



## Press Release

### Alpha Bank opened the discussion on AI by bringing under the same roof the entire Greek fintech ecosystem

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A celebration of Artificial Intelligence and innovation that included discussions and competitions, as well as animated robots, was organized by Alpha Bank at Stegi, the Onassis Foundation Cultural Centre in Athens. Representatives from the entire range of the fintech ecosystem and from different industries responded to the Bank's invitation, taking part in live discussions and exchanging views on the present and the future of AI and the Greek innovation ecosystem.

Innovation Day is an Alpha Bank initiative that aims to highlight the current trends and practices that are shaping the future of banking services. At the same time, it is a forum that aims to support dialogue on topical issues in the field of innovation, both within the banking sector and with representatives of businesses in various sectors of the economy, such as industry and retail, strengthening the Bank's ties with the broader innovation ecosystem in Greece.

#### **Vassilios Psaltis: We are committed to supporting the innovation ecosystem in Greece**

The event was opened by the **CEO of Alpha Bank, Vassilios Psaltis**, who spoke about how AI is redefining the operation of banks and their relations with their customers. *"At Alpha Bank, we are gradually evolving from transaction processors to partners of our customers, anticipating their needs and proposing solutions. Artificial intelligence allows us to focus on what humans are best at: empathy, creativity and critical thinking. As we evolve into an AI-First bank, the way to ensure all the above is to remain a people-first organization,"* he said.

He noted that the bank has undertaken to support the innovation ecosystem in Greece at multiple levels. *"The real promise of artificial intelligence lies not in the technology itself, but in our ability to use it wisely. At Alpha Bank, we are committed to leading this transformation, shaping a future where financing is not only smarter and quicker, but also more human, more inclusive and more sustainable. We are committed to supporting the Greek innovation ecosystem as an investor, as a partner and as a creative platform where innovative solutions can be tested and implemented,"* Mr. Psaltis emphasized.

#### **Akis Skertsos: "We are adopting AI for the public good"**

The 1st Innovation Day was also attended by the **Minister of State, Akis Skertsos**, who in his speech underscored the need for the adopting innovation responsibly, in a way that will benefit every and every member of society. *"The future of our economies, our societies and our democracies hinges on how we will harness the power of technology. Greece, through its digital transition, is not adopting AI just for the sake of innovation. We place it at the heart of our public services, ensuring that the benefits of progress are shared by all. This is 'AI for the public good': responsible innovation that not only advances technology, but uplifts the lives of all citizens,"* said Mr. Skertsos.



## Open dialogue on the integration of AI in banks

One of the event's key moments was the discussion between three Greek systemic banks and the Italian UniCredit. **Alpha Bank's Chief Digital and Technology Officer - Michalis Tsarbopoulos**, **Piraeus' Group Chief Operating Officer - Charalambos Margaritis**, **National Bank's Group CIO - Lefteris Kororos**, and **UniCredit's Head of Group AI Products - Alessandro Barardi**, opened their cards on the integration of AI, how it transforms every organization and how it can be further leveraged to improve customer experience.

Mr. Kororos stressed that the Generative AI (GenAI) technology has significantly improved the customer service experience of the bank, yet he emphasized that the real value of the technology is not solely there, but in its management by the human factor that affects the quality and the way the service operates.

For his part, Mr. Margaritis pointed out that the banks are still facing problems in combining new technologies and traditional systems, and to address these, the culture of the organizations needs to be radically changed and targets must be set on good practices that will help banks grow.

Speaking during the panel session, Mr. Tsarbopoulos said: *"At Alpha Bank, we have completed a series of digital transformation initiatives. Specifically, in the last three years, we have set three key objectives that we have largely achieved: To digitize a large part of the products and services we offer to our customers, to meet their current requirements. To change the Bank's operating model, both in the Branches and in the central services, towards a direction that is more customer-focused, cost-effective and productive, and finally, to upgrade the digital tools and infrastructure and enhance specialization, so that Alpha Bank can create a strong force in the development and deployment of modern digital solutions and services for the coming years."*

In his intervention, Mr. Tsarbopoulos also stressed that adopting novel technologies presents numerous challenges *"There are currently four main challenges in integrating AI. The first one is the adaptability of people and the sourcing of talent in a technology that is evolving rapidly, so at the Bank we place great emphasis on training. The second one is to maintain low costs combined with value creation, which requires corporate discipline and strong governance. The third challenge is to ensure that both structured and unstructured data are available in real time. Finally, the fourth challenge has to do with ensuring data protection and security, as well as to comply with all regulatory obligations that are related to data and AI (ethical AI, AI-Act compliance etc.). At Alpha Bank, we use strong encryption, we monitor cyber threats and we test our AI models thoroughly, to make sure they are fair and responsible,"* he said.

## The AI in the other industries

In a separate panel discussion, representatives of other companies also referred to the use of AI, shedding light on their practices and strategies, while they also presented impressive results on the performance of new technologies and the improvement observed throughout the value chain – from production to customer service. The panel was moderated by George Papadimitrakis - Director of EPAM, with Christos Karagiannakis - CEO of Kotsovolos, George Karagiannis - Co-Founder and CEO of Moveo.ai, and Antonis Kyrkos - Chief Digital & Strategy Officer of TITAN Group, as panelists.

## Tey Bennerman: "Businesses can learn a lot about AI from banks"

Of particular interest was Michael Tsarbopoulos' conversation with **Tey Bannerman**, one of the most influential leaders and speakers in the field of artificial intelligence, who honored the event with his presence. Bannerman stressed that novel technologies are finding excellent application in financial organizations, advising companies in other industries to follow their example.

*"Businesses in all industries can learn a lot from the innovative work of banks, especially in areas*



*such as asset management,” he said, adding: “By adopting artificial intelligence, banks are not just automating processes – they are creating space for employees to deepen their relations with customers, solve complex problems and provide more personalized services. The future of human relations-based industries lies in using technology to empower their people, not replace them. This approach, supported by the right data and the appropriate organizational culture, can serve as a model that other industries could follow in their own transformation.”*

### The hour of the startups – The big winners of the 2025 FinQuest competition

During the evening, the seven finalists of the international FinQuest competition organized by Alpha Bank took to the stage. Each of the seven startups presented its business proposals, competing for one of the competition’s three grand prizes.

With a strong focus on AI, the contestants showed a deep understanding of the issues and business opportunities that can be unlocked by implementing their plans. The solutions presented to the Judging Committee were all comprehensive and methodical, but three of them stood out.

The evening’s top winners were the following:

**Dikaio.ai: 1st Place**, accompanied by a cash prize of Euro 15,000 from Alpha Bank and the possibility of future cooperation with the Bank.

*dikaio.ai* is an innovative platform that makes Greek and European legislation easily accessible and understandable to lawyers and individuals. It allows searching for legislation and judgments, as well as analyzing, drafting and translating documents, thus automating time-consuming procedures and enhancing the efficiency of legal work.

**Dry Runz: 2nd Place**, accompanied by a cash prize of Euro 10,000 from IBM.

*Dry Runz* offers to businesses a tool for realistic simulation of training using AI. The use of flexible scenarios enables teams to practice communication and problem-solving skills, while at the same time rendering their training more human, practical and effective.

**Agrinow: 3rd Place**, with a complete package of services and tools, especially for startups from Microsoft

*Agrinow* is an AI platform that supports the agricultural sector, connecting farmers and agri-businesses with the seasonal or permanent staff they need. It offers a simple and user-friendly experience, helping find suitable candidates quickly and efficiently, while also facilitating the transparent and sustainable management of documents and payments management.

It should also be noted that EPAM will offer to all three winners three weeks of free consulting services in the field of technology.