



Innovation initiatives

National Bank of Greece

Enhancing Entrepreneurship in Greece

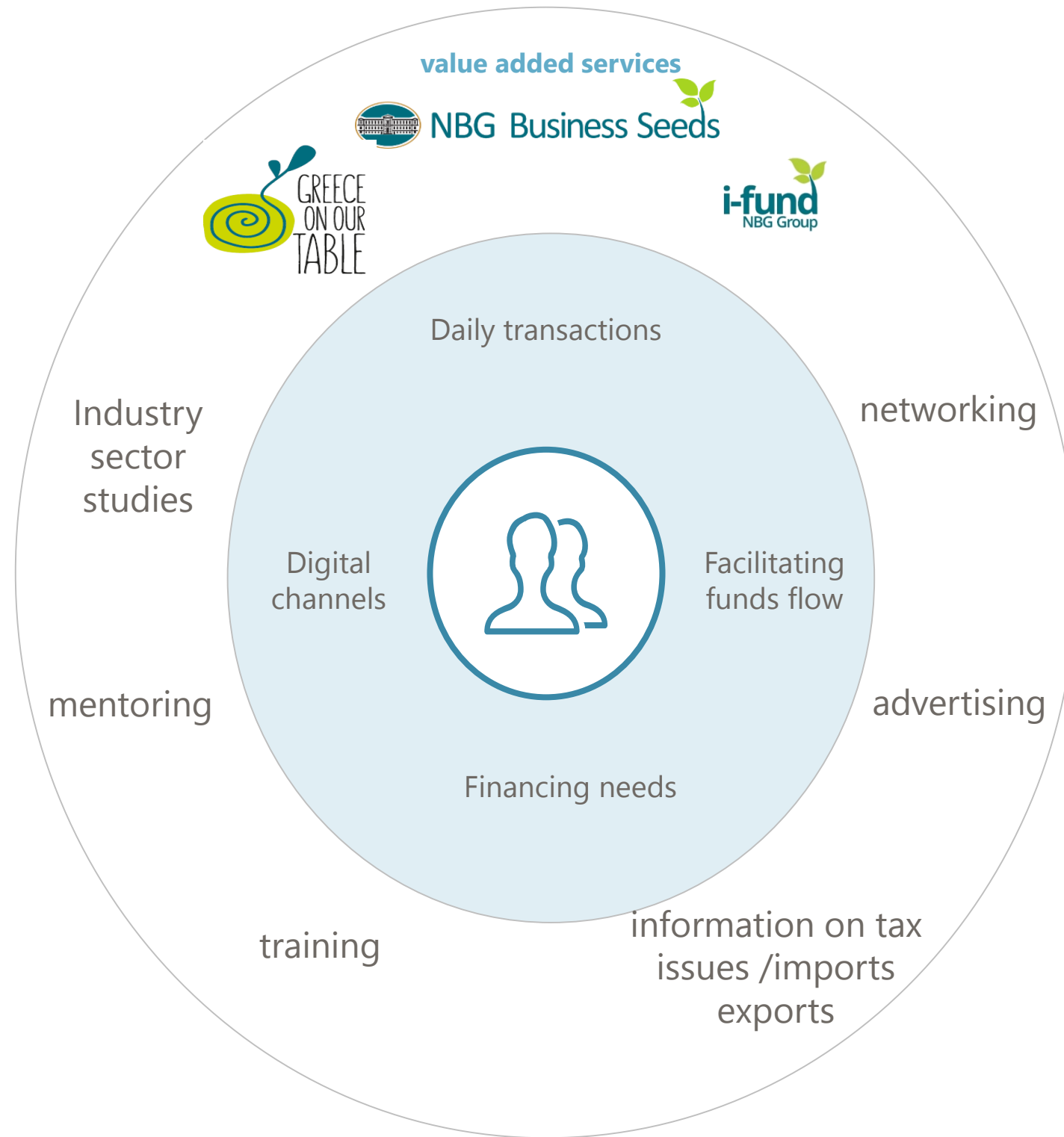
Panagiotis Papageorgiou

Business Banking & retail loans division



BUSINESS
BANKING

Supporting entrepreneurship in Greece



Financing instruments: COSME - Loan Guarantee Facility



The financing of SMEs within the context of the program is possible thanks to the Guarantee provided by the EIF in the frame of the COSME program, which was launched by virtue of Regulation (EU) No 1287/2013 of the European Parliament and Council, of 11 December 2013, for the purposes of establishing a program for the competitiveness of businesses and SMEs (COSME) (2014-2020), and it is provided with the support of the European Fund for Strategic Investment (EFSI) created within the context of the Investment Plan for Europe. The aim of the EFSI is to contribute to the financing and the implementation of productive investments within the European Union and to ensure better access to financing.

National Bank of Greece entered into an agreement with the European Investment Fund to channel **€500.000.000 to micro, small & medium businesses*** with the support of the European Fund for Strategic Investments (EFSI).

The COSME Program seeks to provide financing to businesses for amounts **up to €150,000** (can reach **€3m** for non innovative businesses) backed by EIF guarantees with **substantially reduced requirements** for collateral and **improved interest rates**

COSME loans:

- address **working capital** needs with a maximum maturity of 5 years or
- finance **investment expenditure** with a maximum maturity of 10 years or
- can be granted as a revolving credit line with an annual renewals

*employ up to 250 persons and their annual turnover (or balance sheet) does not exceed €50m (or 43m)



Financing instruments: EaSI-Guarantee Facility



The supported financing benefits from the support of the European Union under the Guarantee Facility established under Regulation (EU) No 1296/2013 of the European Parliament and the Council establishing a Union Programme for Employment and Social Innovation ("EaSI") and the European Fund for Strategic Investment ("EFSI") set up under the Investment Plan for Europe. The purpose of EFSI is to help support financing and implementing productive investments in the European Union and to ensure increased access to financing

National Bank of Greece entered into an agreement with the European Investment Fund to channel **€40,000,000 to micro* businesses** in implementation of the EU's EaSI Program

The EaSI Program seeks to provide microfinancing to businesses for amounts **up to €25,000** backed by EIF guarantees **with no collateral** (apart from personal guarantees)

Type of EaSI loans:

- **fixed term** loans for working capital needs or investment expenditure with a maximum maturity of 6 years or
- **overdrafts** with annual renewals

The beneficiaries included in the EaSI program are offered **customized training programs**, and advisory and **mentoring services**

*employ fewer than 10 persons and their annual turnover/balance sheet does not exceed €2m



NBG Business Seeds

Startup Support & Funding Program





business idea formation

- **"Innovation & Technology"** Competition for the 8th consecutive year in cooperation with **8 universities**
- **Match & Develop a startup;** matching startup teams with developers



business plan

- "Innovation & Technology"
- tailor made **training courses** in accounting, marketing and sales in cooperation with Athens University of Economics & Business



deployment

- angel financing
- microfinancing
- special purpose loans to develop new activities
- mentoring and pro bono services



business development

- credit line on the basis of banking criteria (in line with NBG credit policy)
- partnership with Endeavor Greece for support and mentoring services



Angel Financing



Equity



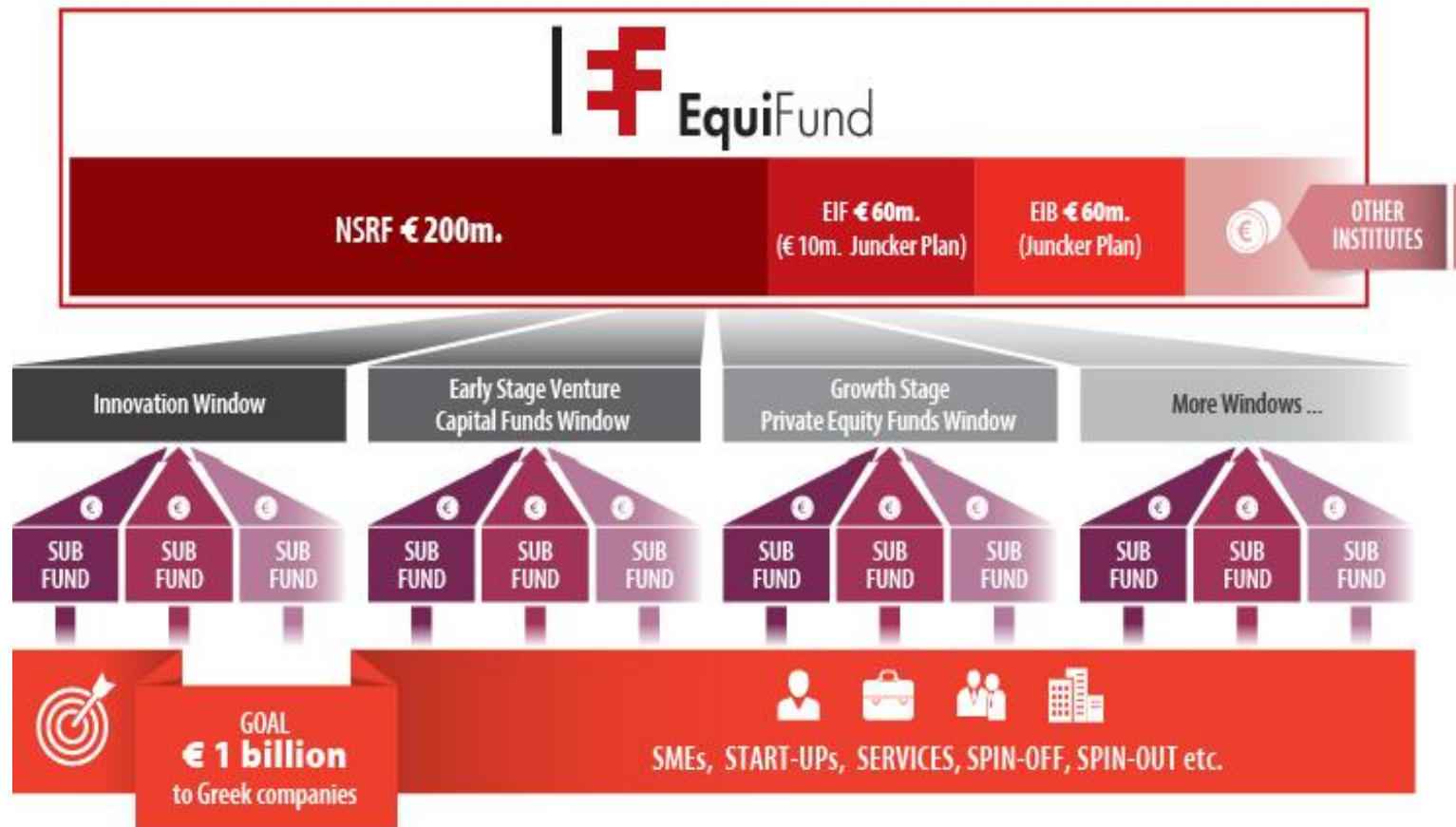
Loans



Other



Participation in Equifund funds as a private investor



- EIF open call completed
- 9 funds already / in setup mode
- ~€450m to be invested



Crowdfunding for debt and equity



new and innovative entrepreneurship

- support for innovative entrepreneurship through crowdfunding
- NBG mediation in the crowdfunding process
- development of additional pioneering tools



Law 4416/2016

- Submission of proposal through the relevant online platform
- €500,000 per company/year
- Participation by individual crowdfunding investors with up to €5,000 (up to 10% of their income over the past 3 years, up to €30,000 p.a. per online platform)

company eligibility features

- significant presence in Greece with export-oriented activities
- track record of innovation and investments in R&D
- steadily growing income flow
- significant impact on employment

Fostering Agrifood entrepreneurship in Greece



1st event (April 2017)

14 companies



3rd event (December 2017)

20 companies



4th event (March 2018)

31 companies



2nd event (October 2017)

19 companies



Distinct stories of producers & products
embodying Greek culinary heritage

5th event (May 2018)

31 companies





Thank you

ppapageorgiou@nbg.gr



BUSINESS
BANKING






Backup



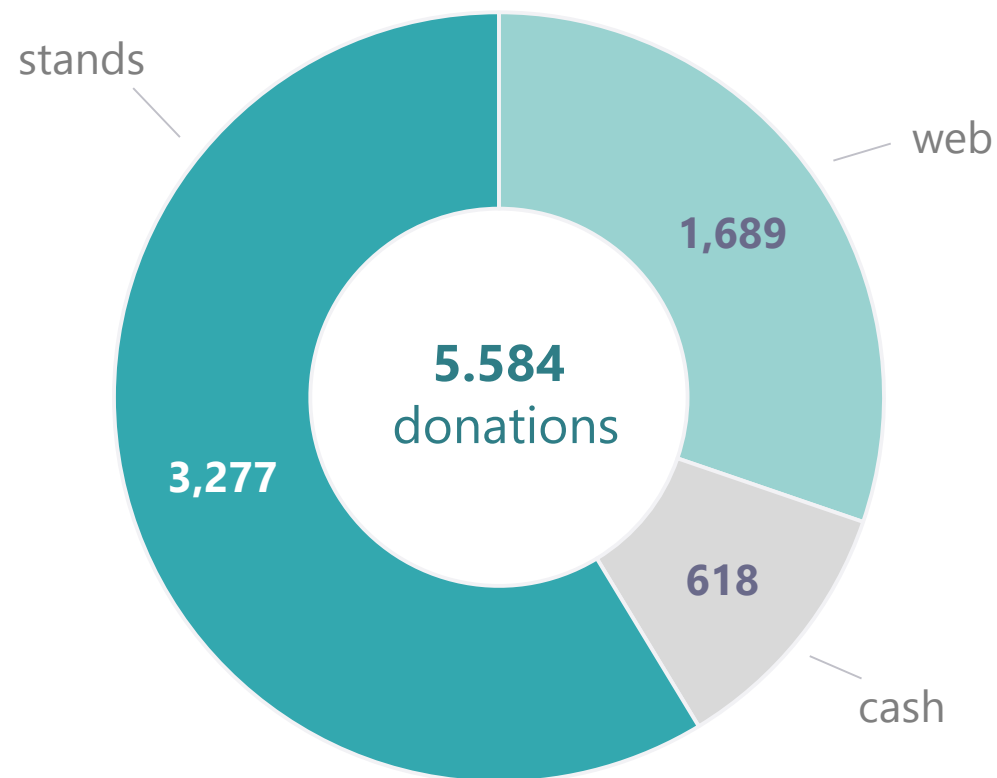
BUSINESS
BANKING

act4Greece is the leading crowdfunding effort in Greece producing remarkable engagement and results

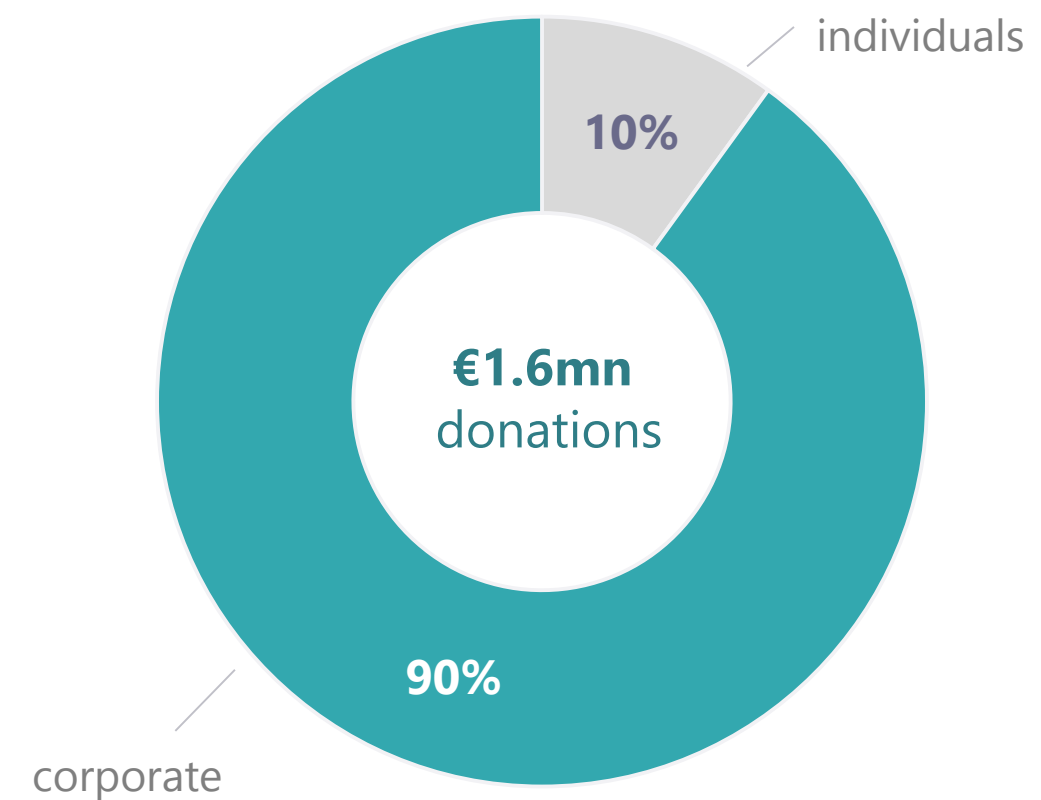


-  social welfare
-  environment
-  education
-  culture
-  sports

number of donations



amount of donations



over €1.8mn has been collected through
~5.600 donations for 16 actions



<http://befinnovative.com/>

...κάνε την ιδέα σου επιχείρηση



ΠΡΟΓΡΑΜΜΑ ΕΠΙΧΕΙΡΗΜΑΤΙΚΗΣ ΕΠΙΤΑΧΥΝΣΗΣ

powered by



ΕΘΝΙΚΗ ΤΡΑΠΕΖΑ



17

ΗΜΕΡΕΣ

14

ΩΡΕΣ

06

ΛΕΠΤΑ

51

ΔΕΥΤΕΡΟΛΕΠΤΑ

ΘΕΛΩ ΝΑ
ΣΥΜΜΕΤΕΧΩ



BUSINESS
BANKING

Fostering Agrifood entrepreneurship in Greece



sustaining

- ✓ training
- ✓ mentoring



Research commercialization



Road show in GR



promoting



Exposure



Kathimerini
NBG campaigns



Specialized annual
agrifood exhibitions GR

Kathimerini/
gastronomos



International trade fairs



Road show in GR

Gastronomos
awards



growing



Specialized banking
services



NBG Business Seeds



Networking initiatives



Institutional (chambers)



Sales (USA, Asia)