

## **WORLD INVESTOR WEEK 2019**

**National Coordinator: Securities and Exchange Commission (SEC), Zambia**

**Other IOSCO members: N/A**

**Other participants: Capital Markets Association of Zambia (CMAZ), Lusaka Securities Exchange Plc (LuSE), Equity Capital Resources Plc, Altus Capital Limited, African Life Financial Services Zambia Limited and the University of Zambia Economics and Business Association (UNZABECA).**

In 2017, the Securities and Exchange Commission (SEC) partnered with the International Organization of Securities Commissions (IOSCO) to commemorate the World Investor Week (WIW) and to coordinate WIW activities for Zambia. This year, the WIW 2019 was undertaken under the theme **‘A Smart Investor through Capital Markets’** from 30<sup>th</sup> September – 6<sup>th</sup> October 2019 and activities were led by the SEC and in collaboration with the Capital Markets Association of Zambia (CMAZ) and other capital markets stakeholders (listed above).

Like in many jurisdictions, Zambia is part of a global agenda that seeks to enhance the financial education and financial inclusion levels of its Citizens. Therefore, the WIW 2019 is an important activity in our capital markets as it contributes towards achieving this objective. As in the previous years, the WIW 2019 spurred a lot of public interest and created an opportunity to raise awareness on investor education and protection. The SEC also leveraged on this teachable moment to educate people on its investor protection mandate (among other things). Below are some of the activities that we engaged in during the WIW 2019:

### **1. STUDENT ENGAGEMENT**

Under the IOSCO Investor Education Strategy, the Youth segment is considered to be a major target group. As such, students from the University of Zambia, particularly from the University of Zambia Business and Economics Association (UNZABECA) were engaged as a key target group who represented the Youths. A seminar was conducted to educate the students on capital markets, career choices in capital markets (among other things). Students that were engaged assumed the

position of Ambassadors for capital markets during the campaign and participated towards spreading outreach of messages.

## 2. ARTICLE WRITING COMPETITION

Further to the above, the SEC and CMAZ and in collaboration with UNZABECA launched an Article writing competition. The objective of the competition was to engage students in research around capital markets in line with the theme messaging for the WIW 2019. As an incentive, deserving students will be awarded in monetary form amounting to approximately US\$400. Forty (40) students expressed interest and have since submitted articles for review.

## 3. PUBLIC EXHIBITION

A capital market operators' public exhibition was held on Saturday, 5<sup>th</sup> and Sunday, 6<sup>th</sup> October 2019 at East Park Mall in Lusaka (situated in the urban centre of Lusaka City). Exhibitors interacted with shoppers and passersby, highlighting the key messages for the WIW 2019 i.e. attributes of a smart investor; capital markets products; benefits and risks associated with investing. Approximately 500 people were reached at the exhibition. Exhibitors included: the SEC, fund managers, stockbrokers, the Capital Markets Association of Zambia and the University of Zambia (UNZA).

## 4. WEBSITE AND MEDIA ACTIVITIES

The following media activities were undertaken during the WIW 2019:

- i) **Radio:** the SEC and CMAZ featured on radio programmes and captured an audience of approximately two (2) million listeners.
- ii) **Social Media:** social media platforms such as Whatsapp and Facebook were utilized during the campaign.
- iii) **Website:** the SEC and collaborative partners utilized their websites to disseminate information during the campaign period. It was noted that there was an increase in Pageviews and Visits on the website of totaling approximately 4,658 (visits and pageviews combined).

## 5. DISSEMINATION OF INVESTOR EDUCATION MATERIAL

Investor education flyers and bulletins were distributed during the WIW 2019. The literature contained rich content and covered some of the following areas: registration of securities; licensing procedures in the Zambian capital markets; basic facts about capital markets; knowledge on the SEC and capital market operators; key messaging for the WIW 2019 et cetera.

## 6. WORLD INVESTOR WEEK 2019 GALLERY

Below is a graphical illustration of activities undertaken during the WIW 2019.



Exhibitors pose for a group photo at East Park Mall in Lusaka



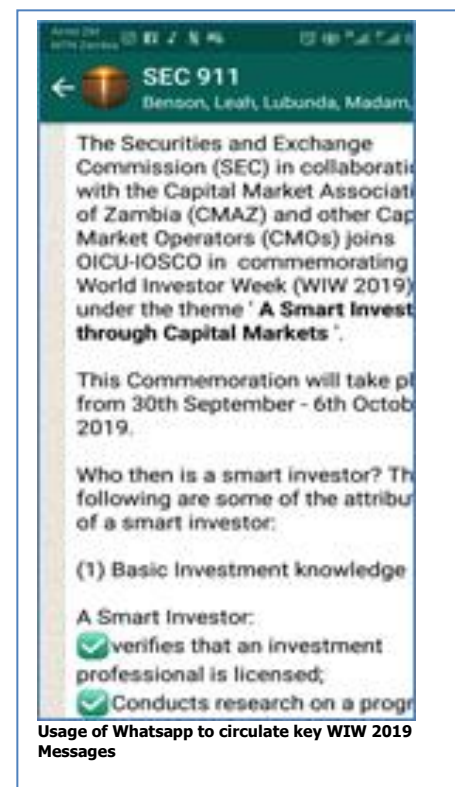
SEC intern undertaking investor education



An interactive session with UNZA students during the launch of the WIW 2019 Article Writing Competition



SEC – Manager for Market Development (Ms. Dingase Makumba) highlighting key Messages for the World Investor Week 2019 during the launch



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