



Press Release

Spyros Rentetakos at the 4th Family Business Conference: *“Alpha Bank recognizes that every small business is unique and supports its efforts to take initiatives and claim success”*

Speaking at the **4th Family Business Conference**, the **Manager of Alpha Bank’s Small Business Banking Division Spyros Rentetakos** referred, among other things, to the prospects of Greek small businesses and their capacity to rise to the challenges of the current times.

*“The **ESG criteria are our common goal**, which we want to achieve **working together with our Customers**, assisting them in their efforts by providing the funds and the know-how required for the implementation of sustainable investments. The Recovery and Resilience Facility (RRF), coupled with the multitude of Development Programs that are currently active, create a significant growth multiplier, contributing to the transformation of the production model.”*

Regarding the immediate challenges for the Greek businesses, Mr. Rentetakos referred to the **“building” of the Greek brand**, both in the domestic market and abroad, by enhancing the added value of the products and services produced. He stressed that *“the road ahead is the only way forward and forces us to draw the map that will guide us in the future. This requires to correctly diagnose where we are today and to focus insightfully on where we want to go.”*

He also noted that in the current economic environment, **the shift to innovation and the investment in knowledge are elements that will allow businesses to operate more competitively** and become more extroverted, and that in this regard **“small businesses need to be effectively supported to increase their productivity and join value creation chains, also integrating digital technologies and new skills.**

At this point, the advisory role of the banks is of critical significance, and Alpha Bank offers advisory banking and technical support services to assist in all the stages involved, from the preparation of the business plan to its financing and implementation. **With extroversion as our priority, we contribute ideas to the development of business plans that promote modernization and the green transition**, choosing the most profitable investment program for each individual business plan,” he stressed.

Differentiation, innovation, speed: the three keys to the success of small businesses

The **Head of Alpha Bank’s Small Business Banking Division** also referred to the pillars on which small businesses should base their strategic direction: *“Seeking to achieve a level of competitiveness that is driven by quality and innovation, small businesses must invest in the three success keys of ‘differentiation’, ‘innovation’ and ‘speed’ and must seek to acquire the requisite skill set that will make them stronger and reinforce their ability to cope with the domestic and international trends, while also addressing the complex challenges associated with their desired – as well as necessary– growth,”* he said, concluding that *“Alpha Bank recognizes that every small business is unique and supports its efforts to take initiatives and claim success.”* **We do not merely provide loans; we are the businesses’ advisors.”**