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

<table>
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<th>DAY 1 – FRIDAY, FEBRUARY 3, 2012</th>
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<td>8:00 – 9:00</td>
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**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, Stl 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
- 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:
- Complementarities between investor education and protection
- Investor education’s role in rebuilding consumers trust and helping individuals to:
  - better understand investment products
  - interact fruitfully with financial institutions and their intermediaries
  - 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
- 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
- Dr. Mike Orszag, Head of Research, Tower Watson, United Kingdom

Issues:
- 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
Session 4: Integrating investor education initiatives in the national financial education agenda

Moderator: Mr. Yogesh Agarwal, Chairman, Pension Fund Regulatory and Development Authority (PFRDA)

Speakers:
- 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:
- 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

Conference conclusion and closing remarks

Mr. Prashant Saran, Whole Time Member, SEBI

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

13:30 – 14:30 Lunch hosted by SEBI