



## Press Release

### Alpha Bank launches new cycle of informative events for business owners

*Alpha Bank's new workshops, which started from Athens, are addressed to Small Businesses and focus on making the most of modern financial tools for the implementation of their investment plans*

Alpha Bank's first informative event, titled "**Greek Entrepreneurship: Perspective, Challenges, Strategy and Development Financial Tools**" and focused on the utilization of financial tools by Small Businesses, was successfully held in Athens, with the participation of 50 business owners.

The event, expected to take place in 15 areas across Greece, forms part of the strategic **training and technical support** program developed by Alpha Bank specifically for Small Businesses in Greece and focused on the **implementation of investment and transformation plans** that enhance competitiveness and create new jobs.

Divided in two groups, the participants had the opportunity to be informed by the Bank's executives about the **domestic macroeconomic developments**, the **latest trends** in business sectors, best practices and **the key points of the development financing tools**.

At the same time, the participants had the opportunity to learn about the best practices in taking advantage of the funds available from the **Recovery and Resilience Facility (RRF)**, in the context of a mentoring session that involved practical examples.

The event was attended by **Spyridon Rentetakos, Alpha Bank's Small Business Director**, the **CEO Office Director, Nikos Kalitsounakis, Directors, Managers and executives of the Attica Branch Network** (Attica I, Central & Northern Greece / Attica II, Southern Greece & Islands), **advisors from the Bank's Ecosystem of Partners**, and executives from **Alpha Real Estate Services** and **Small Business Banking**.

On the occasion of the event, Mr. Rentetakos made the following statement: *"We are very pleased that this initiative of the Bank met with a warm reception and was highly successful. As a Bank that has traditionally associated its name with Greek entrepreneurship, our strategic priority is to support small and medium-sized businesses, which are the backbone of our economy. Looking at each business individually and adopting a banking advisory approach, we support business ambitions, jointly shaping the right conditions for the development of investment initiatives that create jobs and high returns."*

Alpha Bank, which was the first Bank to finance a Small Business in Greece with funds from the RRF, continues to support this program, so that **the RRF funds become accessible and available to Small Businesses**. In this respect, the Bank is planning more workshops to be held in other areas of Greece, demonstrating in practice its consistent presence at the side of Small Businesses, which are the Greek economy's backbone.