

## I National Conference on Financial Education Programme

09h00 - Registration

09h30 - **Opening Session**

Welcome

António Menezes Rodrigues, Chairman of ASFAC

Opening Speech

Pedro Duarte Neves, Vice-Governor of Bank of Portugal\*

09h50 – **1<sup>st</sup> Panel – Financial Education and the Financial Sector**

Moderator: PhD Victor Mendes, Director of the Studies of the Portuguese Securities  
Market Commission Research Department

**ASFAC's role in promoting financial education in Portugal**

Susana Albuquerque, Director General of ASFAC

**Banks contribution for financial education: present and future.**

PhD José Lopes, Portuguese Banking Association and Banking Training Institute

**The importance of financial literacy in the regulation of banking retail market**

Maria Lúcia Leitão, Director of Behavioural Supervision Department of Banco of  
Portugal

**Financial Literacy in Europe**

Chairman of EUROFINAS - European Federation of Finance Houses Associations

Questions & Answers

11h15 - **Coffee-break**

11h45 - **Case studies:**

Cofidis Financial Education programme

Maria Silva, Marketing and Clients Director

Positive Balance: More financial education

Rita Dias Ferreira, Communication and Brand Director of Caixa Geral Depósitos

Values based financial education

Paula Guimarães and Vera Sampaio, Fundação Montepio

Responsible Credit in schools

Rita Anes, Quality Control Department and Client's Ombudsman of Banco Cetelem

## Questions & Answers

12h45 – **Lunch**

14h00 – **2<sup>nd</sup> Panel – Financial Education at Schools**

Moderator: Susana Albuquerque, Director General of ASFAC

### Financial education for children in Brazil

Cássia D’Aquino, Financial Education Expert

### Financial Education in Portuguese Schools

Fernando Reis, Director General of Education Ministry Directorate-General for Innovation and Curricula Development

### Financial Education in England

Liz Barclay, Journalist, Financial Education Expert

### Financial Education Successful Projects in Portuguese schools

Teachers and students from Agrupamento Escolas Alvide and Escola Secundária D. Inês de Castro, Alcobça

### Partnership ASFAC/AFLATOUN

Ana Rodrigues, Aflatoun European Programme Manager

## Questions & Answers

16h00 – **Closing Session**

Alberto Soares, Chairman of the Board of the Treasury and Public Credit Institute