The 1970s to mid-2000s era of the Turkish Capital Market was marked by high-inflation, political instability, big deficits (hence enormously high interest rates). The current “investor generation” only remembers high volatility and considers equity investments a “gamble”. Hence most savings are in gold, foreign exchange and bank deposits.

The brokerage industry does not have enough sophisticated manpower for a nationwide campaign.

The Turkish Asset Management Industry is not fully ready with its products, services and manpower either.

We have to overcome the biases in the press against the equity investments and risks in the stock market.

The targeted investors have to be convinced in the “long term benefits of equity investments”.
Opportunities

- A young and vibrant Turkish generation is emerging => 51 % of the population is below the age of 30.
- Turkish economy is strong, is not effected by the ongoing crisis.
- With the “normalization” of the Turkish economy (i.e. lower inflation, less volatility, lower budget deficits, etc.) Turkish Capital Market is flourishing.
- New products and services are being introduced. (Derivatives, ETFs, capital-protected funds, PE funds, etc.).
- Increasing interest from foreign asset management companies, brokerages, investment banks.
- All capital market institutions work in great harmony.
- Very low penetration of capital market investment products.
A Roadmap of Investor Education

**ICF-Istanbul**
- In 2009, the government announced the “Istanbul Financial Center Strategy and Action Plan”.
- The project foresees revisions and reforms in a wide range of areas including «developing investor information mechanisms».

**Working Committee**
- As part of this project, a working committee was formed with the contribution of our Association, regulatory authorities, exchanges and other financial institutions.

**Roadmap of Investor Education**
- The committee designed a detailed investor education program.
- Several projects have been tailored for different target groups. Studies have already started on the details of implementation.
Investor Education Roadmap

- Determining the target groups
  - In the light of the survey conducted by TSPAKB

- Building a wide range of educational content
  - For diverse needs

- Publicity Campaign
  - Public relations activities in coordination with media, academia, chambers, unions, etc.
Investor Education Campaign

Target Groups

- Judges, Prosecutors, Lawyers
- Primary & Secondary School Students
- Current Investors
- Potential Investors
- Lost Investors
- University Students
- Teachers, Academics
- Market Professionals
Current, Potential and Lost Investors

- **Videos**
  - Introductory films about the capital markets,
  - CDs, DVDs and other visual aids on investment instruments.

- **Publications**
  - Training and publicity materials, brochures, booklets about the market,
  - Creating a common pool of information and data.

- **Capital Markets e-Library**
  - Establishing an electronic library,
  - Setting up an electronic research database.

- **Web Site**
  - Web site for investors,
  - Web-based knowledge contest,
  - Web-based games etc.

- **Social Media**
  - Facebook, Twitter, cell phone applications.
## Current, Potential and Lost Investors

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<td>Publicity Campaign Abroad</td>
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Universities and Schools

Undergraduate, Graduate and Doctoral Students
- Seminars and training programmes,
- Web based asset management competitions,
- Simulation Programmes,

Primary & Secondary School Students
- Web sites,
- Seminars and training programmes,
- Posters, documents, booklets, brochures,
- Expanding curriculum,
- Essay contests.
Occupational Groups

Teachers, Academics
- Seminars, documents, CDs.

Judges, Prosecutors, Lawyers
- Financial crimes seminar,
- A reference book with case studies of capital markets law and breaches.

Market Professionals
- Training programmes,
- New topics in licensing exams and license renewal training programmes.
Other Groups

Media
- Conducting seminars and training programs for local and foreign media,
- Private meetings with media executives to design a variety of public relations activities.

Chambers, Unions and Foundations
- Organizing training and publicity campaigns,
- Meetings with senior managers to establish information channels.

Foreign Institutions
- Organizing joint seminars with foreign capital market institutions to raise awareness about the Turkish capital markets.
Milestones

- Web site for investors; www.yatirimyapiyorum.gov.tr has been launched in 2010.
- Facebook page became live.
- Seminars are being held for housewives.
- A book for investors was published by TSPAKB in February 2011.
- Essay contest for primary school students held in May 2011.
- 31 universities were visited during March-May 2011.
- Seminars were held in Germany in May 2011, planned second one in November 2011.
- Turkish Capital Markets Day in S. Korea in 2010, in Taiwan in 2011, planned in Japan in 2012.
Thank You!

www.tspakb.org.tr