



# **WORLD INVESTOR WEEK 2018 - MALDIVES**

**01st – 07th OCTOBER 2018**

**Capital Market Development Authority, Maldives**



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Capital Market Development Authority, Maldives.

Other IOSCO members:

Other participants:

- Maldives Stock Exchange Company Pvt Ltd
- Maldives Centre for Islamic Finance
- Ghiyasuddin International School
- Ahmadhiyya International School
- Maldives National University
- Islamic University of Maldives
- Allied Insurance Company of the Maldives
- Maldives Pensions Administration Office

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## **World Investor Week 2018 activities and events - Maldives**

The World Investor Week 2018 (WIW2018) saw an encouraging level of collaboration from stakeholders. Several activities targeting potential investors were conducted to increase awareness on savings and investment. Target audiences were school, college and university students and the general public.

On the 1<sup>st</sup> of October 2018, a capital market related mobile application - the CMDA App named “Viyavathi” which included a stock trading game was launched, to mark the commencement of the WIW 2018. Further, a week - long quiz was conducted via social media, to educate participants on capital market issues.

Details of the activities conducted are provided in the following pages.



# 1. Launching of CMDA App and Teaching Tube e-Learning Platform

## 1.1 CMDA App - Viyavathi

CMDA launched the Capital Market App on 1<sup>st</sup> October 2018. This is a platform to disseminate information about the capital market. It includes information regarding major functions carried out by CMDA as well as an interactive game on trading in a virtual stock market. The aim of the game is to introduce trading activities to the youth in a fun manner, create enthusiasm while educating them on the products of the capital market and encourage them to participate in investing activities at a young age.

## 1.2 Teaching Tube Videos

CMDA, in collaboration with Islanders Education (a Maldivian education initiative), commenced developing video lessons aimed at educating secondary school students about capital market activities and the financial system.

The videos are divided into three broad categories. i.e. basic, intermediate and advanced concepts related to the capital market and financial system. The videos would be available to the subscribers of Teaching Tube and used by CMDA to create awareness in the coming years.



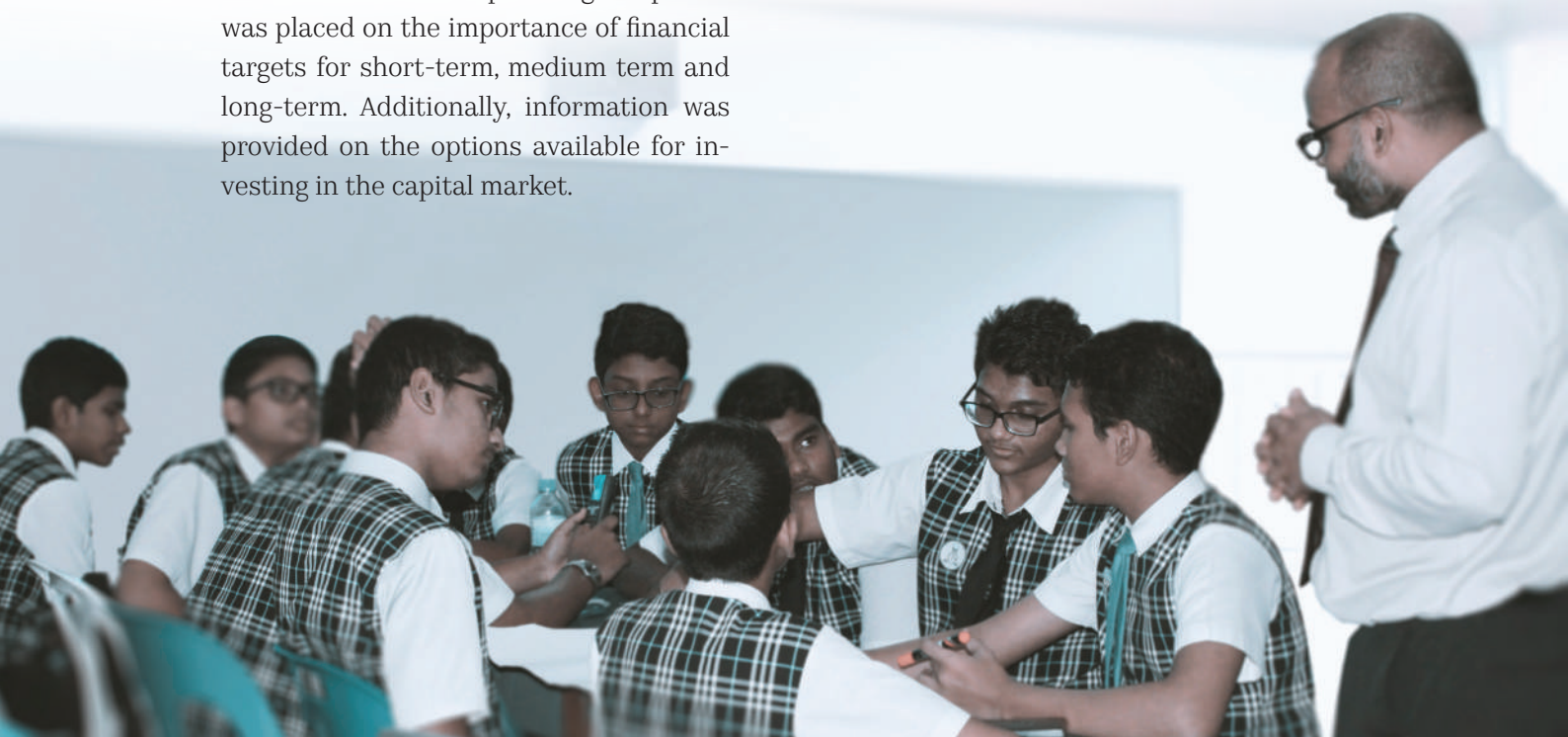
## 2. Financial Planning (for Secondary School Students)

### 2.1 Financial Planning (for Secondary School Students)

On 2<sup>nd</sup> October 2018, CMDA invited student leaders from secondary schools to participate in a session on financial planning. Thirteen students participated in the programme. The 2-hour session was aimed at creating awareness about identify needs vs wants, saving for the future and the need for financial planning. Emphasis was placed on the importance of financial targets for short-term, medium term and long-term. Additionally, information was provided on the options available for investing in the capital market.

### 2.2 Financial Planning (Ahmadhiyya International School)

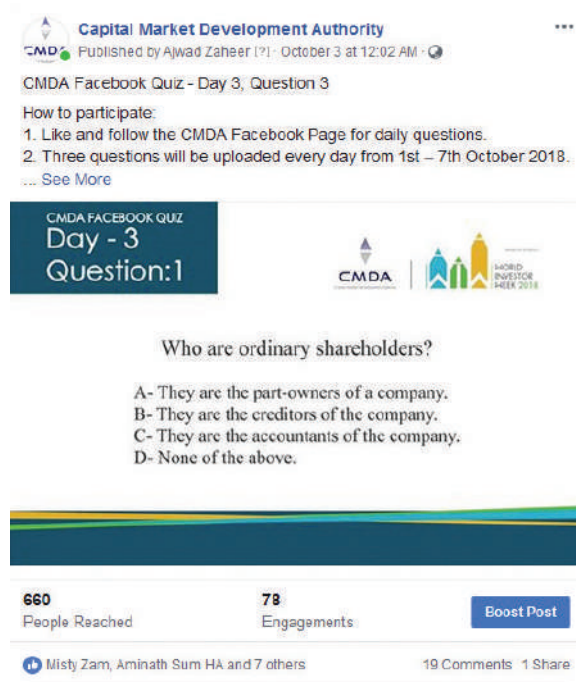
On 4<sup>th</sup> October 2018, separate sessions were conducted for students of Ahmadhiyya International School Grade 8 (Age: 13-14 years). Fifty eight students participated in this programme.



### 3. Facebook Quiz (1- 7 October 2018)

A capital market related Quiz was conducted via Facebook for Maldivians during the week with 3 questions posted on the Facebook page of CMDA on a daily basis. Forty two users participated in the quiz. This is an increase of 11% participation compared to 2017.

Eleven participants answered all 21 questions correctly. The winner of the quiz, Mrs. Maryam Shafeeq, Dhireylaaluge of S.Hithadhoo, was awarded a cash prize MVR 3,000 (USD200) and 5 GB mobile data from Dhivehi Raajjeyge Gulhun Plc.(Dhiraagu- a telecom provider in Maldives).



## 4. Forum on Financial Literacy



The session on investing was a 2-hour programme aimed at college and university students to provide information on *Fintech*, covering recent developments in financial technology, Maldives Retirement Pension Scheme and pension related Annuity products. Thirty seven students participated in the programme.

### 4.1 Session on FinTech

This session focused on financial technology, cryptocurrency and blockchain and how financial technology has revolutionized the way business is conducted. The possible developments for the Maldives in the near future was touched upon in the presentation. This presentation was conducted by a CMDA staff member engaged in market development activities.





## 4.2 Session on Retirement Pension

The session focused on the basics of retirement pension. It included the need for financial security and why retirement planning at an early age must be considered. The session was presented by a senior official of the Maldives Pension Administration Office.



## 4.3 Session on Trading Financial Securities

The session focused on how shares are traded through a stock exchange. The process of buying and selling of shares as well as how markets operate and factors influencing share prices were discussed. This session was presented by the Maldives Stock Exchange Company Pvt Ltd.



## 4.4 Session on Annuity Products

The session on annuity products was presented by Allied Insurance Company of the Maldives. It was aimed at creating awareness about the pension related products to be launched by the company in collaboration with the Maldives Pension Administration Office.





## 5. Workshop on Islamic Finance

The workshop on Islamic Finance was carried out in collaboration with the Maldives Centre for Islamic Finance, Islamic University of Maldives and the Allied Insurance Company of the Maldives. Twenty three participants successfully completed the programme.

The programme consisted of information on basic Islamic financial concepts, basic contracts and Islamic insurance (takaful). The focus of the session on insurance was the need to mitigate risks faced in everyday life as well as using insurance products as investment opportunities.

## 6. Video message on “Saving and Investing”

A video message by Mr. Thoha Saleem, the principal of Ghiyasuddin International School, on savings and investing was uploaded to Facebook page of Capital Market Development Authority. The video is intended to encourage children to think about savings from an early age. In his message he touched upon strategies and experiences of many successful global investors. This message was intended to resonate with many aspiring youngsters to be more proactive and methodical in their approach to saving and investing. As of 22nd October 2018, the [video](#) was viewed more than 3,700 times.

## 7. Activities by Maldives Stock Exchange Company Pvt Ltd.

### 7.1. Infographics - one infographic for each day of WIW shared on social media (Facebook, Twitter and LinkedIn)

Infographic videos based on the following concepts related to investing were shared on social media during WIW2018. The reach and number of shares are indicated below:-

- Day 1: Investing (17,632 reach, 32 shares)
- Day 2: Dividends (4,498 reach, 1 share)
- Day 3: Capital Gain (5,708 reach, 7 shares)
- Day 4: Sukuks (14,531 reach, 19 shares)
- Day 5: Diversification (12,948 reach, 26 shares)
- Day 6: Risk vs Reward (19,238 reach, 26 shares)
- Day 7: Crowdfunding (7,063 reach, 12 shares)

### 7.2. Article on “The Art of Investing” published on ‘The Edition’ by Mihaaru and shared on social media

The article was published in the online news “The Edition” titled “The Art of Investing” had a reach of 1.225 and was shared by 4 users. The article aims at providing basic information on investing and the need to consistently invest and focus on returns as well as the risk factor in making investment decisions.



Photo: Maldives Stock Exchange Company Pvt. Ltd.

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