



Investor Education
A key factor in Capital Market development

COSRA 2012 Meeting

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Exchange Commission

Outline

- Impact of the Global Financial crisis
- Implications for Regional Investors
- Regional experience
- Role of Investor Education (IE)
- TTSEC experience
- Considerations for the region
- Expected outcomes

Impact of the Global Financial crisis

- Growth rates slowed for many countries
- Foreign direct investment reduced
- Reduced domestic appetite for investment in national economies
- Increased complexity of product offerings
- Increased instances of market manipulation

Implications for investors

- Consumers of financial services:
 - Have less disposable income
 - Are more susceptible to risk
 - Must be more prudent in their financial decision making
 - Need to have confidence in the regulation of the market and its players
 - Must become financially literate in order to participate meaningfully in the capital market

Regional Experience- Survey

- A survey of securities regulators in Jamaica, Barbados Eastern Caribbean States and Trinidad & Tobago focused on:
 - Product offerings
 - Investor preferences
 - Investor education strategies

Regional Product offerings

- There is a very limited product offering compared to more developed markets.
- Regionally, investment products available to investors include:
 - Collective investment schemes
 - Repurchase agreements
 - Treasury Bills and Government Bonds (primary and secondary market)
 - Equity (secondary market)

Investor preferences

Investors generally appear to be 'risk averse';

- Strong preference for commercial bank deposits; and
- Low retail investor participation in the stock market across all jurisdictions

Investor Preferences by Jurisdiction

Territory	Preferred investments
Jamaica	Repurchase agreements
Trinidad & Tobago	Collective Investment Schemes
Eastern Caribbean States	Commercial banking relationships maintained
Barbados	Government securities, mutual funds

Regional Investor education toolkit

Print and
Electronic
media

Public
Expositions,
Conferences,
Seminars and
Workshops

Outreach
Sessions

Brochures

Website

Role of Investor Education (IE)

- IE provides:
 - Information to current and future investors to help them to make informed financial decisions
 - Advice which is unbiased, objective and does not suggest to stakeholders where or when to invest
- IE focuses on:
 - Issues related to the importance of saving and investing
 - Helping to build Investor Confidence in the capital market and its regulation

Investor Education –Focal Areas

- Role and function of the regulator
- Rights and responsibilities of investors
- Avoiding Scams
- How to Complain

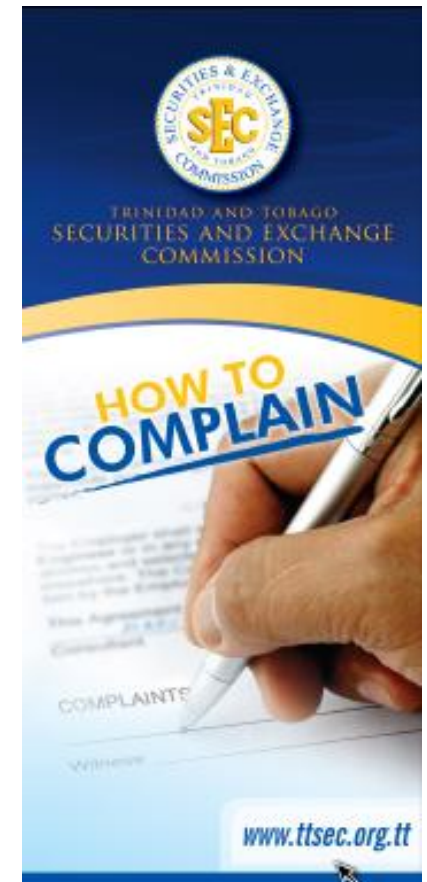
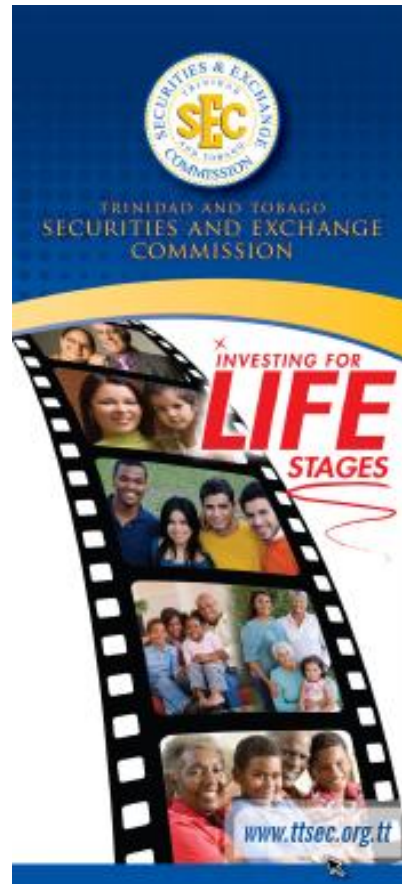
TTSEC 2012 Initiatives

- Outreach sessions conducted:
 - University of the West Indies
 - The Judiciary & Magistracy of Trinidad and Tobago
 - Trinidad and Tobago Defence Force (Coast Guard, Air Guard, Regiment)
- Print and Electronic media
 - Calendars
 - Special publications and brochures
 - Radio and television messages

Outreach sessions- TTSEC



TTSEC Brochures



TTSEC 2012 Initiatives

- Website
 - More attractive Investor Resources tab
 - Easier to navigate
- Digital/New media
 - Launch of Facebook page
 - Launch of Blog
- Secondary School Essay Competition

TTSEC Website

The screenshot shows the homepage of the Trinidad and Tobago Securities and Exchange Commission (TTSEC). The header features the 15th Anniversary logo (1997-2012) and the commission's name in gold text on a blue background. A search bar is located in the top right. A navigation menu includes links for Home, About Us, Investor Resources, Registration, Publications and Research, Legal Framework, Media Room, and Useful Links. The main content area has a large heading "About The Trinidad and Tobago Securities and Exchange Commission" and a paragraph describing the commission's role. A "Learn More" link is provided. Below this is a breadcrumb trail: "1 2 3 4 | About the SEC". The footer area is divided into sections: "Quicklinks for . . ." with a dropdown menu for "RESEARCHERS/ANALYSTS" containing links for Fact Sheet, Annual Reports, Reports, and Studies; "Latest Updates" with a "Legal Framework" dropdown and a news item titled "TTSEC Securities Bill 2012" dated 9-May-2012; "RSS Feeds"; and two promotional boxes for "Investor Education Programme" and "Investor Complaint Form".

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15th ANNIVERSARY 1997-2012

**TRINIDAD AND TOBAGO
SECURITIES AND EXCHANGE COMMISSION**
Building stakeholders' confidence in the local capital market

Search

Home About Us Investor Resources Registration Publications and Research Legal Framework Media Room Useful Links

About The Trinidad and Tobago Securities and Exchange Commission

The Securities and Exchange Commission ("the Commission") was established by the Securities Industry Act 1995. It is an autonomous body whose role is to provide for the regulation of the securities market in Trinidad and Tobago.

[Learn More](#)

1 2 3 4 | [About the SEC](#)

Quicklinks for . . .

RESEARCHERS/ANALYSTS +

- Fact Sheet
- Annual Reports
- Reports
- Studies

Latest Updates

Legal Framework Media Releases Investor Resources Publications

9-May-2012
TTSEC Securities Bill 2012
The TTSEC invites comments on its Draft Securities Bill 2012 no later than June 1st 2012. All comments should be sent to SIB2012@ttsec.org.tt Public consultations will be held on June 12 and 13th in Trinidad and Tobago respectively.

RSS Feeds

Investor Education Programme

Investor Complaint Form

Contact Us

TTSEC Facebook Page

facebook Search for people, places and things

You are posting, commenting, and liking as Trinidad and Tobago Securities and Exchange Commission — Change to Sec Trinidad

Follow your money,
Don't put your
eggs in one basket.

15th ANNIVERSARY

Trinidad and Tobago Securities and Exchange Commission
1,923 likes · 17 talking about this

Bank/Financial Institution
The Trinidad and Tobago Securities and Exchange Commission (the Commission) was established by the Securities Industry Act 1995.

About Photos Welcome Who We Are Investor Education

Highlights

Status Photo / Video Offer, Event +

Write something...

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Likes Trinidad and Tobago Securities and Exchange Commission

IE Strategies 2013 and Beyond

- Greater use of digital media to inform and empower investors and potential investors (Webinars)
- Development of TV messages on Scams
- Investor Education Competition (Tertiary Level)
- Educational Investing Game (Stock Market)
- Continuation of outreach sessions, print, electronic and digital media campaign

Policy considerations for TTSEC 2013 and Beyond

- A national policy on Financial Education
- More proactive research initiatives
- Greater collaboration amongst stakeholder partners including the Ministry of Education

Regional Considerations

- A coordinated strategy for Investor Education
- A regional COSRA sub-committee on Investor Education to conduct research
- Sharing of successful regional Investor education initiatives.
- Coordination of joint regional investor education initiatives and training sessions for facilitators
- Governmental support through Central Banks and Securities Regulators

Expected Outcomes

- As we enhance our investor education initiatives, we expect to see:
 - More participation in the capital market
 - More knowledgeable investors
 - Increased levels of investment
 - Fewer persons falling victim to scams
 - Wealth creation for our people



Thank you for the courtesy of
your attention.