

EduFin Summit 2022

Center for Financial Education and Capability



📺 ONLINE
📅 September, 29th - 30th
🐦 @bbvaedufin #BBVAEduFinSummit
🕒 4:00 pm (UTC +2:00 Spain) / 9:00 am (UTC -5:00 Mexico)
🌐 bbvaedufin.com

SEPTEMBER 29TH, 2022

🇪🇸 **Madrid (Ciudad BBVA)** (all session can be followed vía live streaming)

MADRID (UTC +02:00)	CIUDAD DE MEXICO (UTC -05:00)	
3:00 pm	NA	Welcome Coffee
3:55 - 4:00 pm	8:55- 9:00 am	Welcome and Housekeeping Announcements
4:00 - 4:15 pm	9:00- 9:15 am	Opening - Carlos Torres Vila , Chairman, BBVA Spain Mairead McGuinness , Commissioner of Financial Services, Financial Stability and Capital Markets Union, European Commission
4:15 - 5:00 pm	9:15 - 10:00 am	The value of financial education in the digital financial environment MODERATOR Ana Rubio , Head of Financial Regulation, BBVA SPEAKERS Margarita Delgado , Deputy Governor of the Bank of Spain Alejandra Kindelán , President, AEB Alejandro Beltrán , Founder of Buda.com
5:00 - 5:15 pm	10:00 -10:15 am	Coffee break
5:15 - 5:30 pm	10:15- 10:30 am	The trend of "fininfluencers" KEYNOTE SPEECH Manuel Ángel Méndez , Editor-in-Chief of Teknautas, El Confidencial
5:30 - 6:15 pm	10:30- 11:15 am	Inclusive growth as a cornerstone of sustainable development MODERATOR Toni Ballabriga , Global Head of Responsible Business, BBVA SPEAKERS Mercedes Canalda , President, Banco de Ahorro y Crédito ADOPEM Stefan van Woelderen , Sustainability Manager, Financial Health Lead, ING Laura Diaz , PRB Implementation Support Coordinator Banking Team, UNEP-FI (United Nations Environment Programme Finance Initiative)

SEPTEMBER 30TH, 2022

🇲🇽 **Ciudad de Mexico (Torre BBVA Mexico)** (all session can be followed vía live streaming)

MADRID (UTC +02:00)	CIUDAD DE MEXICO (UTC -05:00)	
NA	8:30 am	Welcome Coffee
3:55 - 4:00 pm	8:55- 9:00 am	Welcome and Housekeeping Announcements
4:00 - 4:20 pm	9:00- 9:20 am	Opening - Eduardo Osuna , Country Manager, BBVA México Mauricio Pallares , Head of Digital Marketing, BBVA México Óscar Rosado , President of the National Commission for the Protection and Defense of Users of Financial Services (Condusef in Spanish)
4:30 - 5:15 pm	9:30- 10:15 am	The challenges of financial inclusion KEYNOTE SPEECH Dorothe Singer , Senior Economist Europe and Central Asia Region, World Bank MODERATOR Hugo Najera , Head of Client Solutions, BBVA Mexico SPEAKERS Ana Victoria García , Founder, Victoria147 Mayada El-Zoghbi , Managing Director, Center for Financial Inclusion at Accion
5:15 - 6:00 pm	10:15 - 11:00 am	The data revolution at the service of financial capabilities MODERATOR Carlos Serrano , Chief Economist, BBVA Mexico SPEAKERS Raul Nava Salazar , Associate Operations Officer, IFC Luz Gómez , Vice President, Social Impact, Latin America and Caribbean, Center for Inclusive Growth, Mastercard
6:00 - 6:15 pm	11:00 -11:15 am	Coffee break
6:15 - 7:00 pm	11:15- 12:00 pm	The role of financial education in mobilizing capital towards sustainable finance MODERATOR Lidia del Pozo , Director, Community Investment Programs, BBVA SPEAKERS Jose Luis Ortega , Head de Fixed Income and Multi-Asset strategies, BlackRock Mexico Pasquale Munafò , Chairman of the Committee on Retail Investors, IOSCO
7:00 - 7:15 pm	12:00 - 12:15 pm	Closing - Javier Rodríguez Soler , Global Head of Sustainability, BBVA