ALPHA BANK

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Press Release

Alpha Bank CEO Vassilios Psaltis visited Central Macedonia, with entrepreneurship and education at the top of the agenda

Thessaloniki, Serres and Chalkidiki were at the heart of the three-day tour made by the Bank's Management, led by Alpha Bank CEO Vassilios Psaltis. Together with the Chief of Wholesale Trade Lending & Transaction Banking, Evangelos Patrinos, and the Chief of Commercial Banking, Tilemachos Georgakis, they visited local Network Branches, had discussions with local authorities and major businesses based in Central Macedonia, and met with representatives of educational bodies.

"Central Macedonia is leading the country's growth momentum. We had the opportunity to hear firsthand about the needs, expectations and plans of the local business and academic communities. At Alpha Bank, we wish to take active part in their future prospects," said Alpha Bank CEO Vassilios Psaltis.

Strengthening local entrepreneurship

During the tour, the Bank's Management met with leading businesses in Northern Greece, while the meetings held focused on the business owners' plans, as well as on the high resilience and extroversion achieved since the years of the fiscal crisis.

Central Macedonia is one of Greece's most dynamic regions, with a decisive contribution to the country's production and business activity, and Alpha Bank has played a key role in bolstering its growth momentum, by consistently supporting numerous local businesses.

Investing in the future of education in Thessaloniki

The dynamism of the education sector and the prospect of establishing Northern Greece as a center for the development of a new ecosystem, were the key themes of the meetings held by the Bank's team with the administrations of Anatolia College and the American Farm School. Both educational institutions are pursuing a growth strategy across all levels of the education system, while at the same time aiming to strengthen their presence in tertiary education, enabling the city to become a learning hub attracting foreign students. A prospect which, as was pointed out during the meetings, could have multiple benefits for Northern Greece: in the local economy, through hospitality and services, in research, and in attracting academic staff from abroad, with the Bank's steadfast support assisting this endeavor.

Alpha Bank maintains a dynamic partnership with Anatolia College, demonstrated by initiatives such as the VentureGarden program. This is an inclusive and accessible educational program on entrepreneurship, aimed at individuals and teams with business ideas at an early stage and established in 2014 by AHEAD (the Alba Hub for Entrepreneurship and Development) and the Entrepreneurship Hub at ACT (the American College of Thessaloniki). It was within the framework of this partnership that the Alpha Females for Venture Garden Program was also created: a business accelerator for women wishing to further develop their business plans, while in collaboration with executives from the Bank's Small Business Banking team, workshops on Financial Instruments and small businesses are organized during each cycle of both programs. The program has already successfully completed six training cycles in Athens and Thessaloniki, with more than 430 participants having benefited from it.

The Bank has also a long-standing partnership with the American Farm School. Its total contribution to the School to date, in the form of scholarships and other initiatives, amounts to Euro 600,000, with more than 200 young people and adults having received training in subjects such as agriculture, ecology, the environment, entrepreneurship and the life sciences.

Alpha Bank remains engaged in an open dialogue with the academic community of Thessaloniki and of the wider region of Northern Greece, driven by its conviction that education is one of the key drivers for growth and for enhancing the region's competitiveness.

Standing by the people of the Network

As part of the tour, Alpha Bank's Management visited three local Branches in Central Macedonia—in Serres, as well as in Nea Moudania and Kallithea in Chalkidiki—where it met with Network executives and staff and discussed developments in retail banking and the needs of the local communities.

During the visit, particular emphasis was placed on the implementation of Alpha Bank's new customer-centric service model, which reinforces a personalized advisory approach, leverages the Bank's digital capabilities and enhances the overall Customer experience, enabling the Branches to operate as points of contact that provide comprehensive financial solutions. Moreover, the Network's pivotal role in the Bank's growth and in supporting households and businesses in all of the country's regions was affirmed once again.

In the same vein, it is recalled that a few months ago the HUB26 Business Center was inaugurated in Thessaloniki. HUB26 is the "heart" of the Bank and of its network in Northern Greece, as all the Bank's Business Areas in the city have been relocated to it, and it is there that the strategies which support the Bank's Network and business growth in Northern Greece are planned and implemented.