



## BRUSSELS KICK-OFF EUROPEAN MONEY WEEK

Monday 27 March, 16:00 – 19:00

EBF Meeting Centre, 56 Avenues des Arts, Brussels

Doors open from 15:30.

### Programme:

- 16:00      **Wim Mijs**, Chief Executive Officer of the EBF, welcome
- 16:05      Keynote: **Prof. Annamaria Lusardi**, Academic Director at the Global Financial Literacy Excellence Centre, live from Washington via video link
- 16:30      **Andreas Hansen**, Partner at Red Associates (Copenhagen, New York), on ongoing international research on people's relationship to money
- 16:45      **Consuelo Capri**, Senior Project Manager at the ECB, on financial literacy initiatives and the upcoming launch of new €50 banknotes
- 17:00      **Marcello Faraggi**, President of the European Shoe Shine Association (ESSA), on financial literacy in entrepreneurship and on the launch of a new European initiative to encourage micro-entrepreneurship
- 17:15      **Panel discussion**, members of European Financial Education Platform
- Confirmed speakers (per 15 March):
- Insurance Europe - Michaela Koller, CEO
  - EFAMA – Peter de Proft, Director General
  - JA Europe – Caroline Jenner, CEO
  - European Microfinance Network – Patrick Sapy, Chairman of the Board
  - Better Finance. - Arnaud Houdmont, CCO
  - CFA Institute - Josina Kamerling, Head of Regulatory Outreach EMEA
  - EBF – Sebastien de Brouwer, Executive Director
- Moderator: Raymond Frenken, EBF Head of Communications

**European Banking Federation aisbl**

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18:00

**Networking drinks/reception**