

## **REBUILDING INVESTOR TRUST: IFIE AND IOSCO JOIN EGYPTIAN FINANCIAL SERVICES AUTHORITY IN HOLDING GLOBAL INVESTOR EDUCATION CONFERENCE IN CAIRO**

*Cairo Event Starting Today Features Experts from North America, South America, the Middle East, Africa, and Asia.*

**CAIRO, EGYPT//November 8, 2010//**As markets look to rebuild following the market downturn and the tightening of credit, the International Forum for Investor Education (IFIE) and the International Organization of Securities Commissions (IOSCO) today opened a joint investor education conference in Cairo, Egypt. Running through Tuesday, the IFIE/IOSCO conference is hosted by the Egyptian Financial Services Authority (EFSA).

With the theme "Investor Education: Rebuilding the Trust of the Global Investing Public," the IFIE/IOSCO investor education conference is taking place at the Conrad Cairo Hotel in the heart of downtown Cairo. Full conference details are available online at <http://www.ifie.org>.

Experts from the world's leading regulatory organizations, stock exchanges, and financial firms will provide attendees with information on techniques for delivering and evaluating investor education programmes to the role investor education plays in capital market development and the psychology of investing. A wide array of topics will inform attendees, provide them with resources to start or improve investor education within their countries and organizations, and allow them to share and learn from one another's experience.

Conference speakers include:

- Dr. Ahmed Saad Abdel-Latif, chairman, IFIE Middle East North Africa (MENA) and chair, IFIE Regional Committee, and chair, Conference Host Committee;
- Greg Tanzer, secretary general, IOSCO;
- Steve Joachim, chairman, International Forum for Investor Education;
- Tony Hobman, CEO, Consumer Financial Education Body (CFEB), United Kingdom;
- Kun Ho Hwang, chairman, Korea Financial Investment Association, Korea Council for Investor Education, and the Asia Forum for Investor Education (AFIE);
- Dr. Ziad Bahaa El-Dine, Chairman, Egyptian Financial Supervisory Authority;
- M. S. Sahoo, whole time member, Securities and Exchange Board of India;
- Adele Atkinson, policy analyst, Financial Affairs Division, Organisation for Economic Co-Operation and Development (OECD);
- Dr. Khaled Serry Sayem, chairman, Egyptian Stock Exchange;

- Diana Crossan, retirement commissioner, New Zealand Retirement Commission;
- Tom Hamza, chief executive officer, Investor Education Fund in Canada;
- Sujatha Sekhar Naik, deputy general manager and head, Investor Affairs & Complaints Department, Securities Commission of Malaysia;
- Mohamed Soliman Abdel Salam, Chairman and Managing Director of Misr for Central Clearing Depository and Registry (MCDR);
- Tom Collimore, director, Investor Education, CFA Institute;
- John Gannon, president, FINRA Foundation for Investor Education;
- Ies Robles, Director for Public Debt Management, Mexico City;
- Bert Chanetsa, deputy executive officer, Investment Institutions, Financial Services Board of South Africa;
- Susumu Kohsaka, executive chief of operations for Institute for Securities Education & Public Relations, Japan Securities Dealers Association;
- Eduardo Manhães Ribeiro Gomes, Superintendente - Relações Internacionais, Comissão de Valores Mobiliários (CVM) of Brazil;
- Dr. Samy Abdel Aziz , Dean of Mass Communication Faculty, Cairo University;
- Annamaria Lusardi, The Joel Z. and Susan Hyatt 1972 Professor, Economics Department, Dartmouth College; and
- Sarimah Ramthandin, General Manager, Investor Education, Securities Industry Development Corporation (SIDC), Malaysia.

This is the third joint conference to be undertaken by the International Forum for Investor Education and the International Organization of Securities Commissions. IFIE and IOSCO held their first joint conference in Madrid in 2007. The second joint conference of the two groups took place in Washington, D.C., in 2009.

### **ABOUT THE GROUPS**

Chartered in 2005, the International Forum for Investor Education (<http://www.ifie.org>) is a unique alliance that brings together private sector and public sector providers of investor education to improve the global standards for investor education. The Forum is accomplishing this objective by serving as a clearinghouse for the exchange of information between providers of investor education from different jurisdictions, including organizations that are just beginning

to develop investor education programs. IFIE enables providers of investor education to learn about investment products and the investment process in the international financial market and about investor education programs globally. In addition, IFIE encourages providers of investor education to remain current with trends in investor education by disseminating relevant research and other materials in membership meetings and via a dedicated Web site and other channels.

The member agencies currently together in the International Organization of Securities Commissions (<http://www.iosco.org>) have resolved, through its permanent structures: to cooperate together to promote high standards of regulation in order to maintain just, efficient and sound markets; to exchange information on their respective experiences in order to promote the development of domestic markets; to unite their efforts to establish standards and an effective surveillance of international securities transactions; to provide mutual assistance to promote the integrity of the markets by a rigorous application of the standards and by effective enforcement against offenses.

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