**SECP holds investor awareness seminar**

ISLAMABAD, August 23: The Securities and Exchange Commission of Pakistan (SECP) organized a seminar for the senior students and employees of A.F. Ferguson & Company at the Islamabad Club.

In his message to the participants, the SECP chairman, Mr. Zafar Hijazi, said: "My vision is to make a paradigm shift in Pakistani society from its current consumption mode to adopting savings and investment as a culture and norm. This is only possible when the individual takes charge of his/her money matters to make informed investment decisions and the key to this is to embed investor education at all levels in our learning experiences."

Ms. Khalida Habib, director, Investor Education and International Relations Department, welcomed all the guests. She reiterated the SECP's commitment to implement an agenda of improving the financial capabilities of investors and protecting them. She said that the support of industry in the SECP's investor education program will indeed go a long way to develop financial literacy among the people and also stressed on how fundamental the notion stands in the practical world of investment to sustain soundly.

Mr. Zulfiqar Ali, from CFA Society Pakistan, gave a presentation on financial planning, informing the audience about necessary steps for successful financial plans. Mr. Faheem Sardar talked about the importance and macro plus micro structure of our capital markets. Mr. Salman Haider Sheikh spoke about mutual funds and what an investor needs to know. Mr. Akram Qureshi elaborated on the procedures encompassing company incorporation. He talked about various forms of enterprises and the advantages and steps for incorporating a company. Mr. Imran Ahmad highlighted the fundamentals of insurance talking about various types, benefits and associated procedures for approaching insurance by the common investors.

Mr. Fida Hussain Samoo, the SECP commissioner for insurance, appreciated the session, terming it as a source of spreading knowledge about the financial sector. Syed Haider Abbas, Partner A.F. Ferguson & Co., thanked the SECP for taking such an important initiative, terming it as an investment in the future. He said that the presentations were a fruitful avenue in achieving the goals of spreading investor education and also supported such collaborations in the future.