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**Welcoming Address  
Asia Forum for Investor Education**

**Kim Jong Chang  
Governor  
Financial Supervisory Service**

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Members of AFIE,  
Distinguished guests, and  
Ladies and gentlemen,

It is with great pleasure that I join you today to mark the inaugural meeting of AFIE here in Seoul. I welcome you and thank you for joining us from afar and making today's gathering such a special occasion. I also extend my thanks to Chairman Hwang Kun-Ho for taking the initiative to host today's forum and putting the spotlight on Asia's financial literacy and investor education.

As we all know, earnest efforts are under way across countries to restore growth in the aftermath of a worldwide recession. Efforts aimed at improving the financial system with more effective regulation and greater soundness of financial firms to prevent future crises have also been gaining momentum.

In particular, calls for vigorous protection of financial consumers have been growing worldwide. And the calls come with a widespread belief that the crisis was aggravated by ill-informed investors who were pushed to take on more risk than they could manage.

In hindsight, it is unfortunate that too much of our attention was focused on financial service firms and risks associated with their activities. At the same time, inadequate consideration was given to providing investors sound advice and helping them better manage risk individually. So, looking ahead, all of us will need to shift the focus back to investors so that they are better informed and better able to manage risk they take on.

At the Financial Supervisory Service, we understand this and designated 2010 the year of consumer protection with the goal of expanding consumer financial literacy education and the availability of investor information. I may also note that, since I took office in March 2008, we have created a new team exclusively dedicated to consumer education and augmented our "on-demand consumer education service" program.

Beginning in October last year, we have also set up a network with 18 financial institutions and consumer groups and pooled resources together to improve youth financial literacy. In particular, we came up with Financial Quotient aimed at helping schools provide highly tailored financial literacy education to high school students. For this year, we are aiming to conduct some 1,500 consumer education sessions—40% more than the previous year—and produce standardized consumer finance education programs.

In the face of rapidly aging population and an ever-growing array of complex financial products, we cannot over-emphasize the importance of investor education. This is because investor education raises financial literacy, discourages information asymmetry, and enables investors to exercise their rights more effectively. By helping investors make informed, financially sound decisions and assert greater market discipline, investor education also complements the work of regulators. The end result is a well-disciplined marketplace for all.



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To be sure, we all understand that we shouldn't expect immediate payoff from investing in consumer finance literacy or investor education. It takes time, and I submit that they are a necessary component of our market infrastructure, and we should attend to them and invest in them with a long-term time horizon.

Ladies and gentlemen,

The global financial crisis triggered a surge of investor interest in risks that are intrinsic in the marketplace. There is also a sense that financial firms are now assuming greater responsibility for fair and transparent market conduct.

So I believe this is the right time to embrace investor education as the cornerstone of our efforts to renew confidence and trust in the marketplace. And this is why today's inaugural meeting of professionals from across Asia who are dedicated to advancing investor education is such a special occasion for every one of us.

We take an important step forward today, and by working together to promote sensible, common-sense investment culture, we can raise Asia's market potential and enhance its investment climate to a new level.

Once again, I thank everyone for joining us here in Seoul and making this such an exceptional gathering. You have an important task ahead. I applaud your effort and look forward to many great things from you and the AFIE.

Thank you.