

Communications and Education

We have stepped up our communications and investor education efforts through a range of publicity activities to keep pace with market developments.

Proactive communications keep investors informed

To disseminate information in a clear, transparent and timely manner, we enhanced the SFC website to consolidate all investor alerts and make them more easily accessible to the public. In addition, we informed the public of updates to the Alert List through press releases and social media posts to promote awareness.

During the quarter, five suspicious virtual asset trading platforms (VATPs) and seven suspicious investment products were added to the Alert List.

In addition, we launched the SFC's official YouTube channel in October to expand our online communication toolkit and broaden our reach to public investors.

Our videos cover a range of topics such as our policy initiatives, executives' speeches at industry events, as well as alerts to investors.

We also leverage various social media platforms to promote awareness and bring the public's attention to our scam alerts, executive speeches and major initiatives such as sustainable finance. More than 70 posts were issued in the quarter.

As part of our outreach efforts to promote public understanding of Fintech, we spoke at close to 20 interviews, seminars and events organised by government authorities, international regulators, industry associations, media outlets and universities. These included an interview with our Director of Licensing and Head of Fintech unit Ms Elizabeth Wong in support of the World Investor Week, and the interview was about the new VATP licensing regime and the risks of trading on unregulated platforms.

Wider publicity, better education

To raise the public's awareness towards financial scams and the risks of trading on unregulated VATPs, we launched an advertising campaign on multiple channels, spanning radio, buses and online banners. Through these advertisements, we highlighted the investor alerts against scams and the list of licensed VATPs, both available on the SFC website. For instance, our bus-body advertisement (as shown in photo) cautions the public about the pitfalls of obtaining "investment tips" on instant messaging apps.

In addition, we supported the anti-scam carnival organised by the Hong Kong Police Force's Anti-Deception Coordination Centre in December. The full-day fun fair, which featured interactive games and educational activities, was well attended by over 3,000 members of the public, including families and many children.



Raising public awareness towards financial scams through advertising and public event

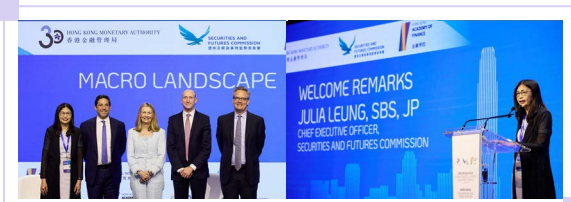
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Market outreach to promote policy initiatives

We are proactive in explaining our policy initiatives through industry events and other engagements. During the quarter, our senior executives spoke at over 30 local and international events covering Fintech, sustainable finance and other topics. We were a supporting organisation for five industry events.

Industry events and interviews

In November, we co-hosted the “Conversations with Global Investors” seminar with the Hong Kong Monetary Authority and the Hong Kong Academy of Finance. Held under the theme “Living with Complexity”, the seminar featured 20 global leading investors who shared their investment insights and latest approaches to navigate a challenging landscape. Over 300 overseas and local business leaders attended the seminar, which was the concluding event of the three-day Global Financial Leaders’ Investment Summit.



The “Conversations with Global Investors” seminar gathered world financial leaders to share their investment insights

Promoting Fintech is a core objective of our outreach. We co-organised Hong Kong FinTech Week 2023 in November. Highlighting tokenisation as a key topic, our Chief Executive Officer (CEO) Ms Julia Leung discussed the SFC’s vision of building a pathway for the Fintech industry to flourish in Hong Kong. Our Interim Head of Intermediaries Mr Keith Choy moderated a panel joined by esteemed members of the industry. They shared their experience and insights on the future of financial technology.

In addition, to engage with the virtual asset industry in international markets, our Director of Licensing and Head of Fintech unit Ms Wong spoke at a webinar on regulating virtual asset activities in Hong Kong organised by the Hong Kong Economic and Trade Office in San Francisco.

On the sustainability front, which is another area we champion, we held our inaugural Forum on Sustainability Disclosures to gather market views on developing a sustainability disclosure ecosystem for Hong Kong¹.

Our Chairman Mr Tim Lui highlighted the importance for companies operating and raising capital in Hong Kong to be familiar with the inaugural IFRS Sustainability Disclosure Standards when speaking at conferences organised by the Hong Kong Trade Development Council and the World Green Organisation respectively.

In an October interview with the Hong Kong Institute of Certified Public Accountants’ (HKICPA) publication *A Plus*, Mr Lui discussed the roles certified accountants should play in sustainable development and, more broadly, how Hong Kong can maintain its status as a global financial centre. He also shared his insights with the *Society of Chinese Accountants and Auditors’ Journal* in November.



Our Chairman Mr Tim Lui discusses Hong Kong as a global financial centre in an HKICPA interview

¹ See Sustainability on page 23-24.



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In October, our CEO Ms Leung spoke at the Bloomberg Global Regulatory Forum to highlight new opportunities in environmental, social and governance and technology innovation, as well as how internationalised regulation can encourage new growth between West Asia and East Asia. In November, she shared the SFC's perspectives on climate and other sustainability issues alongside Mr Jean-Paul Servais, the Chairman of the Board of the International Organization of Securities Commissions, at a seminar organised by the Consulate General of Belgium in Hong Kong.

In addition, our Senior Director and Head of International Affairs and Sustainable Finance Ms Christine Kung discussed major regulatory progress made to enable sustainable finance at the Sustainable Finance Policy Conference 2023, organised by the Principles for Responsible Investment, a United Nations-supported network of investors.

Meetings and training seminars

We hosted two webinars in November for close to 1,800 management and compliance personnel from licensed corporations to provide updates on major regulatory developments and recent inspection observations on anti-money laundering and counter-financing of terrorism in Hong Kong.

In the same month, we met with the Alternative Investment Management Association (AIMA) to exchange views on the SFC's streamlined licensing measures applicable to private fund managers and overseas practitioners. To further engage with the alternative investment industry, we are discussing with AIMA to conduct a seminar in 2024 about our licensing regime for its local and overseas members.

Our executives presented at training sessions organised by industry associations and professional bodies to provide updates on a range of topics including listing, takeovers and insider dealing matters, licensing requirements for visiting professionals, the digitalised licensing process and the new Type 13² regulated activity regulatory regime.

Publications to communicate regulatory updates

We provide stakeholders with regulatory updates and explain our work through a variety of publications. During the quarter, we released the SFC's *July-September 2023 Quarterly Report* to summarise our key regulatory work, corporate developments and financial information. We also published the quarterly *Takeovers Bulletin* in December.

Publications and other communications

	Quarter ended 31.12.2023	Nine months ended 31.12.2023
Press releases	42	127
Policy statements and announcements	1	6
Consultation papers	2	4
Consultation conclusions	0	7
Industry-related publications	1	9
Codes and guidelines ^a	1	11
Circulars to industry	31	54
Corporate website average daily page views ^b	65,792	65,305
General enquiries	948	2,734

^a Includes updates to previous versions.

^b The average number of webpages browsed per day during the reporting period.

² Type 13 regulated activity is for depositaries of SFC-authorized collective investment schemes.