



الهيئة المغربية لسوق الرساميل
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AUTORITÉ MAROCAINE DU MARCHÉ DES CAPITAUX

PRESS RELEASE

GLOBAL MONEY WEEK 2026: THE AMMC COMMITS TO YOUTH EMPOWERMENT

From March 16 to April 11, 2026, the Authority is rolling out an ambitious financial literacy program, combining on-the-ground initiatives targeting youth with the launch of original digital content

Rabat, March 16, 2026

The Moroccan Capital Market Authority reiterates its commitment to youth financial literacy by taking part in the 14th edition of Global Money Week, an international campaign initiated by the OECD/INFE.

Centered on the theme “Smart money talks,” this year’s campaign aims to raise financial awareness among young people, empowering them to make informed decisions and cultivate long-term economic resilience.

Since its inception, Global Money Week has reached over 71 million children and 19 million adults across 170 countries. In 2025, Morocco’s efforts reached a milestone of 1.2 million beneficiaries.

Working alongside the Moroccan Foundation for Financial Education, the AMMC has established this event as a flagship of its outreach efforts. Since 2018, the Authority has scaled its initiatives to demystify the world of capital markets for the next generation.

To mark this 14th edition, the AMMC is implementing a comprehensive series of actions, including:

- The 6th “Quiz Finance” contest, involving eight high schools across six regions of the Kingdom.
- Immersion days and training workshops tailored for students from leading schools and Grandes Écoles.
- The 3rd “Financial Comic Strip” contest, organized in partnership with the Ministry of National Education, Preschool, and Sports.
- The rollout of a modular educational track on the 'Capital Market for All' web portal.
- The publication of two new editions in the “Investor Guide” series.
- A dedicated financial literacy campaign across social media platforms.



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