



H.M. Queen Máxima of the Netherlands

United Nations Secretary-General's Special Advocate for Inclusive Finance for Development



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 on advancing universal access to and responsible usage of affordable, effective and safe financial services. The UNSGSA raises awareness, serves as a convener, encourages leaders and supports actions to expand financial inclusion at a global and country level, all in close collaboration with partners from the public and private sector. An important focus of her work is on enabling responsible technology for financial inclusion in support of the Sustainable Development Goals (SDGs). According to the latest Global Findex (2021), 76% of adults now have an account, up over 50% since 2011—and therefore have a better chance to transform their lives and build resilience.

Queen Máxima is Honorary Patron of the G20's Global Partnership for Financial Inclusion (GPII) and a Global Agenda Trustee for the World Economic Forum's Global Challenge Initiative on the Future of the Global Financial System. She also convened the CEO Partnership for Economic Inclusion. In the Netherlands, she is a member of the Dutch Committee for Entrepreneurship and Honorary Chair of the Dutch Money Wise Platform. In all her roles, Her Majesty aims to unlock development opportunities and economic inclusion for all.