
QUEEN MÁXIMA AS THE UNSGSA

12 Mar 2013

Her Majesty Queen Máxima of the Netherlands has served as the UN Secretary-General's Special Advocate for Inclusive Finance for Development (UNSGSA) since 2009. As Special Advocate she is a leading global voice advancing universal access to affordable, effective, and safe financial services. She emphasizes that financial inclusion accelerates progress toward numerous development and economic goals, including poverty alleviation, job creation, food security, gender equality, and equitable growth.

Collaborating closely with global and national partners, she raises awareness, encourages leadership, works to break down barriers, and supports action to expand 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 communities.

Queen Máxima regularly consults with and convenes diverse stakeholders—linking government leaders, finance and banking authorities, mobile and tech companies, agriculture experts, development partners, and others—helping people and institutions learn from each other and form new collaborations.

As honorary patron of the G20's [Global Partnership for Financial Inclusion](#) since 2011, she works with governments and other partners to advance the G20 Financial Inclusion Plan. Within the UN system, she engages programs to share best practices about how financial inclusion complements and advances their missions. She also serves as a Global Agenda Trustee for the World Economic Forum's [Global Challenge Initiative on the Future of the Global Financial System](#).

Queen Máxima actively supports financial inclusion in her own country, 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](#).

More information on her royal activities can be found on the official website of the [Royal House of the Netherlands](#).