

**Date**  
May 16, 2016

## Evidencia en inclusión financiera: Nuevos hallazgos y sus aplicaciones

Mayo 16, 2016 | Bogotá, Colombia

### AGENDA

7:30-8:00 AM	<b>Registro</b>	
8:00-8:30 AM	<b>Bienvenida</b>	Desayuno.
	Annie Duflo Directora Ejecutiva, IPA Santiago Castro Gómez Presidente, Asobancaria Bernardo J. Chacín Presidente Colombia y Región Andina, Citi	
8:30-9:00 AM	<b>Tomando decisiones basadas en la evidencia</b>	Esta sesión se centra en la importancia de analizar el comportamiento y tomar decisiones basadas en evidencia a la hora de crear y ofrecer productos apropiados para consumidores de bajos ingresos.
	Xavier Gine Economista Principal, Banco Mundial Moderador: Sebastián Chaskel Director Regional, IPA	
9:00-9:30 AM	<b>Recordando a los clientes de ahorrar y pagar</b>	Esta sesión explora los hallazgos de dos estudios sobre mensajes SMS en Colombia y Chile. Los investigadores discutirán cómo diseñar e implementar esquemas de mensajes recordatorios de manera efectiva.
	Catherine Rodríguez Investigadora, Universidad de los Andes Cristina Martínez Profesora Asistente, Pontificia Universidad Católica de Chile	
9:30-10:15 AM	<b>Discusión en mesa redonda</b>	Discusión guiada sobre la sesión de mensajería.
	Moderador: Sebastián Chaskel Director Regional, IPA	
10:15-10:30 AM	<b>Receso</b>	



# Evidence in Financial Inclusion I: New Findings and their Applications

On May 16th in Bogotá, IPA and [Asobancaria](#) (with support from the Citi Foundation) co-hosted a workshop for 40 high- and mid-level policymakers and financial service providers interested in learning how rigorous evidence can help them better serve their customers. During the one-day event, attendees engaged in a series of discussions that encouraged them to think about how recent financial inclusion evidence applies to their institutions and how RCTs can be useful for decision-making. The event showcased evidence produced by evaluations funded by the Citi IPA Financial Capability Research Fund and included presentations by Annie Duflo, Executive Director of IPA; Xavier Gine, Senior Economist at the World Bank; Santiago Castro Gómez, President of Asobancaria; and Bernardo J. Chacín, President of Citi Colombia. The agenda from the event is available below. This workshop was the first in a series of three; the other two workshops were held in [Manila](#) and [Mumbai](#).



*Participants at the May 16th Evidence in Financial Inclusion event.*



*Bernardo J Chacín, President of Citi Colombia; Xavier Gine, Lead Economist at the World Bank; and Annie Duflo, Executive Director at IPA give their opening remarks.*





*Sebastian Chaskel, IPA Colombia Country Director, introduces the event.*

## City

Bogota

## Country

Colombia