



REPOSITIONING GREECE  
PART 2

## Opportunities outweigh threats

In the era of the so-called "Fourth Industrial Revolution", the world is being transformed by new technologies, which are redefining customer expectations, enabling businesses to meet these new expectations, and fundamentally changing the way people live, work and relate to one another.

In its scale, scope and complexity, this digital transformation era will be unlike anything humankind has experienced before. However, does it only bring challenges, or also unique opportunities for people and organizations? Drawing on her banking experience, N. Tzakou-Lambropoulou will explain how disruptive banking business models will work in the best interest of customers.

Keynote Speaker: Nelly Tzakou-Lambropoulou



NATIONAL BANK  
OF GREECE

The Ecali Club  
28/6/2018



DIGITAL  
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