

**MEDIA RELEASE**  
**(For Immediate Release)**



**Trinidad and Tobago  
Securities and Exchange Commission  
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## **TTSEC launches Investor Education Community Outreach Roadshow**

Trinidad and Tobago Securities and Exchange Commission (TTSEC) in collaboration with Financial Sector Stakeholders launched its inaugural **Investor Education (IE) Community Outreach Roadshow** series on Wednesday 20<sup>th</sup> November, 2024, at the auditorium of the Chaguanas Borough Corporation.

This event was held under the theme *‘Empowering Communities Through Financial Literacy and Investor Education’* and marked the start of a roadshow series aimed at promoting financial literacy and investor education as a means of empowering individuals, at the community level, to make informed investment decisions and engage in wise financial pursuits.

It is being rolled out to different parts of the country in collaboration with the Central Bank of Trinidad and Tobago, Trinidad and Tobago Stock Exchange Limited (TTSE), Securities Dealers Association of Trinidad and Tobago (SDATT) and the Mutual Fund Association of Trinidad and Tobago (MFATT) along with the respective local government bodies and NGOs.

Mayor of Chaguanas, His Worship Faaïq Mohammed, in his remarks noted that *‘financial education is not just about managing wealth - it is about protecting livelihoods. It empowers us to recognise red flags, ask the right questions, and make decisions based on sound knowledge, not empty promises.’*

Delivering the opening remarks, Kester Guy, Chief Executive Officer, TTSEC, explained that the intent of the roadshow is to, *‘meet people where they are, to share practical financial knowledge that resonates with their unique needs, and to engage in conversations that reflect their experiences. In doing so, we aim to bring greater relevance and accessibility to our work.’*

He further explained, *‘By collaborating with diverse stakeholders, we can significantly extend our outreach, ensuring meaningful participation from a wide range of groups in financial discussions. Inclusiveness lies at the core of our approach, serving as a cornerstone for enhancing the appeal and relevance of our educational programmes.’*

In her overview of the TTSEC's Investor Education Programme, Ellen Lewis, Manager of Corporate Communications and Education, highlighted the programme's evolution since its inception in 2005. She detailed how it has grown into a comprehensive and holistic approach to securities education, effectively bridging the gap between theoretical knowledge and practical investing.

She explained that this achievement is the result of a multi-faceted strategy pursued by the TTSEC and includes:

- Investucatett.com: a live online hub with resources tailored for investors at all levels.
- Gamification tools: such as InvestorQuest-TT.com, designed to make learning engaging and interactive.
- Investor Protection Mobile App: providing easy access to critical information via smartphones.
- Brochures and learning materials: Covering a wide range of topics for different audiences.
- Competitions and interactive activities: encouraging active learning and participation.
- Social media optimisation: leveraging digital platforms to expand outreach.
- School and public outreach initiatives: bringing securities education directly to communities.

Through these initiatives, the TTSEC continues to empower individuals with the knowledge and tools needed to make informed investment decisions.

**SEE ACCOMPANYING PHOTO**

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**About the TTSEC:** The TTSEC is governed by the Securities Act Chapter 83:02 and is responsible for overseeing the securities market and ensuring that fairness, equity and transparency remain common values in the marketplace. Our vision is to be an innovative regulator of a thriving securities market, enabling economic development for the benefit of all.

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