Money Wise

Honorary Chair of the Platform

Her Majesty Queen Máxima is the honorary chair of the Money Wise platform. In this capacity, Queen Máxima draws attention to the importance of financial education and dealing sensibly with money. The Queen acts as a special adviser for the platform and addresses stakeholders about the ways in which financial self-reliance can be expanded. Queen Máxima is involved in the platform's activities and through her honorary chairmanship she underscores the importance of responsible financial behaviour.

Queen Máxima has been lobbying for years in the Netherlands and abroad to increase access to financial services, improve consumer protection and enhance financial literacy. Read more.