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Retail boost from Bursa Station

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KUALA LUMPUR: Greater retail and institutional participation in the local stock market is possible, since Bursa Malaysia's turnover velocity of 30% to market capitalisation is one of the lowest in the region, said chief executive officer Yusli Mohamed Yusoff.

Turnover velocity refers to the pace of trading activity in a stock market over a year.

Yusli said the turnover velocities in other stock markets in Asia were higher, with South Korea leading the way at 200%, Hong Kong 80% and Singapore over 60%.

"There's a lot of room for an upswing in the velocity in the local stock market," he told reporters after the launch of Bursa Station yesterday.

Bursa Station is an Internet-based real-time market data tool and analytical software targeted at boosting greater retail play in the market and improving trading volume and velocity.

It is said to provide investors with innovative market analysis, furnishing subscribers with extended intra-day data, added market depth, news, research reports and advanced charts.

The station was developed by Bursa subsidiary, Bursa Malaysia Information Sdn Bhd, in collaboration with Cyber Village Sdn Bhd and Shareinvestor.com Holdings Pte Ltd.

Yusli said currently only select brokers offered similar services over the Internet.

"Bursa Station fills the gap by providing investors access to fundamental, technical and trading data over the Web. The station is in line with the stock exchange's continued commitment to educating retail investors on the importance of fundamental-based investing. It also enables investors to make better assessments of their investment options and decisions," he noted.

Yusli said there would be some training at Bursa for retail investors to use the station as

Two-month free trial of Bursa Station

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well as roadshows to educate stockbroking firms and institutional investors on the software.

Shareinvestor.com founder and chairman Dr Michael Leong said the station would help level the playing field for retail investors so that all had access to information to make informed trading decisions.

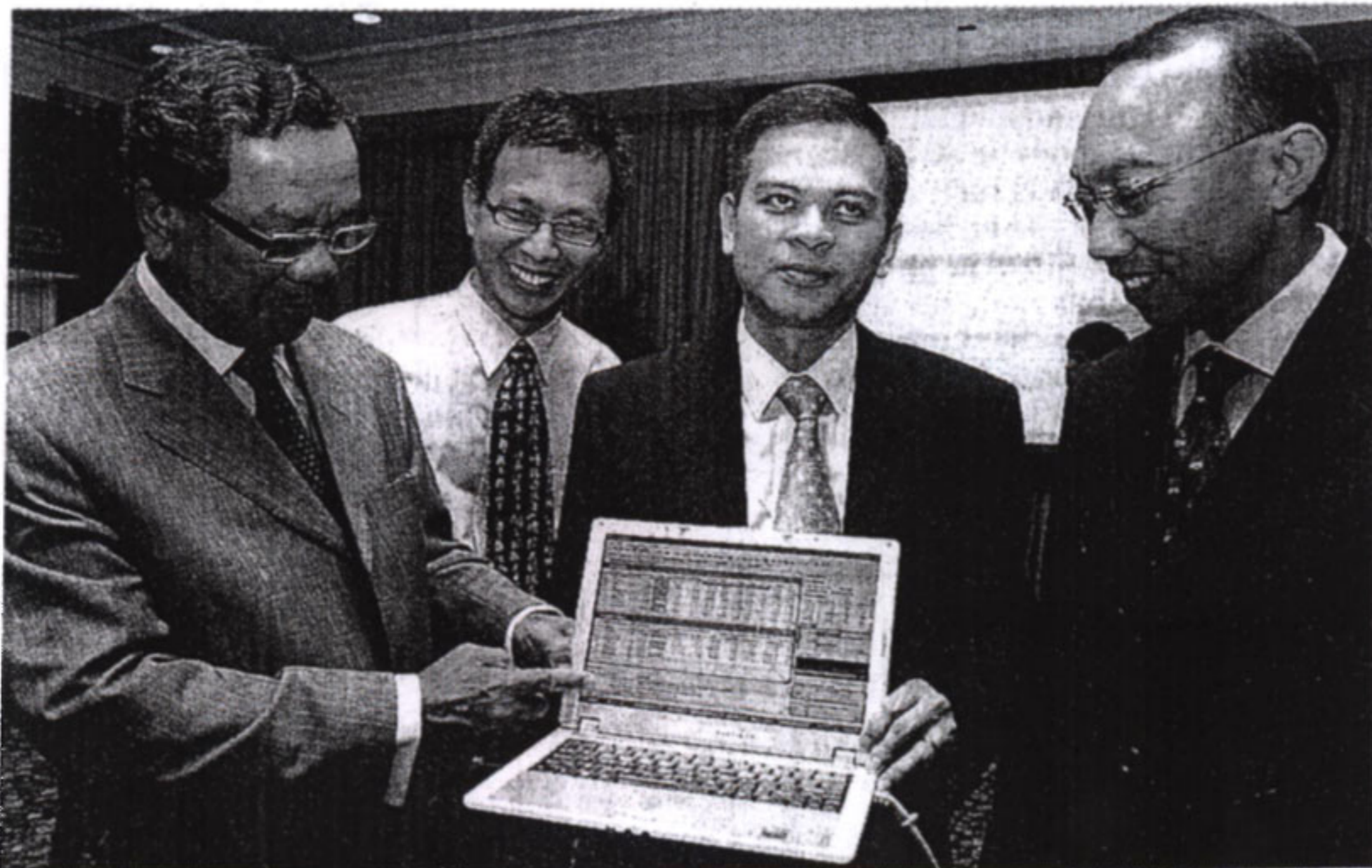
As part of the promotion campaign for Bursa Station, there would be a free trial period of two months from yesterday for investors.

To learn about the station, log on to www.bursastation.com or contact 03-7728-5568 for a trial cassette disk. After the period, it will cost RM100 a month for each subscriber.

On the current level of speculation in the stock market, Yusli said a certain level was necessary and healthy for the stock market to remain active. "Stock speculation, especially by retail investors, will always exist. But it only represents a small percentage of the 1,000 over stocks on the market," he said.

"We hope the additional software like the Bursa Station will help boost retail participation," he said, adding that a healthy percentage level would be in the high 30s to 40s.

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From left: Bursa chairman Tun Mohamed Dzaiddin, Cyber Village CEO Tony Pua, Shareinvestor.com founder and chairman Dr Michael Leong, and Yusli Mohamed Yusoff examining the features of Bursa Station.