

PRESS RELEASE

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CrediaBank: Supporting Crete's Agri-Food Sector in Collaboration with the Hellenic Mediterranean University

The Hellenic Mediterranean University (ELMEPA) and CrediaBank have signed a Memorandum of Cooperation as part of the bank's strategy to support the agri-food sector in Crete. The agreement aims to implement joint initiatives in education, research, innovation, and social contribution, as well as to promote the creative exchange of knowledge.

CrediaBank, that recently presented its comprehensive proposal for financing investments in the primary sector, agricultural product processing, energy infrastructure, agri-food, as well as rural facilities, greenhouses, equipment, and photovoltaic systems, is entering into a significant partnership with a university institution. The goal is to strengthen local agricultural and tourism entrepreneurship in Crete.

The Memorandum of Cooperation defines a framework for actions in the following areas:

- **Agri-technology, Food, and Biosciences**, through collaborations with the University's Department of Agriculture in areas such as sustainable farming, food technology, nutrition, and agri-food, contributing to innovation in agricultural production.
- **Management, Economics, and Tourism**, through initiatives with the Departments of Business Administration and Tourism, Management Science and Technology, and Accounting and Finance, focusing on entrepreneurship, digital transformation, tourism development, and operations research.
- **Innovation in Technology & Engineering**, by leveraging the Departments of Electrical and Computer Engineering, Electronic Engineering, and Mechanical Engineering for research in renewable energy sources, smart systems, automation, and AI/robotics applications.
- **Lifelong Learning & Training**, through the development of educational and lifelong learning programs in modern skills, digital tools, foreign languages for tourism, cutting-edge technologies, and more, utilizing ELMEPA's Training Center.

On the occasion of the signing, Mr. Stylianos Iliadis, Chief Retail Banking & Wealth Management Officer, CrediaBank, stated: *"Through our collaboration with the Hellenic Mediterranean University, we strengthen the creative dialogue of knowledge between the bank and the academic community, aiming for excellence. We leverage financing tools to support the agri-food and tourism sectors in Crete—the flagship of CrediaBank—confirming our commitment to the sustainable development of local communities."*

The Rector of the Hellenic Mediterranean University, Mr. Nikolaos Katsarakis, stated: *"By listening to the real needs of the local community and the economy, as well as to the best practices followed by universities and research institutions internationally, the Hellenic Mediterranean University invests in strategic partnerships with a meaningful impact. Our collaboration with CrediaBank moves in this direction and aims at transferring specialized knowledge and innovation to critical sectors such as agri-food, energy, the circular economy, and tourism, substantially strengthening the institution's role as a key pillar of sustainable development in Crete."*

At the same time, the Memorandum lays the foundation for CrediaBank's participation in partnerships with the University and/or other bodies of central or regional administration, within the framework of European or other programs.