

# Stakeholders

Our engagement with stakeholders helps them understand our work and provides them with up-to-date regulatory information.

In September, we introduced our official Facebook page which features updates on topics of interest to the general public, including investor warnings about market risks, fraud and scams. Information of interest to the financial industry and other professionals is posted on the SFC's LinkedIn page.

Also in September, we launched a campaign to warn the public about the use of social media platforms to defraud investors, particularly ramp and dump schemes and scammers who impersonate well-known investment advisors and popular market commentators.

During the quarter, we supported two industry events and our senior executives spoke at nine local and international webinars and virtual meetings. We also held meetings with industry associations to understand their views on regulatory issues. In interviews with two publications, *Hong Kong Lawyer* and *Asia Risk*, our Chief Executive Officer Mr Ashley Alder discussed the SFC's regulatory approach and response to the COVID-19 outbreak.

We hosted the SFC Compliance Forum on a virtual platform in October. During the one-day event, regulators and industry participants discussed the risks and opportunities facing the securities industry and capital markets, the management of liquidity, prudential and market risks, sustainable finance, family offices, private wealth management and anti-money laundering and counter financing of terrorism.

We were a co-organiser of Hong Kong FinTech Week 2020 in November. Our senior executives delivered speeches and hosted panel discussions on regulatory issues related to the development of financial technology during the event.



SFC Facebook page

We released the following publications in the quarter:

- The *Asset and Wealth Management Activities Survey 2019* provided a comprehensive overview of the asset and wealth management industry in Hong Kong<sup>1</sup>.
- A special issue of *Enforcement Reporter* warned the public about stock investment scams conducted through social media platforms.
- The *Financial Review of the Securities Industry* provided statistics on the financial positions of securities dealers and securities margin financiers as well as the financial performance of SEHK<sup>2</sup> participants in the first half of 2020.
- The *Half-yearly Review of the Global and Local Securities Markets* discussed the performance of major stock markets as well as risks and uncertainties facing Hong Kong and international markets.
- The September issue of the *Takeovers Bulletin* reminded offeree companies about exclusivity agreements and introduced a new platform for the electronic submission of documents on display.

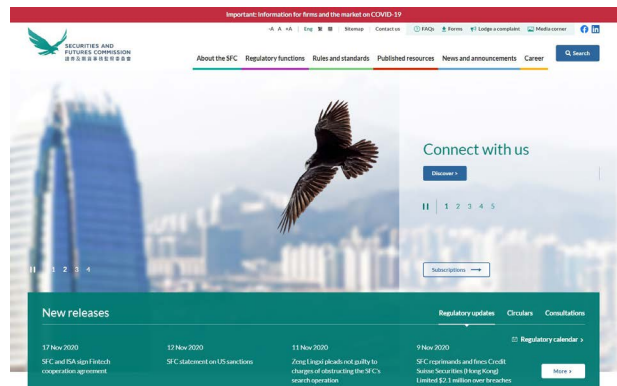
<sup>1</sup> See Products on pages 8-10.

<sup>2</sup> The Stock Exchange of Hong Kong Limited.

## Stakeholders

During the quarter, we issued statements about the new National Security Law, US government sanctions and Next Digital Limited. We also issued 13 circulars providing guidance on a number of matters, including internet trading cybersecurity, over-the-counter derivatives reporting, corporate professional investors and updates on anti-money laundering and counter-terrorist financing.

The redesigned corporate website we introduced in October provides an improved user experience in terms of navigation, functionality and information search.



Redesigned SFC corporate website

## Publications and other communications

	Quarter ended 30.9.2020	Six months ended 30.9.2020	Six months ended 30.9.2019	YoY change (%)
Press releases	33	64	64	0
Policy statements and announcements	4	7	2	250
Consultation papers	2	3	2	50
Consultation conclusions	1	4	2	100
Industry-related publications	5	7	7	0
Codes and guidelines <sup>a</sup>	3	4	5	-20
Circulars to industry	13	32	40	-20
Corporate website average daily page views <sup>b</sup>	42,832	40,456	53,945	-25
General enquiries	1,636	3,589	3,298	8.8

a Includes updates to previous versions.

b The average number of webpages browsed per day during the reporting period.