

The **Brain** and **Financial** Decision Making

MEXICO CITY | MAY 6-8, 2025

Workshop on AI and Financial Education
Friday, May 9.

OECD BANCO DE MÉXICO® 100 1925 - 2025

About the OECD

The OECD is a forum in which governments compare and exchange policy experiences, identify good practices in light of emerging challenges, and promote decisions and recommendations to produce better policies for better lives. The OECD's mission is to promote policies that improve the economic and social well-being of people around the world.

About the OECD International Network on Financial Education (INFE)

Created in 2008, the OECD/INFE promotes and facilitates international co-operation between policy makers and other stakeholders on financial education issues worldwide. Over 280 public institutions from more than 130 countries have joined the OECD/INFE.

About Banco de México

Banco de México (often abbreviated as Banxico) is the central bank of Mexico and was created on September 1, 1925. Its main goal is to preserve the value of Mexico's currency in the long term in order to improve Mexicans' well-being. It provides the country's economy with national currency, promotes a healthy development of the financial system and foster the proper functioning of the payment systems. Banco de México has strongly committed itself with transparency and financial education by providing economic and monetary information to the public, in a systematic process and continuing effort to orient and explain monetary policy to different audiences.



Welcome to our MEETING VENUES

Club de Banqueros

The current headquarters of the Club de Banqueros de México (CBM) stands as a landmark within the Historic Center of Mexico City—a UNESCO World Heritage Site. Originally built in the 16th century as a private residence, this majestic building has witnessed centuries of transformation and cultural richness. In 1767, it became home to the School for Girls, founded by the Brotherhood of the Congregation of Saint Ignatius of Loyola. The institution was dedicated to providing education and religious formation to young girls of noble birth and those from humble backgrounds. Though the school closed in the 19th century, the building continued to play a prominent role in the city's cultural life, serving variously as the German Casino in the late 1800s, the Colón Theater in the early 20th century, and the Imperial Cinema in 1936.

After years of neglect, this architectural gem was rescued by the Club de Banqueros de México, who undertook an ambitious restoration project to recover its historic grandeur and honor its legacy. Today, it proudly serves as the Club's official home—an iconic institution where influential stories continue to unfold. Despite enduring natural disasters over the centuries, including earthquakes and floods, the building has always been carefully restored, preserving its architectural soul and timeless elegance.



Museo Interactivo de Economía, MIDE
Colegio de Betlemitas

Nestled in the heart of Mexico City's Historic Center, the Colegio de Betlemitas is a hidden gem with centuries of history and charm. Founded in 1675 by the Order of the Bethlehemites—established in Guatemala in 1653 by Pedro de San José de Betancourt—this striking building features exquisite colonial baroque architecture that has long been part of the city's cultural fabric.

After the dissolution of the religious order in 1820, the building took on many roles throughout its storied past, serving as a military academy, a theater, hotels, and private residences. Each chapter added new layers to its rich legacy.

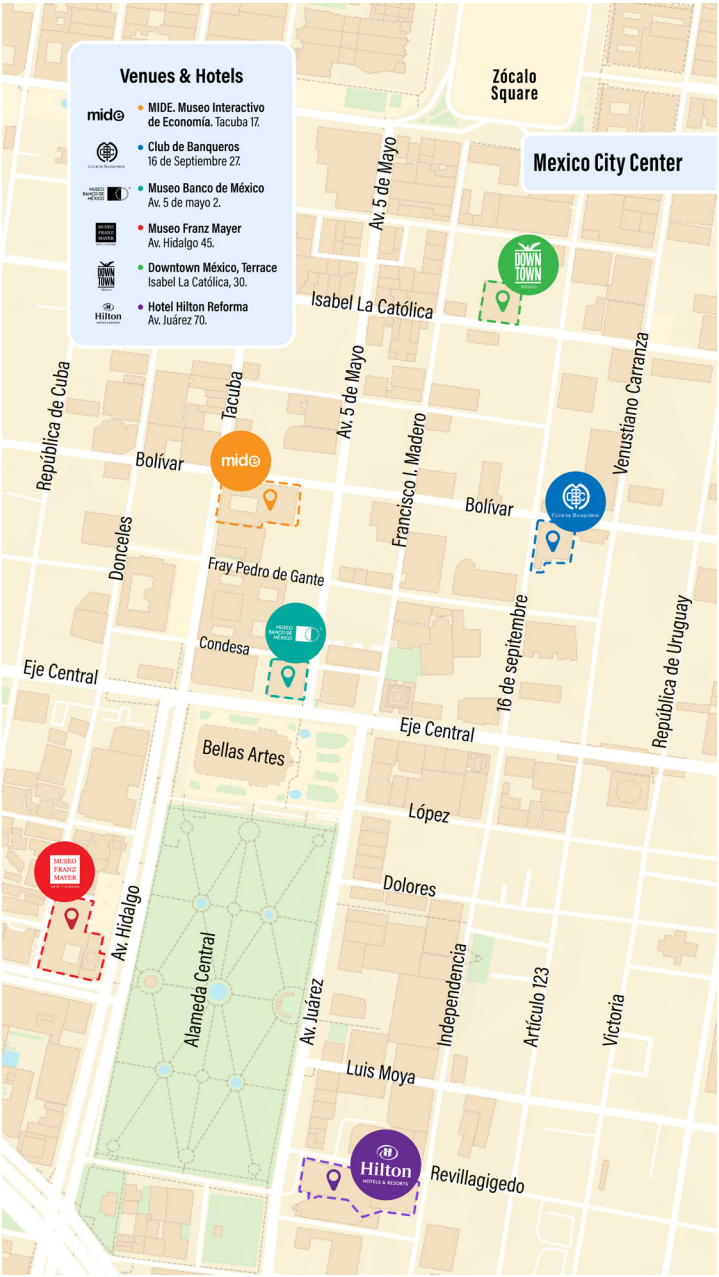
In 1990, the Bank of Mexico acquired the building and led an ambitious restoration that brought its historic beauty back to life—highlighting architectural treasures like the soaring double-height arcades. Since 2006, it has been home to MIDE, the Interactive Museum of Economics. It is part of the Red Cultural Banxico.

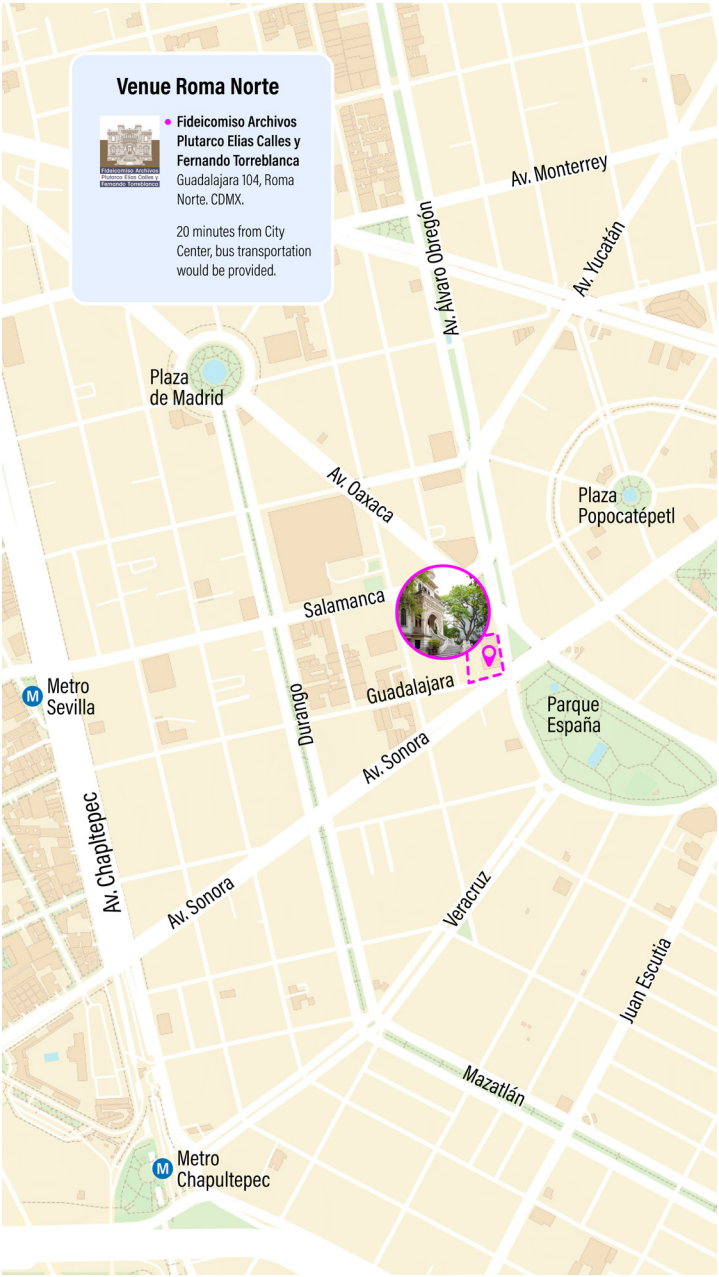


Casa PEC | Plutarco Elías Calles

Casa PEC is a short and common name used for the Plutarco Elías Calles and Fernando Torreblanca Archives Trust. It is a historical research center that offers a service to the community for the revision and consultation of primary sources in its custody. It is visited by both national and international historians interested in the study of the Mexican Revolution and post-Revolutionary period. Researchers have access to the documentary and photographic collections using electronic reference tools such as databases and indexes on names, geography, and thematic topics. The Trust's photo library contains 29,000 photographs from the period, most of which are already in a database for researchers to consult, as well as most of its archives. The house was built in 1922 by Fernando Torreblanca, private secretary to the President of the Republic during the governments of Álvaro Obregón, Plutarco Elías Calles, and Emilio Portes Gil; and by his wife, Hortensia Elías Calles de Torreblanca, daughter of General Calles. It is part of the Red Cultural Banxico.




Venues & Hotels
MIDE. Museo Interactivo de Economía. Tacuba 17.
Club de Banqueros 16 de Septiembre 27.
Museo Banco de México Av. 5 de mayo 2.
Museo Franz Mayer Av. Hidalgo 45.
Downtown México, Terrace Isabel La Católica, 30.
Hotel Hilton Reforma Av. Juárez 70.
Zócalo Square
Mexico City Center
Av. 5 de Mayo
Isabel La Católica
República de Cuba
Tacuba
Bolívar
Donceles
Fray Pedro de Gante
Condesa
Eje Central
Francisco I. Madero
Venustiano Carranza
16 de sepitembre
República de Uruguay
Bellas Artes
López
Dolores
Av. Hidalgo
Alameda Central
Av. Juárez
Independencia
Artículo 123
Victoria
Luis Moya
Revillagigedo


Venue Roma Norte
Fideicomiso Archivos Plutarco Elias Calles y Fernando Torreblanca
Guadalajara 104, Roma Norte. CDMX.
20 minutes from City Center, bus transportation would be provided.
Av. Monterrey
Av. Álvaro Obregón
Av. Yucatán
Plaza de Madrid
Av. Oaxaca
Plaza Popocatépetl
Salamanca
Guadalajara
Parque España
Metro Sevilla
Durango
Av. Sonora
Av. Chapultepec
Av. Sonora
Veracruz
Juan Escutia
Mazatlán
Metro Chapultepec







LAC Regional Network

Tuesday, May 6

Club de Banqueros
16 de Septiembre, 27.
Downtown.

Public authorities that are already members of the OECD/INFE from the Latin American and Caribbean Region (LAC) as well as Spain and Portugal, participate in the LAC Regional Network on Financial Education under the aegis of the OECD International Network on Financial Education (OECD/INFE).

The regional network will aim at promoting awareness on the importance of financial education and literacy as well as relevant financial consumer protection aspects in the LAC region to improve financial wellbeing and to support the design and implementation of more effective financial education policies and practices (as well as relevant aspects of financial consumer protection).

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The 9th meeting of the OECD/INFE LAC Regional Network will be held at the Club de Banqueros.

Simultaneous interpretation English-Spanish
Interpretación simultánea en inglés y español

For further information, please contact the OECD/INFE LAC Secretariat at OECD.SecretariatINFE—LAC@oecd.org

09:30
Item 1. Welcoming remarks

- **Galia Borja Gómez**
Deputy Governor, Banco de Mexico
- **Miles Larbey**
Head of the Financial Consumer Protection, Education and Inclusion, OECD.

09:40
Item 2. Roundtable: Financial consumer vulnerability in Latin America and the Caribbean

- **Kathia Chaves Matarrita**,
Head of the Department in charge of Financial Education, Ministry of Economy, Industry and Commerce (MEIC), Costa Rica
- **Michael Ernesto Bryan Newball**
Head of Economic Analysis, Banca de las Oportunidades, Colombia
- **Maria José Roa**
independent researcher

10:45
Coffee break

11:00
Item 3. Roundtable on recent developments

- **Financial education in school / cooperation with Ministries of Education**
- **Nathalie Vidual**
Director Investor Education, CVM, Brazil
- **Ana Caro**
Head of Communication, Central Bank of Uruguay

General updates

- **Natalia Guarin**
Economista Educación Financiera, Banco Central de Chile
- **Diego Rodriguez**
Head of Economic Education, Banco de Colombia
- **Melissa Molina**
Head of Press, CONASSIF, Costa Rica
- **Andrea M. Osorio Milla**
Especialista de Educación Financiera, Comisión Nacional de Bancos y Seguros, Honduras
- **Maria Teresa Borja Chico**,
Manager of Financial Education, Banco de Mexico
- **Mariela Zaldivar**
Deputy Superintendent of Market Conduct and Financial Inclusion, SBS, Peru

12:15
Item 4. Next meeting of the OECD/INFE LAC Regional Network

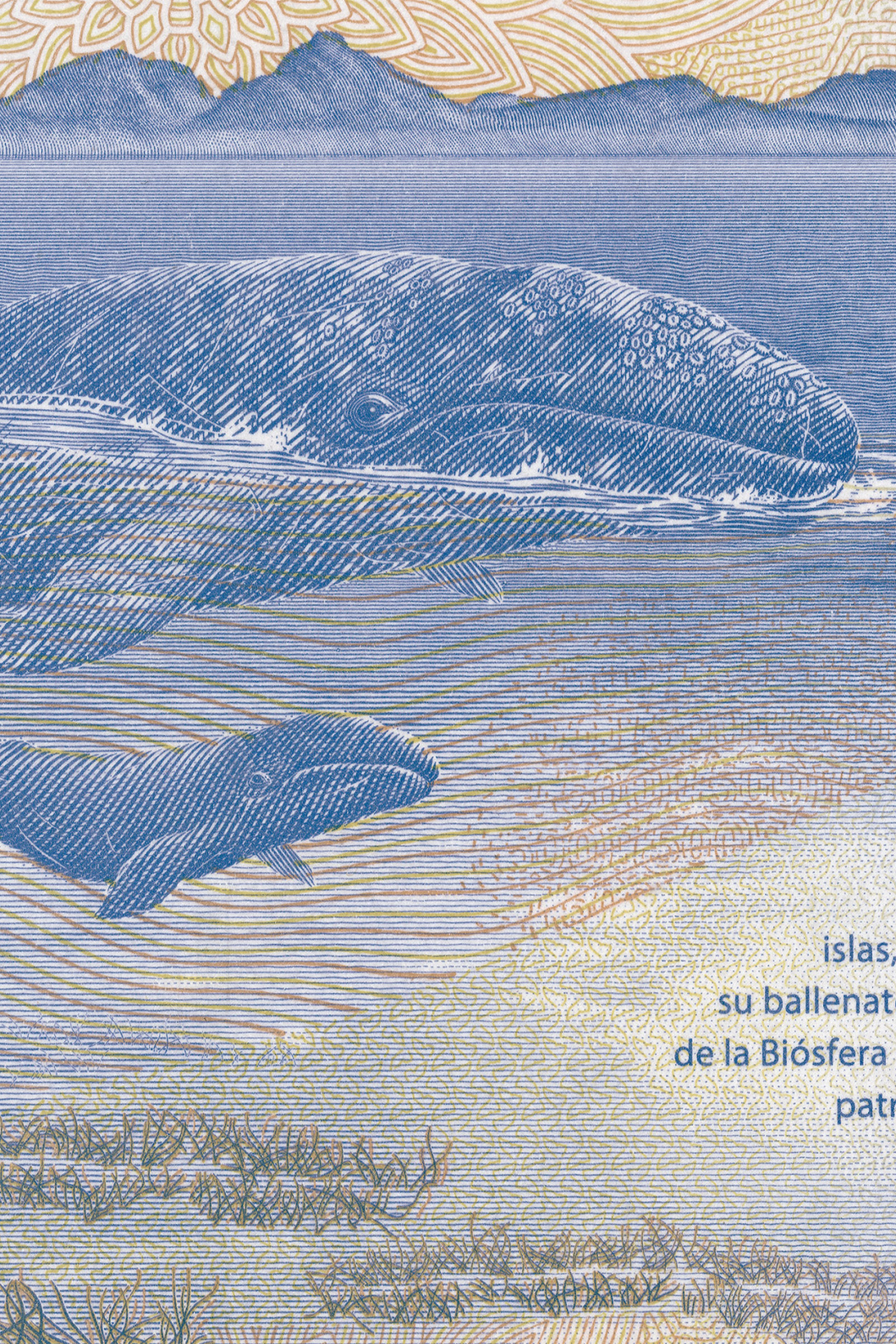
12:25
Item 5. Any other business and next steps

Social Events

13:00 - 14:30
Lunch following the meeting.

15:30 – 17:00
Museo Franz Mayer Special visit
All INFE members are invited.
Address: Avenida Hidalgo #45, Centro Histórico, Cuauhtémoc, 06300, Ciudad de México.




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The **Brain** and **Financial** Decision Making

Advisory Board

Tuesday, May6

Club de Banqueros
16 de Septiembre, 27.
Downtown.

The OECD established the International Network on Financial Education (OECD/INFE) in 2008 to create a forum for public authorities with an interest and expertise in financial education. An Advisory Board (AB) off 15 members was also established to guide the work of the OECD/INFE.

The main functions of the AB are to advise and guide the work of the OECD/INFE and more generally advise its Secretariat, the relevant OECD bodies, including the OECD Committee on Financial Markets, the OECD Insurance and Private Pensions Committee and, when relevant, the OECD Secretary-General on matters related to financial education and literacy. The AB holds two annual meetings, typically back-to-back with the OECD/INFE Technical Committee meetings. Additional meetings and calls can be held as necessary.

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Advisory Board Members

Chair Italy	**Magda Bianco**, Co-Chair of the G20 Global Partnership on Financial Inclusion; Head of Directorate General for Consumer Protection and Financial Education, Bank of Italy
Vice-Chair India	**Swaminathan J,** Deputy Governor Reserve Bank of India
Brazil	**Nathalie Vidual,** Officer of Investor Protection and Assistance Securities and Exchange Commission (CVM)
Canada	**Supriya Syal**, Deputy Commissioner of Research, Policy, and Education Financial Consumer Agency of Canada
Hong Kong, China	**Dora Li**, General Manager Investor and Financial Education Council
Indonesia	**Friderica Widyasari Dewi**, Chief Executive of Market Conduct Supervision, Education and Consumer Protection, Indonesia Financial Services Agency (OJK)
Japan	**Jutaro Kaneko**, Deputy Commissioner for International Affairs Financial Services Agency of Japan

Advisory Board Members

Mexico	**Jessica Serrano Bandala**, Director of Financial Education and Cultural Promotion, Bank of Mexico
Morocco	**Fatima Zahra Aziz**, Executive Director Moroccan Foundation for Financial Education
Peru	**Mariela Zaldivar Chauca**, Deputy Superintendent of Market Conduct and Financial Inclusion, Superintendence of Banking, Insurance and Private Pensions Funds
Portugal	**Ricardo Oliveira Sousa**, Head of Banking Conduct Supervision Department, Banco de Portugal
Republic of Korea	**Miyoung Kim**, Deputy Governor Financial Supervisory Service
South Africa	**Lyndwill Clarke**, Head of Department, Consumer Education Financial Sector Conduct Authority
Spain	**Roberto España**, Head of Financial Education Division, Bank of Spain
United States	**Dubis Correal**, Assistant Deputy Director, Office of Financial Education Bureau of Consumer Financial Protection

BANCO DE MÉXICO



Ecosistema de bosques templados,
Reserva de la Biósfera Mariposa Monarca en
los estados de México y Michoacán de Ocampo,
patrimonio natural de la humanidad.



100 Pesos

Cien Pesos



The **Brain** and **Financial** Decision Making

Technical Committee

Wednesday, May7

Club de Banqueros
16 de Septiembre, 27.
Downtown.

In 2008, the OECD created the International Network on Financial Education (INFE) to collect cross-comparable data and evidence, develop methodologies to measure impact, share experiences and good practices, conduct research and comparative analysis, design policy instruments, and promote effective implementation and monitoring. As of 2024, its membership consists of over 130 economies and more than 280 institutions (Full and Regular members).

The OECD/INFE Technical Committee coordinates and oversees the work of the International Network on Financial Education. It meets twice a year and is attended by representatives of full member institutions only, with full associate members participating after the closed sessions.

During the meetings, documents are submitted for review, discussion, approval, or information.

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The meeting documents are available on the *OECD/INFE full member community.*

Please activate alerts to be notified of their availability.

Simultaneous interpretation English-Spanish.
Interpretación simultánea en inglés y español

7 May 2025 | 9:00-11:00 CLOSED SESSION.
Open only to Full Members from public institutions.
Full associate members and invited observers may join the open session from 11:00.

Documents for approval, discussion, review and information are available on the OECD/INFE Full Member community and public documents can be found at
https://www.oecd.org/financial/education/

09:00
Opening remarks.
- **Victoria Rodríguez Ceja**, Governor, Banco de México.

09:15
Group photo

09:30
Item 1. Approval of the agenda of the 23rd TC meeting and the minutes of the 22nd meeting

09:35
Item 2. Operational updates
Item 2.a. Update from the OECD/INFE Advisory Board
Item 2.a. Update on OECD/INFE membership

10:00
Item 3. Update from the Working Party on Financial Consumer Protection, Education and Inclusion (WPFCPEI)

10:10
Item 4. Global and regional forms of cooperation

11:00
Item 5. Review of the implementation of the OECD Recommendation on Financial Literacy

11:30
Item 6. Measuring Financial Literacy
Item 6.a. Revision of the Toolkit for measuring financial literacy among adults
Item 6.b. Update on PISA 2029 Financial Literacy Assessment

13:00 to 14:00 Lunch

14:00
Item 7. Digital Financial Literacy

14:30
Item 8. Global Money Week

14:45
Item 9. Financial Literacy and Sustainable Finance

15:30
Item 10. Roundtable discussion on the involvement of the private sector in financial education in schools

16:50
Item 11. AOB

Social Event

17:00 – 21:00: Visit to Casa Azul
(Frida Kahlo Museum), followed by dinner at Anahuacalli Museum. Transportation will be provided.
Address: Londres 247, Col. Del Carmen, Coyoacán.
Museo Anahuacalli: Museo 150, Col. San Pablo Tepetlapa, Coyoacán.




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The **Brain** and
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Symposium on Financial Literacy: *The Brain and Financial Decision Making*

Thursday, May 8

MIDE. Museo Interactivo de Economía
Tacuba 17
Downtown.

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Yoshiki Takeuchi

Yoshiki Takeuchi was appointed Deputy Secretary-General of the OECD in November 2021. He oversees key areas such as employment, education, inclusion, sustainability, equal opportunities, and financial and enterprise affairs. He also represents the OECD at the Financial Stability Board and leads its work with the Asia-Pacific region.

He has nearly 40 years of experience at Japan's Ministry of Finance, where he held top positions including Vice-Minister for International Affairs and Director-General of the International Bureau. He has been actively involved in major international forums such as the G7, G20, IMF, and World Bank, and played a leading role during Japan's G20 Presidency on issues like digital taxation and quality infrastructure investment.

He holds a law degree from the University of Tokyo, a master's degree in economics from the University of Oxford, and has conducted research at Chatham House.



Jessica Serrano

Jessica Serrano has 30 years of work experience within the public and private sectors. In the public sector she has developed strategies and policies in areas such as monetary, economic, financial, and telecommunications. In the private sector she held different top positions in Banorte Grupo Financiero, where she focused on the measurement, analysis and process definition for all type of financial risks. Currently, at Banco de México, she is responsible of the Directorate of Financial Education and Cultural Promotion. Here she leads initiatives aimed to promote financial education to empower individuals in their everyday financial and economic decision making. She is also responsible for the Cultural and Educational Trusts run by the Central Bank, including museums like Frida Kahlo and Franz Mayer, as well as the FIDERH that supports postgraduate studies. Since 2021, after leading the creation of the museum Banco de México, she has been responsible for its operations, creating a constant connection between the population and its central bank. She has been a member of México's Financial Education Committee since 2018 and was appointed as a member of the Advisory Board OECD/INFE in 2023. She holds degrees in Economics and Accounting from ITAM and an MBA from MIT (specialized in financial engineering). She has continuous executive and leadership education from IPADE, ITAM and Women World Banking. Ms. Serrano is mentor at the 50/50 Women on Boards chapter Mexico to promote women's participation on leading positions.



Dr. Feggy Ostrosky

Feggy Ostrosky earned her undergraduate degree in Psychology from the Universidad Nacional Autónoma de México (UNAM), her master's and doctoral degrees from the Department of Communication Disorders at Northwestern University in Evanston, Illinois, and a second doctorate in Biomedicine from the School of Medicine at UNAM.

Her main area of interest is the relationship between the brain and human behavior. She has conducted extensive research on the psychophysiological and neuropsychological foundations of oral and written language, memory, violence, and changes associated with both normal and pathological aging. She has published 29 books and six neuropsychological assessment tools, all normed for Spanish-speaking populations by age and education level. She is the author of 320 scientific articles and book chapters. She serves on the editorial boards of several national and international journals.

For her research work, she has received numerous awards and distinctions, including the Premio Nacional de Investigación en Psicología, the Premio Universidad Anáhuac, the Premio Universidad Nacional (Bicentennial Edition), the Premio Ciudad Capital Heberto Castillo, the research awards of the Sociedad Mexicana de Psicología and the Federación Mexicana de Psicología. She is a member of various national and international scientific societies. She belongs to the Sistema Nacional de Investigadores at Level III and is currently a full-time professor and director of the Neuropsychology and Psychophysiology Laboratory at the Faculty of Psychology at UNAM.



Dr. Magda Bianco

Magda Bianco graduated in Economics from the University of Bergamo and then received an M.Sc. and a PhD in Economics from the London School of Economics. She joined the Bank of Italy in 1989, where she worked in the Research Department until 2014. She has published articles on corporate governance, corporate finance, bankruptcy, economics of civil justice, and more generally on regulatory matters and gender issues.

On 27 January 2014 she was appointed head of the Consumer Protection and Anti-Money Laundering Directorate. Since June 2020 she is Head of the new Directorate General for Consumer Protection and Financial Education.

She served as economic advisor to the Italian Minister of Justice in 2012-2013 and is consultant for economic matters for the President of the Republic. She has been a member of the Italian Financial Education Committee for the period 2018-23.

Since 2020 she co-chairs the G20 Global Partnership for Financial Inclusion and since 2022 she is Chair of the OECD/INFE. She sits in the FinCoNet governing council.



Dr. Enrique Fatas

Enrique Fatas is a Full Professor of Economics at Universidad Europea in Spain, where he directs the Behavioral Economics Institute. He was previously a professor at the University of Pennsylvania in the United States, as well as at Loughborough University and the University of East Anglia in the United Kingdom. Enrique is an expert in decision and behavioral sciences and in the design and evaluation of public policies inspired by behavioral science. He has led numerous interventions aimed at improving financial inclusion for vulnerable groups across the Americas, Europe, and Asia. Since earning his PhD in Economics from the Universidad de Valencia in Spain, he has published over 100 scholarly works in journals such as Psychological Science, Proceedings of the National Academy of Sciences, Management Science, and the American Economic Journal – Microeconomics. Enrique has served as a senior consultant for governments and international organizations including the World Bank, the European Commission, the United Nations, and USAID.



Dr. Guidon Fenig

Guidon Fenig is a professor at the University of Ottawa specializing in experimental and behavioral economics. He earned his Ph.D. in Economics from the University of British Columbia and holds a B.A. in Economics from ITAM (Instituto Tecnológico Autónomo de México). Prior to entering academia, he worked at the Bank of Mexico. His research focuses on intertemporal decision-making, experiments grounded in macroeconomic models, and the analysis of non-choice data.

He has several publications: *From Me to We: Beating Procrastination in Teams* (with Anujit Chakraborty) Journal of Economic Behavior & Organization (2025); *Deflating Asset Price Bubbles with Leverage Constraints and Monetary Policy* (with Mariya Mileva and Luba Petersen) Journal of Economic Behavior & Organization (2018); *Distributing Scarce Jobs and Output: Experimental Evidence on the Dynamic Effects of Rationing* (with Luba Petersen) Experimental Economics (2017).



Dora Li

Dora Li joined the Investor and Financial Education Council (IFEC), a subsidiary of the Securities and Futures Commission in May 2020. Ms Li possesses more than 20 years of extensive experience in the global banking industry, ranging from wealth management, sales and marketing and corporate sustainability. Prior to joining the IFEC, Ms Li was the Head of Futures Skills, Corporate Sustainability, Asia Pacific Region at HSBC. She has also held global management positions at HSBC's head office in London. She was the Chairperson of the Community Caring Committee of the Hong Kong Association of Banks in 2015 and 2018 respectively.

Ms. Li is appointed as a member of the Advisory Board, OECD/INFE in November 2022, and co-leads the Working Group on Financial Literacy and Sustainable Finance.



Miles Larbey

Miles Larbey is the Head of the Financial Consumer Protection, Education and Inclusion Unit at the OECD. In this role he is responsible for supporting the OECD's international standards and bodies working in this area, including the Working Party and the International Network on Financial Education, as well as FinCoNet, a network of market conduct supervisors. Particular areas of focus include protecting and empowering consumers of financial products and services, vulnerable consumers, the impact of digitalisation, demographic changes, quality financial products, access and inclusion, and financial well-being.

Miles has over 25 years' experience of working in financial regulation, consumer protection law and policy; banking and insurance supervision; and financial education across a number of jurisdictions. Before his role at the OECD, Miles held positions as Senior Executive, Financial Capability and Senior Executive, Deposit-takers & Insurance, at the Australian Securities and Investments Commission; General Manager of the Investor Education Centre in Hong Kong; and worked on consumer protection law reform at the Financial Conduct Authority in the UK.



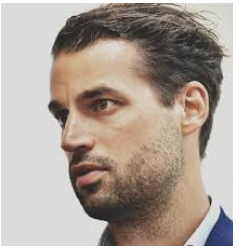
Nathalie Vidual

Nathalie has been with the Securities and Exchange Commission of Brazil (CVM) since 2012. In 2021, she was appointed Assistant Director of the Securitization Office, and in 2023, she was appointed as the Head of the Office for Investor Assistance and Sustainable Finance. Nathalie is involved in initiatives related to financial education, retail investor protection, and sustainability. As CVM's representative at the Laboratory of Financial Innovation (LAB), she actively engages in studies and projects aimed at promoting Green Finance and enhancing sustainability-related transparency. Nathalie holds a bachelor's degree in Business Administration from the University of Brasilia and an MBA in Finance and Investment Risk from Fundação Getulio Vargas in Rio de Janeiro.



Shinji Kawai

Shinji Kawai is Deputy Managing Director of Educational Planning Department at Japan Financial Literacy and Education(J-FLEC), which was newly launched in April 2024. J-FLEC aims to expand financial education opportunities for the people through public-private partnerships, and he is on secondment from the Bank of Japan.
He has extensive experience in international relations at the Bank and has worked in the International Department of the Bank, Asian Development Bank (ADB) and Japan Center for International Finance (JCIF). Prior to joining J-FLEC, he was the head of the Financial Education Group of the Central Committee for Financial Services Information (CCFSI), whose secretariat was at the Bank.



Hans Knapen

Since 2014, Hans Knapen has been working for the FSMA, more specifically for the financial education service. Since then he has been involved in the further development of the financial education program of the FSMA, called Wikifin. He has managed several financial education projects: the annual Belgian Money Week, the development of the new Wikifin website, research projects on financial literacy, communication projects and campaigns to promote the Wikifin program. He currently coordinates the financial education projects of Wikifin.

Contact: hans.knapen@fsma.be
LinkedIn: https://www.linkedin.com/in/hans-knapen-4440b329/



Diana Mejía

Diana Mejía is a Senior Specialist in Financial Inclusion and Education at CAF – Development Bank of Latin America and the Caribbean. Prior to this position, she worked for the Central Bank of Colombia where she was Director of Economic and Financial Education and Director of Institutional Communication, among other functions. She is an economist with a master's degree in economics from Universidad de los Andes in Bogota, Colombia and has a master's degree in public administration from the Kennedy School of Government at Harvard University. In her work experience she has participated in several projects on financial inclusion and financial education in Latin America including projects that measure the financial capabilities of the population in various countries of the region, as well as having advised national governments on the design and implementation of national strategies on financial inclusion and education, and financial regulation. She has also worked with financial institutions in the design of financial products to promote financial inclusion for the excluded and underserved population. She has also led projects on innovation, productivity and technical and vocational education and training in several countries in Latin America. She has authored several publications on financial inclusion and education.



Dr. Fernando Esponda

Fernando Esponda is a distinguished academic in the field of computer science. He holds a degree in Computer Engineering from ITAM, a PhD in Computer Science from the University of New Mexico, and completed a postdoctoral fellowship at Yale University. His research focuses on applying biological principles to technology, with significant contributions in data privacy and security algorithms, as well as behavior modeling in artificial intelligence. He has applied machine learning techniques to real-world challenges such as fraud detection and credit evaluation. Since 2007, he has been a professor at ITAM, where he founded the Master's Program in Computer Science. He currently holds key positions as Head of the Department of Computer Science, Director of the Data Science Undergraduate Program, and General Director of the Academic Division of Computer Science.
Since 2024 the Artificial Intelligence undergraduate program was created as part of his department.



Itzul Girón

Itzul Girón is a pioneer in the development of artificial intelligence in Mexico, driving solutions that not only transform industries but also create tangible social impact. As the founder and CEO of Celestial Dynamics Technology Lab, she created MATRIA A.I., the largest virtualized data environment in the country, with more than 85 million digital twins that are revolutionizing strategic decision-making. A strong advocate of the "AI for Good" philosophy, her vision goes beyond technology—aiming to generate positive social change in Mexico through the development of tools that promote both innovation and social well-being.

08:30 – 09:00
Registration and welcome coffee

09:00-09:2
Welcoming remarks
- **Jessica Serrano**, Director of Financial Education and Cultural Promotion, Banco de México
- **Yoshiki Takeuchi**, Deputy Secretary-General, OECD

09:20-10:30
Session 1 – Keynote: Neuroscience and the financial decision-making process
Neuroscience has provided insights into how the brain processes, learns, and retains information. This keynote session will present an overview on how advances in neuroscience can help researchers and policy makers to better understand the financial decision-making process. These findings could help design more effective teaching strategies, learning environments, and interventions in financial education. The keynote address will be followed by a discussion with participants.

- **Dr. Feggy Ostrosky**, Head of the Laboratory of Neuropsychology and Psychophysiology, National Autonomous University of Mexico

10:30-11:00
Coffee break

11:00-12:30
Session 2 – Insights on behavioural science and its impact on financial well- being
Behavioural science highlights that people's financial decisions are influenced by cognitive biases, emotions, and social factors. This session will explore the evolution of the field and provide examples of experiments implemented to assess this theory. These considerations can help in the design of effective financial education programmes and initiatives, to encourage people to take actions to identify biases and improve their financial well-being.

Moderator, Dr. Magda Bianco, Head of Consumer Protection and Financial Education Department, Bank of Italy; Chair of the OECD International Network on Financial Education

Speakers

- **Dr. Enrique Fatas**, Director of the Behavioural Economics Institute, European University of Valencia
- **Dr. Guidon Fenig**, Department of Economics, University of Ottawa
- **Dora Li**, General Manager, Investor and Financial Education Council, Hong Kong (China)

12:30-14:00 Lunch

14:00-15:30

Session 3 – Designing behaviourally-inspired financial literacy programmes and initiatives

This session will present case studies of financial literacy programmes and initiatives that have been designed taking into account lessons from behavioural insights. Policy makers from the OECD/INFE will discuss how they used findings from behavioural insights to help people engage in positive financial behaviours, reduce common biases, and improve long-term financial well-being.

Moderator, Miles Larbey, Head, Financial Consumer Protection, Education and Inclusion, OECD

Speakers

- **Jessica Serrano**, Director of Financial Education and Cultural Promotion, Banco de México
- **Nathalie Vidual**, Director of Investor Education, Securities and Exchange Commission of Brazil (CVM)
- **Shinji Kawai**, Deputy Managing Director, Educational Planning Department, Japan Financial Literacy and Education Corporation (J-FLEC)
- **Hans Knapen**, Coordinator Financial Education, Financial Services and Markets Authority, Belgium

15:30-16:30

Session 4 – Implications of Artificial Intelligence for financial education: opportunities and challenges

This session will explore the potential and relevance of Artificial Intelligence (AI). AI's ability to process vast amounts of data, personalise experiences, and automate tasks makes it a powerful tool for improving individual agency and enhance their decision- making process. Its use in financial education must be approached carefully, as it brings ethical, practical, and social challenges.

Moderator, Diana Mejia, Senior Specialist, Productive and Financial Development, Development Bank of Latin America (CAF)

Speakers

- **Dr. Fernando Esponda**, Head of the Division of Computer Sciences, Autonomous Technological Institute of Mexico
- **Itzul Giron**, Founder & CEO, Celestial Dynamics

16:30-16:45

Closing remarks

Social Events

17:00-18:30

Visit to the Museo Banco de México

19:00

Social event hosted by Banco de México:

Kermese at the Downtown México Terrace



BANCO DE MÉXICO



Ecosistema de ríos y lagos, con el ajolote y el maíz, en Xochimilco en la Ciudad de México, patrimonio cultural de la humanidad.





The **Brain** and **Financial** Decision Making

Workshop on Artificial Intelligence and Financial Education

Friday, May 9

Fideicomiso Archivos Plutarco Elías Calles y Fernando Torreblanca, Casa PEC

Guadalajara, 104
Roma Norte

Artificial intelligence has had a significant impact on the world in recent years, transforming numerous sectors and aspects of everyday life. By automating repetitive tasks and complex processes, it has led to greater efficiency and productivity, while also sparking debates about ethical and social issues such as job displacement, data privacy, and algorithmic bias.

In the Artificial Intelligence and Financial Education Workshop, we will address theoretical questions to understand what AI is and what its scope entails. We will also explore the types of platforms that offer artificial intelligence and the specific biases associated with each. Participants will engage in a rich, hands-on learning experience, creating their own useful solutions in the field of financial education using AI. At the same time, they will discover how this tool can make their work tasks more efficient.

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09:00 – 12:00

Banco de México Workshop on Artificial Intelligence and Financial Education.

Those attending the Workshop should meet at Callejón Condesa, next to the main building of the Banco de México, Museo Banco de México. The bus will depart at 8:00 and return to MIDE at 13:00.

Simultaneous interpretation English-Spanish
Interpretación simultánea en inglés y español

Cold hors d'oeuvres, including coffee and sandwiches, will be available during the Workshop. Participants will find lunch venues in the vicinity upon returning to MIDE (Calle Tacuba 17, City Centre).

13:00 – 17:00

Museo Interactivo de Economía (MIDE)

Address: Calle de Tacuba #17, Centro Histórico, Cuauhtémoc, 06000, Ciudad de México

Those interested in visiting MIDE can benefit from free access at any time during this timeslot. Please mention that you are part of the OECD/INFE-Banco de México event at the entrance.

The **Brain** and **Financial** Decision Making

MEXICO CITY | MAY 6-8, 2025



- Museums
- Hotspots
- Souvenir Shopping
- Where to Eat
- Pharmacies
- Afterhours
- How to move around the City

MEXICO CITY'S HISTORIC CENTER

Welcome to Mexico City!.
Below you'll find a few recommendations for your visit.

MUSEUMS

Museo del Templo Mayor

Located at the heart of the City Center. Main Aztec archaeological site next to the Metropolitan Cathedral. It exhibits remains of the ancient temple of Tenochtitlan.
Description: The Templo Mayor Museum was inaugurated in 1987. This building was designed to exhibit the archaeological findings of the zone that used to be the Main Temple of Mexica peoples. The collection shows the political, military and aesthetic relevance of the city that dominated Mesoamerica before the Spaniards arrived. The Coyolxauhqui monolith discovery on 1978, enabled the archaeologists to find the exact place where the pyramid stood, since the Huitzilopochtli myth tells that he threw his sister down from Coatepec mount.

Address: Seminario 8, Centro Histórico.
Hours: Tuesday to Sunday from 9:00 a.m. – 5:00 p.m.
Price: $100 MXP.



Palacio de Bellas Artes

Considered one of the most emblematic buildings in the country. It walls beautifully contain murals by Diego Rivera, Rufino Tamayo and José Clemente Orozco. It is the venue for cultural events and concerts.

Description: The Museum Arts is the heir to the Museum of Plastic Arts, the first art museum in Mexico inaugurated on November 29, 1934 and dedicated to exhibiting artistic objects for contemplation. It currently exhibits seventeen mural works executed by seven Mexican artists between 1928 and 1963.

Address: Av. Juárez s/n esq. Eje Central Lázaro Cárdenas.
Hours: Tuesday to Sunday from 10:00 a.m. – 6:00 p.m.
Price: $95 MXP, Free on Sundays.



Museo Franz Mayer

Museum dedicated to decorative arts, design and folk art, with an impressive collection of furniture, ceramics, silverware and textiles from the Middle Ages to the present day. It is located in an old hospital from the sixteenth century.

Description: The Franz Mayer Museum is located in a unique 16th-century building in Mexico City's Historic Center. It once belonged to the Order of Saint John of God and served as a hospital until 1966. The artistic collection housed within a colonial building listed as a historical monument makes the space itself a part of the collection. The Franz Mayer Museum encourages innovation and creativity in society by preserving, researching, and disseminating art and design through its permanent collections and temporary programs. The collection of Mr. Franz Mayer, reflects the collector's interest in certain pieces, techniques, and periods, influenced by the tastes of the time and the books he consulted. It is part of the Red Cultural Banxico.

Address: Av. Hidalgo 45.
Hours: Tuesday to Sunday from 10:00 a.m. – 5:00 p.m.
Price: $120 MXP.



Museo Banco de México

Located on one of the most emblematic avenues of Mexico City. It is the main building of Mexico's Central Bank and the Museum host two permanent exhibitions one about Money and the other of Banco de México's work to society. It features an immersive experience within its vault and on the upper floor hosts different temporary exhibitions.

Description: Banco de México Museum seeks to disseminate the role of money in the exchange, its use and its issuer. Disseminates and gives access to the numismatic collection of Banco de México, promotes experiences that spark critical reflection around money in our lives, as well as the relationship of Banco de México with society in a bidirectional and dynamic way. In addition, it conveys institutional strength as a fundamental piece of modern Mexico and highlights the importance of a central bank with autonomy and credibility. The Banco de México main building is an example of eclecticism, featuring Ionic columns, semicircular arcs, cornices, and archstones, as well as caryatids, an element important in ancient Greek architecture. It is part of the Red Cultural Banxico.

Address: Av. 5 de mayo 2.
Hours: Tuesday to Sunday from 11:00 a.m. - 5:00 p.m.
Price: Free admission.



Museo Nacional de Arte

The museum offers a global and synthesized vision of the history of Mexican art from colonial time to the XIX century. Its building formerly served as the Palace of Communications and Public Works is considered one of the most important architectural works of the early twentieth century.

Description: The National Museum of Art has the mision to preserve, exhibit, study and disseminate works of art produced in Mexico between the second half of the sixteenth century and the first half of the twentieth century The building, which formerly served as the Palace of Communications and Public Works, is located in the heart of the Historic Center of Mexico City and is considered one of the most important architectural works of the country of the early twentieth century. Due to its collections and exhibition conditions, as well as the quality of national and international exhibitions, the National Museum of Art is a venue that provides the public with innovative experiences for the understanding and enjoyment of art.

Address: Tacuba 8.
Hours: Tuesday to Sunday from 10:00 a.m. - 6:00 p.m.
Price: $95 MXP.



Museo de Arte Popular

Focused on the promotion and conservation of artisanal traditions of Mexico, exhibiting textiles, ceramics, and objects of daily life.
Description: Opened in March 2006. It is a magnificent showcase of mexican roots, traditions and artistic skills. The public finds in the MAP a unique space of its kind; that when you visit it, it is as if you were taking a tour of the different regions of Mexico, possessing their own natural and social environments, customs, traditions and aesthetics. It allows you to discover the close relationship between the work of artisans and artists, with respect to the exuberant biodiversity located in our territory. In addition to raising awareness in society about the complexity of supplies and the manufacture of artisanal pieces.

Address: Revillagigedo 11.
Hours: Tuesday to Sunday from 10:00 a.m. - 6:00 p.m.
Price: $60 MXP.



Museo Memoria y Tolerancia

The Museum of Memory and Tolerance bears the mission in its name. To disseminate the importance of tolerance, non-violence, memory and Human Rights.

Description: Seeks to raise awareness through historical memory, particularly from genocides and other crimes. To warn about the danger of indifference, discrimination and violence in order to create responsibility, respect and awareness in each individual that leads to social action. Tolerance is about respecting, accepting and appreciating the rich diversity that surrounds us: the different cultures of our world, our forms of expression and means of being human; Tolerance is the harmonious relationship of our differences.

Address: Plaza Juárez, Alameda Central.
Hours: Tuesday to Friday 9:00 a.m. - 5:00 p.m.
Saturday and Sunday 10:00 a.m. - 6:00 p.m.
Price: $150.00 MXP.



Museo Casa del Risco. Centro Cultural Isidro Fabela

Beautiful residence located in front of the San Jacinto Garden is well known for its Fuente del Risco, a fountain made with ceramic pieces and a created in Barroc Style.

Description: The Cultural Center emerged in 1958, when Isidro Fabela Alfaro (1882-1964), donated to the people of Mexico the Casa del Risco, a historical monument of the eighteenth century located in the typical neighborhood of San Ángel. Don Isidro Fabela, illustrious politician participating in the Mexican Revolution, diplomat and outstanding internationalist, originally from the State of Mexico, bequeathed to the people of Mexico his house along with his historical archive, library, newspaper library, art gallery, photo library, as well as his collection of sculptures, furniture and applied arts that he acquired throughout his life. This beautiful residence and the Fuente del Risco were declared Historical Monuments of the 18th Century in 1931. It is part of the Red Cultural Banxico

Address: Plaza de San Jacinto 5 y 15, San Ángel. Álvaro Obregón.
Hours: Tuesday to Sunday from 10:00 a.m. – 5:00 p.m.
Price: Free admission.



Museo Nacional de Antropología

It is one of the most important in Latin America. It houses a vast collection of archaeological and ethnographic artifacts representing Mexico's cultures.

Description: The National Museum of Anthropology was inaugurated on September 17, 1964, and it has fulfilled the mission of researching, conserving, exhibiting and disseminating the most important archaeological and ethnographic collections in the country. Its 22 rooms and its more than 45 thousand square meters of construction make it the largest museum in Mexico and one of the most outstanding in the world. This important site houses the archaeological and anthropological testimonies forged by multiple cultural groups over hundreds of years of history; at the same time, it pays tribute to the indigenous peoples of Mexico today through a large collection that rescues the uses, representations, expressions, knowledge and traditions that are the intangible heritage of the nation and a legacy that belongs to all humanity.

Address: Av. Paseo de la Reforma y Calzada Gandhi s/n Col. Chapultepec Polanco.
Hours: Tuesday to Sunday 9:00 a.m. – 6:00 p.m.
Price: $100.00 MXP.



Museo Anahuacalli

Anahuacalli, is a temple for art that Diego Rivera conceived as an architectural work and a City of Arts, integrated into the natural environment, which unite past, present and future. A Museum that allows dialogue between pre-Hispanic and contemporary aesthetics.

Description: Diego Rivera, chose the grounds of the Pedregal de San Ángel, which previously surrounded the Xitle volcano to create the Anahuacalli. He conceptualized a set of buildings to house his prehispanic pieces and also to be a habitable work of art. He sought to generate continuity between modern art and pre-Columbian aesthetics. The eruption of Xitle, in 400 B.C., created a landscape of lava layers that, when solidified, formed an ecosystem of desert plants. The architecture of the Anahuacalli, thought by Diego as a sacred receptacle in connection with the underworld, was integrated into this biosphere. Once its main building was finished, the museum opened to the public in 1964 and in 2022 it activated several sections in its landscape. The Anahuacalli Museum remodeling and expansion project received the Mies Crown Hall Americas Prize (MCHAP) in 2023. It is part of the Red Cultural Banxico.

Address: Museo 150, Col. San Pablo Tepetlapa, Coyoacán.
Hours: Tuesday to Sunday from 11 a.m. – 5:30 p.m.
Price: $100 MXP.



Museo Frida Kahlo

The Frida Kahlo Museum also known as the Blue House (La Casa Azul) for the structure's cobalt-blue walls, is a historic house museum and art museum dedicated to the life and work of Mexican artist Frida Kahlo.

Description: The house/museum is located in the area of the Coyoacan borough of Mexico City that has had an intellectual and vanguard reputation since the 1920s. The house is built around a central courtyard with garden space, a tradition since colonial times. The building, were Frida Kahlo was born and lived for most of his life, has two floors with various bedrooms, studio space, a large kitchen and dining room. Frida Kahlo and Diego Rivera lived there many years and hosted events for several of their guest and friends like León Trotsky, Henry Moore, Remedios Varo, André Bretón, Juan O'Gorman and Tina Modotti The museum contains a collection of artwork by Kahlo, Rivera, and other artists, along with the couple's Mexican folk art, pre-Hispanic artifacts, photographs, memorabilia, and personal itemse. The collection is displayed in the rooms of the house that remains much as it was in the 1950s. It is part of the Red Cultural Banxico.

Address: Londres 247, Col. Del Carmen Coyoacán.
Hours: Tuesday from 10 a.m. – 6:00 p.m.
Wednesday from 11:00 a.m. – 6:00 p.m.
Thursday to Sunday from 10:00 a.m. – 6:00 p.m.
Price: $320 MXP.



HOTSPOTS

Zócalo Plaza de la Constitución

Plaza de la Constitución, better known as the Zócalo, is the main square of Mexico City. As such, it is the site of many important events and is surrounded by the Catedral Metropolitana, the National Palace, and the Antiguo Palacio del Ayuntamiento as well as a few restaurants and terraces with spectacular views of the Historic Center.

Calle Madero

Calle Madero is a geographically and historically significant pedestrian street in Mexico City as well as a major thoroughfare of the historic city center.

Torre Latinoamericana

Torre Latinoamericana is one of Mexico City's most iconic buildings. It houses the Bicentennial Museum, the Miralto restaurant, multiple exhibits, a café, and its famous observation deck, which is best enjoyed at sunset.

Alameda Central

The Alameda Central is a historic urban park with fountains, sculptures, and shaded seating.

Catedral Metropolitana

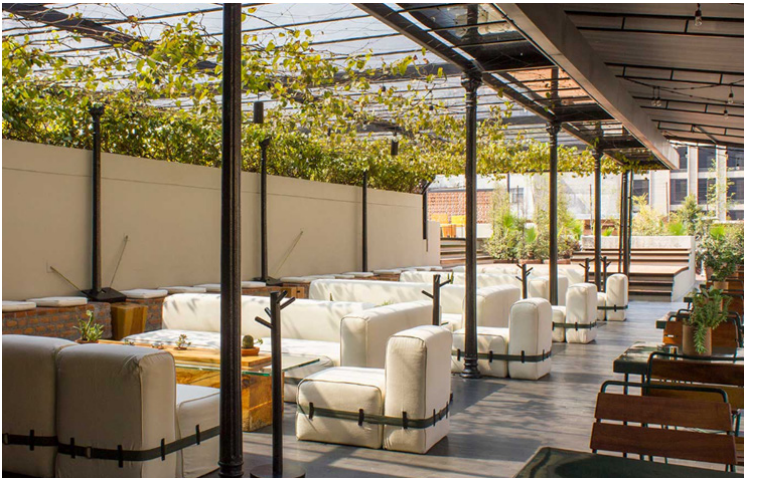
The Catedral Metropolitana is one of the most representative works of colonial art in America, dating back to 1573. Additionally, it's the main seat of the Catholic Church in Mexico.

Basílica de Santa María de Guadalupe

The Basilica de Santa María de Guadalupe, is a basilica of the Catholic Church, dedicated to the Virgin Mary in her invocation of Our Lady of Guadalupe.

Downtown México | Terrace

Downtown Mexico is a mix of 17th century colonial and industrial architecture, located in the historic center of Mexico City. Known as the 'Palace of the Counts of Miravalle', Downtown Mexico stands out among many other colonial icons of the area, which is considered a UNESCO World Heritage Site. Its large terrace has spectacular views of the historic center, with its churches, Latin American tower and the facade of the Spanish casino, among others.



SOUVENIR SHOPPING

Mercado de Artesanías La Ciudadela

The Mercado de Artesanías La Ciudadela is one of the most popular markets for traditional Mexican handicrafts, from textiles to clay and even wooden objects.

Mercado de Coyoacán

The Mercado de Coyoacán is a vibrant marketplace in operation since 1921, with food stalls, apparel, art & souvenirs.

Tienda del Instituto Nacional de Antropología e Historia (INAH)

With branches across the city, the Instituto Nacional de Antropología e Historia shop
offers high-quality items that reflect Mexico's cultural heritage.

WHERE TO EAT

Café de Tacuba

Café de Tacuba is a traditional Mexican restaurant with colonial decor, ideal for enjoying classic Mexican cuisine.

El Cardenal

Famous for its breakfasts, especially its panuchos and chilaquiles, El Cardenal offers an authentic gastronomic experience.

Restaurante Azul Histórico

Located in a colonial building, Restaurante Azul Historico offers contemporary Mexican cuisine with a modern twist.

El Balcón del Zócalo

El Balcón del Zócalo offers a spectacular view of the Zócalo and traditional Mexican dishes, ideal for enjoying a meal while taking in the city.

La Casa de las Sirenas
With a terrace overlooking the Zócalo, La Casa de las Sirenas is a perfect place to enjoy Mexican food with a privileged view.

PHARMACIES

Farmacias del Ahorro – 24 hrs
Address: 5 de Febrero 22, Historic Center.

Farmacia San Pablo
Address: Av. Juárez 88, in front of Bellas Artes.

Farmacias Similares
Affordable option with several branches in the Historic Center.

AFTERHOURS

Terraza Catedral
Terraza Catedral is a bar overlooking the Zócalo, ideal for a drink and listening to DJ sets.

Bar Downtown México
Bar Downtown México is a terrace in a boutique hotel with a good atmosphere, cocktails, and music.

Zinco Jazz Club
Zinco Jazz Club is a cool club with a retro vibe, offering Mexican & international acts, plus classic cocktails.

Plaza Garibaldi
Plaza Garibaldi is a traditional spot to listen to mariachis and live music.

HOW TO MOVE AROUND THE CITY

Metro
The Mexico City Metro is a quick and affordable way to get around town. A metro card is needed to board.

Fun Fact: It is the second largest metro system in North America after the New York City Subway.

Key Stations: Bellas Artes, Zócalo, Hidalgo.

Metrobús
The Metrobús is a rapid transit system that runs through the city's main avenues. A metro card is needed to board.

Fun Fact: Line 4 arrives at the airport.

Taxis and rideshare apps
For safety reasons it's advised to use Uber, Didi or Cabify.

Ecobici
Ecobici is a bicycle sharing system with docking stations throughout the city. You must have the Ecobici app to use this service.

Take care of your belongings. As in any large city, it's important to be attentive to your personal belongings, especially in crowded areas.

We hope this information is useful for your visit!

