



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 Vaitsas, 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.