

Ministers Ringing the Bell for the Launch of EGX Comic Series

Four ministers and actors participated in the Ringing of Bell Ceremony opening of the trading session, on Sunday, launching EGX's first comic books for children, "The Five Investors", and the launch of the first educational book on basics of investment in "Braille" language. These activities aim to raise the levels of awareness of new generations on the basics of savings and investment through the capital market, supporting the Egyptian government's efforts to increase the rates of economic and financial inclusion.

H.E. Nabila Makram, Minister of State for Immigration and Expatriates' Affairs, H.E. Dr. Tarek Shawki, Minister of Education and Technical Education, H.E. Dr. Nevin Al-Kabbaj, Minister of Industry and Trade, H.E. Dr. Hisham Tawfiq, Minister of Public Business Sector, Dr. Mohammed Farid, Executive Chairman of The Egyptian Exchange (EGX), Mohamed Nour, Egyptian Actor, and Egyptian TV Host Rami Radwan participated in the opening session.

The opening of the trading session presented the first batch of graduates of the educational program launched by EGX to teach school students the basics of investment and the role of financial markets, to ensure that their message is communicated to the same age segment.

Dr. Mohamed Farid Saleh, Executive Chairman of EGX, said that EGX celebrates today the launch of its four initiatives; EGX's educational books in "Braille" language, a promise that we made to enable all different groups to get knowledge. Having all EGX's educational material publications, videos available on EGX social media channels to enable the general public with special needs to learn about the basics of investing in EGX. The launch of EGX financial awareness program for schools and universities first time in the history of the Egyptian Exchange. The launch of a series of stories containing 5 educational booklets entitled "The Five Investors" to simply the idea of ownership through stocks, participation in the production process through the ownership of shares and other financial instruments, and investment through funds.

He said that these efforts aim to enabling large sectors of society to identify investment opportunities that will be available through publicly or privately owned companies. He stressed that companies engaged in various economic activities succeeded in their growth and expanding plans through listing, offering and trading on EGX.

H.E. Nabila Makram, Minister of State for Immigration and Expatriates' Affairs, praised teaching children the basics of investing and saving in the financial markets and introducing them to the meaning of terms such as stocks, bonds, brokerage firms and securities, and other ways to simplify participation in the stock exchange, and involve various entities and ministries concerned, as well as actors to simplify the idea and urge young people and children to participate.

Dr. Tarek Shawky, Minister of Education and Technical Education, explained that curriculum on investing on the stock exchange will be available, as well as having these stories available as videos through our school channel, in addition to providing these curriculum in Braille language.

He stressed that these stories provided as comic books are attractive educational methods that will build on the EGX's efforts in spreading awareness.

The Minister commended EGX's efforts to raise the levels of awareness and knowledge of the community about the basics of investment and savings in EGX, stressing that this effort will be built on to develop it and enhance its dissemination.

H.E. Hisham Tawfik, Minister of Public Business Sector, said that educating youngsters on investing, and finance is one of the most important steps to keep pace with the digital transformation, and learn the calculated risk to launch investment methods, support economic growth efforts, and raise awareness and culture required for young people, praising the efforts of the EGX management.

Dr. Nevin El-Kabbaj, Minister of Social Solidarity, said that EGX has witnessed a renaissance in recent years in terms of spreading awareness and financial literacy, achieving economic empowerment and social integration, the importance of balancing investment, consumption and saving, and ensuring that social and economic values are learned and implanted in children, to teach them this culture. Introducing them to the basics of trading and gaining sufficient knowledge.