

January 17, 2014

**Eurobank Group was a Lead Sponsor at the Euromoney
Central & Eastern European Forum in Vienna**

Eurobank Group was one of the Lead Sponsors of “*The Euromoney Central & Eastern European Forum*” that was held in Vienna on the 14th-15th of January 2014.

With more than 1.200 delegates attending from all over Europe, the conference brought together the elite of the region. Finance ministers from a number of CEE countries, Heads of IFIs, central bank Governors from the region, leading businesspeople, investors, IFI’s and key commentators from international media took to the stage to discuss the key topics affecting all areas of business and finance for the year ahead.

The Eurobank delegation headed by **Mr. Anthony C. Hassiotis**, Head of the International Activities’ Division of Eurobank Group, had more than thirty participants including representatives of the Senior Management from Greece and the subsidiaries in the countries, as well as selected corporate clients and media from Bulgaria, Romania, Serbia and Cyprus.

The key note speech of the conference was addressed by Messrs **Ewald Nowotny**, Governor of the National Bank of Austria, and **Erik Berglof**, Chief Economist of the European Bank for Reconstruction and Development (EBRD) and focused on how the ECB monetary policy affects Central and Eastern European economies, the effect of the upcoming European Banking Union in the regional banking sector, and the areas where the CEE region expects to see growth in the immediate future.

Economic growth and its drivers per market, investor base diversification, and the comparative advantages of the CEE countries were topics widely analysed and debated during the two day conference in Vienna, in which the upbeat climate was both evident and generally shared.

During the Euromoney Conference in Vienna, Eurobank organized a workshop entitled: “**Restarting the CEE Growth Engine**” where the panelists explored the seeds of a new growth momentum in CEE economies addressing issues such as the absorption of EU funds, the role of IFIs, the reform areas in which more progress is required by the countries, the financial sector in view of the upcoming EMU banking union and the need to intensify regional economic cooperation.

The Workshop which had very impressive attendance from the Conference participants, was moderated by **Mr. Theodore Karakassis**, Advisor to the International Activities Division of Eurobank group. The panel speakers were: **Professor Gikas Hardouvelis**, Chief Economist at Eurobank, **Ms. Pirooska Nagy** Country Strategy & Policy Director at EBRD, **Mr. Cristian Popa**, Deputy Governor, National Bank of Romania, **Ms. Debora Revoltella**, Director of Economics Department, EIB and **Mr. Nicholas Tesseyman**, Managing Director of Financial Institutions, EBRD.

Banking in the region and the way it should be carried out in the future to continue supporting the CEE economies clearly remains a key issue and it was debated in a Euromoney panel entitled “**CEE Banking: New Models**”, in which **Mr. Anthony C. Hassiotis** took part as the representative of the Eurobank group, along with experts from Standard & Poor’s, Citi, UniCredit, Raiffeisen Bank International and Russian Sberbank.

The economic outlook for the CEE region was examined in the panel: “**Looking to 2025**” with the participation of **Prof. Gikas Hardouvelis**, Chief Economist and Head of Economic Research at Eurobank Group. The panel discussed issues such as the competitiveness of the CEE region, the regional and international policy co-ordination and the growth recovery of the area that is in sight.

This was the eighth consecutive year that Eurobank Group was a Lead sponsor of the Euromoney Central & Eastern European Forum in Vienna, underlying its role as one of the leading banking institutions in Central and Eastern Europe.