

16:15 – 16:30 Registration

Overview

Financial Influencers, commonly referred to as finfluencers, wield considerable influence across social media platforms such as Instagram, TikTok, YouTube, Telegram etc., potentially influencing investment decisions, especially among the younger generation of retail investors. As these developments continue to attract regulatory attention, the Workshop will delve into the role of finfluencers and their impact on investment decisions.

The Workshop will also explore the challenges associated with regulating finfluencers, including whether they fall within the existing scope of securities regulations and cross-border implications. Furthermore, in strengthening investor protection and education, the Workshop will discuss ways to monitor and regulate the ecosystem in which a finfluencer operates, and the potential tools and strategies that regulators can consider to mitigate the risks associated with these activities.

16:30 – 16:45

- Introductory remarks by **Mr. Pasquale Munafò**, *Chair of IOSCO's Committee 8 (C8) on Retail Investors*.
- Introductory remarks on work of the C8 Finfluencer Working Group by **Ms. Gloria Caballero Núñez**, *Deputy Director Financial Education Strategy and Institutional Relations, Comisión Nacional del Mercado de Valores (CNMV), Spain*.
- Presentation by Dutch Authority for the Financial Markets (AFM) on AFM's Approach to Finfluencers.

16.45 – 17.45

Panel discussion

[Speakers]

- **Mr. Tyler Fleming**, *Director, Investor Office, Ontario Securities Commission*.
- **Ms. Gerri Walsh**, *President, Financial Industry Regulatory Authority (FINRA) Investor Education Foundation and Senior Vice President, Investor Education, FINRA*.

[Moderator]

- **Ms. Lyn Mak**, *International Affairs Department, Securities Commission Malaysia*.



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Malaysia

17:45 – 18:00

Discussion and Q&A

How does the regulation of finfluencers discussed compare with your own jurisdiction?

How do the issues and challenges identified compare to your own domestic challenges?

Are there elements of the discussion that might be beneficial in developing or refining your own regulatory frameworks on finfluencers?