QUEEN MáXIMA AS THE UNSGSA

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Queen Máxima is an active global voice on the importance of inclusive finance for achieving development and economic goals. Designated in 2009 by the UN Secretary-General as his Special Advocate for Inclusive Finance for Development, Queen Máxima encourages universal access for individuals and enterprises, at a reasonable cost, to a wide range of financial services, provided by diverse responsible and sustainable institutions.

As UNSGSA, she works in partnership with stakeholders globally to raise awareness, encourage leadership, and foster action toward financial inclusion. She draws on her first hand experiences gained through country visits and conversations with low income families, small business owners, policymakers, and others to identify which financial services and policies can really make a difference for lives, livelihoods and whole communities.

She shares her insights and knowledge across countries through speeches, meetings and publications, among other channels. Queen Máxima regularly convenes stakeholders from diverse sectors, such as government leaders together with technical finance experts, mobile phone companies, health and agriculture, venture capitalists, development partners and more—helping people and institutions to learn from each other and form new collaborations.

Queen Máxima is also Honorary Patron of the G20 Global Partnership for Financial Inclusion, since 2011. She is a champion of financial inclusion in her own country, the Netherlands, particularly in the areas of financial literacy and education. She is a member of the Netherlands Committee for Entrepreneurship and Finance and Honorary Chair of the Dutch Money Wise Platform.