

Document:	Welcome Remarks for Datuk Seri Tajuddin Atan, Chief Executive Officer, Bursa Malaysia Berhad
Event:	The Marketplace Fair @ Penang by Bursa Malaysia 2019
Date:	5 January 2019 (Saturday)
Time:	9:30 a.m. - 7:15 p.m.
Venue:	Setia SPICE Convention Centre, Penang

Yang Berhormat Tuan Lim Guan Eng
Minister of Finance,

Distinguished Guests,
Members of the Media,
Ladies and Gentlemen,

Assalamualaikum warahmatullahi wabarakatuh

Good morning, and a happy new year!

1. Let me begin by welcoming all of you to the **Marketplace Fair @ Penang** by Bursa Malaysia.

2. We are honoured to have here with us today, the **Minister of Finance, Yang Berhormat Tuan Lim Guan Eng**. Thank you YB for honouring us with your presence this morning.

3. 2019 has been designated by Bursa Malaysia as the **Retail Invest Year with the theme “Invest Bursa, Invest in You”**, where we are rolling out a **year-long retail investor campaign** comprising fun outreach activities such as today’s event, educational programmes and financial literacy initiatives to create awareness about stock market investing among Malaysians from all walks of life.

4. We are indeed honoured to kick off our campaign in **Penang, a city rich with cultural heritage, arts and thriving businesses**. It is the natural choice for this **flagship inaugural Marketplace Fair**, emphasising

perfectly the vibrant colours of Malaysia and the interesting contrast between our cultural past and our aspiration for a better future through prudent financial management and investment.

Ladies and Gentlemen,

5. To give you some background, in July 2018, Bursa Malaysia invited Y.B. Tuan Lim Guan Eng to launch our hugely successful Shariah Investing Fair 2018 in Kuala Lumpur, which attracted over 11,000 visitors. It was at this event that the idea of the Marketplace Fair @ Penang was first mooted during my conversation with the honourable Finance Minister.

6. I recalled his passion and commitment in improving the financial literacy and investment knowledge of the people, and his enthusiasm towards the idea of having a similar investor education event in his home state of Penang. Half a year later, we have turned the idea into reality, and true enough, Y.B. Tuan Lim is here to

support the event. For this, we are truly honoured and grateful.

7. Ensuring that today's event is fun-filled and family-oriented allows us to reach out to the community at large encompassing potential investors, passive investors, seasoned investors, female investors and millennials.
8. Amid this carnival-like atmosphere, what we want to convey at this event is that wealth creation through stock market investing is for everyone - and with good financial literacy and investing knowledge, you can access a multitude of diverse investment opportunities to help you grow value and achieve your financial goals.
9. To share some statistics on retail investors in Penang, in terms of Retail CDS account holder numbers, Penang is currently ranked 4th among Malaysian states behind Selangor, Wilayah Persekutuan and Johor. Of the total number of CDS accounts in Penang, only 16% are held by millennials aged below 35.

10. As such, we hope today's event with its **engaging and educational content will help grow interest among Penangites, especially millennials**, to participate more actively in the stock market.
11. For the **millennials and young people** present here today, as you climb the income bracket and take on decision-making roles on financial matters for the family, it is important that you have **access to the knowledge and tools** that will equip you to make good, informed decisions in growing your wealth.
12. Therefore, I hope the sessions by our line-up of great speakers, including investment gurus such as Fred Tam & Ezone, Pauline Teo and Tuan Haji Asri Ahmad, will provide you with beneficial information to apply to your personal finance management plan and investment goals.
13. For our **seasoned investors**, we also have a **series of presentations by public-listed companies and product**

information sessions that may interest you in diversifying your portfolio.

14. In addition to these talks, we have activities designed to encourage money management skills and seed financial literacy awareness among the young. Through this, we hope to help nurture the next generation of Malaysians who are confident in financial matters and investment-savvy.

Ladies and Gentlemen,

15. Last year, retail participation contributed to 22% of total trade participation on Bursa Malaysia, which is an increase from the 19% recorded in 2017.
16. This increase was a cumulative result of several initiatives to encourage retail participation, which saw 110,000 new retail accounts opened in 2018. This

brings the total number of CDS accounts in Bursa Malaysia to 2.6 million.

17. There is more to be done, of course. As the national Exchange, Bursa Malaysia is committed to enhancing financial literacy among Malaysians. In our drive to nurture a more vibrant capital market, we must also be proponents of investing and financial literacy to encourage higher retail participation.
18. Our pursuit is evident through the education workshops, seminars and also webinars that we run on a continuous basis. Last year alone, we conducted 450 sessions nationwide, to encourage everyday Malaysians to invest and trade in the capital market as a means of growing the value of their savings towards achieving their financial goals.
19. As part of Retail Invest Year 2019, over 570 sessions are planned into our calendar this year, including more than 20 sessions to be held in Penang.

20. Further to this, we have also enhanced our **Bursa Marketplace website and app** with a more user-friendly interface to highlight our investor outreach initiatives. This is **especially helpful for novice investors**, and you can now have virtual access to capital market information, anytime and anywhere.

21. Towards this end, we invite all of you to participate in all the above-mentioned events, both onsite as well as online.

22. Apart from the investor education programmes, I am pleased to share that the Exchange will be **introducing more Exchange Traded Funds or ETF products** to the retail market this year, **to cater to the varying segments and investment appetites of our investors and traders.**

23. Unlike individual shares, ETFs hold a basket of securities with the objective of mimicking the performance of an index. You can gain exposure to a group of equities in a

single transaction. ETFs also help you to diversify risks and have lower management fees compared to unit trusts, which makes them more economical to buy and maintain in the long run.

24. On this note, our **incentive programmes continue to run, including the stamp duty waiver for mid and small cap stocks as well as ETFs.**

25. With this line-up of initiatives ready for roll-out this year, I look forward to even more Malaysians taking their first steps into capital market investing, and joining Bursa Malaysia as we create opportunities and grow value.

Ladies and gentlemen,

26. Before we hear from the honourable Finance Minister, I would like to extend a big **thank you to our sponsors**

and partners who are here with us today to support this event.

27. Bursa Malaysia's goal is for all Malaysians to be financially literate, and grow together as an investing society. We look forward to continued collaboration with all of you to bring investing awareness to the public and achieve this goal together.
28. I wish everyone an enjoyable and educational day at Bursa Malaysia's Marketplace Fair @ Penang.

Thank you.

Wabillahi taufiq wal hidayah wassalamualaikum warahmatullahi wabarakatuh.
