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Outline of Presentation in IFIE/IOSCO conference

The Institute for Securities Education and Public Relations in the Japan Securities Dealers Association is tasked with "Investor Education (dissemination and enlightenment of securities knowledge)." The Institute is funded from the Association's "special accounts," which are separate from the "general accounts" of the main body of JSDA.

The Institute's activities focus mainly on two areas: (1) schools (for students and teachers) and (2) the public (general consumers and general investors). They also can be divided into 3 categories; (1) activities by JSDA alone, (2) joint activities with the Tokyo Stock Exchange, and (3) joint activities by nine securities organizations.

The financial resources for these activities are diverse, but mainly consist of (1) provisions from the general account (Association membership fee), (2) grants from the Capital Market Promotion Fund, and (3) contributions from organizations with which JSDA conducts joint activities.

Due to the current financial crisis worldwide, we expect securing financial resources will be difficult. Under such circumstances, while we continue to stress the importance of our dissemination and enlightenment of securities knowledge activities to JSDA members and also broadly to the public, we are contriving effective ways to use our limited budget.

To be more precise, we are appealing to the mass media to give us a high degree of media coverage of our activities on TV or in newspapers for free.

Among other advertising methods, we do not need to send invitations to teachers in junior high schools and high schools for every one of our events because our support of the voluntary research activities of teachers draws attention to our activities, leading to an increase in participants to our events and the expansion of our activity basis.

During my presentation in this session, in addition to explaining the sources of the funding for our investor education (dissemination and enlightenment of securities knowledge) activities, I would like to introduce our ingenious attempts to make effective use of our limited operating expenses (budget).

Remarks

The Capital Market Promotion Fund: a foundation established following the dissolution of the Japan Securities Holding Association, which was set up as recipient of shares of securities firms in January 1965 at the time of the Japanese bear market securities recession in the mid 60's. When founded, it was decided to use the half of the foundation profit for capital market education.