

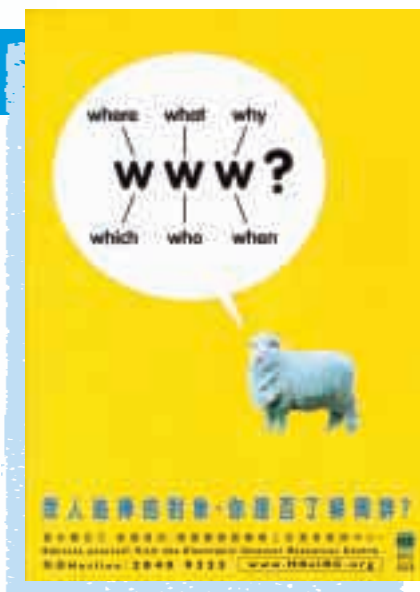
Investor Education and the SFC

The SFC is committed to educating and communicating with investors. Let's take a look at our activities over the years.



Investor Education

Knowledge is an investor's safety net. We help investors to invest wisely by understanding the markets, investment risks, and their rights and obligations. We run campaigns on new products and market malpractices.



Since 1996 when the SFC began its investor work proactively, we have rolled out 64 TV episodes of drama and documentary, 194 radio segments, 613 feature articles in the print media, and five CD-ROM/VCDs. We have had six TV Announcements in the Public Interest (API) with different creative concepts. Over 1.8 million copies of investor brochures of 70 titles have been distributed.

Investor Information

We encourage investors to "get the facts before they invest". We started the Electronic Investor Resources Centre (eIRC) website in 2000. With the latest revamp last November, the eIRC has over 710 links to 470 websites of education resources, market information, regulators, exchanges and intermediaries. It carries over 300 feature articles, 79 video and audio clippings, 148 hot investor questions, 40 interactive games, the Alert List, a monthly e-newsletter with 5,300 subscribers and a teachers corner.



Investor Alert

Fraudsters use various tricks to dupe unwary investors. In 2000, we published an Alert List to name suspected boiler rooms. It has been expanded to include scam websites and phishes to caution investors. There are 238 blacklisted entities.

We even build our own scam websites on the eIRC to illustrate how typical boiler rooms and scam websites work. The Smart Investor Awards encourage the public to report financial scams - 12 citizens have been awarded so far.



Investor Communications

We answer investors' questions and listen to their complaints. Investors can call our Investor Hotline (Tel: 2840 9333) or reach us by mail, fax, email or filling in the on-line form on the eIRC.

We organise outreach activities to meet secondary and tertiary students, civil servants, and the elderly. Since 2000, we have organised 80 workshops for secondary school teachers, attracting over 4,400 enrolments.



Investor Surveys

We have conducted four surveys on retail investors since 1996 to help plan our investor education job.



Looking forward, we will continue to explore new channels to effectively communicate with investors and to proactively launch education programmes in line with market development and investor needs.

