



SEBI – OECD* INTERNATIONAL CONFERENCE ON INVESTOR EDUCATION

“Towards a more inclusive and secure financial world”

FEBRUARY 3-4, 2012

HOTEL GOA MARRIOTT, GOA, INDIA

PROGRAMME

DAY 1 – FRIDAY, FEBRUARY 3, 2012

8:00 – 9:00 **Registration of participants**

9:00 – 10:00 **Welcome and Inaugural Addresses**

Mr. Prashant Saran, Whole Time Member, **SEBI**

Mr. Richard Boucher, Deputy Secretary-General, **OECD**

Mr. Upendra Kumar Sinha, Chairman, **SEBI**

10:00 – 10:30 **Coffee break**

10:30 – 12:30 **Session 1: Setting the policy framework for investor education**

Session 1 **Moderator: Mr. André Laboul, Head of Financial Affairs Division, OECD and Chair of the OECD International Network on Financial Education (INFE)**

Speakers

- **Mr. Ananta Barua**, Executive Director, **SEBI, India**
- **Ms. Lori Schock**, Director, Office of Investor Education and Advocacy, Securities and Exchange Commission (SEC), **United States**
- **Mr. Mustafa Gumus**, Deputy Head, Capital Markets Board, **Turkey**
- **Mr. José Alexandre Cavalcanti Vasco**, Head of the Investor Assistance & Education Department, Comissão de Valores Mobiliários (CVM), **Brazil**

Discussant

- **Ms. Sue Lewis**, StI Consultants, **United Kingdom**

Issues:

- Rationale for the development of investor education initiatives
 - widening the access to financial markets in fast developing economies
 - enhancing households trust in financial markets
 - strengthening households saving for retirement and other important life expenses
 - reinforcing households investment in financial markets to support economic and infrastructure development
- Complex and troubled financial landscape
- Investment products implying a transfer of risk to households and individuals
- Low and patchy levels of financial literacy
- Developments so far and way ahead

* The OECD contribution to this event is sponsored by the Government of Japan

12:30 – 13:30	Lunch hosted by SEBI
13:30 – 15:00	Session 2 : An educated investor is a better protected consumer
Session 2	Moderator: Mr. Prashant Saran, Whole Time Member, SEBI
Speakers	<ul style="list-style-type: none"> • Mr. Gary Tidwell, Senior Advisor, International Organization of Securities Commissions (IOSCO) • Mr. Yoshitaka Sakai, Deputy Director for Research and Policy, Financial Services Agency (FSA), Japan • Ms. Sujatha Sekhar Naik, Deputy General Manager & Head Investor Affairs & Complaints, Securities Commission, Malaysia • Ms. Delia Rickard, Senior Executive, Australian Securities and Investments Commission (ASIC), Australia
Issues:	<ul style="list-style-type: none"> - Complementarities between investor education and protection - Investor education's role in rebuilding consumers trust and helping individuals to : <ul style="list-style-type: none"> o better understand investment products o interact fruitfully with financial institutions and their intermediaries o be aware and understand the regulatory environment - Various categories of investors and related regulatory and education investor framework - Role of regulators in integrating investor education in the financial landscape
15:00 – 15:30	Coffee break
15:30 – 17:30	Session 3: Widening the impact of investor education: the role of various stakeholders and public-private partnerships
Session 3	Moderator: Mr. Gerard Lemos, Chair, Money Advice Service, United Kingdom and Vice-Chair of the OECD International Network on Financial Education (INFE)
Speakers	<ul style="list-style-type: none"> • Ms. Chitra Ramkrishna, Joint Managing Director, National Stock Exchange, India • Mr. David Gerald, President of the Securities Investors Association, Singapore • Mr. Vikram Chandra, Group CEO, New Delhi Television Limited, India • Ms. Laurie Dufays, Deputy Director, World Savings Banks Institute (WSBI)
Discussant	<ul style="list-style-type: none"> • Dr. Mike Orszag, Head of Research, Tower Watson, United Kingdom
Issues:	<ul style="list-style-type: none"> - Importance of combining the actions of various stakeholders to reach out a wide audience - Role of the private sector in advising consumers and supporting investor education initiatives - Role of academia and media in advancing investor education initiatives - Private financing of public investor education programmes - Managing potentially conflicting interests of various stakeholders - Codes of good conduct and quality standards
19:00 – 22:00	Gala Dinner hosted by SEBI

DAY 2 – SATURDAY, FEBRUARY 4, 2012

8:00 – 8:50 Registration of participants

8:50 – 9:00 Introduction and welcome to Day 2

9:00 – 9:45 Special Panel - The challenges of investor education: what influences investors decisions and behaviours?

- **Prof. Lewis Mandell**, Professor of Finance and Dean Emeritus, State University of New York at Buffalo, **United States**
- **Prof. Mark Fenton-O’Creevy**, Professor of Organisational Behaviour, the Open University, **United Kingdom**

9:45 – 11:15 **WORKSHOPS: Delivering efficient investor education programmes**

WORKSHOP 1

Adapting delivery to the needs of various and vulnerable audiences

Moderator: Mr. Rajeev Kumar Agarwal, Whole Time Member, SEBI

Speakers:

- **Ms. Delia Rickard**, Senior Executive, ASIC, **Australia**
- **Ms. Diana Crossan**, Commissioner, Commission for Financial Literacy and Retirement Income, **New Zealand**
- **Prof. Lewis Mandell**, Professor of Finance and Dean Emeritus, State University of New York at Buffalo, **United States**
- **Ms. Jayashree Vyas**, Managing Director, Mahila Sahakari SEWA Bank Ltd., **India**

Issues:

- How to reach out to new and potential vulnerable investors (youth, women and older people)
- Investor education and illiterate population
- Learning from real life experience
- Evaluation of programmes

WORKSHOP 2

Innovative tools and impact of new technologies

Moderator: Ms. Flore-Anne Messy, Principal Administrator, OECD

Speakers:

- **Ms. Lori Schock**, Director, Office of Investor Education and Advocacy, Securities and Exchange Commission, **United States**
- **Prof. Mark Fenton-O’Creevy**, Professor of Organisational Behaviour, the Open University, **United Kingdom**
- **Mr. Gerard Lemos**, Chair, Money Advice Service, **United Kingdom**
- **Dr. R. Swaminathan**, Observer Research Foundation, and Vice President, Chairman’s Office, Reliance Industries Limited, **India**

Issues:

- Edutainment’s great potential
- Investor education and interactive websites
- Social media
- Awareness campaigns
- Evaluation of delivery mechanisms

11:15 – 11:30 Coffee break

11:30 – 13:00	Session 4 : Integrating investor education initiatives in the national financial education agenda
Session 4	Moderator: Mr. Yogesh Agarwal, Chairman, Pension Fund Regulatory and Development Authority (PFRDA)
Speakers	<ul style="list-style-type: none"> ● Ms. Flore-Anne Messy, Principal Administrator, Financial Education, OECD and Secretary of the International Network on Financial Education (INFE) ● Ms. Diana Crossan, Commissioner, Commission for Financial Literacy and Retirement Income, New Zealand ● Mr. Lyndwill Clarke, Head Consumer Education, Financial Services Board, South Africa ● Ms. Ivy Lai, Director, External Relations, Securities and Futures Commission (SFC), Hong Kong
Issues:	<ul style="list-style-type: none"> - Balancing and integrating investor education initiatives/objectives with overall national financial education strategy and its goals - Coordinating between several public stakeholders and regulators - Adapting investors’ education to overall levels of financial literacy and main national policy issues - Evaluating investors education programmes
13:00 – 13:30	Conference conclusion and closing remarks
	<p>Mr. Prashant Saran, Whole Time Member, SEBI</p> <p>Mr. André Laboul, Head of Financial Affairs Division, OECD and Chair of the OECD International Network on Financial Education (INFE)</p>
13:30 – 14:30	Lunch hosted by SEBI
