



ALPHA BANK

# Press Release

## Alpha Bank Cyprus Ltd, the Main Sponsor of the 5<sup>th</sup> Professional Services Forum

Alpha Bank Cyprus Ltd was the Main Sponsor of the highly successful **5<sup>th</sup> Professional Services Forum**, held on Wednesday, 21 November 2018, at Hilton Park hotel, Nicosia.

The Conference was addressed to accounting and law firms, the banking sector, investment and wealth management firms, as well as competent services of the broader Public Sector.

The main aim of the Conference was to inform delegates on the latest developments in the field of Professional Services in Cyprus and discuss with all stakeholders the growth prospects for the sector and the National Economy in general.

In his speech at the Conference, Mr. Konstantinos Koutentakis, Managing Director of Alpha Bank Cyprus Ltd, referred amongst other things to the future of the banking sector, stressing that the huge leaps in digital technology have unequivocally transformed traditional banking models both at national and international level. The successful adaptation of banks to the digital era, noted Mr. Koutentakis, largely depends on their ability to meet the needs of their Clients, exploiting the opportunities offered by technology and adopting more flexible and efficient operating methods.



Nicosia, 27 November 2018