

## **For Immediate Release**

### **Savings week kicks off with a call to have all Rwandans financially included**

**October 25, 2016:** The Ministry of Finance and Economic Planning together with the National Bank of Rwanda and Access to Finance Rwanda today officially launched the 2016 savings week. Savings week is aimed at sensitizing the Rwandan population on the importance of savings not only for individual or household, but also to the country at large.

This year's savings week has been organized under the theme *Saving: The Right Path to Self-Reliance* **which** is in line with the Government's long term goal of becoming middle income country by 2020 and enhancing long term savings for public and private sector investment.

Speaking at the launch of the savings week, Eric Rwigamba, the Director General of Financial Sector Development Directorate at MINECOFIN called on the media to play an active role in sensitizing Rwandans to use financial services as an enabler to improve their lives.

"We currently have up to seven hundred thousand Rwandans who are financially excluded. It is difficult for these people to save if they do not have access to financial services or are aware of the importance of saving. We want to partner with the media in reaching out to this segment of Rwandans that has not been financially included," Mr Eric Rwigamba said.

The savings week will provide the opportunity to raise awareness and promote different financial products offered with aim of increasing access, uptake and usage of available financial products (specifically saving products) and services.

It will also create room for interaction between the clients and providers of financial services products. As a result, service providers will be able to develop service/products that meet the needs of various segments of the population.

Several activities are planned during the course of the week. They include a three-day (25<sup>th</sup>-28<sup>th</sup> October 2016) digital financial services expo at the Amahoro stadium aimed at showcasing different channels that Rwandans use to pay for services electronically and by mobile means.

A special savings message aimed at sensitizing the public on the importance of saving will be delivered during this month's Umuganda. Financial institutions will also have inquiry desks that will provide information on financial services as well as school debates have been organized.

#### **For more information please contact:**

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