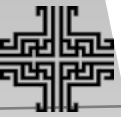


18th Asia Securities Forum

INVESTMENT PROMOTION AND INCENTIVES : **KOREA**

Kwak, Byung Chan
Assistant Director
Korea Financial Investment Association





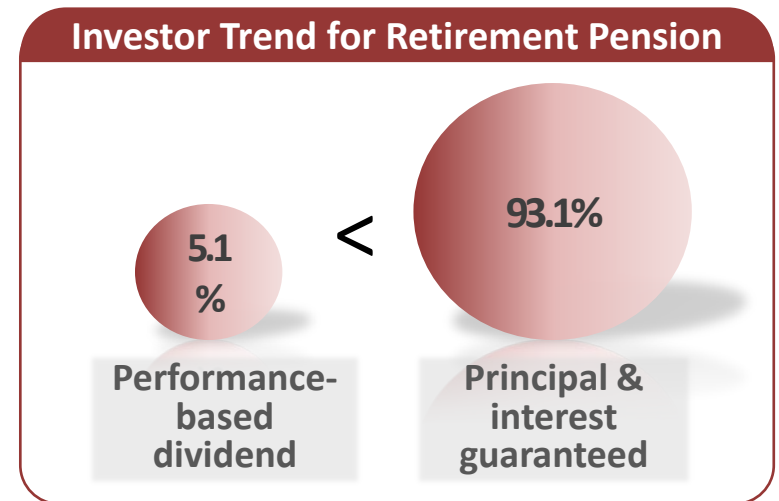
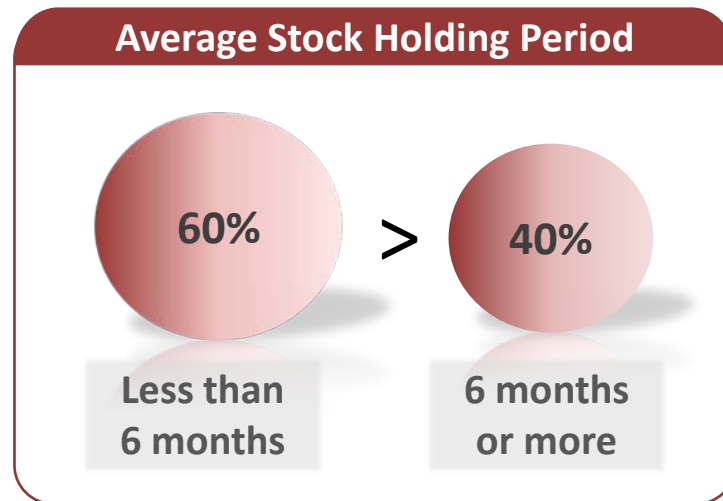
OVERVIEW

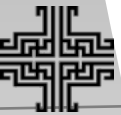
Background & Objectives

1 Objectives

- to encourage people to make reasonable investments, NOT just to increase the volume of investments being made
- to promote balanced investments with a long term perspective

2 Background (KOFIA Investor Survey, 2012)



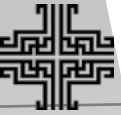


OVERVIEW

Implementing Measures

1. Nationwide Investor Education
2. Mass Media Promotional Activities
3. Investment Incentives Policies

1 Investor Education : KCIE (www.kcie.or.kr)



DETAILS

Investor Education & Information



2 Information for Investors

KOFIA operates websites that provide investor information

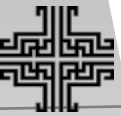
- 1) Fund Investment Information(dis.kofia.or.kr/index/index.html)
- 2) Bond Investment Information(www.kofiabond.or.kr)
- 3) Securities Market/Industry Information(freesis.kofia.or.kr)



DETAILS

Investor Education & Information - Cont'd





DETAILS

Mass Media
Promotional
Activities

Investment
Incentives
Policies

1 Mass Media Promotional Activities

- **Airing advertisements on nationwide broadcasters (per 2-3 years)**

- ⇒ delivering messages on the necessity and benefits of long-term and diversified investments

- ⇒ stabilizing anxious investor sentiment during bad season

- **Newspaper articles for targeted issues**

- ⇒ informing investors law revisions & promoting new products

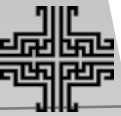
2 Investment Incentives Policies

- **Each securities firm provides different incentives**

- ⇒ competition leading to decreasing profitability

- **Tax benefits were granted in the past** (economic stimulus package)

- **Wealth Accumulation Savings Fund** (the only tax benefit product)

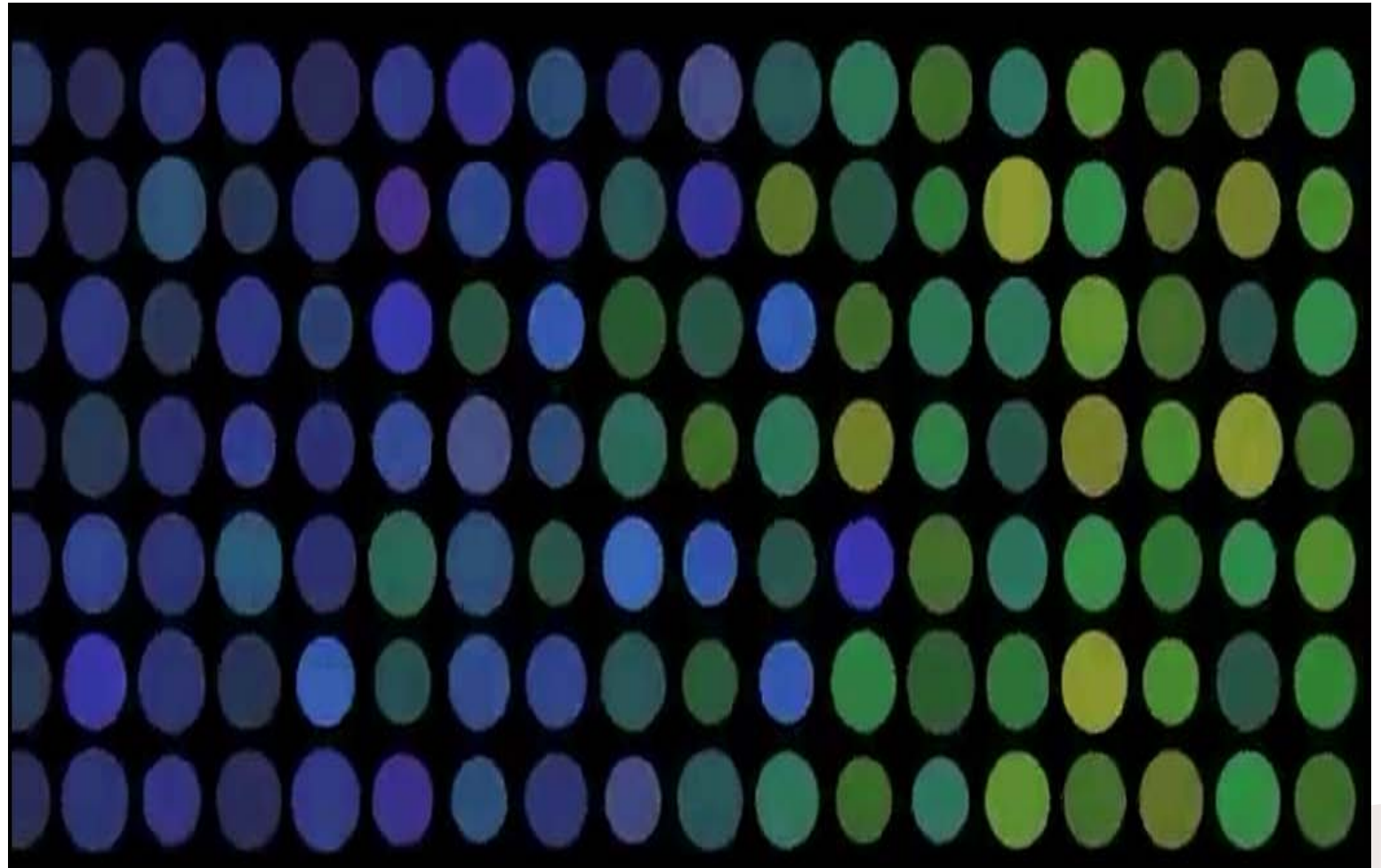


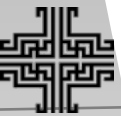
DETAILS

Mass Media
Promotional
Activities

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Investment
Incentives
Policies





FUTURE PLANS

Road Ahead
for Korea



**focus more
on youth-oriented
investor
education to
foster future
investors**



**reinforce
promotional
activities by
utilizing low-
cost media
outlets**



**increase
incentives for
indirect
long-term
investments**