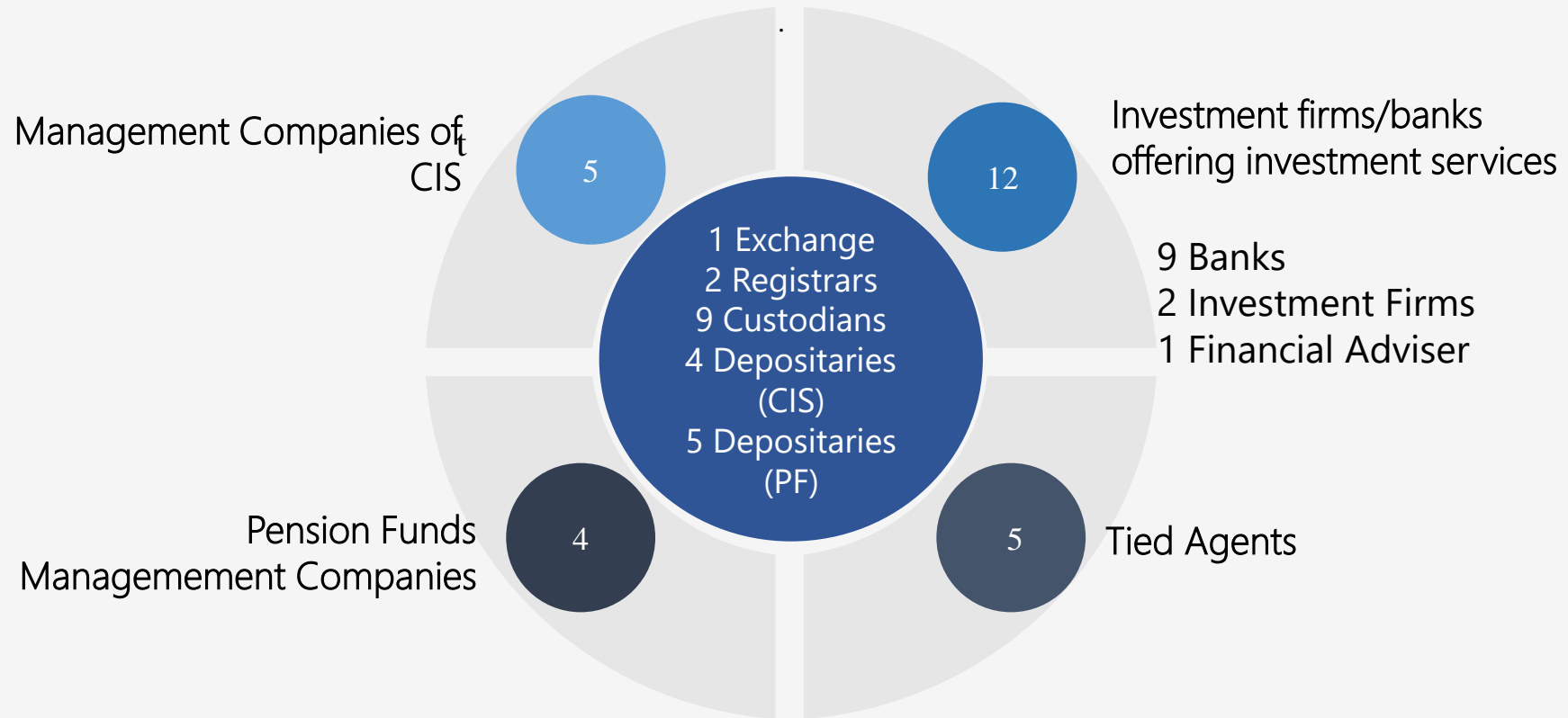


Role of Financial Education in supporting development of capital markets

Market Structure



Market Data (investment funds)



67 yrd ALL

Total Net Assets
(as of 30.09.2020)

5 Management Companies



Year

2016
2017
2018
2019

Values in Mio ALL

65,429
72,717
66,087
67,788



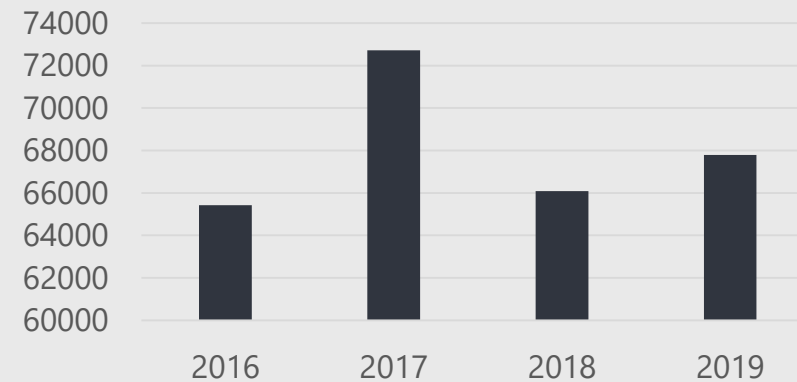
3.95%

GDP

ALBANIAN GOVERNMENT SECURITIES

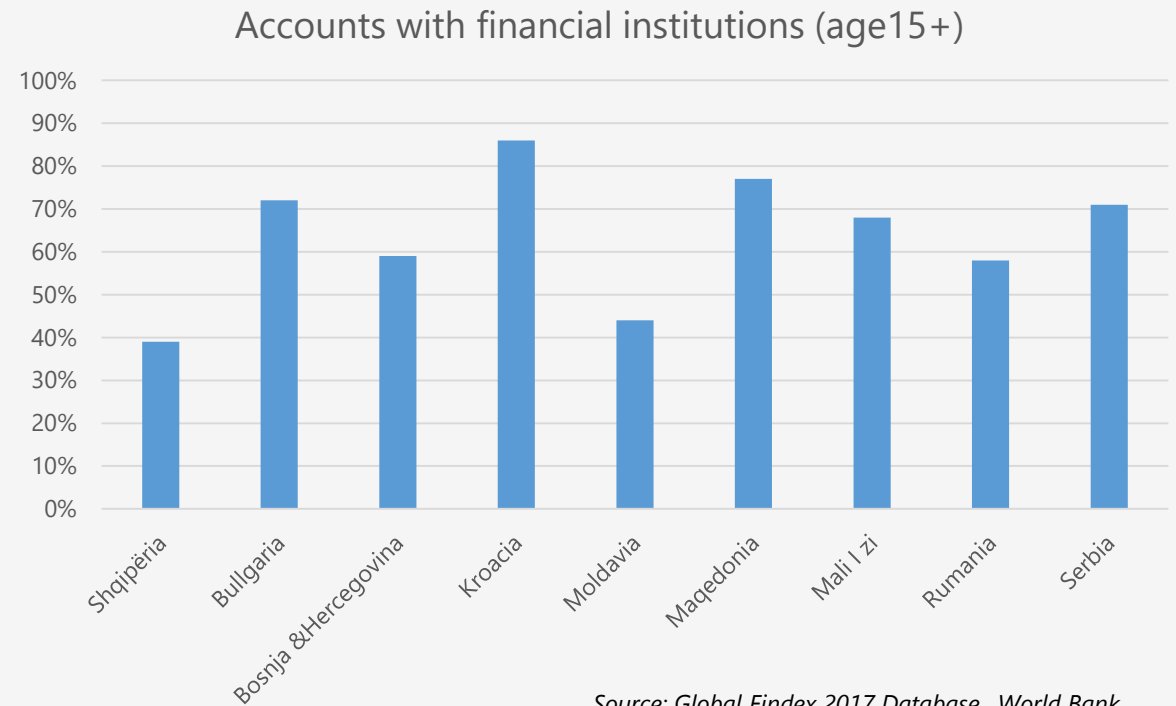
The majority of net assets is invested in Albanian Government Securities
Other investments include, Gov Bonds of other countries
Corporate Bonds, UCITS Funds, Shares

80%



Albania ranks lower than other peer countries in relation to financial inclusion

- 39% have a bank account
- 27% have a debit card
- Very low usage of online services to purchase goods/services



Source: Global Findex 2017 Database , World Bank

Law 56/2020 “On Collective Investment Undertaking”

Law 62/2020 “On Capital Markets”

Law 66/2020 “On financial markets using DLT technology”

Capital Markets are at a very early stage of development

New legislation creates opportunities for development of new products

- New types of collective investment schemes
- New Capital Market products
- New products based, based on technology (ie, DLT technology)

These products create new opportunities and at the same time they have some risks



Challenge: Financial Education of the public

Financial education strategy should involve also capital market products, as well as investment funds, pension funds, and also DLT products

Educational programs should consider all new technological developments by increasing awareness on the benefits and risks representing these developments

Increase of financial inclusion requires the need to develop new products and services

“Strategy for increase of consumer/investor confidence for markets under supervision (2017-2020)”

- ✓ Information and awareness campaigns for the public
- ✓ Activities at universities, organization of open lectures etc.
- ✓ Organization of the annual financial education conference
- ✓ Internships

- ✓ Brochures and information materials
- ✓ Organization of the World Investor Week supported by IOSCO
- ✓ Continuous collaboration with the market as well high level education institutions
- ✓ Continuous meetings with the Albanian Network of Financial Education (ANFE)

Objectives

- ✓ Education of target groups of professionals related to markets under supervision
- ✓ Communication with target group of professionals, with a different level of income that could be potential investors in these markets
- ✓ Increasing awareness towards the young population, on the opportunities of investments, as well as knowledge of non bank financial markets
- ✓ Increasing awareness of the market for the benefits and opportunities that are created by the new legislative framework
- ✓ Organization of advisory groups, as well as ready to collaborate with other institutions for creation of a national platform for financial education

Thank you!