



Press Release

Alpha Bank supports Thessaly with actions that strengthen entrepreneurship

Alpha Bank's mentoring workshops for Small Businesses were held in Larissa, to bring business owners in Thessaly up to date on ways to make the most of the available development financial tools

Alpha Bank proved once again that it stands by Thessaly, as on Wednesday, May 22, it held in Larissa the mentoring workshops “*Greek Entrepreneurship: Perspective, Challenges, Strategy and Development Financial Tools*”, which focus on small businesses and the challenges that they must navigate in a rapidly changing economic environment.

Fifty business owners from the Region of Thessaly, active in **agri-food, trade and manufacturing, freight transport and logistics, tourism and construction**, participated in two interactive meetings during which they were informed about modern ways of financing and supporting their investment plans.

Alpha Bank executives brought the participants up to date on the possibilities and advantages of leveraging the funds of the Recovery and Resilience Facility (RRF), presenting concrete examples of best strategies for sustainable development.

Presentations were also made of the **macroeconomic outlook** for the domestic economy, **megatrends** of business sectors and **optimal sustainable development strategies which help Small Businesses benefit from RRF funds**, as well as of the possibility of combining development financial instruments were also presented.

The schedule of the next day consisted of meetings with specialized Small Business Banking Business executives, specialists from Alpha Bank’s Partner Ecosystem and executives from the Bank’s Branch Network, held at the headquarters of businesses in Larissa, Volos, Trikala and Karditsa. These meetings, which were led by the Bank in an advisory role and were based on the priorities of each individual business, highlighted the most efficient solutions which can help modernize and accelerate the adaptation to the new, modern, digital and green operating model.

The speaker and coordinator of the workshops was **Alpha Bank’s Small Business Banking Director, Spyridon Rentetakos**. The second workshop also included brief addresses by the **Minister of Economy and Finance, Kostis Hatzidakis** and the **Minister of Rural Development and Food, Lefteris Avgenakis**, as part of their schedule of meetings in Larissa. The workshops were also attended by the Attica I, Central and Northern Greece Director, Giorgos Rapanakis, Managers and Executives of the Bank’s Branches in Thessaly, Business Advisors from the Bank's Partner Ecosystem, and Executives from Alpha Real Estate and the Bank’s Small Business Banking area.

The business owners who took part in the meeting welcomed this initiative of the Bank, acknowledging the expertise of the Bank’s executives and the support that they received for taking investment initiatives that create jobs and support high returns.

Alpha Bank’s Small Business Banking Director, Spyridon Rentetakos, said about the workshops:

“We visited Larissa, sending a resounding message of support for local entrepreneurship. The interactive discussions about the available financing tools highlighted the new transformation and growth possibilities available to Small Businesses today. Our role as Alpha Bank, is to assist Small Businesses, so that they can thrive. With the appropriate business know-how, we offer the necessary



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guidance and we bring innovative ideas and financing solutions to the formulation and implementation of sustainable investment plans of high added value. We are very satisfied that our initiative of mentoring workshops for Small Businesses meets with a positive response also in Thessaly, and we continue to assist the efforts for strengthening the local brand and the 'identity' of the products and services offered".

Alpha Bank, the **first Bank to finance a Small Business in Greece** with funds from the RRF, continues to support this program, so that the RRF funds become accessible to Small Businesses. In this respect, the Bank is planning more workshops to be held in other areas of Greece, demonstrating in practice its consistent presence at the side of Small Businesses, which are the backbone of the Greek economy.