

## Bursa to raise retail trade to 40pc

By Chong Pooi Koon  
pooikoon@nstp.com.my

BURSA Malaysia Bhd, with all its efforts to encourage retail investors to trade more, including the launch of a new subscription-based information product, hopes to raise retail trades to around 40 per cent on average this year.

Retail investors' participation in the market stands at around 35 per cent so far this year.

Retail investors accounted for only about 29 per cent of Bursa Malaysia's total trading value last year, the low-

est in eight years, and substantially lower compared with 43 per cent in 2004.

"With the new Bursa Station and a combination of other products, we hope to see retail trades to come closer to 2004's figure. It is healthy to be around 40 per cent," chief executive officer Yusli Mohamed Yusoff said in Kuala Lumpur yesterday.

Retail investors used to dominate with about 60 per cent of trades in the local market before the 1997 financial crisis.

Yusli was speaking to reporters after launching the Bursa Station, an inter-



net-based real-time market data tool and analytical software that would help retail investors to trade.

Among its features are streaming stock quotes, intraday time and sales, trade summary matrix, quote movements, market depth, intraday charts and volume distribution charts.

"Bursa Station fills a market gap by providing all interested investors access to fundamental, technical and trading data over the web," Yusli said.

Currently, only selected brokers offer similar services over the Internet.

Bursa Station is powered by Shareinvestor Pte Ltd, one of the largest providers of independent investment tools to retail investors in Singapore. It will be marketed by Cyber Village Sdn Bhd, an e-business consulting firm.

Basic service for the product costs RM860 for six

months and RM1,440 for 12 months.

A two-month free trial period starting yesterday will be available as part of the promotion. Investors can log on to [www.bursastation.com](http://www.bursastation.com) or contact 03-7728 5568 for a trial CD.

Meanwhile, Yusli said the apparently strong speculative interest in the market recently is not a cause for concern.

"You don't have to go into those stocks. We have a thousand stocks, how many of them are speculative? 100? You still have 900 over that

>> SEE PAGE 40, COL. 4

## Bursa among world's lowest velocity markets



Yusli (right) briefing Bursa Malaysia chairman Tun Mohamed Dzaiddin Abdullah on the Bursa Station. With them is ShareInvestor Pte Ltd chairman Dr Michael Leong

□ FROM PAGE 39

are not speculative and investors can surely find some good companies to invest in," he said.

Despite the surging volume, he said Bursa Malaysia, with a 30 per cent velocity, is still one of the lowest velocity markets in the world. This compared with an average of around 60 per cent velocity in Singapore, 80 per cent in Hong Kong

and 200 per cent in South Korea.

Yusli also said Bursa Malaysia will leave it to the Securities Commission to investigate Hospitech Resources Bhd, which shocked the market by calling off its initial public offering a day before its shares were slated to start trading.

"It never arrived at our exchange. I'm happy that if there's any problem, they'll be addressed before the listing," he added.