In multiple meetings with economic and political leaders at the 2015 World Economic Forum, Queen Máxima in her role as UNSGSA discussed the current status of financial inclusion and advocated for expanded support.

On January 22, at the start of two intense days in Davos, the Special Advocate, along with World Bank President Jim Kim and MasterCard CEO Ajay Banga, co-hosted a private dialog with public- and private-sector leaders to address collaboration to achieve universal financial inclusion. Later, she addressed a WEF-sponsored session aimed at promoting global financial inclusion and another advancing the importance of inclusion to help achieve global food security. In between, she held one-on-one discussions with leaders from the business world and international organizations, as well as government leaders and central bankers from Brazil, Colombia, India, Mali, Mexico, Myanmar, the Philippines, Tanzania, and Viet Nam.

The World Economic Forum, held yearly in the mountain village of Davos, Switzerland, brings together several thousand of the world's most influential politicians, businesspeople, NGO leaders, and others to address the urgent social and economic concerns of the day.