

SPECIAL FEATURE 3

investED (FORMERLY KNOWN AS THE CAPITAL MARKET GRADUATE PROGRAMME)

Introduction

Malaysia's capital market has demonstrated commendable performance overall, outperforming its counterparts in emerging markets, and even comparatively doing better than some of the advanced financial markets. To enhance its competitive advantage, it is crucial for Malaysia's capital market to be future-ready and the preferred destination for investors. A sufficient pipeline of talent pool becomes increasingly necessary amid future growth needs.

At the SC Industry Dialogue 2022 and Budget 2023, one of the key concerns that was consistently raised by the capital market industry players and corporate captains was the acute shortage of skilled talent in Malaysia. This phenomenon is not unique to Malaysia or the capital market. In fact, a Korn Ferry Research (2019) projected that by 2030, there will be a global talent deficit of 85.2 million workers across the economies, and the financial and business services sector having a skilled talent shortage of 10.7 million workers. This global talent deficit could result in \$8.452 trillion in unrealised annual revenue by 2030. Expect greater competition for talent.

This challenging situation is further supported by the data from the Institute for Capital Market Research Malaysia (ICMR) (2021) report, illustrating that the industry is grappling with an ageing demographic. Based on industry surveys and direct engagements we have been having with industry players, the SC found that nearly 50% of the professionals are over 50 years old. There are professionals who are in the 70-80 age bracket. The SC also observed that the percentage of the younger talents, aged 30 and below, has been decreasing over the years to only about 8%. [In 2020, Malaysia's median age is 30 years].

In an ICMR survey among CEOs of licensed intermediaries, fresh graduates were rated lower in quality than the company's existing in-house talent. This perception suggests a potential gap in industry knowledge, leading intermediaries to prefer hiring experienced workers over fresh graduates.

Establishment of *investED*

In addressing the talent shortage in the capital market, the SC is championing the development of a sustainable pool of skilled talent, aligning with its development mandate. The Capital Market Graduate Programme (CMGP) was initiated in collaboration with MOF and Ministry of Higher Education (MOHE), with support from industry players and universities. The project was funded under the Capital Market Development Fund (CMDf) for the value of RM30 million from 2023 to 2025, a three-year initiative.

The objective of CMGP is to attract Malaysian fresh graduates and prepare them to be ready talents for absorption into the capital market industry. This programme focuses on:

- i. Creating greater awareness of the capital market industry and enhancing capacity among graduates.
- ii. Building a talent pipeline of graduates for the Malaysian capital market.

The strategic collaboration among the Ministry, industry, universities, and the SC has a significant impact on the overall delivery of the programme. The institutionalise of governance structure such as Steering Committee and Implementation Committee plays a crucial role in providing guidance, monitoring the overall progress, and assessing the performance of the programme.

The three-year CMGP programme is guided by the following annual key performance indicators (KPI):



Career Fairs and Career Talks

- To organise at least 20 sessions of Career Talk for 3,000 students per year.
- To participate/organise in six Career Fairs per year.



Foundation Programme

- SIDC's Structured Programme/Certification for 800 students per year.



Leadership Programme and Job Placement

- 200 Malaysian graduates from local and overseas universities per year.

At its conclusion, the programme would ultimately benefit a total of 9,000 students and subsequently generating employment prospects for 600 graduates.

On 19 June 2023, Prime Minister Datuk Seri Anwar Ibrahim launched the CMGP under a new brand called 'investED,' witnessed by the Minister of MOHE, Dato' Seri Mohamed Khaled Nordin, along with industry key players, ministry representatives, universities, and graduates. This event signifies a strong collaboration and commitment from all parties.



Our Progress So Far

Career Fairs and Career Talks

The SC strategically planned a series of six Career Fairs and 20 Career Talk sessions with the support of capital market industry key players spanning across various locations in Malaysia. To date, the SC has actively participated in seven Career Fairs and delivered 24 Career Talk sessions across Malaysia, engaging with local universities and public events. This initiative has successfully reached 8,586 students in 2023.

FIGURE 1
investED nationwide career talks

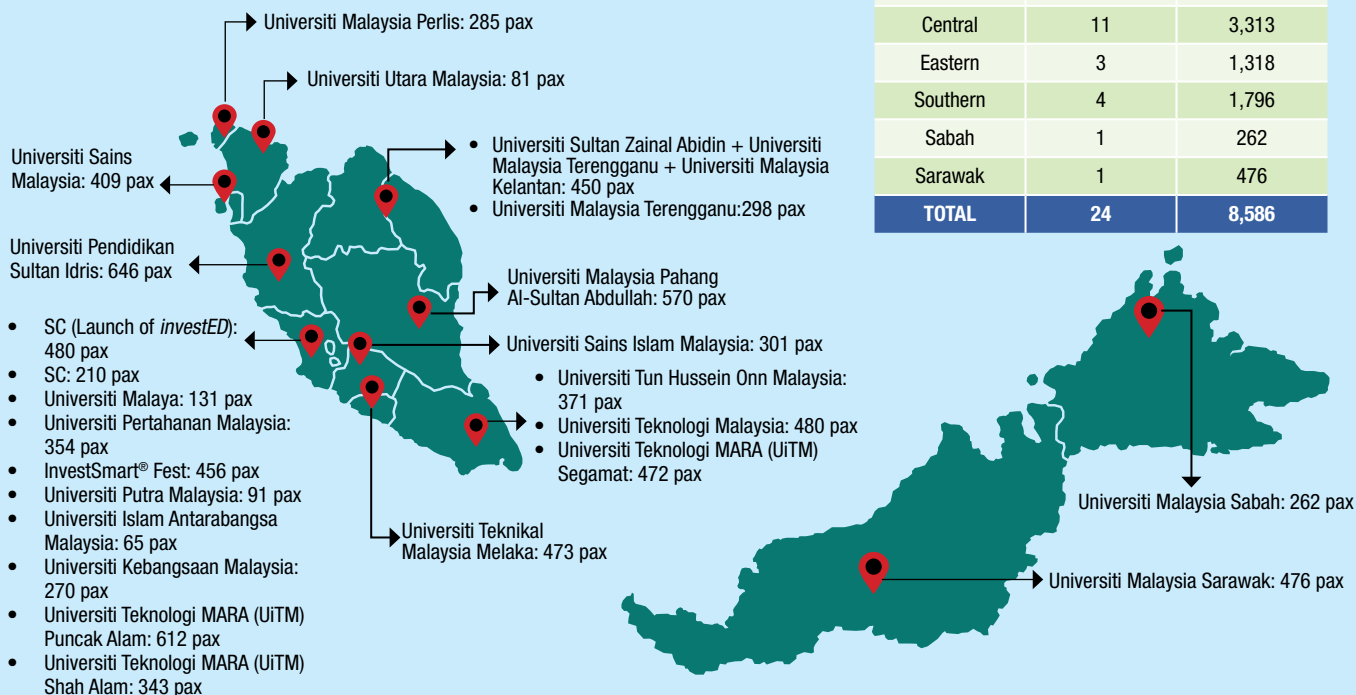
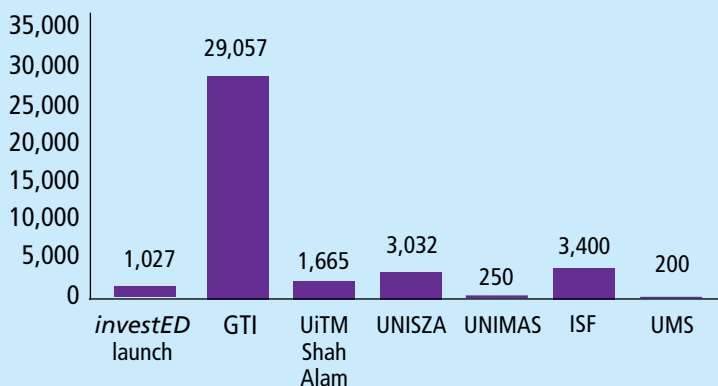


CHART 1
Career fair - number of attendees



No.	Institution	Quantity	Engaged
1.	IPTA	20	20
2.	IPTS (university level)	57	0
3.	GLU	4	0
TOTAL		81	20

The career talk sessions are structured, beginning with an introduction to *investED*, followed by an overview of the SC, an inspiring iconic speaker session, and concluding with a panellist session. The speakers, representing diverse backgrounds within the capital market industry at various levels, bring a wealth of experience and insights to these sessions. Recognition and appreciation are extended to the commitment of 77 individuals who volunteered and contributed throughout all the sessions organised nationwide.

Foundation Programme

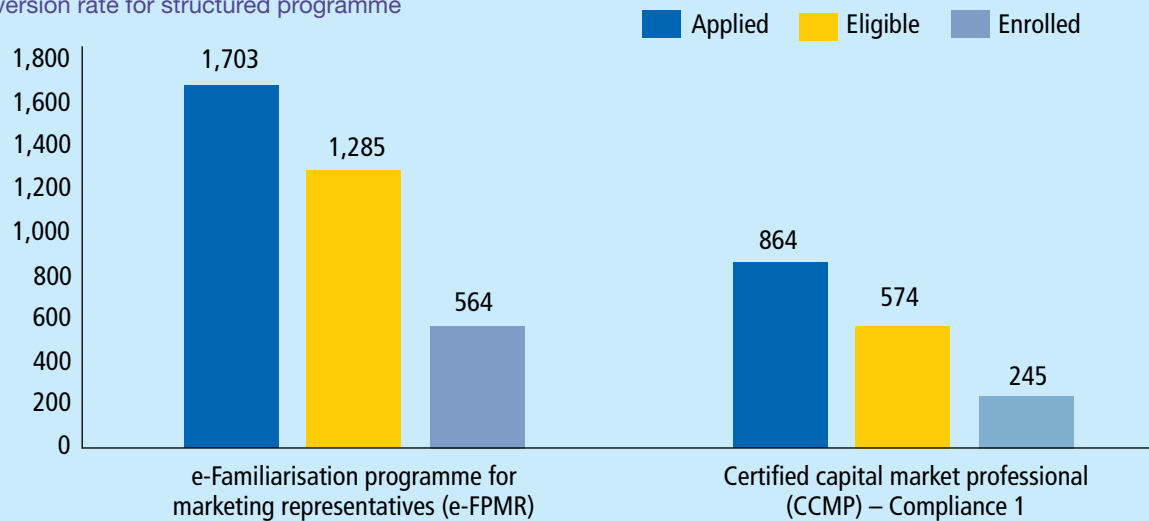
Under the Foundation Programme, the SC provides two separate certification programmes: e-Familiarisation Programme for Marketing Representatives (e-FPMR) and Certified Capital Market Professional (CCMP)-Compliance 1. The programme is available to all fresh graduates or those who graduated in less than two years. The following are the details of the two programme:

1. The e-FPMR is designed and managed by SIDC, acting as a mandatory step for individuals seeking registration as Marketing Representatives (MR).
2. CCMP-C1 is designed for those who aspire to pursue a career in compliance within the capital market.

Both certification programmes are easily accessible online through the SIDC Learning Management System. To date, e-FPMR received approximately 1,703 applications, while CCMP-C1 received a total of 864 applications. In total, 2,567 applications were received for both certification programmes. Following this, 809 individuals enrolled in both programmes. Upon successful completion, individuals who pass the assessment will receive a certificate of completion.

CHART 2

Conversion rate for structured programme



Leadership Programme and Job Placement

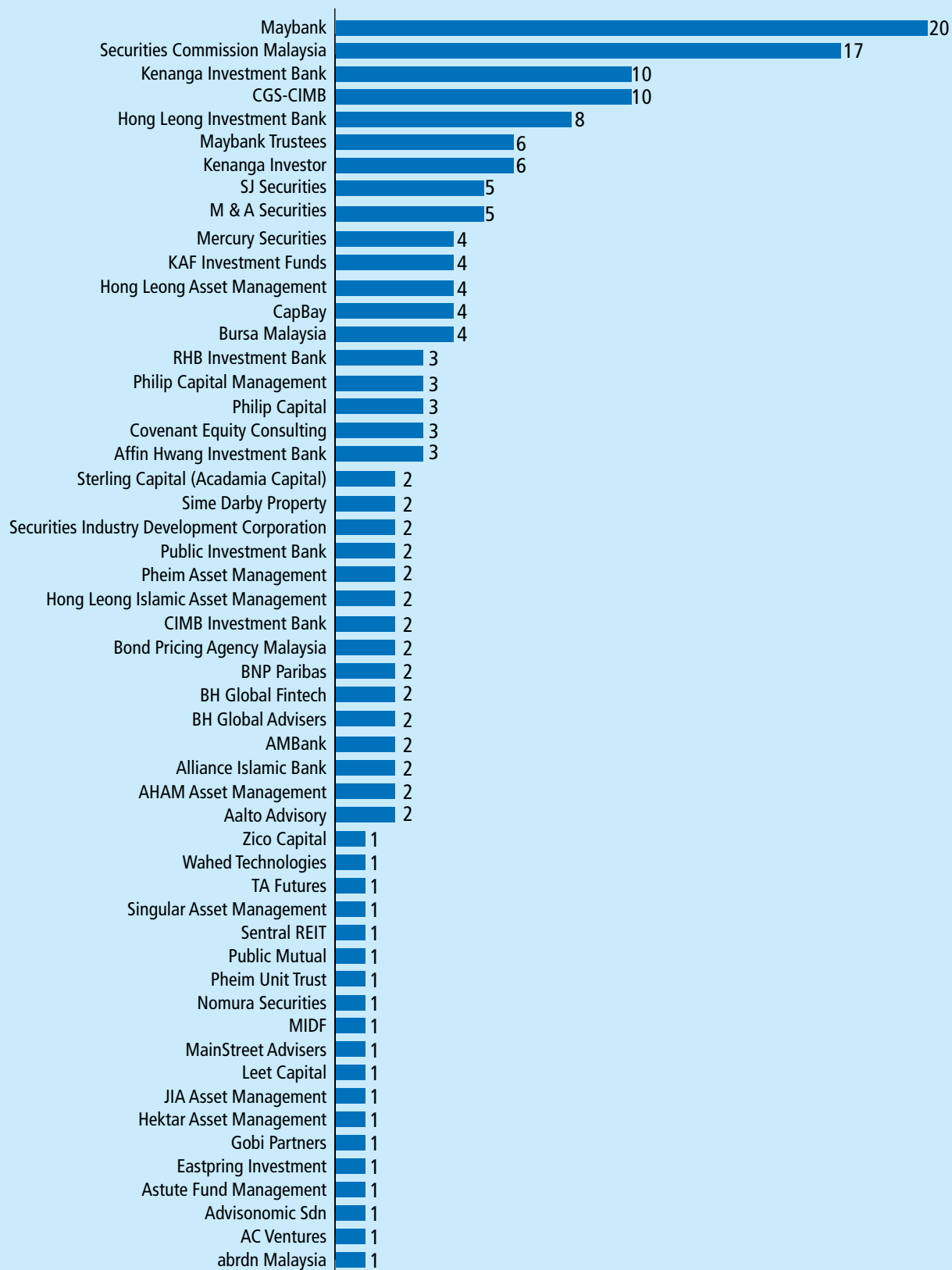
As part of an initiative to cultivate a diverse and highly skilled talent pool for the capital market, the SC has launched the Leadership Programme and Job Placement initiative. The programme consists of a rigorous one-month classroom training followed by a six-month on-the-job placement at collaborating companies within the capital market industry.

This programme is specifically designed to accommodate graduates from non-conventional backgrounds, such as engineering and mathematics, aiming to bring unique perspectives into the industry.

The application period for the Leadership Programme and Job Placement for the first cohort was made available from 10 April 2023 to 15 July 2023, coinciding with the signing of the MOU between the SC and MOHE. In total, the SC received more than 1,000 applications and extended enrolment offers to 275 individuals for this programme. Out of these 275 offers, 171 talents (approximately 62%) accepted, while 104 talents (about 38%) declined due to other opportunities.



CHART 3

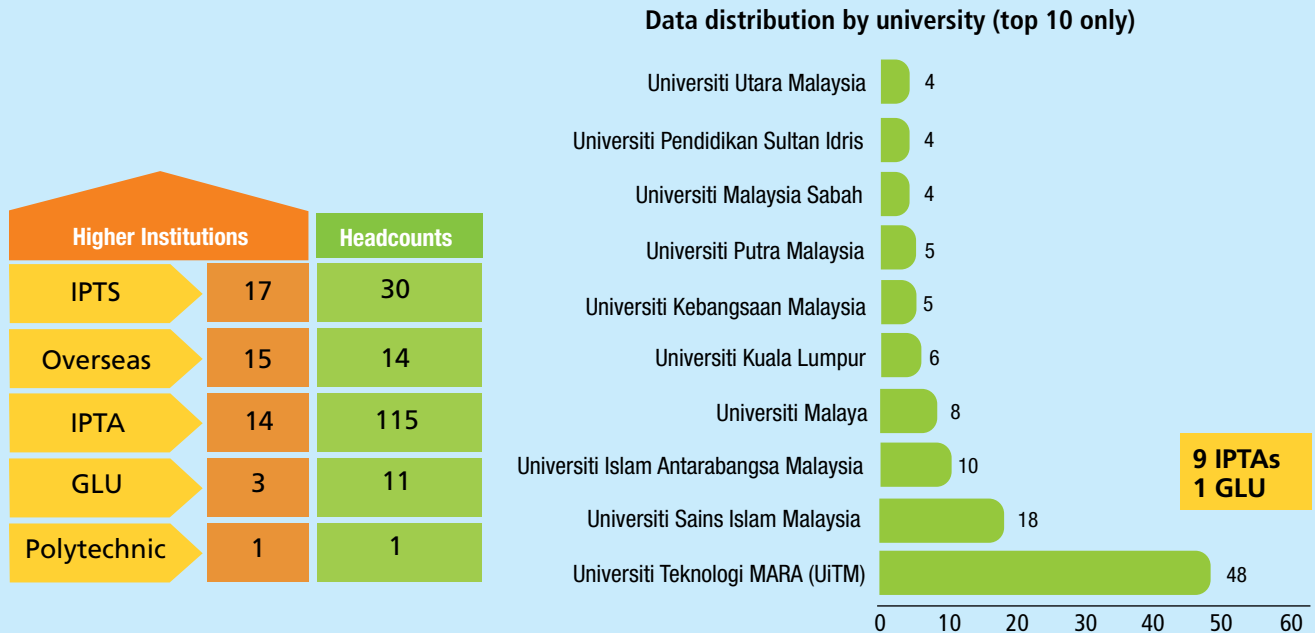
Host companies for *investED* Leadership Programme and Job Placement

On 7 August 2023, the SC successfully inaugurated the first cohort of the Leadership Programme and Job Placement, featuring a total of 171 enrolled trainees.

In Chart 3, the list of host companies is depicted alongside the number of trainees placed at each respective company. A total of 53 *investED* partners provided placement opportunities to 171 *investED* trainees. It can be observed that Maybank demonstrated the highest commitment by hosting 20 trainees, followed by the SC with 17 trainees, and CGS-CIMB with 10 trainees.

CHART 4

Trainees distribution by higher institutions



Upon the completion of Leadership Programme and Job Placement, a total of 66 trainees have been offered full-time employment, representing 39% of the first cohort. A survey conducted among first cohort of trainees indicated that 92% would recommend *investED* to their friends and family.

Graduation of the first cohort is scheduled to take place in May 2024. The second cohort would be open for application in March 2024.

Conclusion

One of the key observations of the programme is the collaboration and commitment from all parties to ensure the programme benefits the future talent of the Capital Market. This would not be possible without the strong communication, collaboration, and commitment from the key stakeholders and the working team comprising 46 individuals (excluding on-ground support), who were instrumental in making the *investED* initiatives possible.