

PRESS RELEASE

Piraeus and Accenture Announce the Name of the New AI Hub in Greece, Heralding a New Era in Financial Services

Piraeus and Accenture, following their [recent announcement](#), are establishing the **Newra AI Hub**, ushering in a new era in financial services.

This initiative marks the transition from planning to implementation of a new operating model that will design, develop, and accelerate the deployment of advanced artificial intelligence solutions, supporting Piraeus' broader transformation journey.

Newra is being created as a permanent innovation and delivery engine that will leverage Anthropic's AI capabilities, combining them with Piraeus' strategic vision and Accenture's global expertise.

The name **Newra**, derived from the words "New Era," reflects the shared ambition to shape a new era for banking, one in which technology acts as a catalyst for human value. It embodies the belief that the true potential of artificial intelligence can only be realized when combined with human ingenuity, judgment, and experience.

At the heart of Newra's identity lies a commitment to responsible innovation, technical excellence, and strong governance, with a focus on developing solutions that balance technological advancement with trust. Its objective is to enhance the customer experience, boost productivity, and create measurable and sustainable value for all stakeholders.

Starting with an initial team of professionals, the **Newra AI Hub** will immediately move forward with [targeted recruitment of specialized talent](#), creating a strong AI talent ecosystem in Greece.

Christos Megalou, Chief Executive Officer of Piraeus, stated: "Artificial intelligence creates a unique opportunity to redefine how banks generate value. At Piraeus, we consistently invest in capabilities that enhance competitiveness, accelerate transformation, and create better experiences for our customers. Through Newra, together with Accenture and by leveraging Anthropic's advanced AI capabilities, we are creating the conditions for innovation to achieve scale, continuity, and meaningful impact on the future of banking in Greece".

Kyriakos Sabatakakis, Chair and Chief Executive Officer of Accenture Greece, commented: "*Newra demonstrates in practice that artificial intelligence is not simply a new technology, but a force for organizational reinvention. In collaboration with Piraeus, we are creating a model for how AI can be embedded at the core of an organization, strengthening human capabilities and creating new sources of value and growth for the future*".

Athens, 10 July 2026