

## Financial Education Week in the United States and Canada



Under the motto "¡Save, invest and build your heritage!" **the sixth edition** of Financial Education Week (SEF 2017) was held in the United States and Canada with the goal of **informing our mexicans in the United States and Canada about the importance and the proper management of their economic resources and their patrimony.**

It was coordinated by **the Institute of Mexicans Abroad (IME)**, with the support of **the Consular Network of México in North America, local partners and allied institutions like CONDUSEF, SEDESOL, BANSEFI, CONSAR e IPAB.**

Among the most important actions of this year are:

- The implementation of the **Módulos de Atención en el Exterior** of CONDUSEF (**MAEX**), which are already in operation in **Nueva York, Los Angeles, Dallas, Orlando, Raleigh, San Diego y Santa Ana** where our compatriots can obtain information about Mexico's and American's financial products and services.
- The implementation of the **Ventanillas de Asesoría Financiera (VAF)** in **Nueva York, Los Angeles, San Francisco, Dallas, Chicago, Atlanta, Orlando, Raleigh, San Diego y Santa Ana** whose purpose is to help and advice financial products and services to all Mexicans in the United States.
- In addition was distributed the financial guide "**Better to be prepared**" to orient our compatriots about the rights and alternatives they have to conserve their assets and protect their assets in case of deportation.



### RESULTS

- ✓ **Population served in Consulates: ~ 70,000**
  - **Impact through printed media and radio: +150,000**
  - **Impact through social networks (Facebook and Twitter): +500.000**
- ✓ **Local partners: +700**
- ✓ **Workshops, conferences, fairs, forums, interviews, others: +1 600**
- ✓ **Distribution of +180,000 educational materials**

