

Building Bridges

The Power of Strategic Partnerships Between
Banks and Hoteliers

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HELLENIC BANK

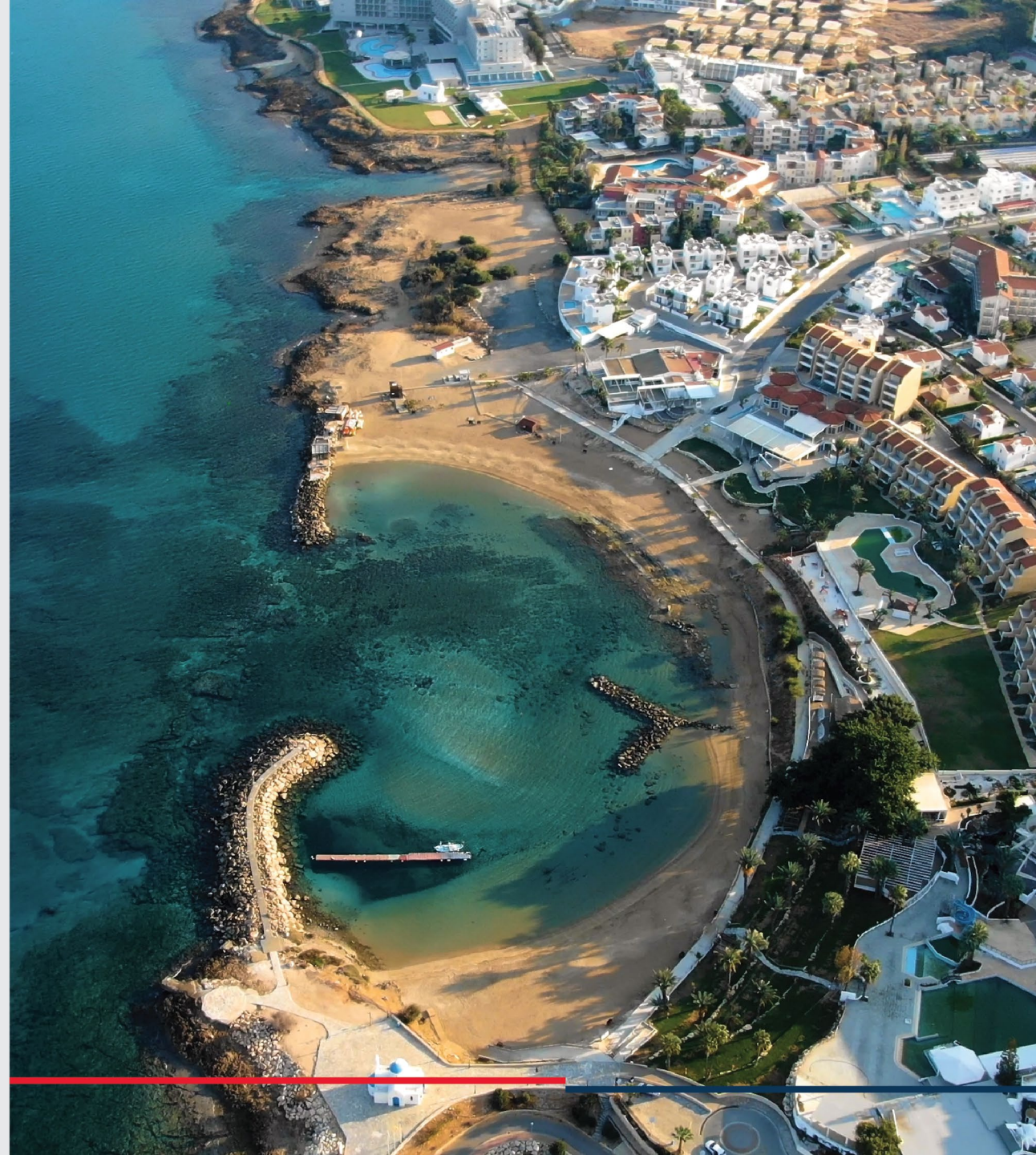
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The **Symbiotic Relationship** between banks and hoteliers

- The hospitality sector is vital for Cyprus' economy—and for banks.
- At Hellenic Bank, hospitality is our top primary sector of activity.
- Hoteliers rely on banks for funding to build, renovate, and expand.



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Key Areas of **Collaboration**

1

Financing Growth

2

Sustainable Initiatives

3

Crisis Management

4

Digital Transformation

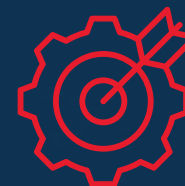
Opportunities for Mutual **Growth**



Guest-focused
solutions



Real estate collaboration:
mixed-use developments,
REO opportunities



New markets:
joint initiatives to explore
untapped tourism segments



Key Challenges

1. Economic Volatility

- Strategies to mitigate risk.

2. Understanding Each Other's Needs

- Banks leverage on industry expertise & comparative data.
- Hoteliers' financial planning and risk management insights strengthen partnerships.
- Knowledge-sharing leads to trust and transparency.

Successful Partnerships

Hellenic Bank Partnership Stories:

Customer testimonials on strategic support

International partnerships



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Strategic partners



Holistic solutions
beyond lending



Create ecosystems



Long-term, transparent,
and value-driven
relationships

Trusted partner in driving innovation and growth in hospitality!