

## Sunday, April 8, 2018

16:00 - 18:00 **IFIE Advisory Board Meeting**

**Mayfair(12F)**

## Monday, April 9, 2018

09:00 - 12:00 **GEM Workshop**

**Orchard(2F)**

12:00 - 13:00 **Lunch for Global Leadership and attendees and IFIE/Chapter Networks (Americas, Asia, Europe/Africa)**

**Maple(2F)**

13:00 - 15:30 **IFIE Africa Chapter AGM**

**TBD**

13:00 - 15:30 **IFIE Americas Chapter AGM**

**Kensington Terrace(12F)**

13:00 - 15:30 **IFIE Asia Chapter AGM**

**Orchard(2F)**

13:00 - 15:30 **IFIE Europe and MENA Chapter AGMs - TBD**

**TBD**

16:00 - 17:30 **IFIE Annual Members Meeting**

**Orchard(2F)**

18:30 - 20:00 **IFIE - IOSCO Global Investor Education pre - Conference Reception**

**Kensington Terrace(12F)**

All those attending the Conference and adjacent meetings are welcome to attend

## Tuesday, April 10, 2018

09:30 - 10:30 **Welcomes and Opening Session of the 2018 10th Anniversary  
IFIE - IOSCO Global Investor Education Conference**

**Ascot Hall II (B2F)**

Welcome/Introduction from Koichi Ishikura, JSDA and Chair, IFIE

Welcome Remarks from Conference Host and JSDA Chairman Mr. Shigeharu Suzuki, Chairman and CEO, JSDA

Welcome Remarks from Mr. Takao Ochi, State Minister for Financial Services, Government of Japan

Welcome Remarks from Lori Schock, Director, Office of Investor Education and Advocacy, U.S. Securities and Exchange Commission (SEC) and Chair, 2018 IFIE - IOSCO Global Investor Education Conference Programme Committee

Remarks from Paul Andrews, Secretary General, IOSCO

Remarks from Mr. Shinichi Yoshiikuni, Chairman of the Central Council for Financial Services Information, Japan

10:30 - 10:45 **Break**

10:45 - 12:30 **Quick Start - Ideas, Trends and What's New in FC/IE Implementation Work Around the World in the Past Year**

- Pasquale Munafò, Senior Officer, General Manager's Office, Consob Italy; Vice - Chair, IOSCO Committee 8 - Working Together with Other Stakeholders and Leveraging Partnerships with Universities
- Ana Leoni, Head of Education, ANBIMA, Brazil - Fostering the Public Debate about Financial Education: Establishing Broad Conversations with Stakeholders, Market Agents, Media and Investors
- Pamela McDonald, Director of Communications and Education, British Columbia Securities Commission, Canada - Building a Financial Capability/Investor Education Programme Using Research to Segment Messaging
- Myungsoo Sim, Deputy Director of International Affairs, KOFIA, South Korea - "Drilling Down" on Messaging: Emerging Thinking on How Investor Education Relates to Building Capital Markets
- Camille Beaudoin, Director of Financial Education, AMF Quebec, Canada - Thinking About Risk: New Investor Risk Profile Calculator
- Damian Yip, Head of Marketing and Programmes, Investor Education Centre (IEC), Hong Kong - New Public Campaign in "Chin Family series" on Bitcoin and other Cryptocurrencies
- Erica Richardson, Director, Commodity Futures Trading Commission, U.S. - Cryptocurrencies and Initial Coin Offerings (ICOs)
- Jose Alexandre Cavalcanti Vasco, Securities and Exchange Commission (CVM), Brazil; Chair, IOSCO Committee 8 - The Application of Behavioural Insights to Financial Literacy and Investor Education Programmes and Initiatives


12:30 - 13:30 **Lunch**

**Maple(2F)**

13:30 - 14:30 **Afternoon Plenary Session - "Key Issues in and Impacting the FC/IE Field"  
Discussion on External Trends Impacting the Field and What They Mean for our Work**

**Ascot Hall II (B2F)**

- Douglas Melville, Principal Ombudsman and Chief Executive, Channel Islands Financial Ombudsman (CIFO), moderator

Continue 13:30 - 14:30	<ul style="list-style-type: none"> <li>•Paul Andrews, Secretary General, IOSCO</li> <li>•Kazuhiisa Shibayama, Founder/CEO of WealthNavi, Japan</li> <li>•Peter Douglas, CAIA, Director, CAIA Foundation</li> <li>•N. Hariharan, Securities and Exchange Board of India (SEBI)</li> <li>•Lucy Njaramba, Capital Markets Authority (CMA) Kenya</li> </ul>
14:30 - 14:45	<b>Remarks</b> <ul style="list-style-type: none"> <li>•Kumi Fujisawa, Chair of Financial Literacy and Education Support Committee, JSDA</li> </ul>
14:45 - 15:00	<b>Break</b>
15:00 - 18:00	<b>Afternoon Plenary Session - "Key Issues in and Impacting the FC/IE Field" (continued)</b> <p><b>Key Issues Engaging Young People Starting Out</b></p> <ul style="list-style-type: none"> <li>•Ali Aldakheel, Capital Markets Authority, Saudi Arabia, moderator</li> <li>•Tyler Fleming, Ontario Securities Commission (OSC) - Research on Millennial Needs and Engagement, and Implications for the Work</li> <li>•Kazim Hasirci, Habitat Association, Turkey - Engaging Young Adults Just Starting Out and Building Resiliency in Turkey</li> <li>•Tirta Segara, Indonesia Financial Services Authority (OJK) - Perspectives on Engaging Young Adults and Building Financial Resiliency in Indonesia</li> <li>•Rediet Abiy, Aflatoun - Global Perspectives on Building Resiliency in Young Adults</li> </ul> <p><b>Key Issues in Meeting the Needs of An Aging Society</b></p> <ul style="list-style-type: none"> <li>•Gerri Walsh, FINRA, moderator</li> <li>•Jed Hodgson, Manager Regulatory Affairs, Financial Conduct Authority (FCA), UK - Report on Senior Investor Vulnerability by IOSCO Committee 8 on Retail Investors</li> <li>•Akiko Nomura, Nomura Institute of Capital Markets Research - Case Study: Longevity and Challenges for Asset Management in Japan</li> <li>•David Boyle, Commission for Financial Capability New Zealand - Workplace - Focused Initiatives to Help People Plan for Retirement</li> </ul> <p><b>Multimedia Showcase of FC/IE Work from Around the Globe</b></p> <ul style="list-style-type: none"> <li>•Cecile de Wit, IOSCO, moderator</li> </ul>
18:30 - 21:00	<b>Networking Event</b> <div>International House of Japan</div> <p>Buffet Networking Dinner at International House of Japan, an institution set up in 1952 to recognize and promote the value of culture in international/global relationships. The donated estate on which the International House stands is just one of Tokyo's many treasures. More history on the funders and 20th century leaders who supported the creation and programming of the organization is available at <a href="https://www.i-house.or.jp/eng/about/index.html">https://www.i-house.or.jp/eng/about/index.html</a></p> 

## Wednesday, April 11, 2018

09:30 - 11:00	<b>Morning Session Day 2</b> <div>Ascot Hall II (B2F)</div> <p><b>Coping with Dynamic Change - Aspects of Building Individual and Organizational Resilience to Achieve Impact</b></p> <ul style="list-style-type: none"> <li>•Robert Stammers CFA, Director of Investor Engagement, CFA Institute, moderator and speaker</li> <li>•Gerri Walsh, Senior Vice President, FINRA &amp; President, FINRA Foundation, U.S. - Case Study on Building Resilience #1</li> <li>•David Boyle, Group Manager, Education, Commission for Financial Capability, New Zealand - Case Study on Building Resilience #2</li> <li>•Ruth Benjamin - Swales, President, Association for Savings and Investment South Africa (ASISA) Foundation, South Africa - Case Study on Building Resilience #3</li> </ul>
11:00 - 11:15	<b>Break</b>

11:15 - 11:30	<b>Remarks</b> <ul style="list-style-type: none"> <li>•Masamichi Kono, Deputy Secretary General, Organisation for Economic Co - operation and Development (OECD)</li> </ul>	
11:30 - 12:30	<b>Morning Session Day 2 (continued)</b> <b>Roles of Different Sectors in Implementing FC/IE Initiatives to Help Make Individuals More Resilient</b> <ul style="list-style-type: none"> <li>•Douglas Melville, Principal Ombudsman and Chief Executive, Channel Islands Financial Ombudsman (CIFO), co - moderator</li> <li>•Lori Schock, Director, Office of Investor Education and Advocacy, U.S. Securities and Exchange Commission (SEC), and Chair 2018 IFIE - IOSCO Global Investor Education Conference Programme Committee, co - moderator</li> <li>•Paul Andrews, Secretary General, IOSCO</li> <li>•Flore - Anne Messy, Head of the Financial Affairs Division, OECD</li> <li>•Robert Stammers, CFA, Director of Investor Engagement, CFA Institute</li> <li>•Errol Cova, Head of Investment Institutions and Trust Supervision Department, Central Bank of Curacao and Sint Maarten</li> </ul>	
12:30 - 13:30	<b>Lunch</b>	Maple(2F)
13:30 - 15:00	<b>Breakout Session 1 (English with Japanese Translation)</b> <b>Financial Education and Building Resiliency Among Children/Youth/Families</b> <ul style="list-style-type: none"> <li>•Melanie Mortimer, President, SIFMA Foundation, co - moderator/resource</li> <li>•Rediet Abiy, Head of Programmes, Aflatoun, co - moderator/resource</li> </ul>	TBD
13:30 - 15:00	<b>Breakout Session 2 (English - only)</b> <b>Managing in an FCIE Context: Additional Types and Complexity of Investment Products and Services</b> <ul style="list-style-type: none"> <li>•Uttam Bagri, Chair, Bombay Stock Exchange Brokers' Forum (BBF), co - moderator</li> <li>•Anurag Bansal, Vice Chair, Bombay Stock Exchange Brokers' Forum (BBF), co - moderator</li> <li>•Peter Douglas, CAIA, Director, CAIA Foundation, co - moderator/resource</li> </ul>	TBD
13:30 - 15:00	<b>Breakout Session 3 (English - only)</b> <b>Segmenting Initiatives, Scaling Initiatives</b> <ul style="list-style-type: none"> <li>•Tim Burrell, Financial Conduct Authority (FCA), UK, moderator</li> <li>•Damian Yip, Investor Education Centre (IEC), Hong Kong, resource</li> </ul>	TBD
13:30 - 15:00	<b>Breakout Session 4 (English with Japanese Translation)</b> <b>Addressing and Implementing Initiatives Related to Senior Investor Vulnerabilities</b> <ul style="list-style-type: none"> <li>•Hannah Regan, Financial Conduct Authority (FCA), UK, co - moderator</li> <li>•Jed Hodgson, Financial Conduct Authority (FCA), UK, co - moderator</li> <li>•Gerri Walsh, Vice President, FINRA, &amp; President, FINRA Foundation U.S., resource</li> </ul>	TBD
15:00 - 15:15	<b>Break</b>	
15:15 - 16:15	<b>Developments in Tools and Techniques for Measuring FC/IE Initiatives in Context of Goals Like Resiliency - Two Models</b> <ul style="list-style-type: none"> <li>•Kathryn Edmundson, Executive Director, IFIE, moderator</li> <li>•Jed Hodgson, Manager, Financial Conduct Authority (FCA), UK - Followup research and findings by Money Advice Service (MAS) UK work on measurables</li> <li>•Janete Nel, Marketing Manager and Point Person on ASISA Consumer Financial Education Standing Committee, Association for Savings and Investment South Africa (ASISA)</li> </ul>	Ascot Hall II (B2F)
16:15 - 17:30	<b>The Road Ahead Wrap - Up Session - Looking Back, Going Forward - Voices of Senior Leadership</b> <ul style="list-style-type: none"> <li>•Paul Andrews, Secretary General, IOSCO</li> <li>•Koichi Ishikura, JSDA and Chair, IFIE</li> <li>•Flore - Anne Messy, Head of Financial Affairs Division, OECD</li> <li>•Lori Schock, Director, Office of Investor Education and Advocacy, U.S. SEC, and Chair, 2018 IFIE - IOSCO Global Investor Education Conference Programme Committee</li> <li>•N. Hariharan, Chief General Manager, Securities and Exchange Board of India (SEBI)</li> <li>•Kathryn Edmundson, IFIE, moderator</li> <li>•Additional speakers TBD</li> </ul>	

Dress Code: Conference = Business Attire /// Conference Networking Event = Business Casual