Press Release

Athens, September 14, 2021

Alpha Bank an Official Business Partner of Elevate Greece at the 85th Thessaloniki International Fair

As part of its initiatives to support start-up entrepreneurship and the innovation ecosystem, Alpha Bank participates as an Official Business Partner in the Greek Government’s “Elevate Greece” initiative, which aims to identify start-ups and support their growth and competitiveness.

The 1st award ceremony of the National Start-up Entrepreneurship Awards was held on Saturday, September 11, 2021, during the 85th Thessaloniki International Fair and, in the context of the “Elevate Greece” initiative. Alpha Bank, as an Official Business Supporter and judge for the Awards, was represented by Konstantinos Vaitasas, Head of Digital Innovation, who presented the award for the category “Faster Rising Start-up” to the company HackTheBox, which also received Euro 10,000 as financial support.

Innovation is a core value of Alpha Bank’s new corporate culture and a cornerstone of its Digital Transformation. During the last few years, the Bank has been implementing a series of actions geared to strengthening innovation, such as using advanced technologies in new products and services, holding innovation and novel ideas competitions etc.

Through the “Elevate Greece” platform, Alpha Bank will provide information to start-ups on its innovation actions and programs, such as the international digital innovation competition FinQuest by Alpha Bank, which focuses on the digital transformation of the banking sector and the integration of modern technologies in daily operations and Customer service.

Start-ups active in the FinTech sector can submit their innovative proposals to Alpha Bank at the email address FinQuest@alpha.gr, in order to take part in shaping the digital era of the banking sector.