

Our Ref: PSD/GEN/13(05)/2020

**CONFIDENTIAL**

4 August 2020

By E-Mail

**The Directors  
PARTICIPATING ORGANISATIONS /  
TRADING PARTICIPANTS**

Dear Sir/Madam

**2020 ADVOCACY PROGRAM FOR REPRESENTATIVES OF PARTICIPATING ORGANISATIONS AND TRADING PARTICIPANTS – TRADING PRACTICES AND PRODUCTS KNOWLEDGE TO PROMOTE MARKET INTEGRITY**

Following the success of last year's education program and Bursa Malaysia Berhad's continuing efforts to promote higher standards of business conduct and creating an ethical framework for the Capital Market Services Industry amongst Participating Organisations (POs) and Trading Participants (TPs) and its Registered Persons, we are committed to continue with the education program for representatives of POs and TPs for year 2020.

The objectives of this education program are to emphasise awareness on regulatory issues, promote higher standards of business conduct, improve the standard of compliance to the requirement of the Rules particularly on trading related activities as well as instill a culture of self-regulation and ethical framework amongst the POs and TPs and its Registered Persons. In addition, the program will also cover the topics on Inversed and Leverage Exchange Traded Fund ("ETF") product and the technical aspects of the different types of Corporate Actions

Due to the recent Covid-19 Pandemic, the government has enforced more stringent guidelines and standard operating procedures (SOPs) to mitigate and control the spread of Covid-19. In line with the New Normal that we have been practicing moving forward, this year's seminar will be conducted virtually via a series of interactive Webinar as an alternative to the normal face-to-face conference since the program was first organized in 2017.

The target audience for this program are Dealer's Representatives of POs and Futures Broker's Representatives of TPs. The participants will be **accredited with 10 CPE points by SIDC and are only required to attend ONE webinar session and completing the full assessment processes which are prepared by the Training Provider**. Registration for this program is FREE and is on a first-come-first-served basis which will be coordinated by the respective POs and TPs and the appointed Training Provider.

The webinar will be held on Saturdays and pre-registration is required. There will be eight (8) webinar sessions available to be held twice a day for the participants to choose from. The first session will start on **5 September 2020**.

The tentative program outline and schedule are as follows:

**TENTATIVE PROGRAMME OUTLINE:**

<b>Trading Practices and Products Knowledge to Promote Market Integrity</b>	
<b>High Standards of Business Conduct</b> (45 Minutes)	<ul style="list-style-type: none"> <li>• Ethics and Governance             <ul style="list-style-type: none"> <li>○ Professional ethics, best practices and management of conflict of interest</li> <li>○ Clients' assets protection</li> </ul> </li> <li>• KYC/Due Diligence/AMLATFPUAA             <ul style="list-style-type: none"> <li>○ Customer authentication &amp; obtaining essential information</li> </ul> </li> </ul>

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	<ul style="list-style-type: none"><li>○ Customer Risk Assessment</li><li>○ On-going clients due diligence</li><li>○ Client services and retention</li><li>● Cyber Security<ul style="list-style-type: none"><li>○ Identity and user management</li><li>○ Password management policies</li><li>○ Controls on session timeout</li><li>○ Cyber security culture</li></ul></li></ul>
<b>Market Misconduct</b> (45 Minutes)	<ul style="list-style-type: none"><li>● Trade Based Manipulation – Volume, Price and Order Book<ul style="list-style-type: none"><li>○ Front running, spoofing, stacking, wash order, marking the close, churning, rolling etc</li></ul></li><li>● Information Based Manipulation – Inaccurate/ Exaggerated/ Misleading/ False Information and Usage of Unverified Information<ul style="list-style-type: none"><li>○ Manipulative Scheme<ul style="list-style-type: none"><li>✓ Pump and Dump, Cornering the market etc</li><li>✓ Social Media/ Internet Platform – WhatsApp Group, Telegram, WeChat, Blogs etc.</li><li>✓ Organised Networks (Syndicates) – Substantial shareholders and proxies, Dealers (multiple accounts at various brokers)</li><li>✓ Complex Operations – Multiple jurisdictions e.g. operating through omnibus account via Singapore, Hong Kong, Off-Shore</li></ul></li></ul></li><li>● Unauthorised usage of clients' account</li><li>● CMSA &amp; Rules of Bursa Malaysia on offences, liability and penalties</li><li>● Case studies</li></ul>
<b>Trading Strategies Using Alternative Investment Products &amp; Services</b>	
<b>Leveraged &amp; Inverse ETF</b> (30 Minutes)	<ul style="list-style-type: none"><li>● Trends in ETF Industry</li><li>● How can this instrument be used to hedge positions &amp; take advantage of market movements?</li></ul>
<b>What is Exchange Traded Bonds?</b> (30 Minutes)	<ul style="list-style-type: none"><li>● How to trade Bonds like a Quant</li><li>● How to enjoy stable returns using Bonds</li></ul>
<b>Corporate Action</b> (30 Minutes)	<ul style="list-style-type: none"><li>● Types of Corporate Actions</li><li>● Zooming into Share Consolidation – issues and concerns</li></ul>

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<b>TENTATIVE PROGRAMME SCHEDULE:</b>		
<b>Date</b>	<b>Session 1 (9.00am – 12.30pm)</b>	<b>Session 2 (2.00pm – 5.30pm)</b>
<b>5 September 2020</b>	Group A	Group B
<b>12 September 2020</b>	Group C	Group D
<b>19 September 2020</b>	Group E	Group F
<b>26 September 2020</b>	Group G	Group H

Kindly extend this invite to all your Dealer's Representatives, Futures Broker's Representatives and your other Registered persons. Please be reminded that each program is limited to a maximum of **100 participants per session** on a first-come-first-served basis.

This webinar series will be facilitated by the appointed Training Provider, CHK Consultancy Sdn Bhd, who is also responsible for the registration process.

To facilitate the registration process, kindly complete the attached form and return the same via email to [cpeseminar@chkconsultancy.com.my](mailto:cpeseminar@chkconsultancy.com.my) / [joanne@chkconsultancy.com.my](mailto:joanne@chkconsultancy.com.my) **Registration will commence on Wednesday, 5 August 2020.**

Thank you.

Yours faithfully



**PARTICIPANTS AFFAIRS  
PARTICIPANTS SUPERVISION DIVISION  
BURSA MALAYSIA BERHAD**

/TSH/ak/mfr/lan/zz