

2019 EduFin Summit

Digitization and financial education, a new era to create opportunities.



July 11th, 2019 CIUDAD BBVA-AUDITORIUM

- 🕒 8:30 - 9:30 am **Registration & welcome coffee**
- 🕒 9:30 - 9:45 am **Opening**
 - José Manuel González Páramo, Executive Board Member and Head of Global Economics and Public Affairs, BBVA
- 🕒 9:45 - 10:15 am **(Keynote speech) Digitization and financial health**
 - Flore-Anne Messy, Head of the Financial Affairs Division, Organisation for Economic Co-operation and Development (OECD)
- 🕒 10:15 - 11:30 am **(Round table) Financial education for all: how to avoid non-inclusive digitization**
Moderator: [David Tuesta](#), Former Minister of Finance of Peru
 - Rolando Arellano, President, Arellano Consultoría para Crecer
 - Verónica López Sabater, Managing Director, Fundación Analistas Financieros Internacionales Spain (AFI Foundation)
 - John Taylor, President and Founder, National Community Reinvestment Coalition United States of America (NCRC)
 - Fernando Tejada, Director, Market Conduct and Claims Department, Bank of Spain

☕ 11:30 - 12:00 am **Coffee Break**

- 🕒 12:00 - 1:15 pm **(Round table) The world map of digital financial education**
Moderator: [Liliana Pozzo](#), Advisory Services Manager, Financial Institutions Group (IFC-The World Bank)
 - Wang Wei, Chairman, the Chinese Museum of Finance
 - Raymond Frenken, Head of Communications & CSR, European Banking Federation (EBF)
 - Silvia Singer, Director, Museo Interactivo de Economía de México

🍴 1:15 - 3:00 pm **Lunch**

- 🕒 3:00 - 4:15 pm **(Round table) Financial skills for the new age: from the abacus to the chatbot**
Moderator: [José María López Jiménez](#), Head of Corporate Social Responsibility at Unicaja Banco. Edufinet
 - Maria Demertzis, Deputy Director, Bruegel
 - Blanca Narváez Vega de Seoane, Director, Junior Achievement Spain
 - Ryan Swift, Vice President of Financial Education, EVERFI
- 🕒 4:15 - 5:45 pm **(Pitches and presentations) Great little stories: screens creating opportunities**
 - Guillermo Jr. Cárdenas, Director of Evaluation and Good Practices, BBVA Research México
 - Fabián Goldberg, Campus Microfinance and Culture Responsible, BBVA Microfinance Foundation
 - David Carrasco, Commercial & Marketing Director, BBVA Asset Management
 - Luz Martín Manjón, Advice -Transformación Digital España, BBVA
 - Ana María Hernández Moratilla, Leadership UX & Design, Design Spain, BBVA

🍴 8:00 - 10:00 pm **Private dinner, Center's Advisory Council**

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July 12th, 2019 CIUDAD BBVA-AUDITORIUM

- 🕒 8:30 - 9:30 am **Registration & welcome coffee**
- 🕒 9:30 - 10:15 am **Opening**
 - Carlos Torres Vila, Group Executive Chairman, BBVA
 - Pablo Hernández de Cos, Governor, Bank of Spain
- 🕒 10:15 - 11:30 am **(Round table) Data, Cookies, Robots: a matter of trust for financial services**
Moderator: **Antoni Ballabriga**, Global Head of Responsible Business, BBVA
 - José María Roldán, Chairman and CEO, Spanish Banking Association (AEB)
 - Helen Gibbons, Board Member, Better Finance
 - Diana Mejía, Senior Advisor for Public Policy and Competitiveness, CAF Development Bank of Latin America
- ☕ 11:30 - 12:00 am **Coffee Break**
- 🕒 12:00 - 12:30 pm **(Keynote speech) From contactless to artificial intelligence: the path to financial well-being**
 - Helena Koning, Senior Managing Counsel, Mastercard

- 🕒 12:30 - 1:45 pm **(Round table) Technology as a driver to improve people's financial health**
Moderator: **Darren Easton**, Senior Director, Financial Health Network
 - Hania Farhan, Senior Methodology Director, Gallup
 - Bart de Langhe, Associate Professor of Marketing, ESADE
 - Dagmar Van der Plas, Global Director of the Think Forward Initiative and Sustainability Manager, ING
- 🕒 1:45 - 2:00 pm **Conclusions and closing speech**
 - José Manuel González-Páramo, Executive Board Member and Head of Global Economics and Public Affairs, BBVA

🍴 2:00 - 2:45 pm **Lunch**