

CrediaBank at the 31st International AGROTICA Exhibition

The Bank's participation marks its strategic positioning in the agricultural sector

CrediaBank will participate in AGROTICA, the leading exhibition in Greece for the agri-economic sector, from Thursday, March 12 to Sunday, March 15 at the Thessaloniki International Exhibition & Congress Center (HELEXPO) in Thessaloniki.

The Bank will present for the first time its proposal for the primary sector, the processing of agricultural products and their connection with the agri-food sector, as well as its collaborations with distinguished university institutions, aiming for a more sustainable future through joint initiatives supporting the agricultural sector.

Mr. Stylianos Iliadis, Chief Retail Banking & Wealth Management Officer at CrediaBank, will participate in the panel discussion "Prospects of Agriculture with an Eye to the Future" at the 11th Panhellenic AGROTICA Conference, organized by the Department of Agriculture of the Aristotle University of Thessaloniki in cooperation with HELEXPO. The conference coincides with the 100th anniversary of Aristotle University of Thessaloniki, one of the most important academic institutions in Greece.

CrediaBank will be located at Hall 2, Stand 42, featuring a greenhouse simulation designed especially for AGROTICA. The CrediaBank Greenhouse is a space for the development of business ideas, where creative collaborations can flourish—such as the Bank's partnership with the UNESCO Center for Integrated and Interdisciplinary Water Resources Management of the Aristotle University of Thessaloniki, focusing on the rational management of water resources in agricultural operations.

At the same time, the CrediaBank Greenhouse incorporates elements of sustainable operation, including photovoltaic panels, water-saving infrastructure and hydroponic installations. There, professionals from the primary sector will be informed about the Bank's specialized financing solutions covering the entire lifecycle of their activities. Additionally, within the framework of the Bank's cooperation with the non-profit organization New Agriculture New Generation, a representative of the organization will be present at the stand to provide information to interested visitors about strategies for local products and PDO–PGI products with health claims.