



# **WORLD INVESTOR WEEK Belize Report**

## **Belize's First Participation in the International Organization of Securities Commission's (IOSCO) World Investor Week**

The Financial Services Commission of Belize (FSC) became an associate member of IOSCO in June 2024. This milestone signifies FSC's commitment to collaborate and actively participate in IOSCO's initiatives.

IOSCO officially launched the 2024 World Investor Week on July 10, 2024 through the issuance of a press release. The investor week was celebrated from October 7, 2024, to October 13, 2024. The FSC issued a press release on September 23<sup>rd</sup>, 2024, announcing that it would be joining over 100 other Securities regulators and supporters that form part of this global initiative. Drawing on insights and knowledge from other jurisdictions, the FSC outlined a series of activities designed to engage investors and to promote resources, aimed at increasing awareness on investor protection and education.

The World Investor's Week main thematic areas included:

- Technology & Digital Finance
- Crypto Assets
- Sustainable Finance

These areas were also complemented with the following:

- Fraud and Scam Prevention
- Investor Resilience
- Basics of Investing

The activities held by Financial Services Commission of Belize took place from the 4 to 15 of October 2024. The below are listed the main activities:



- Press Conference;
- Webinar;
- Creation of educational resources on a new Investor Centre and dedicated WIW page on the FSC website;
- Dissemination of Smart Investor tips on social media channels; and

## FSC's Activities Overview- WIW 2024

### 1. Press Release

The FSC officially announces its first participation in IOSCO's World Investor Week 2024 which included remarks from FSC's Director General, Mr. Claude Haylock.

#### Image No. 1.0 – Press Release



**PRESS RELEASE**

**FINANCIAL SERVICES COMMISSION (FSC) TO PARTICIPATE IN  
IOSCO'S 8<sup>TH</sup> ANNUAL WORLD INVESTOR WEEK**

*Belmopan, September 23, 2024*

The Financial Services Commission of Belize (FSC) is proud to announce its inaugural participation in the International Organization of Securities Commissions' (IOSCO) 8<sup>th</sup> Edition of World Investor Week (WIW), a global initiative aimed at promoting investor education and protection.

World Investor Week 2024 will run from 7 October 2024 to October 12, 2024, bringing together more than 100 jurisdictions worldwide to spotlight critical issues impacting investors today. The campaign will focus on trending topics such as:

- Technology & Digital Finance
- Crypto Assets
- Sustainable Finance

In addition to these, WIW 2024 will also feature discussions and workshops on:

- Fraud and Scam Prevention
- Investor Resilience
- Basics of Investing

In highlighting the importance of this event, Mr. Claude Haylock, Director General, Financial Services Commission, emphasised that, "Becoming an Associate Member of IOSCO earlier this year reinforces our dedication to creating a financial environment that

prioritises investor education and protection. With the rise of AI, virtual assets and other transformative technologies, it is critical that we continue to educate and protect investors." He added, "We encourage all investors, whether seasoned or new, to actively participate in the events and take advantage of the resources available. The knowledge gained will be crucial in navigating today's evolving financial landscape."

For more information about Belize's World Investor Week 2024, including the full event schedule, visit our official WIW 2024 page and follow us on the FSC's social media platforms.

**End.**

## 2. Social media campaign launch

To kick off the countdown to World Investor Week (WIW), The FSC initiated a social media campaign on its [Facebook](#) and [LinkedIn](#) accounts on September 25, 2024.

Image No. 2.0 Countdown to Launch



Image No. 3.0 Countdown to Launch



Image No. 4.0 Countdown to Launch

WIW 2024 will take place over seven days from 7-13 October and will give millions of investors around the world the opportunity to engage and learn about issues which impact them.

As part of the upcoming WIW, we invite the public to join us for a free online webinar on Smart Investing. Topics to be covered include:

- ✔ Best practices for Investing
- ✔ Understanding Municipal Securities
- ✔ Overview of Securities regulated under the Securities Industry Act

🔍 **Who should attend?**  
Anyone looking to enhance their knowledge on investment strategies and securities in Belize!

Please note that **registration is limited**, so be sure to secure your spot early.

Don't miss out! Click the link to register now! <https://bit.ly/smartinvestingfsc>

#FSC #FSCBelize #IOSCOWW2024 #IOSCOWorldInvestorWeek2024 #Securities #SmartInvesting #FreeWebinar #RegisterNow



Image No. 5.0 Countdown to Launch

World Investor Week 🌐

The World Investor Week will bring together over 100 jurisdictions to highlight and address key issues impacting investors worldwide.

Join us throughout the week as we promote financial knowledge and learning globally.

#IOSCOWW2024 #IOSCOWorldInvestorWeek2024



### 3. Press Conference

As part of the WIW, the FSC team hosted a press conference on Friday, October 4, 2024. Mr. Claude B.F. Haylock, Director General, FSC was joined by Ms. Nilda Sosa, Director of Operations & Corporate Services, FSC and Mr. Marlon Kus, Director of Licensing & Authorisations, FSC at this press conference. They shared details on the securities market in Belize; and details on FSC’s participation at IOSCO’s 2024 WIW.

The media session was well attended by Belize’s four main local media outlets: Channel 7, Channel 5, Love News and Krem. Below links to the featured news piece on the respective channel.

Table 1.0 Media Insights

| Media Outlet                      | YouTube   | Facebook   | Website/Other                                |
|-----------------------------------|---|--|--|
| <b>New 5 Live</b>                 | <a href="#">News 5 Live   YouTube</a><br>6,013 Live views   | <a href="#">News 5 Live   Facebook</a><br>4.6 K views  |  |
| <b>7 News Belize</b>              | <a href="#">News 7 Belize   YouTube</a><br>6,764 live views | <a href="#">7 News Belize   Facebook</a><br>11 K views |  |
| <b>Love News &amp; Television</b> | <a href="#">Love News   YouTube</a><br>1,236 live views     | <a href="#">Love News   Facebook</a><br>4.7K views     |  |
| <b>Amandala Newspaper</b>         |   |  | <a href="#">Amandala   FSC Press Release</a> |

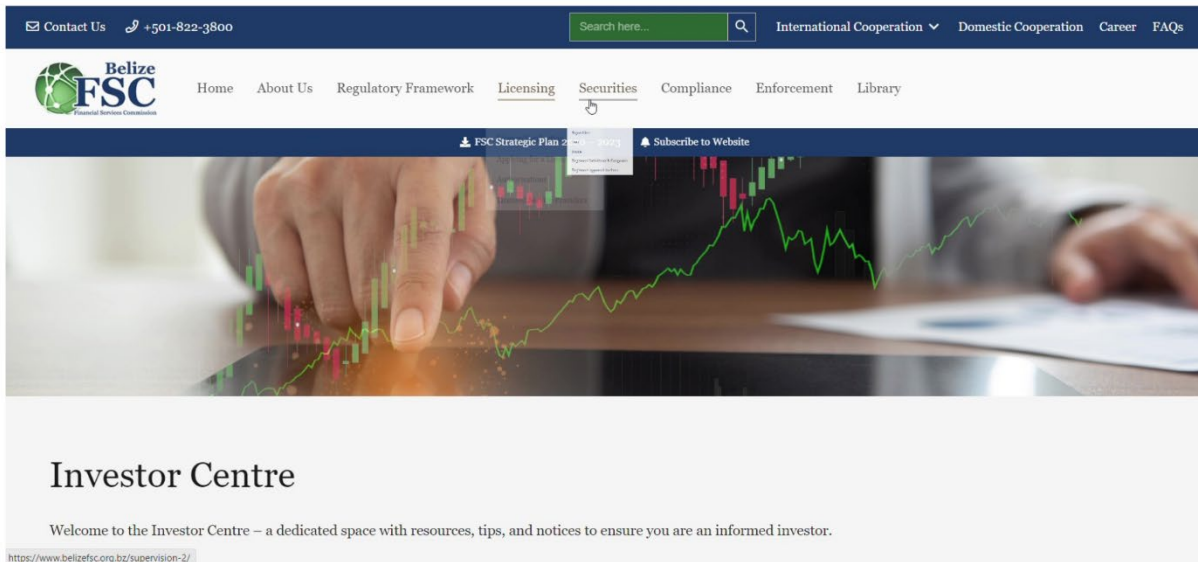
Image No. 6.0 – Press Conference



#### 4. Launch of Investor Centre:

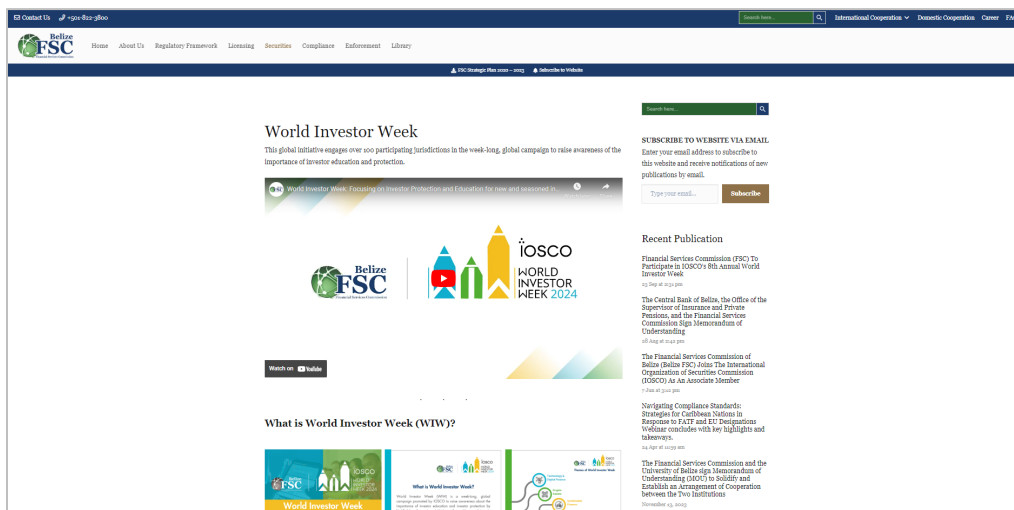
To further underscore the importance of Investor Protection and Education, the FSC launched its official [Investor Centre](#) webpage. This dedicated space offers resources, tips, and updates to keep new and seasoned investors informed.

Image No. 7.0 – Investor Centre



Additionally, a subpage was also created specifically for all [World Investor Week](#) activities.

Image No. 8.0 – World Investor Week



## 5. Social Media Impact

During the WIW, daily postings featuring Smart Investing messages, tips and FAQs were shared on the FSC’s Facebook and LinkedIn social media accounts covering topics such as Investor Resilience, Investing Basics, Fraud & Scam Prevention and more. Throughout the WIW Social Media Campaign, from September 23rd to October 15th, 2024, the following statistics were noted.

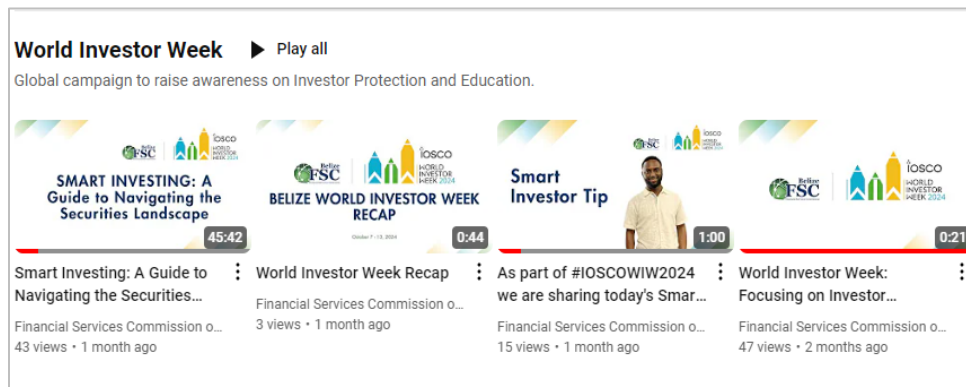
Table 2.0 FSC’s Facebook Insights

| SM Channel               | # of Posts | Impressions/Reach | Engagement Rate |
|--------------------------|------------|-------------------|-----------------|
| <a href="#">Facebook</a> | 14         | 90.2K             | 1.14%           |
| <a href="#">LinkedIn</a> | 14         | 9,585             | 2.2%            |
| <a href="#">YouTube</a>  | 4          | 1.7K              | 2.4%            |

Image No. 9.0 – Examples of SM Posts



Image No. 10.0 – Examples of YouTube videos



## 6. Webinar

On October 11, 2024, the FSC Licensing & Authorisations team hosted a free online webinar titled “[\*Smart Investing: A Guide to Navigating the Securities Landscape\*](#)”. This event provided insights on the basics of investing, Municipal Securities and Securities regulated under FSC.

With a short promotion period of 2 weeks, over 100 attendees participated in the webinar which included students from the University of Belize, St. John’s College Junior College, Galen University, as well as registrants, local banks, credit unions, town/city councils, and other stakeholders.

Table 3.0 – Webinar

| Webinar  | Goal  | Presenters                                     | Engagement                                      |
|--|---|--|---|
| Smart Investing: A Guide to Navigating the Securities Landscape on October 11, 2024. | To share best practices for Investing, enhance the understanding of Municipal Securities and to provide an overview of Securities regulated under the Securities Industry Act | Trecia McFoy<br>Jaheem Franzua<br>Shawn Gordon | 100 participants<br>43 views ( <i>YouTube</i> ) |

Image No. 11.0– Smart Investing Webinar



## **7. Information Sharing Session with FSC Staff**

To conclude the WIW activities, a final recap of events and activities was shared with FSC employees highlighting achievements and expressing gratitude for their support during this inaugural year of participation. [Recap Video here.](#)

## **8. Conclusion**

We look forward to World Investor Week 2025 as we continue to grow and expand WIW initiatives on Investor education and protection initiatives.