



Press Release

Panathēnea 2026: Alpha Bank to make a strong showing, spearheaded by the FinQuest 2026 innovation competition

Alpha Bank is taking active part in the Panathēnea 2026 festival taking place at the Zappeion Mansion from May 27 to May 29. As a Key Partner of this initiative, which brings together startups, investors, technology leaders, creators and cultural organizations from around the world, Alpha Bank makes a strong showing, spearheaded by the FinQuest 2026 innovation competition and also including the presence of Executives from its digital ecosystem and a number of parallel cultural events and experiences, centered on the Alpha Bank Campus.

FinQuest 2026 opens the dialogue with the innovation ecosystem

As part of Panathēnea, Alpha Bank announces the launch of [FinQuest 2026](#), inviting startups and scaleups from Greece and abroad to present solutions that address actual challenges that modern banking is faced with.

Applications open on May 28 via [alpha.gr](#), while at Alpha Bank's custom-designed Innovation Lounge at the Zappeion Mansion, members of the Bank's digital, technology, product and investment teams will be available to provide participants with guidance and information on opportunities for pilot applications and partnerships.

More specifically, on Thursday, May 28, from 11.00 am to 2.00 pm, the following persons will be at the Bank's booth:

- Michalis Michelakis, Advanced Analytics Manager
- Thanasis Tsarouchis, Technology Strategic Planning and Value Director
- Evi Klaoudatou, Group Marketing and PR Director
- Katerina Krikou, Owned Channels and Digital Marketing Manager
- Thanos Tsirimokos, Marketing Planning and Control Expert.

On Friday, May 29, from 10.00 am to 2.00 pm, the following persons will be available for one-to-one meetings with prospective startups:

- Virginia Sokou, Digital Sales and Customer Experience Director
- Panagiotis Bagiokos, Private Equity Portfolio Manager
- Penny Gialakidi, Talent Acquisition, Development and Change Management Director
- Panagiotis Divriotis, Retail Lending Products Director.

This year's competition focuses on three themes that reflect developments and requirements within the banking sector:

- AI-First Banking & Value Transformation: Redefining the banking sector through AI, automation and measurable results.
- Fraud Zero & Digital Trust: Ensuring secure digital banking without compromising the user experience.
- Next-Generation Customer Experience: Seamless, phygital and omnichannel journeys.



ALPHA BANK

The competition finalists will benefit from enhanced visibility among investors, mentors and leading industry professionals, while they will also receive expert feedback to strengthen their product, business model and commercial strategy. At the same time, they have the opportunity to participate in a program that combines practical knowledge, hands-on mentoring and access to real-world data and use cases.

From technology to real-world applications

Alpha Bank's presence at Panathēnea reflects its strategy to accelerate innovation and harness technology.

With over Euro 100 million of annual investments in new technologies, Alpha Bank is evolving into an AI-first organization, developing AI and GenAI solutions in partnership with Greek and international startups.

The Bank does not just commission projects; it connects startups with real-world banking use cases and paves the way for access to commercial partnerships that enhance Customer experience. The results of this choice are clear to see. The strategic partnership with Moveo.ai led to the development of the web banking AI chatbot, drastically improving the interaction with Customers. At the same time, the acquisition of FlexFin in the factoring sector for small and medium-sized enterprises serves the same objective: to deliver measurable results and improve access to finance for the country's thousands of small and medium-sized enterprises.

Through FinQuest, the Bank aims to turn this strategy into an open dialogue and a platform for collaboration with the forces that are shaping the future of financial services.

An experience that links innovation and Culture

Alpha Bank's participation in Panathēnea also extends to Culture, highlighting a timeless aspect of its identity.

On May 27, the Bank is organizing a special "Art & History Walk" event at the Alpha Bank Campus, offering the experience of a unique guided tour to the historic buildings at 45 Panepistimiou Street and 12 Pasmazoglou Street, with narratives linking architecture, art, history and contemporary creativity. The participants will have the opportunity to learn more about Alpha Bank's buildings and the works of prominent Greek artists, as well as to view items from the Bank's Numismatic Collection relating to Panathēnea (the Panathenaic Games — a major ancient Greek athletic and religious festival held every four years in Athens to honor the city's patron goddess, Athena).

Meanwhile, at Alpha Bank's booth at the Zappeion Mansion, visitors will be able to explore the Bank's Numismatic Collection through a virtual reality experience — one of the most vivid examples of how technology serves not only the future of banking services, but also the renewal of the citizens' connection with their shared history and Culture.