



COMISSÃO
DO MERCADO
DE CAPITALIS
REPÚBLICA DE ANGOLA

World Investor Week 2024 - Angola



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- 2. Program**
- 3. Promotion/advertising**
- 4. Gamification**
- 5. Contest**
- 6. Regional Coordinator**
- 7. Nationwide Activities**

1. Overview



IOSCO is promoting another edition of World Investor Week (WIW) from October 7 to 13, 2024, under the theme "Sustainable Finance, Cryptoassets, Technology, and Digital Finance," with initiatives in different countries, among which we highlight the following:

- (i) Launching of services;
- (ii) webinars and other activities related to financial education.

1. Overview



Specific Objective

To contribute to the enhancement of knowledge on topics related to savings and investment, with an emphasis on **"Sustainable Finance, Cryptoassets, Technology, and Digital Finance"**

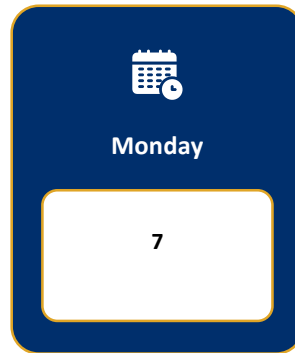


General Objective

To promote awareness about the importance of financial education and its role in investor protection:

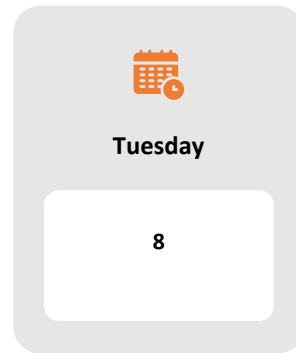


2. Program (relevant daily activity)



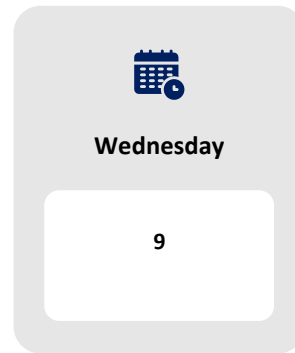
Monday
7

- Opening Ceremony
- TV Show
- Webinar 1
- Round table 1



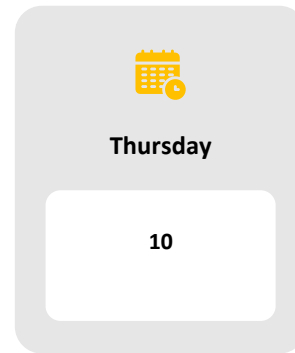
Tuesday
8

- TV Show
- Rádio Show



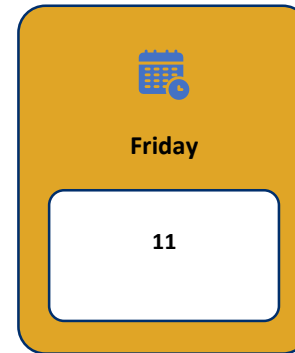
Wednesday
9

- Webinar 3
- Radio Show



Thursday
10

- Radio Show
- TV Show



Friday
11

- Webinar 3
- Closing Ceremony
- Launch of University Contest



2. Program (relevant daily activity)

Event Calendar | WIW 2024

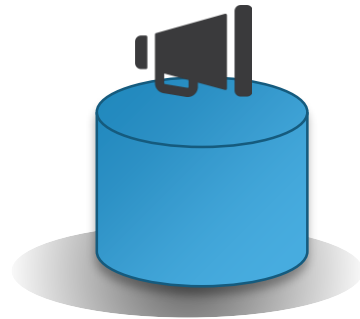


Time	07- Monday	08- Tuesday	09- Wednesday	10- Thursday	11- Friday	12/13 - Saturday/Sunday
			Publications on social media			
9H 10H						
11H	Kick-off Event (ISPTEC) WIW Video Webinar 1 -Fintech and Capital Markets Theater Group - Jovens da Mulemba/coletânea Round table - Capital Market: Challenges and Future Outlook	Television Show - Topic: Financial education and investor protection	Webinar 2 (ISPAJ)- Topic: Digital financial literacy	Radio Program - Topic: Challenges of digital financial literacy	Webinar 3- (Academia BAI) ESG in Capital Markets Closing Ceremony Retrospective video Theater Group - Jovens da Mulemba Contest Launch CMC&U -	
12H						
13H 14H						
15H						Publications on social media.
16H						
17H	Television Show - Topic: Importance of Savings		Radio Program - Topic - Women in capital Markets	Television Show Topic: Importance of financial education		
18H		Radio Program Topic: Digital Financial Literacy				

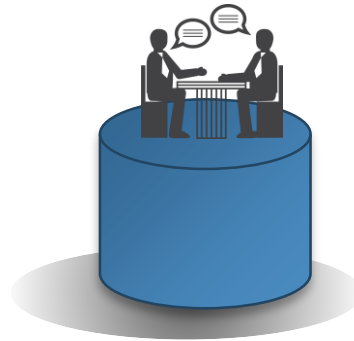
2. Program



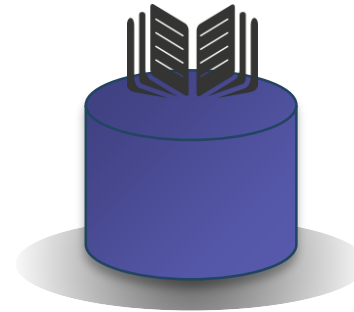
Opening Message



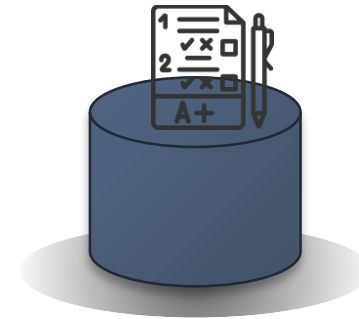
Press Release



TV and
Radio
Programs



News Articles

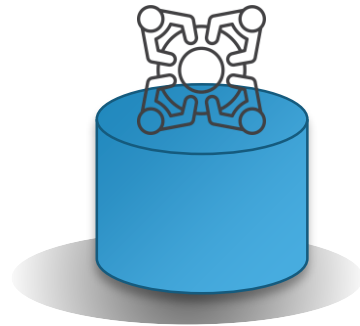


Surveys

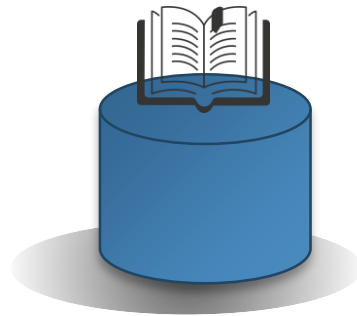
2. Program



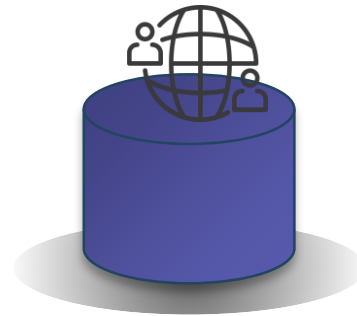
Contests



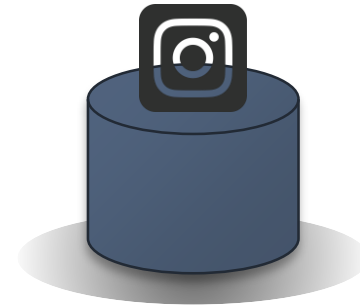
Round Table



E-book



Dedicated Website



Social Media Content

3. Promotion/Advertising



Given the cost-effectiveness of social media, we will be using our pages to promote world Investor week.



WIW will be streamed on our social media, and shown through the national network of libraries



4. Gamification



Content

Games, saving tips, quizzes, mobile library, radio.



Innovation

We have used AI to create games (quizzes), based on our existing content



Advantages

Focus on gamification to attract the public



Expected Result

To share concepts about savings, investment and Investor protection in a simple way

5. Contest (CMC&U)



Launch of the University Contest

During the closing ceremony



Objective

To encourage students to write about capital markets

6. Regional Coordinator

CMC will hold a kick-off event on the first day of WIW

We will also share important information/content with regional jurisdictions



6. Nationwide Activities

Through our partnership with the national library Network, we will stream WIW activities throughout the country

We will also share messages, hold events in these libraries





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Thank you !

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