



Prishtina, 05.10.2017

Dear representatives of the Organization of Child and Youth Finance
International,

Dear representatives of financial institutions from all countries participating in
today's event

Representatives of all Kosovo institutions,

I am honored to be among you and welcome you today in Pristina to discuss and share experiences on the topic of financial education, which is of particular importance to all of us today and at the same time, in your presence we are launching the Financial Education Program of the Central Bank of the Republic of Kosovo.

One of the strategic goals of the CBK, is to promote the sound development of the financial system in the Republic of Kosovo and further development of financial education function in order to create the proper financial literacy, which helps all stakeholders to make the right decisions on the basis of sufficient knowledge. These knowledge can only be gained through adequate financial education, which results in the transformation of acquired financial knowledge into financial behaviors. This would be the optimal reality that all of us present today aspire ... but how much we have been able to reach this reality.

For few moments I would like to bring the attention to the three main dimensions in the function of which was the financial education: financial stability function, consumer protection function and financial inclusion function. These three dimensions actually permeate the entire process of financial activity, from the first dealing with financial product / services to the realization of the right / liability in the event of financial institution failure. These three dimensions demonstrate the critical role of financial education because everything begins and ends with financial education.

Financial education in function of financial stability; Just like most of the world central banks, the CBK's primary objective is to maintain financial stability. The more financially educated financial agents the more financial stability we will have in the country. Financial education is fundamental for building the trust. Without the trust there can be no financial stability. If we look at the social welfare perspective, it is very important whether people are able to properly manage their financial means. But on the other hand, the benefits of financial literacy extend beyond the balance sheets and family income, to the promotion of a stable financial system and the efficient allocation of resources within the real economy.

Financial education in the function of consumer protection; Consumer protection and financial education are an active integrated process in which communication of information is just the beginning, while the ultimate goal is a long-term positive financial behavior. Consumer decisions on the use of products and services are taken on the basis of complete and correct information and the knowledge they have to understand this information, therefore the information disclosure by financial institutions is very critical. Moreover, such an approach leads to a fair competition of all actors of financial sector.

Financial inclusion: Services and products of the financial sector affect the lives of every citizen of Kosovo. Therefore, building a financial market that treats consumers fairly encourages financial inclusion and helps citizens to effectively use financial services as the main premise of financial inclusion. At the same time, it is equally important that citizens constantly request information to compare the terms and conditions of financial products - and the most important thing is to raise their voices if they face problems.

Today we all agree that through financial education we managed to address many challenges within the three dimensions, but there is still work to be done and alongside with the continuation of the agenda in these three dimensions, we should be attentive for the challenges of a new dimension we have to face in convenient and timely manner - **the dimension of accelerated technological development, in particular the virtual world of providing financial products and services.**

The financial system is constantly evolving, towards expanding the more complex financial products and services, therefore the financial education program should respond proactively to this new dimension. This brings us to a new chapter in financial education, which I could freely call **financial education 2.0**. Financial Education 2.0 involves extensive, effective and long-lasting efforts in financial culture and financial education. Always, based on sustainability and systematic, innovative, comprehensive approaches as well as advanced technological methods. Above all, to realize this, it is essential to have an integrated approach of all relevant stakeholders and institutional regulation in such format where consumer claims and complaints are in the function of designing financial education programs.

This can be costly, but undoubtedly the benefits of this process are priceless.

Therefore, I consider that today's meeting will provide a forum for discussing the way forward in this regard.

And finally, allow me to share with you today a special achievement that we have accomplished to meet the ever-increasing needs of the financial education agenda - today we will disclose the Financial Education Program, which is supported by EFSE, whose activities will be accomplished and implemented at the Business Continuity Center in Prizren, which is also intended as a Training and Financial Education Center.

In conclusion, I wish you a fruitful meeting, exchange of thoughts and experiences as well as success in your today's presentations, hoping that today's meeting not only fulfills but also exceeds your expectations.

Thank You!