

OIC Member States' Stock Exchanges Forum

Task Force for the promotion of
Awareness and Education of Investors
about Islamic Capital Market Instruments



OIC - Islamic Capital Market

- Market potential aside, considering how far these demands have been met by our financial markets so far, it is astonishing that the global Islamic finance industry, which is estimated to be worth US\$1 trillion, is dwarfed several times over by the potential new demand generated every year.
- Standard & Poor's estimates that the current size of global Shariah-compliant assets to be worth US\$400 billion, which is equivalent to roughly 10% of the GDP of the nations in the Organisation of The Islamic Conference or OIC.
- It also estimates that the potential market for Islamic financial services is close to US\$4 trillion. The Islamic finance industry, however substantial it already is, has not been accelerating fast enough to match the growth in Islamic wealth. The development of Islamic finance therefore calls for new entrants into this market and needs to take on a new dimension of promoting greater financial intermediation across jurisdictions in different regions.

Task Force for the Promotion of Awareness and Education of Investors About Islamic Capital Market

Mission & Scope

•OIC Group of Exchanges Marketing and Promotion is a broad based advocacy collaboration that seeks to promote the growth and development of shariah compliant products.

Mission and Scope

Enhance and profile the size, liquidity and fairness (integrity and transparency) of OIC markets especially Islamic Capital Market instruments. To do so, we aim to:

- **Build a shariah compliant consensus** among Forum members on issues of broad communication and importance to the growth and development of OIC Members' capital markets.
- **Educate** market participants, investors and public policymakers regarding opportunities and accessibility of the OIC members states capital markets, and to sponsor high-quality conferences and web based educational programs.
- **Promote** the alliances amongst OIC Forum members through the education, awareness and adoption of robust investor protection guidelines, the strategic standardization of market practices, the harmonization of regulatory requirements.
- **Ensure** training, exchange of ideas and experiences (efficient communication), coordination and interaction between OIC Members market participants to promote the profiling and branding of Islamic Capital Market.

Communication Target

OIC Exchanges

● Target

Global

OIC Members

Local Market

Marketing Proposition

Agreement of a Collaboration Value Statement

Proposal:

OIC Members' Securities Exchanges providing shariah and ethical investment . “The global Hub to invest in shariah compliant capital market instruments.”

Requirements

Develop a master copy, design and logo template for all communication on the value statement in the following vehicle:

Phase 1 – reproduced in each member exchange

- website, url link to each other website
- Included in the PR tagline
- Include the tagline in all brochures and printed materials
- Extend usage to investment houses and brokers.

Phase 2 - Joint efforts and collaborations activities

- Special updates in the OIC website
- Ensure major Info vendors of bloomberg ,Thomson and CNBC are fully engaged.
- Joint PR events and profiling roadshows

Initial ideas : Activity Based

- To organize industry sponsored events, seminars, conferences, training forums, surveys and research to establish/confirm gaps and concerns
- To organize yearly forum for all OIC members capital markets for the latest development and exchange of ideas and information concerning liquidity, financial and capital markets in OIC.
- To provide the Forum members sharing of adequate professional and technical resources for effective advocacy and considerations.
- To provide a communication vehicle to keep Forum members informed of developments and issues relevant to the financial and capital markets through a web based portal
- To promote awareness of the OIC Members Securities Exchanges as well as Post Trade Services Institutions and their activities for the financial and capital markets globally.

OIC

Basic Time Line For Promotion and Awareness

1. PR and Communication Plans

Oct
2009

Pre Launch

Post Launch

- Agreement on Scope of work
- Agreement on the overall plan for execution
- Agreement of funding
- Agreement for a common template and design

- Final sign off for all communication design and copy framework
- A standard Guiding principles to be used by all the exchanges for communication and PR
- OIC Bulletin Board set up and go Live

- All websites link complete
- OIC websites updates and alerts
- Launch of OIC top 100 Index and ETF
- Major Conference "Invest OIC"
- OIC Commodity House Framework

2. Proposed Seminars/Conference Content

Open to All OIC members

Jointly with OIC members to Investors

Basic
ICM

ICM
Products

Shariah
Discussion

Invest
OIC

OIC
Islamic Asset
Class

OIC Issue
and Investor
Forum

Pre Launch

Post Launch



Appendix on further activities

**OIC PROMOTION OF AWARENESS AND
EDUCATION OF INVESTORS ABOUT ISLAMIC
MARKET INSTRUMENTS**

Organize Seminars/workshops and conference at OIC and local country level

Key topics Shariah Principles in ICM

- Islamic Capital Markets (Instruments/Institutions/Role/Regulation)
- New products – Islamic etf,reits and other new asset class
- Sukuk
- Unit trust
- Shariah compliant rules and practices.

Support

Malaysia – Engagement with MIFC training centers – IBFIM

AIOFFI/IFSB – Engagement of AOIFFI/IFSB events in OIC key countries.

Other organization – IIFM,IDB etc

Cost of the seminars/workshop will be breakeven.

PR And Communication

.Core Communication

- OIC member exchanges may compile “Frequently Asked Questions” and share it with the other financial institutions.
- Special presentations as well as DVDs may be prepared in order to increase the awareness and knowledge of investors.
- Educational materials to promote and improve the awareness about investment in capital markets may be prepared.
- Free brochures and other educational materials about the basics of investment and the financial instruments available in the capital markets/new instruments may be prepared.
- Promotional/educational materials including researches, financial education, e-learning, do’s and don’ts in speeches/interviews, presentations, informative texts, etc. may be put on OIC Exchanges website (www.oicexchanges.org).

PR and Communication Design and Content Template

Guidelines

Design Templates

PR taglines

Website development and content upload

Possibility of Advertising in media:

CNBC

Bloomberg

Reuters

FT.Com

Local media (as deemed importance by the OIC members.

Website Update

To allow each member country to have hyper link

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To introduce an OIC Listed Companies Bulletin Board

- Will feature top 20 of each country by Market Cap and shariah Compliant symbol
- Data dissemination of the top 20 of each country.

OIC Member alerts segment

- Any seminar/conference and work shop
- New product and special event highlight through PR releases or report