



**2015 MasterCard Foundation Symposium on Financial Inclusion**  
**Friday, November 20, 2015**  
**9:00 a.m. – Video Message from Queen Máxima**

**JASON REINDORP (EMCEE):** So here we are at the beginning of day two. We've got another great day lined up for you. What better way to start things off than with a message from a lady who is literally the queen of financial inclusion. This person serves as the United Nations Secretary General's Special Advocate for Inclusive Finance for Development. I give you Her Majesty, Queen Máxima of the Netherlands.

**QUEEN MÁXIMA OF THE NETHERLANDS:** Ladies and gentlemen, I extend my congratulations to MasterCard and the Boulder Institute of Microfinance on this important event. I regret that I cannot join you in the beautiful city of Cape Town. As representatives of financial institutions and researchers, you are truly on the front line, designing, testing, and implementing what really works. Your focus on client needs is of utmost importance.

For many years, providing financial services to the poor was not widely recognized as a matter of major concern. That picture has changed. In September, an ambitious new global development agenda was adopted by 193 countries. World leaders have recognized that providing the poor with the financial tools they need will contribute powerfully to sustainable development goals such as ending poverty and hunger, and creating gender equality.

Eight months ago, at the World Bank, a group of public and private leaders, including MasterCard, committed to reaching universal financial access by 2020. A powerful commitment that many of you are pushing forward. This is a major step. But we all know that access alone is not enough. We have to provide people with financial products and services that are really suited to them, tailored to their specific needs, and we have to invest in financial education. Otherwise, the promise of financial inclusion is left an empty shell.

Our work will be supported greatly by new research initiatives such as the Insight to Impact data hub announced here yesterday. This will provide valuable insights that can guide the creation of new products and services. I cannot thank the Bill and Melinda Gates Foundation and MasterCard enough for providing a public good of this kind.

By focusing on the real needs of customers, you can translate financial access into life-changing gains, making it possible for people to afford food, medical care, education for their children, and a roof above their heads.

This is what we're all working towards, offering people the opportunity to create a better future for themselves, their families, and their communities. I'm deeply grateful for your commitment and contributions. Thank you very much.

**JASON REINDORP (EMCEE):** Regal words from Queen Máxima. So I just want to take a moment to distinguish between the couple of references that Queen Máxima made to MasterCard. Obviously, a couple of those references referred to MasterCard Foundation, but there was also a great reference to MasterCard, our donor, the payments technology company.

I make this distinction because as Reeta mentioned yesterday, MasterCard is continuing to do great things in the area of financial inclusion. Beyond creating the Foundation, which we're very thankful for, and making us an independent entity, they, as Queen Máxima was saying, are working with the World Bank and they voluntarily signed up to ensure that at least 500 million people will gain access to the formal banking system. So it's another pretty amazing move on their part. They're also doing interesting work with the financial inclusion innovation labs in the region and lots of very interesting activity there.