

Rabat, March 13, 2012

Finance day for Children, March 16, 2012

Bank Al-Maghreb, the Ministry of Education, the Ministry of Finance and Economy, the CDVM, the Insurance and Social Welfare Directorate, the Casablanca Stock Exchange, the Professional Group of Moroccan Banks and the Moroccan Federation of Insurance and reinsurance companies organize on March 16, 2012, the first day of Finance day for Children and young people aged between 8 and 17.

The purpose of this event is to introduce young audiences to some basic finance concepts.

The program, which will last till March 22 to make a maximum number of youth benefit from the scheduled activities, covers 16 regions of the Kingdom and includes:

- Visits for junior high school students to the branches of Bank Al-Maghreb and to the branches of the banks selected for this purpose;

- Training sessions carried by bankers for the benefit of high school students within a number of high schools previously selected by the Ministry of National Education;

- Visits to the Museum of Bank Al-Maghreb and Dar As-Sikkah: for primary and junior high school students;

- Visits and training sessions at the Casablanca Stock Exchange for the benefit of junior high school students.

- Visits to insurance companies for the benefit of junior high school students.

The number of youth targeted by these various activities is estimated at about 30,000.

A booklet guide entitled “Our children discover the world of finance” (Nos enfants découvrent le monde de la Finance) will be distributed to the beneficiaries of the scheduled activities. The guide answers, in very simple language, questions about the creation of the currency, opening a bank account, savings, stocks, insurance and investor protection. It is made available in both languages Arabic and French.

The event is organized in partnership with Child and Youth Finance International (CYFI), a nongovernmental organization headquartered in Amsterdam, whose vocation is the financial inclusion for youth. It lists more than 25 countries organizing events dedicated to financial education for children.

This first edition is the starting point of an ongoing reflection on the implementation of a

national strategy for financial education that would channel the individual efforts already undertaken by different actors. It will seek to promote financial inclusion practices and help build the pillars to develop financial and entrepreneurial skills in all the components of the society.