

Financial Education Week in the United States and Canada 2015

The main goal of the fourth edition of the Financial Education Week in the United States and Canada was **to inform the community about the importance of properly managing their resources, the availability of financial products, and the wide array of services offered by Mexican institutions** with respect to sending remittances, promoting productive projects and retirement savings. This year's theme was "Invest and Build your Wealth".

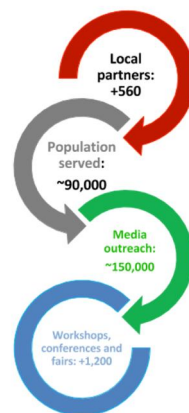
The event was coordinated by the **Institute for Mexicans Abroad (IME)**, with the support of the **Embassy of Mexico in the United States**, the **50 Mexican consulates in the US** and **6 in Canada**. **36 senior officials from 5 Mexican institutions** participated in events in **28 cities** in the United States.



One of the highlights of the **Financial Education Week 2015** was the "**Financial Education Tools for the Hispanic Community**" conference which took place at the Mexico Institute of the Woodrow Wilson International Center for Scholars in Washington, DC.

Among those participating in the event were Ambassador Alejandro Estivill Castro, *Chargé d'Affaires* at the Embassy of Mexico in the United States; Dr. Mario Di Costanzo, President of the National Commission for the Protection Financial Services Users (CONDUSEF); Dr. Duncan Wood, Director of the Mexico Institute; and Dubis Correal, Representative of the Consumer Financial Protection Bureau (CFPB).

Additionally, the **CONDUSEF** presented the "**Mexicans Abroad**" **weblet**. This new tool allows the user to access the **Bureau of Financial Entities**, which provides information on the credibility of financial institutions in Mexico; the **Afore search engine**, that locates money saved while working Mexico; and the **Financial Mailbox for Mexicans Abroad**, which responds to written questions on remittances, how to review bank accounts and resolve problems with banks and other financial institutions, among other questions, within 24 hours.



Statistics

- **Individuals served in Consulates: ~90,000**
 - Reach in print media and radio: ~150,000
 - Reach through social media (Facebook and Twitter): ~500,000
- **Local partners: +560**
- **Workshops, conferences, fairs, forums, interviews, other: +1,200**
- **Distribution of + 72,000 educational materials**
- **Videos on financial education played in waiting rooms in consulates**

