



CMA to participate in World Investor Week 2019

Nairobi, 1 October 2019...The Capital Markets Authority (CMA) has announced its participation in the World Investor Week (WIW) 2019 taking place from 30 September to 6 October 2019, to enhance investor awareness, education and protection.

The third edition of the week-long WIW campaign is an initiative of the International Organization of Securities Commissions (IOSCO), the global standard setting body of capital markets regulators. The global outreach by capital markets regulators and related institutions seeks to raise awareness about the importance of investor education and protection.

During the WIW 2019, CMA will conduct targeted campaigns on vernacular radio stations and social media, in addition to conducting a scavenger hunt competition targeting its online Resource Centre Portal. 'The Authority is cognizant of the critical role that financial literacy plays in the capital markets to support the mobilization of long-term affordable capital from investors for deployment to performing areas of the economy. Access to market-based long-term financing also empowers Government and the private sector to accelerate execution of flagship development projects highlighted in the Vision 2030 and Big Four Agenda. Our goal with this campaign is therefore, to empower individuals to make sound and beneficial decisions on investments and investment products. The campaign will also provide an opportunity for investors to increase familiarity with the scope of opportunities for investment and build awareness of their rights and responsibilities, in order to develop stronger resistance to scams,' said CMA Chief Executive, Mr. Paul Muthaura.

The initiative will add impetus to the Authority's Investor Awareness Strategy, which has seen CMA reach over 150,000 people in 34 counties by leveraging face-to-face forums, new and traditional media. Mr. Muthaura added, 'our robust Investor Education and Public Awareness Program targets the full spectrum of the value chain from potential issuers (corporates, county governments and state corporations) to investor subgroups such as youth, women, Diaspora, chamas and investment clubs and on to institutional investors and market intermediaries.

Last year's WIW 2018 saw capital markets regulators from some 90 jurisdictions in six continents conduct a range of activities, such as offering investor-focused information and services, promoting contests to increase awareness of investor education initiatives,

organizing workshops, and conferences and launching local/national campaigns in their respective jurisdictions.

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Background Information on the Capital Markets Authority

The Capital Markets Authority (CMA) was set up in 1989 as a statutory agency under the Capital Markets Act Cap 485A. It is charged with the prime responsibility of both regulating and developing an orderly, fair and efficient capital markets in Kenya with the view to promoting market integrity and investor confidence. The regulatory functions of the Authority as provided by the Act and the regulations include; Licensing and supervising all the capital market intermediaries; Ensuring compliance with the legal and regulatory framework by all market participants; Regulating public offers of securities, such as equities and bonds & the issuance of other capital market products such as collective investment schemes; Promoting market development through research on new products and services; Reviewing the legal framework to respond to market dynamics; Promoting investor education and public awareness; and Protecting investors' interest. For more information, please contact Capital Markets Authority Head of Corporate Communications, Antony Mwangi on amwangi@cma.or.ke