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PRESS RELEASE

Eurobank strengthens financing and international development of tourism technology through the TourismTech Cluster και international strategic partnerships at the MWC 2026

Eurobank, via the Venture Banking unit and egg - enter grow go (egg Accelerator), created the TourismTech Cluster, a collaborative formation aiming to accelerate the growth, financial maturity, and international presence of Greek technology companies in a key sector of the Greek economy.

The initiative is part of Eurobank's Venture Banking strategic role in shaping integrated ecosystems that bridge innovation with specialized banking products, investment funds, institutional bodies, and international cooperation networks. The primary objective of this initiative is to mobilize private and European funds, with the goal of generating sustainable development prospects.

The **16 Greek technology companies** participating in the **TourismTech Cluster** are the following: CaptainBook.io, Clio Muse Tours, Fistware, Greeking.me, HAM Systems, Hotel Toolbox, kleesto, Mentor in Culture, Moptil, Narratologies, Owl Automata, POBUCA, SaMMY, SimpleApps, Toulange και Triparound. The Cluster is supported by a **Council of Coordination** with the participation of representatives from the business, research, and investment communities, including the Centre for Research and Technology Hellas (CERTH) and the Hellenic Spanish Chamber of Commerce, ensuring effective guidance, international networking, and strengthened investment cooperation.

Through the Venture Banking unit and the egg Accelerator, **Eurobank** provides administrative and organizational support, ecosystem mapping and development, connects businesses to specialized financing tools, investment funds, and institutional bodies and supports the participation in European programs. **The strategic objective is to systematically develop innovative products and services in the tourism sector, enhance access to financing and mobilise private and European capital, accelerate business growth, and support the international expansion and competitiveness of Greek tourism technology companies.**

This new cluster builds on the successful implementation of the first **Collaborative Innovation Cluster in Tourism/Culture**. Under this initiative, **12 innovative companies** developed integrated technological solutions, receiving a total of **€2.8 million** in funding. These solutions include experiential activities at museums and archaeological sites using AR, AI, and VR technologies and (SaaS) tools for creating personalized tourism products. They also include a business-to-business (B2B) marketplace for tourism professionals, gamification and business simulation applications, and digital platforms for improving maritime tourism.

Strategic cooperation within the framework of the MWC 2026

On the sidelines of the **Mobile World Congress 2026** in **Barcelona**, **Eurobank's egg Accelerator** and the **European Cluster TURISTEC** signed a **Memorandum of Cooperation**, strengthening the interconnection between the Greek and Spanish ecosystems. The agreement establishes an institutional framework for cooperation, providing soft landing facilitation for startups and the development of joint pilot projects and innovation actions. It also facilitates the cooperation in European funding programs and creates channels for the exchange of know-how and investment opportunities. Additionally, this **Memorandum of Cooperation** strengthens the ability of startups to raise capital and develop businesses across borders.

The **Minister of Digital Governance, Mr. Dimitris Papastergiou** attended the **Greek National Pavilion** at MWC 2026, which was co-organized by the **Ministry of Digital Governance**, **Enterprise Greece** and the **Association of Innovative Applications Companies of Greece (SEKEE)**. During his visit, he met with the TourismTech Cluster and egg teams and was briefed on the prospects for international growth and financing of Greek companies in the sector.

Ms. Roula Bachtalia, Head of the Venture Banking Unit at Eurobank said: "The creation of the TourismTech Cluster is a strategic investment in the future of the Greek tourism economy. Eurobank's Venture Banking acts as a catalyst connecting innovation with financing, investment expertise, and international networking. This creates a stable framework for attracting private and European capital, thereby strengthening the country's competitiveness."

Through this initiative, Eurobank further solidifies its position as a strategic development financing partner for Greek technology companies, actively contributing to the development of a robust, outward-facing model for the tourism sector.