

PUBLIC REPORT ON WORLD INVESTOR WEEK

03rd – 9th OCTOBER 2022

CAPITAL MARKET DEVELOPMENT AUTHORITY
MALDIVES



Table of Contents

1.	Overview of WIW 2022 activities.....	4
2.	Financial Literacy Programme; “Fostering Financial Literacy for Youth”	5
2.1.	Saving & Investing	5
2.2.	Retirement Planning	6
2.3.	Securities Market Operations	6
3.	CMDA Social Media Quiz (3-9 October 2022).....	7
4.	Activity 3- Financial Journalism	7
4.1.	Securities Market Operations	8
4.2.	Market Regulations & Corporate Governance	8
4.3.	Economic and Business Reporting	9
5.	Activity 4 – Webinar on Sustainable Finance	9
5.1.	Aligning Investments to Sustainability Goals	10
5.2.	Opportunities, Risks, and Impacts of Sustainable Finance in SME’s.	10
5.3.	Private Securities Market.....	10
6.	Activity 5- Webinar on the Importance of Financial Literacy	10
6.1.	Role of Financial Literacy.....	11
6.2.	Financial Inclusion	11
6.3.	Financial Education for Social and Financial Protection	11
7.	WIW2022 – Information shared on social media.....	11

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Other IOSCO members:

None

Other participants:

- Maldives Pension Administration Office (MPAO)
- Maldives Monetary Authority (MMA)
- Maldives Stock Exchange Company Pvt Ltd (MSE)
- Bank of Maldives Plc (BML)
- Maldives Islamic Bank Plc (MIB)
- SME Development Finance Corporation (SDFC)
- Allied Insurance Company Pvt Ltd. (Allied Insurance)

1. Overview of WIW 2022 activities

Capital Market Development Authority (CMDA) activities for World Investor Week were carried out from 3rd to 9th October 2022 with a total of 5 activities. Some of the activities were conducted face to face while others were conducted virtually to allow audiences to participate from different parts of the Maldives. All activities combined; a total of 835 people participated in WIW 2022 activities.

WIW 2022 was launched in the Maldives with a financial literacy programme on “Fostering Financial Literacy for Youth”, that included sessions delivered by Maldives Pension Administration Office (MPAO), Maldives Stock Exchange (MSE) and CMDA. Subsequently, a programme on “Financial Journalism”, a webinar on “Sustainable Finance” and a programme on the “Importance of Financial Literacy” were conducted throughout the week. Fostering financial literacy for youth and Financial Journalism Programme were conducted face to face while the other programmes were conducted via Zoom. Daily updates of the activities were posted on CMDA social media channels after each programme, over the course of WIW 2022.

In addition to the activities carried out by CMDA, Maldives Stock Exchange and Maldives Securities Depository initiated a 7-day series of social media posts pertaining to one of the themes for the year: Investor Resilience. The storyline of the posts detailed how one can turn everyday savings to a resilient investment considering the factors that will help make the plan fool-proof. The video-clip post series were featured on all MSE social media platforms (Facebook, Instagram, Twitter, and Linked-In).

2. Activity-1 | Financial Literacy Programme; “Fostering Financial Literacy for Youth”



The opening ceremony of WIW 2022 was followed by a financial literacy programme on “Fostering Financial Literacy for Youth” aimed for college and university students. The opening remarks by the Chief Executive Officer of CMDA, Mohamed Hussain Maniku highlighted the importance of students and youth in building a financially resilient community as well as the new investment options available in the Maldives. He also emphasised on the importance of building financial discipline to achieve long term goals.

The programme consisted of three sessions: Saving & Investing, Retirement Planning & Securities Market Operations. The sessions were presented by staff from CMDA, MSE and MPAO.

2.1. Saving & Investing

This session was focused on the importance of saving and investing through capital markets. The session aimed to create awareness on building a society with more financially resilient citizens and discussed the locally available avenues for saving and investments. This session was presented by Mr. Abdullah Zakariyya, Head of Pension Supervision Department at CMDA.

2.2. Retirement Planning



The session on “How to be a smart investor – Pension Perspective” focused on setting a goal for retirement, saving options, pension related investments which include Maldives Retirement Pension Scheme (MRPS) as an investor - investment objectives and strategies, investable opportunities in Maldives and investment allocations, performance, and processes. Additionally, this session covered the benefits of MRPS membership. The session was presented by Ms. Mariyam Hana, Investment Development Analyst at MPAO.

2.3. Securities Market Operations



The session on Securities Market Operations was an introductory session about the stock market, brief description about shares, bonds and sukuk and an explanation of the trading process. This session was presented by Mr. Hussain Iyaad, Operations Officer at Maldives Stock Exchange.

3. Activity-2 | CMDA Social Media Quiz (3-9 October 2022)

CMDA Social Media Quiz was open to all Maldivians with a MVR 5,000 cash prize for the winner. This was promoted via Facebook, Instagram and Twitter. Quiz commenced on 3rd October and continued throughout the week till 9th October 2022.

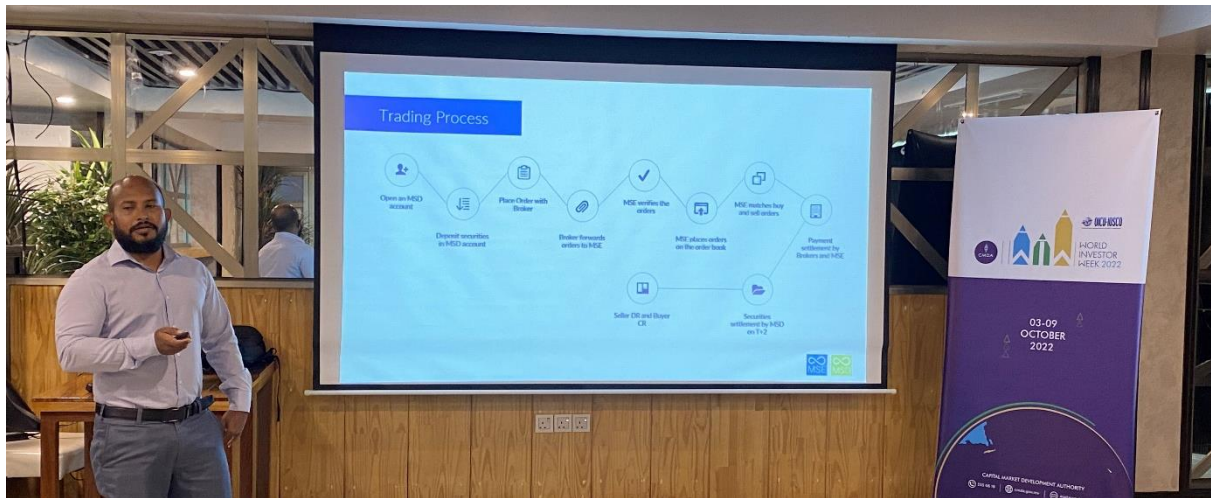
A total of 790 participants responded to the Quiz. This is a 939.47% increase from the year 2021. A total of 30 participants made to the draw with all correct answers and the winner was Ms. Aishath Salma, Hithadhoo of Addu City.



4. Activity-3 | Financial Journalism

This programme was aimed for journalists and was conducted on the 5th of October 2022. The Programme commenced with a session on “Securities Market Operations”, presented by Mr. Mujuthaba Moosa, Head of Operations at MSE, followed by a session on “Market Regulations & Corporate Governance” presented by Uz. Hussain Nazeer, Legal Consultant at CMDA. Third session on Economic and Business Reporting was presented by Mr. Ahmed Riza, CEO of Realty Consultancy Maldives Pvt Ltd. The final session on Annual Reports and Financial Accounts was presented by Mr Ibrahim Saleem, Director General and Mr. Ahmed Arushad, Assistant Manager at CMDA.

4.1. Securities Market Operations



This session was presented by Mr. Mujuthaba Moosa, Head of Operations at Maldives Stock Exchange. The speaker gave an overview of Maldivian stock market, its participants and instruments. The difference between Primary Market and Secondary Market was also highlighted, while also emphasising on the trading process.

4.2. Market Regulations & Corporate Governance



This session was presented by Uz. Hussain Nazeer, Legal Consultant at CMDA. The session focused on the effective laws and regulations, investor protection, regulatory framework. The speaker also drew attention to the importance of transparency and the role of corporate governance.

4.3. Economic and Business Reporting



This session was presented by Mr. Ahmed Riza, CEO of Realty Consultancy Maldives Pvt Ltd. Different aspects of business reporting, methods, and techniques to make reporting interesting were discussed in this session.

5. Activity-4 | Webinar on Sustainable Finance



Webinar on sustainable finance was conducted on the 6th of October 2022. This programme was aimed for the general public and covered the following 3 sessions.

5.1. Aligning Investments to Sustainability Goals

This session was presented by Mr. Badhurudheen Hassan, Head of Retail Banking & Cards) and Mr. Ali Farish, Head of Business & SME Banking segment at BML. This session focused on sustainability through banking, banking services and social initiatives by BML.

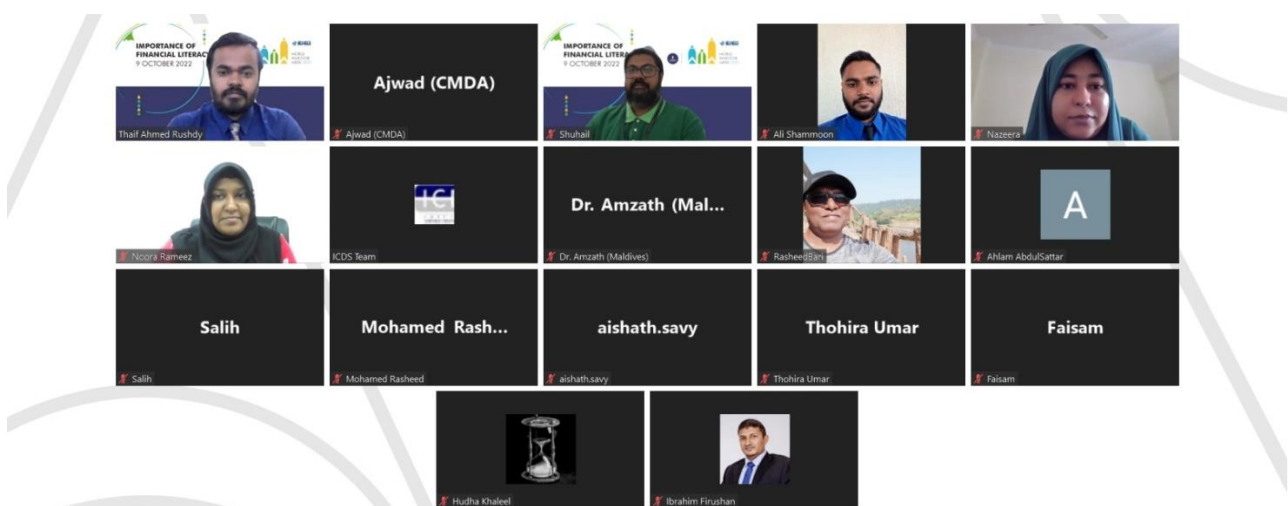
5.2. Opportunities, Risks, and Impacts of Sustainable Finance in SME's.

This session was presented by Ms. Mariyam Mahin Moosa, Senior Business Support Specialist at SME Development Finance Corporation (SDFC). This session highlighted the role of SDFC and SME's in the Maldives. The session also emphasised the significance of sustainable financing, opportunities and impacts in Maldives.

5.3. Private Securities Market

This session was presented by Ms. Aishath Limya, Head of Business Development at Maldives Stock Exchange. This session focused on raising finance for private companies through the recently introduced Viyana platform.

6. Activity-5 | Webinar on the Importance of Financial Literacy



Webinar on the Importance of Financial Literacy was conducted on 9th October 2022. This activity was aimed for the public and included the following sessions.

6.1. Role of Financial Literacy

This session was presented by Mr. Thaif Ahmed Rushdy, Deputy Manager at Maldives Monetary Authority. The session covered the importance of financial literacy and the positive impact it has on a society and how to improve the level of financial literacy.

6.2. Financial Inclusion

This session was presented by Mr. Ibrahim Shuhail, Branch Manager at Maldives Islamic Bank. The session focused on the benefits of financial inclusion, financial services demanded by the society, challenges faced by both the society and financial institutions.

6.3. Financial Education for Social and Financial Protection

This session was presented by Mr. Ibrahim Firushan, General Manager at Allied Insurance Company. The session focused on the role of insurance in financial education and protection of a society. The session also highlighted the importance of understanding risk exposure and the products available to mitigate such exposures.

7. WIW2022 – Information shared on social media

CMDA shared information related to WIW2022 through social media platforms such as Facebook, Twitter and Instagram. A promotional post for each activity was shared on these channels. The following table summarises the level of public interaction to these posts for all the activities. The posts had 29,151 views and 1,607 engagements.