BBVA

News
10.03.09

BBVA Bancomer reaffirms its commitment to education

Values, diversity and equity

BBVA Bancomer reiterated its commitment to education in Mexico during the ORT 2009 week, held this February in Mexico City. It was an opportunity for the exchange of information, ideas and experience in the latest trends in education. The event brought together keynote speakers and lecturers from all over the world.

Director general of BBVA Bancomer, Ignacio Deschamps (right) and Gustavo Lara, director of the BBVA Bancomer Foundation (left), with Frederik W. De Klerk. Nobel Prize for Peace 1993 (centre)

In this forum, BBVA country manager in Mexico, Ignacio Deschamps González, mentioned the importance of education in Mexico as a focal point of competitiveness and young people's development. "We realise the importance of forming well-trained students equipped with all kinds of tools for dealing with all kinds of challenges", he pointed out.

Ignacio Deschamps spoke of the medium-term future and underlined the importance of a good financial education to avoid economic crises, a current problem. He stated that "the generation of wealth has to do basically with the capacity to provide greater schooling or level of education. Education is essential for a country to improve its productivity and competitiveness in order to be able to perform value added activities".

As part of the Group's activities, the BBVA Bancomer director general presented the *Por los que se quedan* (For those left behind) and *Adelante con tu Futuro (*Forward with your future) programmes. The former consists in providing grants to young people with limited resources located in communities generating migrants so that they can continue with their studies. The latter involves a scheme launched by the institution to provide people free of charge with information, by means of educational workshops, to improve their personal finances and make the best use possible of savings and credit.

Social responsibility

Nobel Prize winner Frederik W. De Klerk praised BBVA Bancomer's social responsibility. The Nobel Peace Prize 1993 winner played an instrumental role in dismantling apartheid (racial segregation political system) and freeing Nelson Mandela.

De Klerk underlined the importance of the actions being carried out by BBVA Bancomer in favour of education through its Foundation. "I am very impressed and hope that other companies in Mexico follow their example; I would like to congratulate them on their contribution to social responsibility and their commitment to social programmes which could make a tangible difference for the country", he pointed out.

At the close of the event a private dinner was held where senior executives of BBVA Bancomer, and important customers of HNWI Banking and Corporate Banking were accompanied by their guest of honour Frederik W. De Klerk.