

# NBG sponsor of "SMEs' Roadmap to Growth" conference

NBG was lead sponsor of the business conference "**SMEs' Roadmap to Growth**", organized by the **Hellenic Federation of Enterprises (SEV)** and held at the Stavros Niarchos Foundation Cultural Center on Wednesday, 21 February 2018.

The aim of the conference was to highlight and understand the challenges facing SMEs as they seek to adapt and grow their production in an ever-changing competitive environment, both in Greece and internationally, by taking a look at successful business examples and international practices.

**Christoforos Chatzopoulos, Head of Business Banking & Retail Loans**, emphasized the role that National Bank of Greece plays in supporting Greek SMEs while also responding to the need to provide innovative and state-of-the-art business ideas which, combined with well-structured business plans and best administrative practices, generate the right conditions for fostering and developing SMEs in Greece. Drawing on the conclusions of recent studies carried out by the Bank, he noted the consistently better results posted by cutting-edge technology sectors and the encouraging signs of their business recovery.

The event included a presentation of Ernst and Young's study "Small and Medium Enterprises in Greece", which gives a detailed analysis of the inherent weaknesses of SMEs (e.g., in areas such as internal management and governance, and business planning), as well as the challenges presented by the broader economic environment, such as high taxation and access to financing. Particular attention was paid to the way in which SMEs—through partnerships, joint ventures or mergers—can achieve economies of scale and become competitive at the international level.

In sponsoring this event, as well as supporting a host of other business initiatives—besides its longstanding support for Greek SMEs through its various financing products—NBG seeks to promote entrepreneurship, and in particular the need for modern, innovative, productive and export-oriented firms that will serve as the backbone of the Greek economic recovery.



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