



MONEY WEEK MONEY WEEK

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# CMAM'S GLOBAL MONEY WEEK 2026 INITIATIVES

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## BACKGROUND

Global Money Week (GMW) is an annual international campaign dedicated to raising awareness among young people about financial literacy, money management and economic empowerment. The 2026 edition took place from 16 to 22 March under the global theme:

**“Smart Money Talks.”** This theme highlighted the importance of equipping young people with the skills to make informed financial decisions, encouraging dialogue, and promoting

This year’s Global Money Week was defined by reach and real impact. Capital Market Association of Malawi (CMAM) members took financial literacy directly into schools, engaging approximately 250 young people and teachers/lecturers with practical lessons designed to shape their financial futures. These sessions turned classrooms into spaces of dialogue and discovery, where students explored saving, investing and responsible money management in practical, relatable ways.

The logo for Global Money Week is a purple circle containing the text 'GLOBAL MONEY WEEK' in white, bold, uppercase letters. The text is arranged in three lines: 'GLOBAL' on the top line, 'MONEY' on the middle line, and 'WEEK' on the bottom line. The text is surrounded by several yellow and purple dots of varying sizes. A registered trademark symbol (®) is located at the end of the word 'WEEK'.

**GLOBAL  
MONEY  
WEEK**®

The campaign's influence extended strongly into the digital space. Content developed by the Reserve Bank of Malawi and the Malawi Stock Exchange achieved an estimated social media reach of 97,700 people, with 1,400 interactions through likes, comments and shares. In addition, Bridgepath Capital Limited, one of CMAM's members, ran a targeted digital campaign that reached a combined audience of 3,641 people across Facebook, Instagram, LinkedIn and WhatsApp.

To make the online campaign engaging, posts featured interactive and thought-provoking prompts such as:

- *"If you had 10 minutes with a financial expert, what would you ask?"*
- *"Investing is not gambling, it's planning."*
- *"Students, level up your money game!"*

CMAM's Global Money Week 2026 campaign reached approximately 101,341 people online and 280 people in person. Together, these efforts ensured that the campaign resonated both digitally and physically, amplifying awareness and sparking nationwide conversations about the *importance of financial literacy.*

## THE GMW LAUNCH AT ZINGWANGWA SECONDARY SCHOOL



The event was honored by the presence of **Dr. Kisu Simwaka**, Deputy Governor Operations of the Reserve Bank of Malawi, who emphasized the importance of empowering youth with financial knowledge.

The launch also featured speeches from the school's Head Teacher, the Ministry of Education and the Bankers Association of Malawi, each reinforcing the importance of financial literacy to the youth. CMAM members were in attendance, actively supporting and celebrating the students' efforts.

To recognize outstanding contributions, awards and certificates were presented to various associations, including CMAM, for their commitment to advancing financial literacy and financial inclusion in Malawi.

Following the formal opening, the atmosphere turned vibrant as students showcased their creativity through drama, commentary, poems, debate, quizzes and dances.

dances. These performances captured the essence of GMW, learning about money in ways that are engaging, relatable and fun.



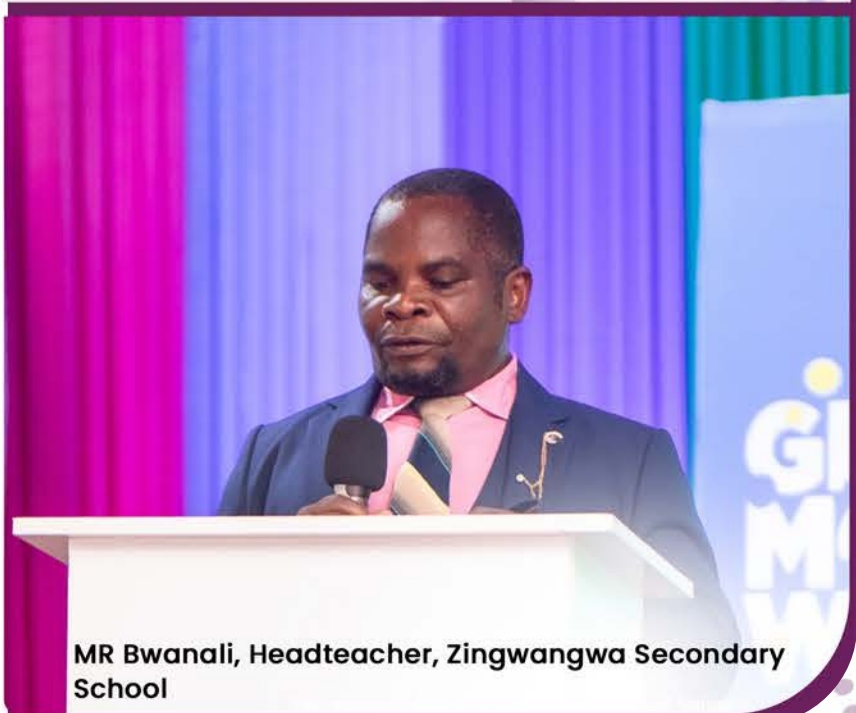
Dr. Kisu Simwaka Deputy Governor, Operations, Reserve Bank of Malawi



Feggie M. Mwale, Shire Highlands Education Division Manager



Mrs Lyness Nkungula, Chief Executive Office, Bankers Association of Malawi



MR Bwanali, Headteacher, Zingwangwa Secondary School

# CMAM outreach activities

After the launch, CMAM members carried the GMW spirit into schools and universities, delivering practical financial literacy messages across diverse audiences.

- **Lunzu Secondary School**

Team One inspired 15 teachers with interactive sessions on financial literacy. Participating institutions, Cedar Capital Limited and Bridgepath Capital Limited, jointly engaged teachers and staff at Lunzu Secondary School, delivering practical sessions on saving, investing, responsible money management, early investing and long-term financial planning. Participants responded positively, actively engaging through questions and discussions.





- **Mpemba Community Day Secondary School**

Team Two engaged students in practical discussions about money management. The participating institution at this site was Continental Capital Limited, which facilitated an interactive financial literacy

session reaching 80 students and 4 teachers. The discussions focused on key themes including saving, investing and responsible money management, providing participants with practical guidance to strengthen their financial decision making skills.



- **Catholic University**

A public lecture was delivered, sparking meaningful dialogue among university students on financial responsibility and emerging financial opportunities. Approximately 140 students and one lecturer attended the session.

The presentation, titled “From Smart Money to Smart Investing: The Malawi Stock Exchange”, was delivered by Mr. Kondwani Makwakwa, Business Development Manager at Stockbrokers Malawi Limited. Participating institutions included the Malawi Stock Exchange, Stockbrokers Malawi Limited and the Reserve Bank of Malawi, all of whom contributed to deepening students’ understanding of financial markets and investment opportunities. The session concluded with an engaging Q&A segment, during which students sought clarity on capital markets during which

students sought clarity on capital markets, investment opportunities and pathways to participation highlighting strong interest in understanding Malawi’s financial ecosystem.

These visits ensured that Global Money Week reached varied audiences from secondary school learners to university students helping to spark meaningful conversations about money and strengthen young people’s capacity to make informed financial decisions, in line with the 2026 theme “Smart Money Talks.”



*“Smart Money Talks”*

# Digital Engagement



The campaign extended beyond physical spaces into the digital world:

- RBM developed engaging social media content to amplify awareness.
- MSE complemented this effort with creative posts, ensuring GMW messages reached thousands more online.
- • Bridgepath Capital Limited further strengthened the digital footprint of the campaign with its targeted social media campaign from 16–20 March 2026.

These initiatives broadened outreach to learners, young professionals and the general public, supporting national awareness efforts. The combined digital presence allowed the campaign to resonate widely and connect with audiences who could not attend in person.

## Looking Ahead

Global Money Week 2026 was not only a celebration, it was a catalyst for change. Through school outreach, university

engagement and a strong digital presence, CMAM members helped spark conversations that will influence the financial journeys of young people across Malawi. The task now is to sustain this momentum, ensuring that every young person is equipped to make smart, confident money decisions today and in the future.



**“THE JOURNEY TO FINANCIAL INDEPENDENCE BEGINS WITH KNOWLEDGE.”**

**2026'S  
GLOBAL MONEY  
WEEK THEME  
“SMART MONEY  
TALKS”**

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