



## Press Release

### Alpha Bank is taking the lead in the repatriation of Greek talent, creating a modern and attractive work environment

*The Bank's contribution to 'brain regain' and the activities of the Alpha Ithacans Community were presented by Alpha Bank's CHRO and the Head of IR at the inForum's "Brain Regain & Retain" Conference*

Alpha Bank's initiatives for the repatriation and retention of Greeks who pursue careers abroad were at the focus of the inForum's "Brain Regain & Retain" Conference. Alpha Bank Group Chief Human Resources Officer (CHRO), Fragiski Melissa, and Alpha Bank's Head of Investor Relations (IR), Iason Kepaptsoglou, presented the Bank's momentum in transforming brain drain into brain regain, driven by a structured **strategy deployed by Alpha Bank and aimed at the return and professional integration of Greek Executives from abroad.**

**Alpha Bank is taking the lead in the national effort for repatriating Greek talent**, while at the same time also investing in retaining young people already in our country. The Bank's initiatives were launched three years ago in London, where the **vision of transforming the Bank's business was first presented to young Greek professionals abroad. Today, these initiatives** continue in the form of targeted visits to key European cities, in collaboration with the Ministry of Labor, the Greek Public Employment Service (DYPA), and Greek diaspora organizations.

#### Alpha Bank as a pole of repatriation and career development for ambitious professionals

**"The banking sector is spearheading the effort for the repatriation of Greeks who work abroad,"** stressed **Mrs. Melissa** during her speech at the Conference. As part of its strategy to attract and retain talent from abroad, Alpha Bank has established the **Alpha Ithacans Community**, which already numbers **90 Executives repatriated from 18 countries.** The Community **offers support and mentoring to Greeks who are considering returning home**, while it also **contributes actively to the enrichment of the Bank's culture.** *"In an organization that is rapidly transforming, we believed that we could not leave out the vast human capital of the Greek diaspora. So, we created a structured program to attract and welcome Executives, a community of people who share the experience of returning home and who contribute to change from within,"* Mrs. Melissa pointed out.

Referring to the need for a comprehensive approach to the brain drain phenomenon, she added that *"alongside repatriation actions, it is crucial to create mechanisms for retaining talent, which will ensure their long-term stay and career development in Greece."* In fact, since 2022, Alpha Bank had already taken action by developing its own **extroversion initiatives**, while, in collaboration with **non-profit organizations founded by Greek students abroad**, it is also recording data and opinions on repatriation incentives, highlighting the possibilities for the return and integration of Greeks wishing to repatriate to the domestic labor market.

The CHRO also placed particular emphasis on **Alpha Bank's training strategy**, stressing that it concerns **"firstly, the development of future-proof skills; secondly, the strengthening of leadership skills; and thirdly, empowering employees so that they take active part in the Bank's transformation."** She added that these actions are supported by the **operation of specialized Academies**, as well as by **partnerships with online platforms and universities**,



such as the National Technical University of Athens (NTUA) and the National and Kapodistrian University of Athens (UoA), **in the context of lifelong learning.**

### **The Alpha Ithacans Community: A support, knowledge, and inspiration network**

**Mr. Iason Kepaptsoglou**, himself a member of the Alpha Ithacans Community, highlighted the personal dimension of his return to Greece and of Alpha Bank's contribution to this decision.

***"Greece today is a country with dynamic growth, with investments, a country in transformation that is progressing, a country that creates,"*** he pointed out, noting that for many, the catalyst for returning remains the family and the prospect of improved quality of life.

Regarding the activities of the **Alpha Ithacans Community**, Mr. Kepaptsoglou explained that these **are structured in three key strands**: firstly, **strengthening the ties and the networking between members**, adopting practices such as the exchange of experiences and mentoring; secondly, **extroversion**, as the members of the Community participate in conferences and events, coming into contact with **Greeks abroad who are interested in returning home**; and thirdly, the transfer of **expertise and best practices from international markets**.

With these initiatives, **Alpha Bank continues to take an active role in tackling the brain drain phenomenon**, offering to **Greeks abroad the incentives and the appropriate framework for returning home**.