covid-19 crisis and challenges to financial education  
Evidence from Italy  
Nadia Linciano

### **Total of participants/viewers**

During the streaming: 61  
During the WIW: 61  
Until November 30, 2021: ND

The recording is not available online and was shared among the speakers only.



### **Understanding ESG Reporting**

Sponsor: **IFAC (International Federation of Accountants)**  
Location: **Worldwide**  
Date: **Wed, 06-Oct-2021 12:00**

ESG/Sustainability is on the minds of individuals, policymakers and investors the world over. And high-quality information from companies is central to the discussion. This event aims to equip individual investors with a better understanding of what ESG reporting is, how to integrate it into their investing decisions, and current developments in the ESG reporting space.

### **Total of participants/viewers**

During the streaming: 400  
During the WIW week: 400  
Until November 30, 2021: 1200

The video is available online: [Understanding ESG Reporting - YouTube](#)



### **World Financial Planning Day (#WFPD2021)**

Sponsor: **Financial Planning Standards Board Ltd. (FPSB)**  
Location: **Worldwide**  
Date: **Wed, 06-Oct-2021 13:00 UTC**

Financial Planning Standards Board Ltd. (FPSB) and the global community of professional financial planning bodies administering CERTIFIED FINANCIAL PLANNER certification are pleased to host the fifth annual World Financial Planning Day

(#WFPD2021) on Wednesday, 6 October, during IOSCO’s World Investor Week (#IOSCOWIW2021).



**Meeting the needs of a new generation of investors – the role of the financial sector**

Sponsor: **European Fund and Asset Management Association (EFAMA)**

Location: **Worldwide**

Date: **Wed, 06-Oct-2021 13:00 CET**

As a proud supporter of IOSCO’s World Investor Week, EFAMA is organising this event to stimulate discussion and actions on investor education and financial literacy in Europe.



**IOSCO World Investor Week- Fraud and Scam webinar**

Sponsor: **Jersey Financial Services Commission**

Location: **Worldwide**

Date: **Thu, 07-Oct-2021 12:00 UTC**

On Thursday 7 October at 13:00 the Jersey Financial Services Commission will host a global webinar looking at how fraud and scams are impacting jurisdictions across the world.

Name	Position	Institution
Martin Moloney	Secretary General	IOSCO
Diane Maxwell	Director of Policy and Risk	Jersey Financial Services Commission
Chris Beechey	Detective Chief Inspector	States of Jersey Police
Dan Rutherford	Associate Director	U.S. Commodity Futures Trading Commission’s Office of Customer Education and Outreach
Christine Kieffer	Senior Director	FINRA Investor Education Foundation
Elliot Modisa	Senior Manager, Consumer Education	Financial Sector Conduct Authority, South Africa

<b>Webinar content</b>	
Martin Moloney	A short address on the importance of the role IOSCO members [global regulators] in the fight against international crime and the particular abhorrence of fraud and scams effected through the global financial system.
<b>Part A – What are the current prevalent scams in your jurisdiction?</b>	
Diane Maxwell & DCI Chris Beechey	Discussion on <ul style="list-style-type: none"> <li>- Financial Grooming</li> <li>- Authorised Push Payment Fraud</li> </ul>
Dan Rutherford Christine Kieffer Elliot Modisa	<ul style="list-style-type: none"> <li>- Cryptocurrency related fraud; how are victims targeted;</li> <li>- Imposter schemes &amp; romance scams</li> <li>- Common weapons of fraud – persuasion and sales tactics</li> <li>- Role of isolation &amp; loneliness.</li> <li>- Prevalent fraudulent and deceptive schemes in South Africa</li> <li>- Common methods of deception common methods of carrying out the crimes</li> <li>- The international &amp; cross-border element</li> </ul>
<b>Part B – Victim impact</b>	
Diane Maxwell & DCI Chris Beechey	Discussion on the effect financial grooming has on victims; examples from the police; resistance towards the regulator from victims; victims being blamed for loss.
Dan Rutherford Christine Kieffer Elliot Modisa	<ul style="list-style-type: none"> <li>- Fraud as an emotional experience (trauma impact, shame &amp; blame)</li> </ul> What can be done: <ul style="list-style-type: none"> <li>- Recognize emotional experience</li> <li>- Avoid re-victimizing</li> <li>- Be brave and report – help others do the same</li> <li>- Prevent future victimization</li> <li>- Disrupt - see where you fit into the cycle of fraud</li> </ul>
<b>Part C – where can people go for help?</b>	
DCI Chris Beechey	Jersey Fraud Prevention Forum; States of Jersey Police
Dan Rutherford Christine Kieffer Elliot Modisa	<ul style="list-style-type: none"> <li>- National regulators</li> <li>- No wrong door</li> <li>- Cybercrime Support Network / Peer Support Program</li> </ul>

### Total of participants/viewers

During the streaming: 30

During the WIW week: 30

Until November 30, 2021: 32

The video is available online: <https://vimeo.com/625596504/>

[Fraud has no borders to be focus of global webinar hosted by JFSC — Jersey Financial Services Commission \(jerseyfsc.org\)](https://www.jerseyfsc.org/)



## Global Webinar on Investor Education and Protection Around the World

Sponsor: **Comissão de Valores Mobiliários, Superintendencia del Mercado de Valores de Panamá**

Location: **Worldwide**

Date: **Fri, 08-Oct-2021 14:00 UTC**

The World Investor Week is the IOISCO campaign to disseminating key messages that further investor education and protection, as well as financial literacy. On the last of the working days of the WIW 2021, selected regulators from four continents (Asia, Europe, Africa and Americas) will gather online for a discussion on the most recent developments on both topics in each jurisdiction.

**Moderator:** Florisvaldo Machado, Senior Examiner, CVM Brazil

### Speakers:

- **Recent Developments in Investor Education in Sri Lanka**  
Mr. Tushara Jayaratne, Director, External Relations and Capital Market Education – SEC Sri Lanka
- **New Digital Educational Tools for Retail Investors**  
Florence Corne – Deputy Director of the retail investor relations and protection directorate - AMF France
- **The Role of Financial Education in Investor Protection**  
Mr. António Van-Dunén – CMC Angola
- **Investor Education in Russia: New Tools and Approaches**  
Tatiana Russinova - CBR Russia
- **Enforcement Actions to Prevent Securities Fraud**  
Mrs. Jenny Fonguer, Director of Prevention and Control of Illegal Operations - SMV Panamá  
Mrs. Marie Lissa Aizpurúa, Head of Investor Education - SMV Panamá
- **New Approaches to Social Media in Financial Education**  
Mr. José Alexandre C. Vasco – Director, Office of Investor Protection and Assistance - CVM Brazil

### Total of participants/viewers

During the streaming: 13  
During the WIW week: 13  
Until November 30, 2021: 222

The video is available online: <https://www.youtube.com/watch?v=qAoTeTFw3FY>

## Annex 1 – Committee on Retail Investors (Committee 8) members

### Chairman

Mr. Pasquale Munafò, Senior Finance Professional, Commissione Nazionale per le Società e la Borsa, **Italy**

### Vice-Chairman

Mr. Camille Beaudoin, Director, Financial Education Department, Autorité des marchés financiers, **Quebec**

### Members

Comissão do Mercado de Capitais, **Angola**

Comisión Nacional de Valores, **Argentina**

Australian Securities and Investments Commission, **Australia**

Financial Services and Markets Authority, **Belgium**

Comissão de Valores Mobiliários, **Brazil**

China Securities Regulatory Commission, **China**

Autorité des marchés financiers, **France**

Bundesanstalt für Finanzdienstleistungsaufsicht, **Germany**

Securities and Futures Commission, **Hong Kong**

Securities and Exchange Board of India, **India**

Indonesia Financial Services Authority, **Indonesia**

Israel Securities Authority, **Israel**

Commissione Nazionale per le Società e la Borsa, **Italy**

Financial Services Agency, **Japan**

Jersey Financial Services Commission, **Jersey**

Financial Services Commission/Financial Supervisory Service, **Korea, Republic of**

Commission de Surveillance du Secteur Financier, **Luxembourg**

Securities Commission, **Malaysia**

Comisión Nacional Bancaria y de Valores, **Mexico**

Securities and Exchange Commission, **Nigeria**

Ontario Securities Commission, **Ontario**

Comissão do Mercado de Valores Mobiliários, **Portugal**

Autorité des marchés financiers, **Quebec**

Financial Supervisory Authority, **Romania**

The Bank of Russia, **Russia**

Capital Market Authority, **Saudi Arabia**

Monetary Authority of Singapore, **Singapore**

Financial Sector Conduct Authority, **South Africa**

Comisión Nacional del Mercado de Valores, **Spain**

Securities and Exchange Commission of Sri Lanka, **Sri Lanka**

Finansinspektionen, **Sweden**

Financial Supervisory Commission, **Chinese Taipei**

Securities and Exchange Commission, **Thailand**

Capital Markets Board, **Turkey**

Financial Conduct Authority, **United Kingdom**



Commodity Futures Trading Commission, **United States of America**  
Securities and Exchange Commission, **United States of America**  
Financial Industry Regulatory Authority, **United States of America**

### **Observers**

European Securities and Markets Authority, **European Union**  
Japan Securities Dealers Association, **Japan**

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