

**CENTRAL BANK OF THE REPUBLIC OF TURKEY
AND CAPITAL MARKETS BOARD**

**INTERNATIONAL CONFERENCE ON
FINANCIAL EDUCATION AND FINANCIAL AWARENESS: CHALLENGES,
OPPORTUNITIES AND STRATEGIES**

9-11 March 2011, İstanbul, Turkey

Ceylan Intercontinental Hotel

GOAL

Financial education, which would lead to increased financial awareness, is such a concept that each individual at any age and any income group needs to be involved in so as to properly manage investment and savings decisions and to be protected from possible losses. However, the improvement in the level of financial literacy lags behind the increased variety and complexity of financial products and services. Moreover, as indicated by the recent global financial crisis, there exists a close relationship between financial awareness and financial stability. In all these respects, it is quite clear that increasing financial literacy and consequently raising financial awareness by way of education should be given special importance and priority for the welfare of all nations.

The Central Bank of the Republic of Turkey (CBRT) and the Capital Markets Board (CMB) strongly believe that the international conference on "Financial Education and Financial Awareness: Challenges, Opportunities and Strategies" will be a significant step in increasing cooperation and enhancing exchange of information between national and international authorities on this significant issue.

AGENDA

Day 1

9 March 2011, Wednesday

19:00

WELCOME RECEPTION - HOSTED BY THE CBRT

Day 2

10 March 2011, Thursday

08:30 - 09:00

Registration

09:00 - 10:00

Opening Remarks

*Ali Babacan -Deputy Prime Minister and Minister of State, Turkey
Durmuş Yılmaz - Governor, Central Bank of the Republic of Turkey
Prof. Vedat Akgiray - Chairman, Capital Markets Board of Turkey
Mürsel Ali Kaplan - Chairman, Financial Crimes Investigation
Board, Turkey*

10:00 - 11:00

Session 1: Financial Education and Financial Stability

Chairperson Durmuş Yılmaz - Governor, Central Bank of the Republic of Turkey

Speakers Nor Shamsiah Yunus - Deputy Governor, Central Bank of Malaysia

Prof. Hans-Helmut Kotz - Goethe University, Former Member of the Executive Board of the Deutsche Bundesbank

Dan Iannicola, Jr. - President, The Financial Literacy Group, US (formerly with US Treasury)

Y. Müge Doğan - Head of Unit, Banking Regulation and Supervision Agency, Turkey

The session aims to cover the relationship between financial education and financial stability, the impact of the recent global financial crisis on the rising issue of financial education and the contribution of financial awareness and education on healthy functioning of financial markets.

11:00 - 11:30

Coffee Break

11:30 - 12:30

Session 2: Financial Education: International Developments and Country Experiences

Chairperson Prof. Vedat Akgiray - Chairman, Capital Markets Board of Turkey

Speakers Gun Sang Jang - Vice Chair, Korea Financial Investment Association

Kathleen Floyd - Deputy Director of Investor Education, US Securities and Exchange Commission

Foo Lee Mei - General Counsel, Securities Commission Malaysia

Güray Vural - Sector Manager, Delegation of the European Union to Turkey

This session aims to cover the development of financial education initiatives and experiences in the international arena and selected countries, main issues, challenges, solutions and the outcomes.

12:30 - 14:30

Lunch

14:30 - 15:45

Session 3: Designing a National Strategy on Financial Education

Chairperson İbrahim Çanakçı - Undersecretary of Treasury, Turkey

Speakers Joao Evangelista de Sousa Filho - Head of Public Information Division, Central Bank of Brasil

Dusan Hradil - Head of Financial Market Analysis, Ministry of Finance, Czech Republic

Sue Lewis - Head of Savings and Investment, HM Treasury, UK

This session aims to cover the importance of a national strategy to enhance efficient coordination and communication between all the relevant stakeholders and to establish an efficient institutional structure.

15:45 - 16:15

Coffee Break

16:15 - 17:30

Session 4: Measuring and Evaluating Financial Literacy

Chairperson Doç.Dr.Mehmet Yörükoğlu - Deputy Governor, Central Bank of the Republic of Turkey

Speakers Dr. Adele Atkinson - Policy Analyst, OECD

Prof. Martin Weber, University of Mannheim

Shaun Mundy - SM Consultancy Limited, UK (formerly with FSA, UK)

Prof. İhsan Işık - Rohrer College of Business, Rowan University, US

This session aims to cover the importance of determining the level of financial literacy, challenges in measuring and evaluating financial literacy and the ways to use assessments to improve financial education.

19:00

GALA DINNER - HOSTED BY THE CMB

Day 3

11 March 2011, Friday

09:30 - 11:00

Session 5: Financial Education in Turkey: Role and Responsibilities of Stakeholders

Chairperson Kemal Madenoğlu - Undersecretary, State Planning Organization, Turkey

Speakers Ersin Özince - Chairman, The Banks Association of Turkey

Fatih Demir - Specialist, Financial Crimes Investigation Board, Turkey

İbrahim Peker - Executive Vice President, Capital Markets Board of Turkey

Burhanettin Aktaş - Deputy Undersecretary of Treasury, Turkey

Hüseyin Erkan - Chairman, İstanbul Stock Exchange, Turkey

This session aims to cover current works on financial education in Turkey, importance of cooperation between institutions, roles and responsibilities of all relevant stakeholders, opportunities, challenges and strategies in designing a national strategy on financial education.

11:00 - 11:30

Coffee Break

11:30 - 13:00

Session 6: Implementing Financial Education Programs

Chairperson Remzi Kaya - Deputy Undersecretary, Ministry of National Education, Turkey

Speakers Diana Crossan - Retirement Commissioner, New Zealand Retirement Commission

Maurizio Trifilidis - Senior Manager, Banca Di Italia

Murat Bey Balta - General Director, Ministry of National Education, Turkey

Mert Demir - Manager, Pension Monitoring Center, Turkey

This session aims to cover financial education programs to specific target groups such as children, women, aged people in improving their budget, credit and investment decisions.